



SEINÄJOEN AMMATTIKORKEAKOULU  
SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES

Anne-Mari Ala-Lahti

---

## **Improving brand awareness on social media**

Facebook in furniture marketing

Master's thesis

Autumn 2023

Master of Business Administration



SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES

## **Thesis abstract**

Degree Programme: Master of Business Administration, International Business Management

Author: Anne-Mari Ala-Lahti

Title of thesis: Improving brand awareness on social media: Facebook in furniture marketing

Supervisor: Elisa Kannasto

Year: 2023

Number of pages: 70

Number of appendices: 1

---

The thesis was made for a Finnish indoor furniture manufacturer that does social media marketing in several channels. The thesis topic deals with increasing brand awareness on social media. Social media is an important part of people's daily lives, and it is useful for brands to use social media as part of marketing because it is cost-effective, fast, and allows companies to connect with consumers without intermediaries. Brand awareness is proportional to how likely people are to buy and recommend brand products. Therefore, brand awareness is an important part of marketing goals.

The thesis aimed to develop brand marketing and marketing strategy in social media, focusing on the company's largest social media channel, Facebook. Two test cycles of paid advertising were conducted on Facebook, and the results were analysed using the Meta Business Suite analytics metrics. The purpose of the test sessions was to find out how different types of advertisements work on Facebook. In addition, people working within the company were interviewed about the brand to get a comprehensive picture of the current situation and what issues will have effects on brand marketing in the future.

According to theoretical literature, social media awareness is positively influenced by diverse, brand-image-appropriate content. The production of content must take into account the different social media channels and the content that best suits them. In addition, social media marketing must be constant and interactive with the audience. It is worthwhile for brands to produce content on multiple social media channels. This way, the brand can reach as wide an audience as possible, depending on different age groups, different interests, and the purposes of social media use. As a result of the thesis study, key figures were obtained based on which social media marketing on Facebook can be monitored in the future and which provide a framework for the results obtained from the advertisements. As a result of the interviews, the current status of the brand and brand marketing was defined, as well as on what its focus should be. In addition, the matters that will impact the brand and brand marketing in the future were identified.

<sup>1</sup> Keywords: Brand, brand awareness, Facebook, social media, social media marketing

SEINÄJOEN AMMATTIKORKEAKOULU

## Opinnäytetyön tiivistelmä

Tutkinto-ohjelma: Master of Business Administration/Tradenomi (YAMK)

Suuntautumisvaihtoehto: International Business Management

Tekijä: Anne-Mari Ala-Lahti

Työn nimi: Brändin tunnettuuden kasvattaminen sosiaalisessa mediassa: Facebook huonekalumarkkinoinnissa

Ohjaaja: Elisa Kannasto

Vuosi: 2023

Sivumäärä: 70

Liitteiden lukumäärä: 1

---

Opinnäytetyö tehtiin suomalaiselle huonekaluja valmistajalle yritykselle, joka tekee sosiaalisen median markkinointia useassa kanavassa. Työn aihe käsittelee brändin tunnettuuden kasvattamista sosiaalisessa mediassa. Sosiaalinen media on tärkeä osa ihmisten jokapäiväistä elämää, ja brändeille on hyödyllistä käyttää sosiaalista mediaa osana markkinointia, koska se on kustannustehokasta ja nopeaa sekä sallii yritysten olla yhteydessä kuluttajiin ilman välikäsiä. Brändin tunnettuus on verrannollinen siihen, miten todennäköisesti ihmiset ostavat ja suosittelevat brändin tuotteita. Tämän vuoksi brändin tunnettuus on tärkeä osa markkinoinnin tavoitteita.

Opinnäytetyön tavoite oli kehittää brändimarkkinointia ja markkinointistrategiaa sosiaalisessa mediassa, keskittyen yrityksen suurimpaan sosiaalisen median kanavaan, Facebookiin. Facebookissa suoritettiin kaksi maksetun mainonnan testijaksoa, joiden tulokset analysoitiin Meta Business Suiten analyysimittareita hyväksi käyttäen. Testijaksojen tarkoitus oli saada selville, miten erilaiset mainokset toimivat Facebookissa. Lisäksi yrityksen sisällä työskenteleviä henkilöitä haastateltiin brändiin liittyen, jotta saatiin kokonaisvaltainen kuva brändin tämän hetken tilanteesta sekä siitä, millaiset asiat tulevat vaikuttamaan brändimarkkinointiin tulevaisuudessa.

Kirjallisuuden mukaan sosiaalisen median tunnettuuteen vaikuttaa positiivisesti monipuolinen, brändikuvaan soveltuva sisältö. Sisällöntuotannossa tulee ottaa huomioon eri sosiaalisen median kanavat ja niihin parhaiten soveltuva sisältö. Lisäksi sosiaalisen median markkinoinnin tulee olla tasaisesti toistuvaa ja yleisön kanssa vuorovaikutteista. Brändien on järkevää tuottaa sisältöä useisiin sosiaalisen median kanaviin. Tällä tavoin brändillä on mahdollisuus tavoittaa mahdollisimman laaja-alaisesti yleisöä eri ikäryhmien, erilaisten kiinnostuksen kohteiden ja sosiaalisen median käytön tarkoitusperien mukaan. Opinnäytetyön tutkimuksen tuloksena saatiin tunnuslukuja, joiden pohjalta sosiaalisen median markkinointia Facebookissa pystytään jatkossa seuraamaan ja jotka antavat mainoksista saataville tuloksille kehukset. Haastattelujen tuloksena määriteltiin brändin ja brändimarkkinoinnin tämän hetken tilanne ja mitä siinä halutaan painotettavan. Lisäksi saatiin selville, millaiset asiat vaikuttavat brändiin ja brändimarkkinointiin tulevaisuudessa.

<sup>1</sup> Asiasanat: Brändi, brändin tunnettuus, Facebook, sosiaalinen media, sosiaalisen median markkinointi

## TABLE OF CONTENTS

Thesis abstract .....	2
Opinnäytetyön tiivistelmä .....	3
TABLE OF CONTENTS.....	4
Pictures, Figures and Tables .....	6
1 INTRODUCTION.....	8
1.1 Case company .....	8
1.2 Objective for the thesis.....	10
1.3 Outline of the thesis.....	12
2 CONCEPT OF SOCIAL MEDIA MARKETING.....	14
2.1 Role of social media marketing .....	14
2.2 Social media channels .....	15
2.3 Core target group .....	15
2.4 Strategic measures .....	18
2.4.1 Engaging.....	19
2.4.2 Advertising .....	20
2.4.3 Measuring .....	21
3 BRAND IN SOCIAL MEDIA.....	23
3.1 Brand communication.....	24
3.2 Brand awareness .....	26
3.3 Brand management.....	27
3.4 Brand equity .....	28
4 DATA AND METHOD.....	29
4.1 Platform selection.....	29
4.2 Facebook metrics .....	31
4.2.1 Click Through Rate (CTR).....	31
4.2.2 Reach and impressions .....	32
4.2.3 Clicks and Cost Per Clicks (CPC).....	32
4.2.4 Frequency.....	32
4.3 Results from Facebook ads from 2021–2022.....	33

4.4	Empirical research.....	35
4.4.1	Planning and scheduling advertisements.....	35
4.4.2	Brand vs. product picture .....	36
4.4.3	Product presentation (product in interior picture vs. plain product) .....	38
4.4.4	Difference in age of the target groups.....	40
4.5	Results of empirical research .....	42
4.6	Comparing results in advertisements .....	47
4.7	Qualitative interviews .....	49
4.7.1	Selection of interviewees .....	50
4.7.2	Interview responses from the CEO and sales director .....	51
4.7.3	The interview responses from sales managers.....	52
5	FINDINGS .....	55
5.1	Findings from the empirical study.....	55
5.2	Findings from the interviews.....	59
6	DISCUSSION .....	61
	BIBLIOGRAPHY .....	66
	APPENDIX .....	70

## Pictures, Figures and Tables

Picture 1. Brand versus product advertisement 1 to 31 August 2023. ....	37
Picture 2. Brand versus product advertisement 1 to 31 October 2023.....	38
Picture 3. Product in interior picture versus plain product advertisement 1 to 31 August 2023.....	39
Picture 4. Product in interior picture versus plain product advertisement 1 to 31 October 2023.....	40
Picture 5. Older versus younger target group advertisement 1 to 31 August 2023.....	41
Picture 6. Older versus younger target group advertisement 1 to 31 October 2023. ....	42
Figure 1. Number of Facebook users reported by Facebook ad manager in the years 2019–2022.....	17
Figure 2. Number of Instagram users reported by Facebook ad manager in the years 2019–2022.....	18
Figure 3. The company’s social media channels and their number of followers in July 2023.....	30
Figure 4. Average results from Facebook advertisements in 2021–2022. ....	34
Figure 5. Age and gender distribution of the company’s followers on Facebook. ....	36
Figure 6. Brand versus product advertisement, timeline 1 to 31 August 2023. ....	43
Figure 7. Brand versus product advertisement, timeline 1 to 31 October 2023. ....	44
Figure 8. Plain product versus product in interior picture advertises, timeline 1 to 31 August 2023.....	45
Figure 9. Plain product versus product in interior picture advertises, timeline 1 to 31 October 2023. ....	45

Figure 10. Older versus younger target group advertises, timeline 1 to 31 August 2023.....	46
Figure 11. Older versus younger target group advertises, timeline 1 to 31 October 2023. ....	47
Figure 12. Average values of all advertisements. ....	48
Table 1. High, average, and low results from Facebook metrics. ....	58

# 1 INTRODUCTION

A case company has been used in this work, of which, at the request of the client and due to business secrets, only the name company is used in this work. The company manufactures indoor furniture, with nearly 60 years of experience. Over the years, what started as one man's company, has grown into a group, and modest mouth-to-mouth marketing has changed to today's demands where the company's brand must also be strong on social media. This thesis examines how to meet that challenge and today's demands. Therefore, the target is social media, especially Facebook's platform, where most of the company's target groups can currently be reached.

## 1.1 Case company

Case study company is an indoor furniture manufacturer, which was founded in Finland in 1964. The company has production in four production units, three for upholstered products like sofas, chairs, and recliner chairs and one for wooden furniture like dining tables and dining chairs. One factory for upholstered products is in Finland and the other three units are in Estonia. In total, there are about 500 employees. The company is one of the largest manufacturers of home furnishings in Finland.

The company's social media channels: Facebook, Instagram, Pinterest, LinkedIn, and X (formerly known as Twitter), were founded in 2016. Over the years, most emphasis of the company's social media channels has been put on Facebook, Instagram, and Pinterest channels because those have the most followers and are best suited for marketing strategy. The core of the strategy is to reach people, provide inspiration, and create a sense of community.

The company is a manufacturer, and products are sold in furniture retailer chains, mostly in North Europe and North America. The company's products are purchased on average by people near middle age and over middle age. The price point of the company's products is higher than, for example, Asian imports, which is why the buyer base rarely includes young or very young adults so is it considered more of a premium product.

In social media marketing, it is essential to keep in mind that marketing is equitable for all the retailer chains but also interesting and engaging from the consumer's point of view. Each furniture retailer chain handles its marketing. The company's social media channels are from



the manufacturer's perspective. Informative, educating people on how to maintain their products, talking about new models and features, and being an overall inspiration in the interior. The company's social media channels are in Finnish because the biggest market area in Europe is Finland. Products sold in North America are sold under a different brand name and are marketed by their distributor in North America.

Social media marketing in the case company is planned and executed by the marketing team which includes the marketing manager, sales director, and designer. Facebook marketing is executed and monitored by the marketing manager. Facebook's content is produced almost every week, either with a story or an organic release. Paid advertisements are on all the time, with three to eight advertisements per month. Money is spent on paid advertisements on Facebook varying from 150 € to 350 € depending on how long the advertisement is shown or how much weight it carries, for example during a campaign period of the customer chain.

The principle in social media marketing has been, that all the customer questions will be answered, and all the comments are left to be visible, except for comments that are spam, insult another commenter, the use of language is inappropriate, with, for example, profanity or racism. In social media marketing, the company tries to avoid disclosing the country of origin of the products. Instead, advertisements emphasize handcrafted products by professionals. Over the years, it has been noted that the country of manufacture is a sensitive topic and often sparks negative feedback, especially on Facebook.

The case firm currently lacks having defined goals in the marketing on social media channels. The results of the advertisements are monitored, but no plan or strategy has been developed based on the results. Therefore, there is a clear need for this study and the development task. Also, the company has not considered the overall image of the brand, which involves the view of retailers and consumers, as well as the view of people working within the company. The overall picture may give perspective to marketing. Although the focus of the thesis is on brand growth in social media, it is connected to people's thoughts outside of social media. That is why it is important to gain viewpoints on the brand image through interviews.

## 1.2 Objective for the thesis

Companies started using social media channels for marketing partly because it was a cheaper solution compared with traditional marketplaces such as television, radio, and billboards (Butow, 2020; Markovič & Pollák, 2022, p. 13). Sajid (2016) has stated that social media is one of the most effective opportunities for companies to connect with their potential customers and Bilgin (2018, p. 134) writes that studies have shown that social media has become an important tool for brands to increase awareness. Juslén (2016, p. 82) and Markovič and Pollák (2022, p. 13) advocate these theories by writing that social media platform, like Facebook, is effective because it enables marketers to target an advertisement for a specific target group. Compared with traditional marketing, social media platforms also provide metrics, so that it is easy to follow how each advertising is working (Butow, 2020; Juslén, 2016, p. 82; Markovič & Pollák, 2022, p. 13).

According to Li et al. (2021, p. 51), Bilgin (2018, p. 134), Dolan et al. (2019, p. 2215), Humphrey et al. (2016, pp. 3–4), Juslén (2016, p. 19) and Popoli (2017) in the past decade, the usage of social media has brought together companies and their customers a new way. It has allowed and forced, companies to form close relationships with customers and social media platforms have enabled customers to be part of the communication process. Customers are participants, not just target groups, in the brand development Juslén (2016, p. 19), Markovič and Pollák (2022, p. 26), and Popoli (2017). Li et al. (2021, p. 51), continue that social media has also given tools to analyze and observe customer behavior, and even predict it. Therefore, exploited in the right way, it gives a competitive advantage to marketers.

According to Komulainen (2023, p. 9), in Finland, about 70 % of people use social media and approximately one-third of Finnish people follow brands or companies on social media. Based on these figures, it is profitable for companies and brands to be part of social media channels because they have the potential to increase awareness and market their services or products. Social marketing also has a direct impact on the competitive advantage because many people use social media daily anyway, and being away from it would mean that the company's competitors would have the opportunity to engage people with their channels and products (op. cit., p. 28).

According to Parris and Guzmán (2023, p. 192), the concept of a brand has evolved from being only an identifier or something to help the sales, “to the most valuable intangible asset for

companies". In "a hyperconnected digital world" marketing is no longer just about conducting the best profit for shareholders. Marketing is about adding value to several stakeholders who expect the brand to be "socially and socio-politically conscious" and take into account not only profits but also the environment and people (op. cit., p. 226).

Considering the above theories and figures, the case company aims to grow company brand awareness in social media. Based on the theory, research results, and interviews conducted within the company, a marketing strategy and Facebook marketing of the company are developed by defining the objectives for it. Defined targets are monthly data received from Facebook advertisements, with emphasis on click-through rate (CTR), reach, impressions, clicks, cost per click (CPC), frequency, and Facebook's total number of followers. With the help of tracking goals, it is possible to determine the functionality of the company's Facebook marketing and react if there is a decrease in the metrics. In the data gathering section, Facebook advertisements will be analyzed, by using Facebook analysis metrics in Meta Business Suite, to understand how different kinds of advertisements work and what kind of advertisements are most cost-effective on Facebook. Facebook and Instagram work under the Meta Business Suite and can be controlled by the same advertising analytics on Meta Business Suite.

The thesis focuses especially on brand development in social media, but development proposals, development plans, or other considerations related to the brand are also raised as needed in other aspects that are noted in the analysis. A brand is a comprehensive concept and can be studied and explained in many ways. A brand is constructed in also other mediums than social media. However, this study focuses solely on social media. Therefore, the theory is within the context of social media and is limited to four aspects of a brand: communication, awareness, management, and equity.

The company does not have a written strategy for social media marketing, but the aim has been to make the company's social media content stylish, informative, inspiring, and supportive of the activities of retailers. Used pictures are mostly plain product pictures or pictures in the interior. Sometimes short videos are also used to introduce the product. The text of the images is polite and neutral language and sometimes text has included general questions that have attempted to get comments from followers. The aim of the company's social media marketing is also to support the marketing of customer chains as much as possible. If customer chains have, for example, a certain product on sale, the company boosts this same product marketing at the same time. Because the marketing of a company is done with an in-

house team, it enables quick decisions and changes. It also gives marketing planning and implementation a freer schedule.

### 1.3 Outline of the thesis

Social media-related literature deals a lot with how it is profitable for brands to be on social media and engage consumers with their content. However, before this, it is necessary to understand what role social media marketing plays for companies, what kind of channels it offers, and what kind of core target groups the most used social media channels have in Finland. The presented core target group especially focuses on Facebook users because, in the research part of the thesis, the research is carried out on Facebook. The following chapter discusses the strategic measures, engaging, advertising, and measuring that are used in social media marketing. The thesis aims to get answers on how to grow company brand awareness in social media. Therefore, the next theoretical part discusses brand on social media and deals with things that often emerge in brand literature and affect brand awareness. These things are brand communication, brand awareness, brand management, and brand equity.

Increase a company's brand awareness requires an understanding of the theory behind marketing, focusing on social media. This is supported by an empirical study conducted on Facebook. The company operates in a niche market, where increasing brand awareness requires research into what kind of content consumers are interested in and whether the content causes engagement. The study uses contrasting advertisements such as a product-only versus a brand advertisement that features a person at work in production. Based on the research results, the company will receive information on what kind of content on Facebook works in what way. Also, to get a more holistic picture of the brand's present situation, qualitative interviews inside the company will be conducted. All these measures aim to give answers to what the company's marketing should consider in social marketing in the future, and what kind of actions would work best to make it possible to grow brand awareness cost-effectively. Social marketing trends are rapidly changing and marketing strategy needs to be updated accordingly. However, the purpose of the thesis is to find guidelines that can be used to advance marketing. The marketing team must ensure that the results of the marketing are monitored in the future and the necessary changes are made accordingly.

Once the studies and interviews are completed, the results are analyzed. After analyzing the results, the author summarizes and provides a case for the company's marketing as well as brand development recommendations. The recommendations focus on current issues and the development of the brand of the future.

## 2 CONCEPT OF SOCIAL MEDIA MARKETING

### 2.1 Role of social media marketing

Social media has grown over the past 15 years into an effective marketing channel. According to Borges Tiago and Verissimo (2014, pp. 703–708), consumer behavior forces companies to rethink their digital media marketing. A study that involved marketing managers, concluded that companies started to feel pressure to adopt social media platforms. Juslén (2016, pp. 37–38) argues that advertising in the digital environment will grow because it has the greatest potential for marketing communication. Through social media, companies can take advantage of large audiences through platforms such as Facebook.

For social media marketing to work, marketing activities must be “defined and applied” (Bilgin, 2018, p. 131). Bilgin has categorized marketing activities on social media with descriptions such as “entertainment, interaction, trendiness, advertisement, and customization”. Entertaining content encourages users to continue following, which thereby “creates positive emotions” and thoughts towards the brand. Interactive communication is possible because social media allows for up-to-date communication without intermediaries. Trendiness means that the brand presents consumers with current products and advertising means that a company uses social media to commercialize and expand its customer base. Customization refers to customer satisfaction, which is aimed at increasing when individual users are connected to the brand.

According to Ku (2023), social media marketing has become an important part of business because social media platforms allow brands and customers to communicate and build relationships. Customers get information, advice, and answers to questions. Social media allows brands to build awareness, engage people, and gather feedback. Information technology is no longer for operational purposes but has real strategic assets. Technologies provide value to both customers and companies and offer companies the possibility to gather strategic information which can give a competitive advantage (Wrigley & Straker, 2018, p. 7). Sajid (2016) continues that social media marketing is not about the possible coincidence that the customer finds the company's website but about the fact that

“it is a strategic and methodical process to establish the company's impact, reputation and item within areas of potential clients, visitors or supporters.”

## 2.2 Social media channels

Kaplan and Haenlein (2010, p. 61) and Voorveld et al. (2018, p. 3) have defined social media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user-generated content”. However, Voorveld et al. (p. 13) emphasize how the word social media, should not be used as “an umbrella concept” when talking about advertising. Each platform offers a unique experience, and it is connected to how advertisements are evaluated, negatively or positively. Humphrey et al., (2016, p. 4) also remind us that consumers have different needs that cannot be met on one channel.

There are multiple social media platforms to choose from and each of these platforms has their characteristics. According to Voorveld et al. (2018, p. 3) and Zhu and Chen (2015), social media platforms are divided into two typology-based groups. The first one is the “nature of connection” which is explained to be either profile-based or content-based. The second is the “level of customization messages” which means how well the platform is customizable according to the needs of the individual. These two characteristics can be divided into four categories; relationship-based, self-media-based, creative outlet, and collaboration platforms. Relationships-based platforms, like LinkedIn and Facebook, are based on individual profiles and customized messages. Self-media, like X, concentrates more on people’s ability to manage their communication in social media, though it is also profile-based. More creative channels, Instagram as well as YouTube, are platforms emphasizing creativity. Collaboration platforms allow individuals to share content and interact by asking questions and getting advice. In addition, social media platforms have many other differences, like privacy parameters, the life cycle of the produced content, modality, work or family, and friends-based connections. The content itself can vary from short messages to pictures or different-length videos with effects (Voorveld et al., pp. 3–4).

## 2.3 Core target group

The use of social media in Finland is very active when looking at the entire population. According to Pönkä (2022), the four most used social media channels in Finland are YouTube, WhatsApp, Facebook and Instagram. Per week, YouTube has 3 million users, WhatsApp 3-41 million users, Facebook 2.96 million users, and Instagram 2.27 million users. Social media usage study by Pönkä (2022) has taken into account people between the ages of 16 and 74.

According to the study, daily, 62 % of all age groups use WhatsApp, 52 % use Facebook, and 34 % use YouTube and Instagram. Because WhatsApp is a messaging-focused platform, and Finnish companies do not market through WhatsApp, its statistics are not explored further in this chapter.

The use of Facebook by age groups is very even, except for the age group 16–24, from whom only 30 % use Facebook daily. Users between age 25–74, have 53–59 % of daily Facebook users. The highest, 59 %, of daily Facebook users are in the age group 35–44. YouTube is more popular among younger age groups. From the age group 16–24, 43 % use YouTube daily, and from the age group 25–34, 46 %. The usage percentage declines clearly for older users and is 37 % for 35–44-year-olds and 32 % for the age group 45–54. The daily usage of Instagram has similar data to YouTube, and it is most used among younger people. From the age group 16–34, 59 % to 57 % use Instagram daily. From the age group 35–44, the percentage is 38 and the utilization rate decreases per older age group, being 25 % in the age group 45–54 (Pönkä, 2022).

As seen in Figure 1, Facebook users in the age groups of 40–60 have slightly risen in the years 2021 and 2022. In the age group 13–19, the usage has decreased considerably, about 30 %. The changes in other age groups are less dramatic but also age group 20–29 has decreased by about 10 %.



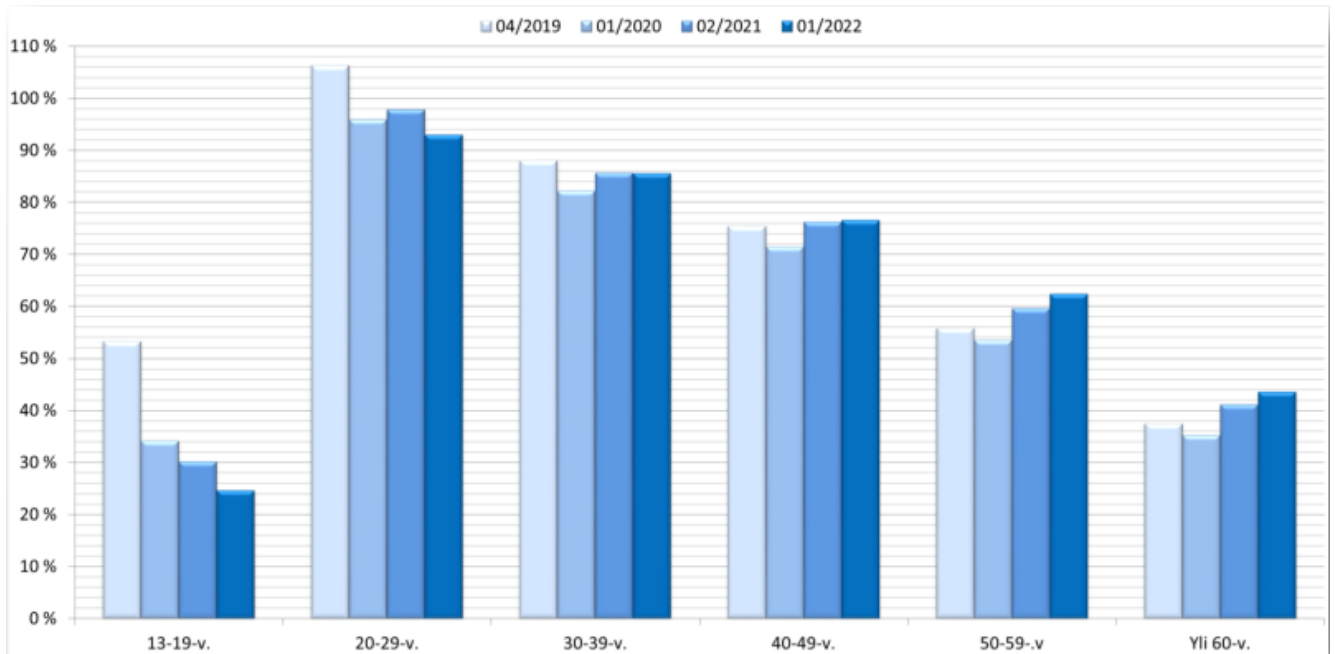


Figure 1. Number of Facebook users reported by Facebook ad manager in the years 2019–2022 (Pönkä, 2022).

For comparison, Figure 2 presents Instagram users by age group. In the youngest age group, 13–19, the usage of Instagram has decreased as Facebook has, but the overall change is smaller, about 10 %. In other age groups, the usage of Instagram has risen between the years 2021 and 2022. Instagram usage percent has increased significantly over the past three years among young adults and adults. However, as Figure 1 shows, as well as statistics of Pönkä (2022) and Kemp (2022, 2023) state, the overall use of Facebook is significantly higher in adult age groups after 30 years of age.



Figure 2. Number of Instagram users reported by Facebook ad manager in the years 2019–2022 (Pönkä, 2022).

## 2.4 Strategic measures

Social media marketing creates great opportunities for companies. Social media is a part of digital marketing and, like marketing in general, it takes work to succeed. The company profile should be updated accordingly, and there should be regular activity on the channel and interaction with the audience. By participating, engaging, and following people, a community can develop around the brand. Published content should represent the brand and attract an audience. People interested in the product or service can be converted to customers, if they are directed to purchase opportunities, such as websites. The most important thing for social media marketing is, however, an evolving strategy and measurable goals (WordStream, n.d.-a).

Wrigley and Straker (2018, p. 7) support WordStream's (n.d.-a) arguments and write that technological innovations are no longer just part of functional application but part of strategic decision-making in companies. Thanks to digital media, customers play an active role in social media communities. They can engage the company, share experiences, and upload information. Crowdsourcing takes advantage of a large number of people, which is easy in digital media. People's comments can be used to plan products, for example. Companies can

communicate with customers and crowdsourcing allows companies to ask for information, opinions, or even contributions (Forsgård & Frey, 2010, p. 145; Grier, 2013, p. 10).

According to WordStream (n.d.-a), the fundamentals of social media marketing, after profile optimization and creating content, are engaging, advertising, and measuring. The following chapters discuss these aspects of social media.

### **2.4.1 Engaging**

Engagement on social media “is an umbrella term for actions that reflect and measure how much your audience interacts with your content”. Engagement may appear as likes, shares, or comments (Sprout Social, 2022) but on each platform, engagement is different because they have different characteristics (Voorveld et al., 2018, p. 2). Voorveld et al. (2018, p. 3) continue by writing that “engagement is context specific” which moreover affects the results of engagement on different platforms.

Social media marketing aims to engage people as much as possible. Engaging is, however, difficult because social media platform algorithms are changing rapidly. To be able to make an effective marketing strategy that would improve engagement in social media, there should be knowledge about how each platform works, what kind of metrics are available, what kind of content and posting schedule gives the best results, and of course, understanding of the target audience (Sprout Social, 2022). People use multiple social media channels but the usage and ultimately engagement vary because each platform offers a different experience in terms of content and functionality (Voorveld et al., 2018, p. 3).

Different metrics, for example, followers, likes, comments, or views are indicators that tell about the level of digital engagement (Voorveld et al., 2018, p. 2). Consumer voluntary contributions, liking, sharing, rating, and participating, are important for marketers because they bring in credibility and are believed to foster customer relationships (Pöyry, 2016, p. 7).

On social media, it is easy for people to compare and look for information about alternatives. Therefore, customer satisfaction is a key factor when trying to commit customers to company channels. The content of the channel should be pleasing to the customer and that inspires them to like, share, and comment (Komulainen, 2023, p. 29). Voorveld et al. (2018, p. 5) point out that in social media, embedded advertisements should fit the platform. For example,

X has been seen as a source of up-to-date information, therefore the advertisements on X should speak the same language and give the same up-to-date information on what the platform is based on so that the advertisement can be appreciated.

In the study by Haverila et al. (2021, pp. 450–451), it is explained that identification and participation are both important factors why brand community engagement is important. As Sprout Social (2022) talks about customer engagement, Haverila et al. (2021, p. 451) also suggest that people like to feel that they are part of a group, and they identify themselves by using certain brands. Participating in conversations and interacting with other community members engages people and may affect positively purchase intention. People engaged with brands are also more willing to learn about new products.

However, engaged consumers do not automatically mean increased cash flow. Pöyry et al. (2013, pp. 224–235) have studied consumer behavior on a company's Facebook page. The study considered whether the consumers were motivated by hedonistic or utilitarian intentions. The behavior of the community was divided into two groups, those that browse the page and those that participate. As a result of the study, it was found that those who browse the page, with utilitarian intentions, are more likely to buy the product and those who participate, with hedonistic intentions, are less likely to buy the product and not recommend it to others. However, although participants are unlikely to purchase the product and therefore do not have a monetary benefit for the company, their activity is needed to keep the community alive. Kaptein et al. (2016, pp. 50–75) obtained a similar finding in a subsequent study that linked community activity and spending money in online gaming. It supports the study by Pöyry et al. (2013, pp. 224–235) that when examined active members of the community, increased engagement did not have a positive relation to consumer spending but decreased it (Kaptein et al., 2016, pp. 50–75).

## **2.4.2 Advertising**

Forsgård and Frey (2010, p. 145) write about how the ultimate purpose of marketing is to increase a company's revenue. Being successful at marketing requires long-term work, not just individual campaigns. For example, the growth of brand awareness and the growth of brand community can be used as a measure of marketing. WordStream (n.d.-a) agrees with Forsgård and Frey (2010, p. 145) and writes that brand advertising on social media must be

continuous. In addition, the content must be diverse and may include, for example, questions, contests, industry news, announcements, or tips on how to use the product (WordStream, n.d.-a).

Alalwan (2018), Hawkins and Vel (2013), Rathore et al., (2016), Usher et al., (2014), Zeng and Gerritsen (2014), and Zhu and Chen (2015) have stated that “social media platforms represent a new place where people, organizations, and even governments can commercially, socially, politically, and educationally interact with each other and exchange information, thoughts, products, and services”. Therefore, organizations all over the world have recognized the possibility of attracting customers and creating an advantageous relationship with them (Alalwan, 2018). Alalwan continues that in social media, companies can set different aims for advertisements, like creating awareness, building knowledge, shaping perception, or motivating purchase decisions.

Cover (2021) points out that if a brand can engage customers and create a positive impact, the customer is more likely to buy the brand's products. However, Guest (2017, p. 147) wrote that because of social media, companies struggle to maintain brand reputation. As much as 90 % of consumers rely on peer recommendations and 14 % trust developed advertising. The popularity of peer-to-peer recommendations and the rapid communication of social channels pose challenges to companies' marketing. Bilgin (2018, p. 134), and Safko (2012) support Guest (2017, p. 147) and write that the control of brands and messages is in the hands of their customers.

Referring to earlier text by Voorveld et al. (2018, p. 3) and Zhu and Chen (2015), social media platforms have their characteristics and can be divided into different categories. Each channel has its specifics, which is why advertising in them must be applied to suit each platform. Different platforms may give different results on advertising and in the study of Voorveld et al. (2018, p. 13), is explained that advertising sparked negative emotions most on Facebook, X, and YouTube.

### **2.4.3 Measuring**

Compared with traditional marketing, social media marketing offers real-time and accurate information about the functionality of campaigns Juslen (2016, p. 223). Juslen (2016, p. 225) recommends that marketers actively follow the campaign metrics so that they can learn how

different campaigns work. The effectiveness of digital marketing is often measured by metrics that track clicks, follower counts, impressions, and likes. Often, the growth of metrics is thought to come from well-executed, creative, advertisements (Voorveld et al., 2018, p. 1). Juslen (2016, p. 119) continues that marketing must set goals in advance that can be measured. Useful and measurable goals help to set goals. Goals go hand in hand with the investments that most commonly are "money and time". Goals and investments create a framework that helps to analyze the success of the campaign.

Successful numbers on social media depend on what is wanted to achieve, for example, sales progress. There are software tools to measure metrics, for example, Google Analytics, or metrics provided by Meta Business Suite from Facebook and Instagram. In addition, software tools like Buffer and Hootsuite, are scheduling and managing tools, which also provide analytics from sent posts (Chambers et al., 2020, pp. 18–21).

### 3 BRAND IN SOCIAL MEDIA

Professionals have defined brand in various ways and there are many narrower terms inside the comprehensive definition. The overall definition is associated with physical attributes like brand name, brand mark, or package but the definition goes deeper than that (Chunawalla, 2008, pp. 4–5, 8; Keller & Swaminathan, 2020, p. 32). A brand is a promise from a certain quality level, and it defines the company's values (Chunawalla, 2008, pp. 4–5, 8). Keller and Swaminathan (2020, p. 32) add that in the marketplace, a brand is something with prominence, a level of awareness, and a reputation. Rainisto (2006, p. 29) and Juslén (2016, p. 17) write that the brand, either a service or a product, can be defined as combinations of images in the consumer's head. Rainisto (2006, pp. 29–30) and (Podolsky, 2023) continue that a branded product adds premium value compared to an anonymous product and allows a company to stand out from the competition.

Social media has made it possible for brands to create personal profiles where to introduce the business, for example, product information. Social media as part of a marketing strategy is interesting for companies because it has a low-cost structure and there are many potential customers. Social media marketing often “focuses on customer satisfaction” and is an attempt to influence customers' purchasing behavior (Bilgin, 2018, p. 131–132). The value of the brand is also linked to the company's performance and profit expectations (Rainisto, 2006, pp. 29–30). However, constant development in overall business and life, guarantees that even the biggest and best-known brands cannot continue unchanged (Chunawalla, 2008, p. 7).

The above theories briefly explain the brand concept. This thesis deals with the brand in terms of social media marketing. Social media is a form of brand communication that promotes awareness, and reputation and supports high quality expectations from which Keller and Swaminathan (2020, p. 32), Podolsky, 2023 and Rainisto (2006, pp. 29–30) wrote about. Because the thesis aims to find solutions to how brand awareness can be developed in social media, brand awareness is discussed as a separate section in theory. As the theory of the upcoming chapter explains, brand awareness is linked to brand equity and brand loyalty. In addition to these theories, brand development requires efficient management, and it is therefore added to the theory section.

### 3.1 Brand communication

In today's digital world, social media is an important part of people's lives. It enables people to communicate with each other, for example, by expressing their opinions and sharing their experiences and likes. Because of its huge popularity, social media creates a great platform for brand communication. Brand communication for "large consumer masses" is cost-effective and fast. Therefore, it makes sense for companies to create "brand profiles on social media communication channels" that enable them to "engage consumers with content sharing" (Bilgin, 2018, p. 141).

Cover (2021), Dolan et al. (2019, p. 2214), Ku (2023), Popoli (2017), and Sajid (2016) write about how social media makes it possible for people to interact with companies and brands. Butow (2020) explains that brand should establish their "own presence, personality and message" and that is important to express it is not just a logo behind the social media account, but a real person. Social media platforms were created so that people could connect, and essentially building relationships is the key point that brands should make. Building relationships online can help people get to know the brand, and like and trust it, which leads to valuable relationships both online and offline. WordStream (n.d.-a), supports Butow's (2020), claim and talks about business humanizing in social media to appear approachable and trustworthy by interacting with the audience. Forsgård and Frey (2010, pp. 55, 6–61) write as well, how social media interaction and genuine presence are necessary. Commenting, sharing, liking, and developing interesting content strengthens the presence and helps to develop relationships.

Dolan et al. (2019, pp. 2217–2218), explain that in traditional marketing "emotional messages appeal" have been argued to be more effective than rational appeals. In their paper, they have studied which one, rational or emotional, works better on social media. Even though emotional messaging has been told to be effective, Dolan et al. (p. 2217), question whether it is an up-to-date method because those arguments are "based on static traditional media settings" and therefore differ from present social media, which is interactive, real-time, and dynamic. However, people have different intentions which affects how they explore social media. In the Dolan et al.'s (p. 2218) study, consumers were divided into promotion-focused and prevention-focused groups. They suggest that promotion-focused engage more with hedonic websites and prevention-focused engage more with utilitarian websites. Dolan et al. (p. 2218) continue that it is also relevant whether the business is "business to business (B2B)" or



“business to consumer (B2C). It was found that “consumers are more likely to elaborate on B2B (vs B2C) messages that contain functional appeals because of their rational (vs emotional) set of considerations” (op. cit., p. 2218). Consumers who use logic and facts in their purchasing decisions appreciate more rational appeals, like product specifications, performance, or features. Emotional appeals stimulate emotions with a product or brand, and emotions may motivate purchase decisions. Emotional appeals can be related to brand personality, like humor and slogans (op. cit., pp. 2219–2220).

Wright (2023, pp. 266–269) writes, about how technological innovations, such as face recognition, can be used to read emotions and actions like frustration and problem-solving. Results obtained through facial recognition can be used to improve customer experience. As a by-product of this technological achievement, marketers have benefited from the results because customer experience is linked to brand feeling. Wright (pp. 266–269) argues that competition between companies in the future will not only be about the product or service, but also about the brand feeling that will be formed for the consumer. The brand feeling is not just a customer relationship between the consumer and the company but something deeper. It is based on a positive feeling from the whole organization behind the brand. Because the digital environment is full of traffic, it is worth noting the message the brand has and how it affects consumers. What kind of feeling does the message leave to people reading and seeing? Wrigley and Straker (2018, pp. 9–12) state as well that the customer’s feelings, emotions, and mood has an impact on business. When understanding what the customer wants to buy and why, it is easier for businesses to engage with customers. Understanding customer’s emotional experiences gives guidelines and knowledge on how to build better relationships in the future. It plays no role, whether the experience is with technology or with people.

Pöyry and Laaksonen (2022, pp. 261–262) have studied brand activism, which is a marketing practice where a “brand promotes contested sociopolitical causes to highlight its values”. Some consumers demand brands to act and speak up, for example for racial justice, but studies have shown that this more often turns against the brand and manifests itself, for example, as a boycott against the brand. Brand activism expresses brand values with sociopolitical topics that are controversial and therefore differ from the “corporate social responsibility” program (CSR) and “cause-related marketing” (CRM).

### 3.2 Brand awareness

Brand awareness means how familiar and recognizable a brand is to its target audience (Podolsky, 2023). Bilgin (2018, p. 132) defines brand awareness as “the level of consumer recognition, acceptance, and recall of a brand in any case”. High brand awareness is associated with attributes like trust quality and positive experiences. An effective strategy to promote a brand helps to retain current customers and attract new ones. A brand with high awareness is more likely to succeed when consumers make purchase decisions between products or services (Podolsky, 2023). Bilgin (2018, p. 132) supports this and writes that brand awareness can affect the likelihood of consumers buying the branded products they know about. Part of brand awareness is iconic and recognizable logos, slogans, or designs (Podolsky, 2023).

According to Bilgin (2018, p. 131), companies that have managed to create a brand are in a privileged position because they have a position in the minds of consumers and “build a business identity”. The building of identity is proportional to the connection between the company and consumers. Depending on the depth of the communication between these two, company and consumer, the greater the “consumer’s brand preference and brand loyalty” is. A strong relationship is vital to branding because it directs consumer choices.

Brand awareness can be increased in several ways. Brand awareness starts with consistent branding so that the company’s branding elements like logo and slogan are similar on all platforms (Podolsky, 2023). McCormick (2023) supports Podolsky’s (2023) idea about cohesive messaging and adds that it should also be consistent so that the customers learn more about the company. Shared content should reflect the brand’s values and personality. A defined target helps marketing to understand customers’ interests and specify customer needs. Social media also enables companies to build a relationship with their customers and engagement, like online reviews, may provide useful information for the company. In addition, hosting events or sponsorships can help make the company logo visible with positive associations (Podolsky, 2023).

In social media, a company’s size or market share does not determine the company’s ability to build up a strong brand-loyal community. For consumers to be interested in following and engaging with a brand, a brand must attract consumers with quality products, but the brand must also raise emotions in customers (Humphrey et al., 2016, pp. 11–12, 21). A successful

brand community requires a brand to show professionalism, have a strong reputation, and be seen as a symbol of high quality (op. cit., p. 5).

While brand awareness encompasses concrete things such as a brand name, logo, or slogan, a brand image is a personal image of customers that involves all things related to the brand such as products, product features, user experiences, marketing communications, etc. Brand image shapes customers' "attitude towards brand and trust and the effect of brand messages on consumers' minds" (Bilgin, 2018, p. 133).

### **3.3 Brand management**

Brand management is part of the company's "vision and mission", and it is part of the business strategy and philosophy of the company (Markovič & Pollák, 2022, p. 3). According to Markovič and Pollák (p. 3), brand management is closely tied to brand identity. Every company is unique and has its unchangeable features which can create a competitive advantage for the company. A memorable brand requires it to be distinct, exceptional, or different. Through its products, the company can express its brand identity visually. Gronlund (2013, p. 175) emphasizes how branding is the key point for success and if it is "researched and developed properly", it helps companies to create compelling, distinctive, credible, and relevant content.

The marketing environment is in constant change, and it makes brand management challenging. External forces like consumer behavior, government regulations, or technology development are examples of changes that affect the marketing environment. In addition, the company's own strategic decisions may force some adjustments to be made to the brand. Efficient brand management requires strategies that are proactive and can maintain, and preferably enhance, brand equity (Keller & Swaminathan, 2020, p. 512). Markovič and Pollák (2022, p. 4), continue that brand management should have effective targeting. The company management must recognize the operating segment of the company and the target group who are interested in the product. Market segmentation clarifies which target group has the most potential for tailored marketing.

### 3.4 Brand equity

Brand equity can be explained in many terms. Chunawalla (2008, p. 220) explains that a brand itself is not valuable as soon as it is born, but it grows because of the work invested in it, and “brand equity is just the process of brand building”. According to Chunawalla (2008, pp. 220–222), Konapp (2000) wrote that “brand equity is the totality of brand’s perception” and Aaker (1991) stated that brand equity consists of brand loyalty and awareness, brand associations, and perceived quality.

According to Park et al. (2016, pp. 218–219), brand equity starts from both customers' and employee's brand admiration. Employee brand admiration helps grow employee morale and attract skilled new employees. Moretta-Tartaglione et al. (2019, p. 88) and Park et al. (2016, pp. 218–219) emphasize that from the customer point of view, the result of brand admiration is that customers are more willing to forgive mistakes, like product recalls, and they are unwilling to buy any other brands product. The brand may have brand advocates to elevate and persuade the brand to new customers. In addition, people are prepared to pay more for a premium brand product, and that therefore brand equity is the financial worth of the brand (Chunawalla, 2008, p. 220; Park et al., 2016, pp. 218–219). In addition, Bilgin (2018, p. 133) writes about how it is more expensive for a company to “acquire new customers” than it is to “retain current customers”.

Brand loyalty often arises from the consumer's satisfaction with the experience the brand produces. Satisfaction, is, however, temporary while loyalty comes from constant experiences. Without loyalty, there can be satisfaction, but loyalty usually requires satisfaction. Every positive experience “with a brand can create a learned association” which may result in the consumer preferring the brand. In addition, perceived quality may affect customer satisfaction (Dwivedi et al., 2019, p. 1184). Customers, who are satisfied and “demonstrate behavioral loyalty” are more likely to recommend and encourage the purchase of products to new customers. Brand loyalty due to all its positive effects “is a significant non-material asset for the company” (Bilgin, 2018, p. 133).

Keller and Swaminathan (2020, p. 199) state that retailers, because of their “visible and direct contact with customers” affect brand equity. Consumers form an image in their minds of the brand based on where the product is sold. In addition, it matters how the product is, for example, positioned, priced, and sold.

## 4 DATA AND METHOD

This chapter reviews why Facebook's platform was chosen as a platform for empirical research and shows what methods are used to collect data. The data will be collected in two test periods with three different advertisement sets with different emphases, either based on brand, product, or target group age. The collected data will be analyzed to obtain the most comprehensive result of how different types of advertisements work on Facebook. This is followed by interviews conducted within the company, to clarify what kind of issues should be considered in the development of the brand and brand communication. The next chapter will then present development ideas and findings that result from the analysis.

### 4.1 Platform selection

The company has six active social media channels: Facebook, Instagram, Pinterest, LinkedIn, X and YouTube. As seen in Figure 3, in July 2023 the biggest channel was Facebook with over 41500 followers. Since Facebook is by far the company's largest social media channel, research on the thesis was the most sensible for the company to implement on that channel. The choice is supported by statistics published by Kemp (2023), according to which "Facebook's ad reach in Finland was equivalent to 43,3 percent of the total population at the start of 2023". Also, in the study of Voorveld et al. (2018, p. 13), is emphasized how each social media channel differs from one another, and should therefore not be lumped together, but studied as its own. As a result, it is also difficult and partly impossible to compare the results between different platforms. Each channel is experienced uniquely, and digital engagement depends on the platform.

On average, Facebook users have large groups of friends, even hundreds of them, which makes them highly networking. These friends have joined communities on Facebook and liked several pages. Because of the networking, Facebook cannot show the user all the news from friends but filters the posts according to the user's preferences. Preferences create target groups that advertisers can take advantage of (Juslén, 2016, p. 41).

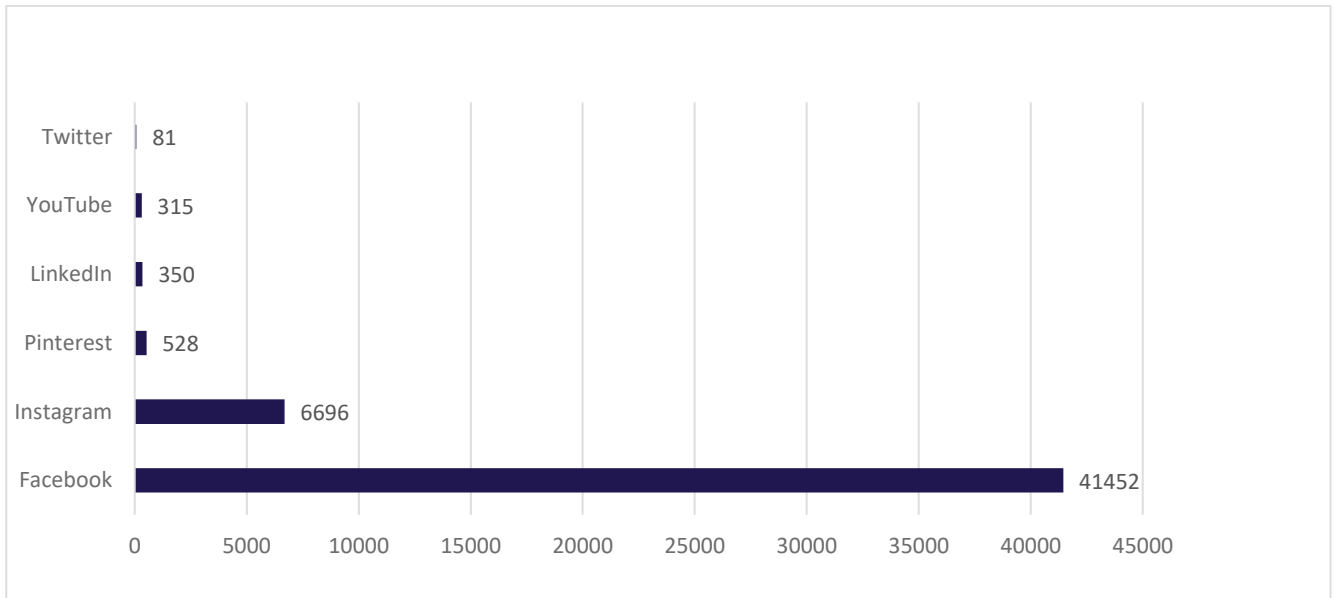


Figure 3. The company's social media channels and their number of followers in July 2023.

Already in 2016, Juslen (2016, p.38) noted that there was debate whether Facebook is a dying channel. According to Kemp (2023), in 2023, Facebook was the second most used social media platform in Finland, YouTube being the first. In addition to Facebook, the social media platform comparison took into account YouTube, Instagram, TikTok, Facebook Messenger, LinkedIn, Snapchat, X, and Pinterest. Kemp (2022, 2023) writes that in 2023 there were about 2.40 million Facebook users in Finland, and in 2022, 2.50 million users. Kemp (2023) remarks that in 2023 "Meta has made important changes to the way its advertising resources report audience reach data over recent months – including making significant revisions to its base audience data for Facebook" therefore 2022 and 2023 figures are not directly comparable. According to Pönkä (2022), in 2022, there were 2.9 million Facebook users in Finland which differs from Kemp's (2022) statistics. Figures give, however, an understanding of the number of users on Facebook roughly. Pönkä (2022) and Kemp's (2022) results support each other when stating that the Facebook platform is the most used social media platform after YouTube, if WhatsApp, which is an application focused on instant messaging, is excluded. According to Pönkä (2022), the usage of Facebook has risen from 2014 to 2022 by 8 percentage points. Facebook will be the most used social media platform among companies in 2022.

## 4.2 Facebook metrics

Meta Business Suite is a tool to manage all “Facebook and Instagram” marketing. It can be used, for example, to generate scheduled content for both channels, create advertisements, and track advertisement performance. Meta Business Suite can also be used to manage messages that arrive in the Inbox via “Facebook, Messenger and Instagram” (Meta, 2023c). Meta Business Suite provides several metrics for tracking advertisement performance, and it's up to the advertisement creator to decide which figures are the most important indicators for their company. Many variables can be chosen for reports, but it is easier to investigate and understand the results if only key indicators are selected. According to the Meta Help and Support Center (Meta, 2023a), when the target is to grow awareness to the audience about your business, the goal of the advertisement should be to increase traffic to the site. Traffic campaigns help to get more customers, for example, a Facebook page. Traffic campaigns are designed to find potential customers and are a good way to educate the audience and get people interested in the company (Meta, 2023b).

In the thesis, it was decided to focus on the study of paid advertising because it provides more data, and more accurate data, to study. Also, the case company aims at using the marketing budget as efficiently as possible so this study will also provide results on what is the most cost-effective advertising. The following metrics that are analyzed are obtained from Meta Business Suite.

### 4.2.1 Click Through Rate (CTR)

CTR helps marketers to understand, how the advertisements have worked and whether the advertisements are cost-effective (Zarick, 2023).

CTR (click-through rate) measures how many times users click on your ad after it's been displayed to them, expressed in percentages (clicks compared to impressions) (Zaric, 2023).

CTR is a direct indicator of how many of those who saw the advertisement clicked on the advertisement. The higher the CTR percentage is, the higher amount of people who have seen and clicked it (Juslén, 2016, p. 232; WordStream, n.d.-b).

### 4.2.2 Reach and impressions

Reach result tells how many unique users saw the advertisement. The result is an estimation because it is based on how many screens the advertisement is displayed on, not how many persons saw it. Reach is measured in period and overall reach for the advertisement is not possible to get. This is why marketers should concentrate for example monthly reach results (Barnhart, 2021). In practice, the realistic target for reaching results cannot be 100 %. When an advertisement is optimized for clicks, Facebook selects the people in the target group who are most likely to click on the advertisement (Juslén, 2016, p. 229).

According to Juslén (2016, p. 228), the number of impressions indicates how much advertisement gets visibility in the target group. The extent of the targeted audience affects the number of impressions. If the number of impressions of an advertisement is small, the reason may be too small of a budget.

### 4.2.3 Clicks and Cost Per Clicks (CPC)

The number of clicks can be used to examine how the targeted audience reacts to the advertisement. An interesting advertisement gets more clicks than one that doesn't appeal to the audience (Juslén, 2016, p. 231).

Cost Per Click (CPC) is the price of a click on an advertisement. The price can vary from cents to tens of cents. There is no single rule for the price of an advertisement and the results of an advertisement should always be measured as a whole (Juslén, 2016, pp. 232–233).

### 4.2.4 Frequency

According to Juslén (2016, p. 229), frequency "tells you how many times the average Facebook user, who have seen your advertisements, have seen the advertisement." The figure directly tells how many times on average one person has seen the same advertisement, for example, 2.6 times.

Frequency results matter because an advertisement works best when there is repetition. The advertisement is most effective when the frequency result is 3 (Juslén, 2016, p. 230).



### 4.3 Results from Facebook ads from 2021–2022

The company has gathered data from previous advertisements on Facebook. There were 18 Facebook-only advertisements in the year 2021 and the average campaign cost per advertisement was 183 €. There were several target groups but mostly people who lived in Finland, were between the ages 35–65+, and did not follow the case company's Facebook page. All the advertisements presented a product and there were all kinds of forms of advertisements, pictures, or several pictures, and one video (internal data source, 25 October 2023).

In 2022, there were 17 Facebook-only advertisements and the average campaign cost per advertisement was 252 €. In the year 2021, there were several target groups but mostly people who lived in Finland, were between age 25-65+ or 35–65+, and already followed the case company Facebook page. In the year 2021, all the advertisements presented a product and there were either a picture or several pictures in the advertisement. Advertisements in 2021 and 2022 were conducted as traffic campaigns as in the empirical research of the thesis (internal data source, 25 October 2023).

Figure 4 shows how Facebook advertisements have worked in the previous two years. These results can be used to mirror the results obtained from the two test periods of the thesis. There are differences between the results of the advertisements and the presented figures are averages, but they provide a rough idea of what kind of figures can be expected from the advertisements. In addition to these, the company has made paid advertisements targeted at both Facebook and Instagram at the same time. These advertisements have nevertheless been omitted from these results because the results are not comparable when they are affected by Instagram's platform (internal data source, 25 October 2023).

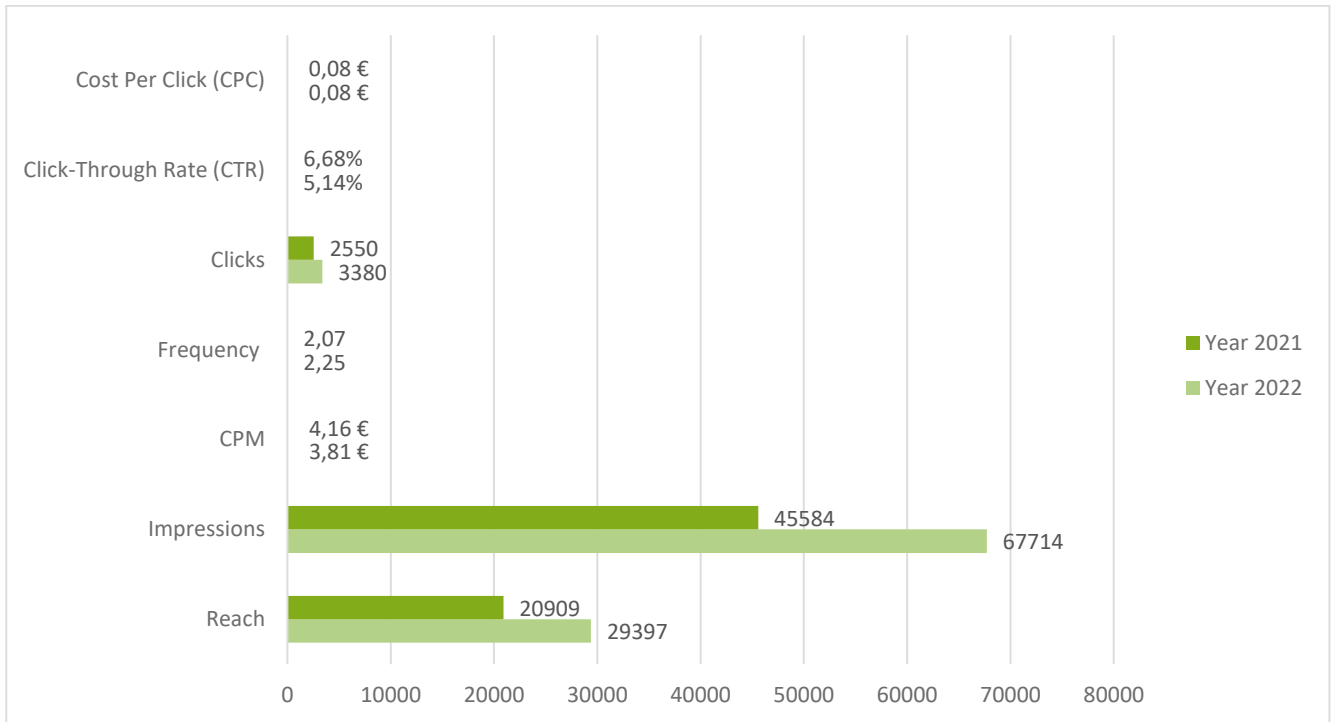


Figure 4. Average results from Facebook advertisements in 2021–2022.

In both years, CPC was the same, 0,08 € even though the average campaign cost was much higher in the year 2022. The content of the advertisements did not change over these years, so the difference may have been caused by the target group differences. In 2022, in several advertisements, the target group was 25–65+, which may have been too broad, and the lower age limit, 25 years, was too young. Also, in 2021 most target groups excluded people who followed the case company's Facebook page, and in 2022, most target groups included people who followed the case company's Facebook page (internal data source, 25 October 2023).

In 2022, CTR dropped from the results of 2021, but the number of clicks increased. The amount of frequency did not change much but there was a notable increase in 2022 in impressions, from 45 000 to 67 000. In addition, advertisements reached more people in 2022. The best results came from a target group that was between the ages 35–65+, people who lived in Finland and had interests in shopping, home, family, or food and drink. Target groups are selected based on how they relate to the industry and the number of followers they are associated with. Target group good results suggest that the company has been successful in optimizing the group (internal data source, 25 October 2023).

## 4.4 Empirical research

The following chapter discusses the empirical research of the thesis, which consists of tests of paid advertisements on Facebook and interviews conducted within the company.

### 4.4.1 Planning and scheduling advertisements

The target group of the test periods was selected according to what has previously produced good results in the company's social media marketing. Target group selection is also influenced by the knowledge that the company's products are bought by people who are close to or above middle age. The target group was between ages 35–65+, people who lived in Finland and had interests in shopping, home, family, or food and drink. Although the use of the selected target group was justified, it was wanted to investigate how the advertisements work among younger target groups, and one target group between the ages 18–35 was added. Target groups excluded people already liking the company's Facebook site. All advertisements were set to a budget of 350 €. The first test took place 1 to 31 August 2023 and the second 1 to 31 October 2023.

As Meta (2023 -b) suggests, traffic campaigns can get people interested in the company. Therefore, the advertisements aimed to reach traffic to the company's website. Facebook's advertisement defined an efficiency goal, which was to maximize the number of clicks on the link. Advertisements were only shown on the Facebook feed to ensure that the selected image and text were repeated as desired. All advertisements contained one image and a short description depending on what was presented in the picture. The advertisements, which featured products, emphasized the timelessness of the products and how models fit into every home. The advertisements featuring a human emphasized the quality of the products, the company's long history, and how the products are handmade. All advertisements had read more-function button, which was directed to the website of the company. Both test sequences were carried out with the same attributes, only the images of the advertisement were changed. It was decided to study a few differences and how they impacted social marketing outcomes. These experiments were intended to provide information on how different types of advertisements work on Facebook.

As seen in Figure 5, from the current followers of the company page, the largest age groups are from 35 to 65+, which supports the age selection of the selected target group. Pönkä's

(2022) Figure 1 presents Facebook users by age group, the largest user group is in the age group of 20–29, the second largest is 30–39, the third largest is 40–49, the fourth largest is 50–59 and fifth largest over 60 years of age. However, Figure 5 shows that the largest follower group of the case company is between years 45–54, and the second largest is 35–44, third and fourth 55–65+. Even though Figure 1 presents Facebook users between ages 20–29 as the largest user group, people in that age group are not followers of the case company.

### Age and Gender

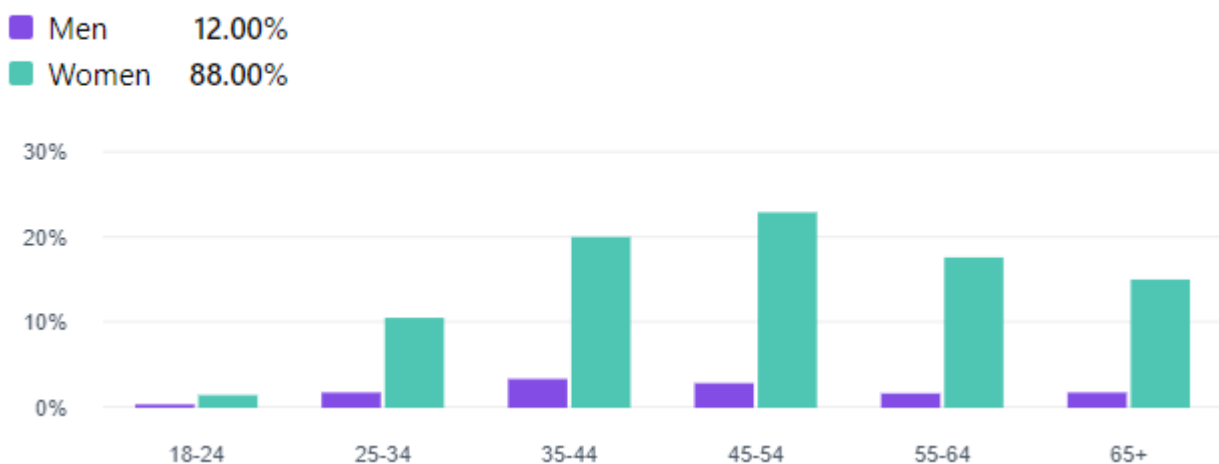
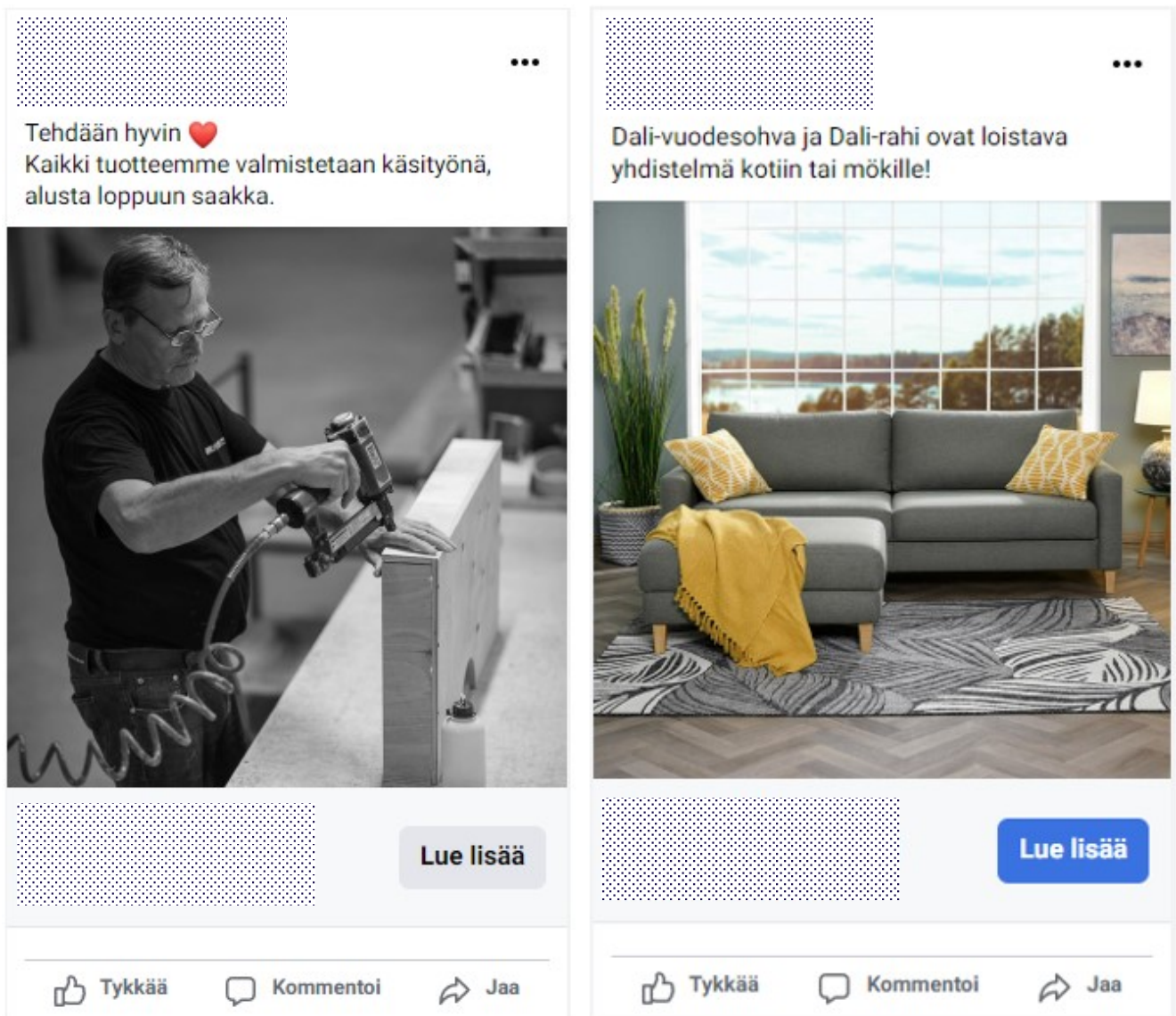


Figure 5. Age and gender distribution of the company's followers on Facebook (Meta Business Suite, 2023).

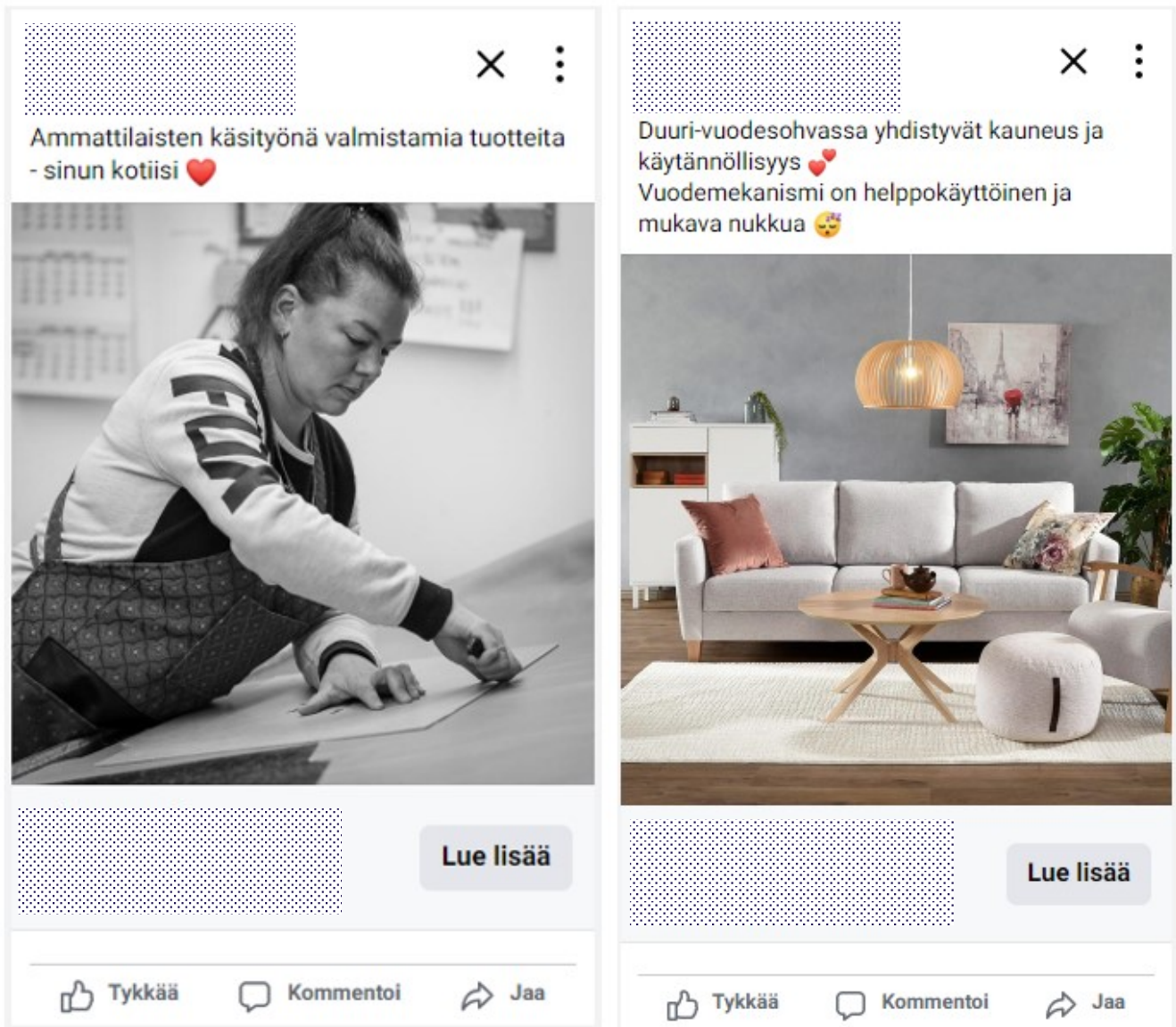
#### 4.4.2 Brand vs. product picture

First, it was studied what kind of content gets more likes and comments from followers, a picture from a person making a sofa or a sofa photographed in the interior (Pictures 1 and 2). For both test cycles the advertisements, which were studied, included a product image in which the sofa was placed in a decorated room, as well as an image in which a person is working on production. The product image was in color and the image of a person was a black and white photograph. The black-and-white image was intended to bring dignity and timelessness to the brand image. Product images look best in color, so the images in the advertisements were color images. The use of black and white and color photography also wanted to distinguish between brand and product advertising.

The text of the brand advertisements emphasized the words "well made", which has been repeated in the brand's previous marketing. The texts of the brand advertisements also emphasized that products are made by professionals by hand and the name of the manufacturer, and the year of establishment were found below the picture. The product advertisement mentions the retailer of the product as well as the name of the product to give the customer an idea of what the product is and where to buy it. The products were briefly described with an emphasis on their beauty, usability, and suitability for the home or cottage.



Picture 1. Brand versus product advertisement 1 to 31 August 2023 (Meta Business Suite, 2023).



Picture 2. Brand versus product advertisement 1 to 31 October 2023 (Meta Business Suite, 2023).

#### 4.4.3 Product presentation (product in interior picture vs. plain product)

For comparison, it was tested whether it matters if the image is just about the product or whether the product is positioned in a beautiful environment (Pictures 3 and 4). In the first test period, similar sofas were chosen for these advertisements so that the appearance of the sofa did not affect the outcome. In the second test period, similar dining tables and dining chairs were chosen for the advertisements. As mentioned before, product images look best in color, so the images in the advertisements were color images.

All the advertisements mentioned the retailer of the product as well as the name of the product to give the customer an idea of what the product is and where to buy it. The products were briefly described with an emphasis on their timeliness, beauty, and suitability for smaller homes.



Lago 3-istuttava sohva ajaton ja siro malli ❤️  
Täydennä setti yhtenevällä Lago-rahilla.

Lue lisää

Tykkää Kommentoi Jaa

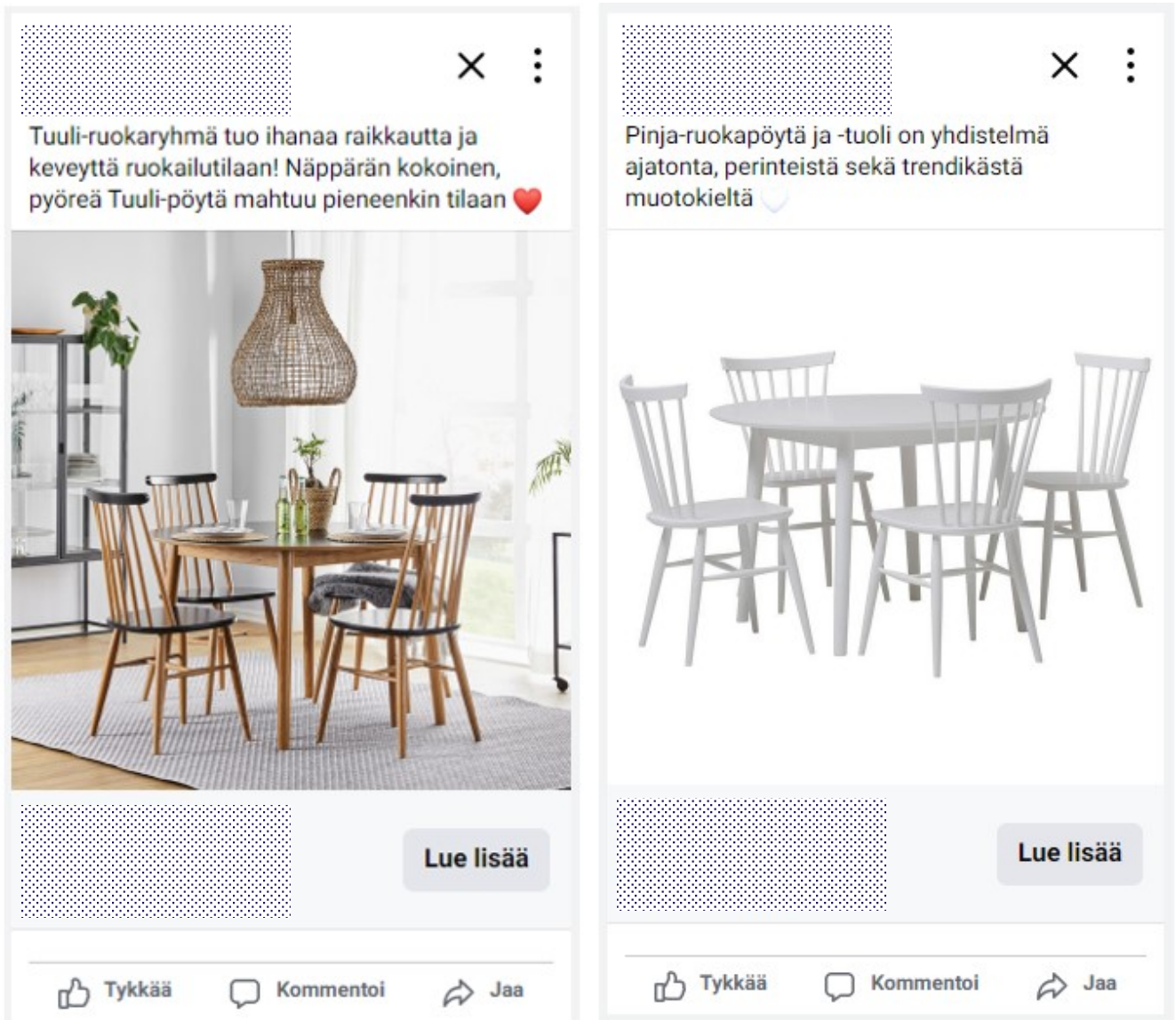


Feel 3-istuttava sohva ❤️  
Ihana Feel on kaunis ja jokaisen kotoilijan unelma pehmeine istuimineen 😊

Lue lisää

Tykkää Kommentoi Jaa

Picture 3. Product in interior picture versus plain product advertisement 1 to 31 August 2023 (Meta Business Suite, 2023).



Picture 4. Product in interior picture versus plain product advertisement 1 to 31 October 2023 (Meta Business Suite, 2023).

#### 4.4.4 Difference in age of the target groups

Although Facebook's data about company follower's age distribution, in Figure 5, indicates that the current user group is from the age 35 to higher, it was decided to include a test between age groups in the analysis.

Target group one was between ages 35–65+, people who lived in Finland and had interests in shopping, home, family, or food and drink. Target group two was between ages 18–35, people who lived in Finland and had interests in shopping, home, family, or food and drink. On the first test period, 1 to 31 August 2023, both pictures were black and white, presenting



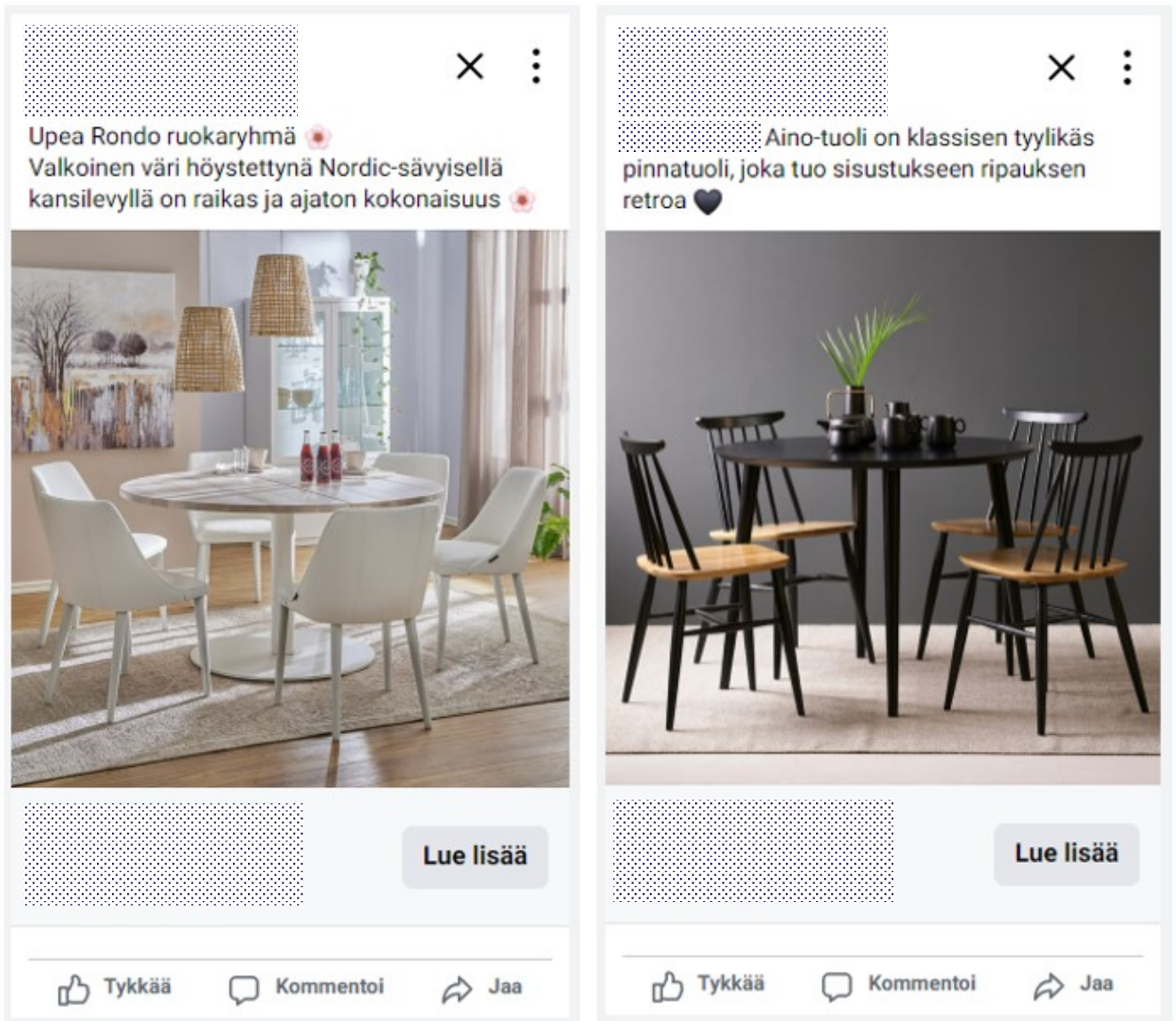
people manufacturing a product (Picture 5). Pictures were selected so that for the younger target group there was a younger person and for the older target group, an older person. This choice sought to allow people of the chosen age groups to feel like the people in the advertisements. The texts on these advertisements were similar, emphasizing high-quality, hand-made products.



Picture 5. Older versus younger target group advertisement 1 to 31 August 2023 (Meta Business Suite, 2023).

During the second test period, 1 to 31 October 2023, both pictures presented dining tables and chairs (Picture 6). An advertisement for the younger age group featured a modern dining table and chairs in a minimalist interior image. An advertisement for an older age group featured a dining table and chairs in an interior image that was roomy. In the selection of

pictures, the aim was to find such pictures that would best address the selected age groups. All the advertisements mentioned the retailer of the product as well as the name of the product to give the customer an idea of what the product is and where to buy it. The products were briefly described with an emphasis either on freshness or classic features.



Picture 6. Older versus younger target group advertisement 1 to 31 October 2023 (Meta Business Suite, 2023).

#### 4.5 Results of empirical research

In the first test period, in brand versus product advertisements, CPC was nearly the same with only a 0,02 € difference although there were more differences in other results (Figure 6). CTR in the picture with a sofa in a decorated room was 5,35 % and in the black and white

photo with a person, CTR was 3,04 %. Compared to the previous results of the company (Figure 4), CTR percent 5,35 % was considered a good result but the 3,04 % result did not work as desired. Even though a picture with a person had more impressions and reached more audiences, the picture from the product got more clicks. This would indicate that people want to learn more about the product itself, not about the company. It may also be that the texts in the advertisements influenced how well they caught people's attention. The picture from the sofa emphasized how the products would fit either a home or a cottage. There was a clear indication from the retailer and the name of the product. The picture from the person emphasized the good quality of the products in general and had the company name and year of foundation. The frequency was higher in the ad presenting the product.

In the second test period, there was a clear difference between CPC results (Figure 7). People were more interested in the advertisement presenting the product, it got over 6,000 clicks, which naturally raises the CTR percent, being 8,61 %. The brand advertisement with black and white pictures got 2,400 clicks and CTR was 2,27 %. Frequency results had also little difference. However, the black-and-white picture had considerably more impressions and reached more people, as happened in the first test period (Figure 6).

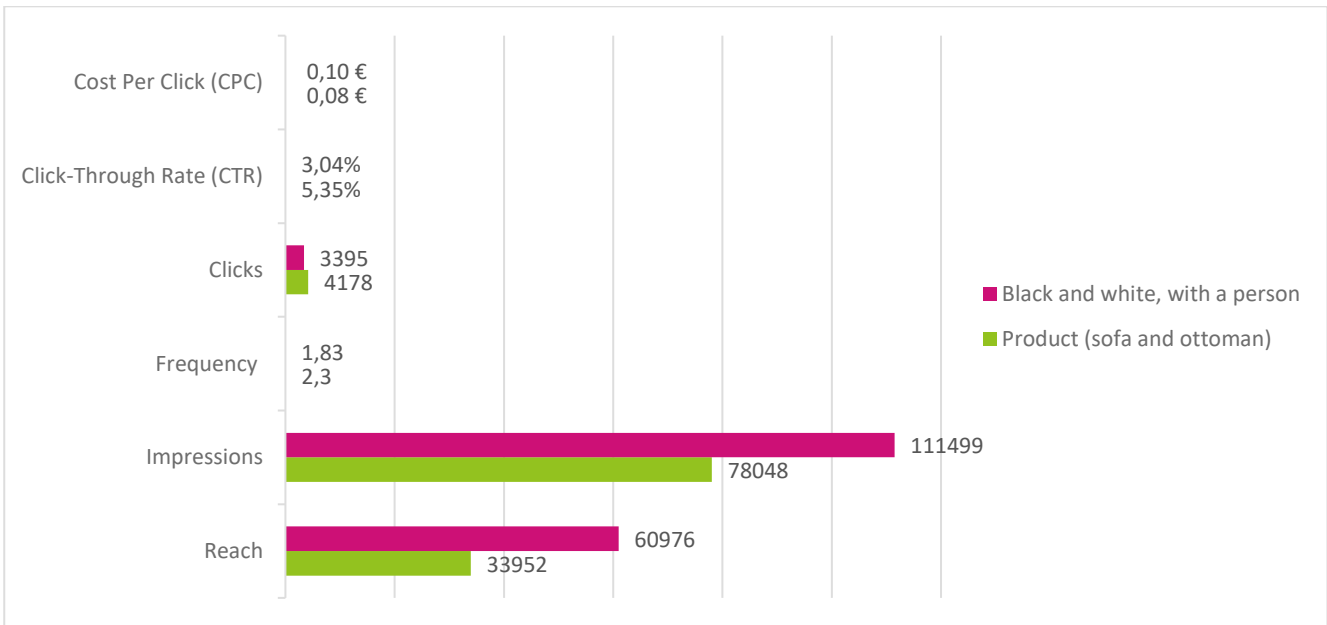


Figure 6. Brand versus product advertisement, timeline 1 to 31 August 2023.

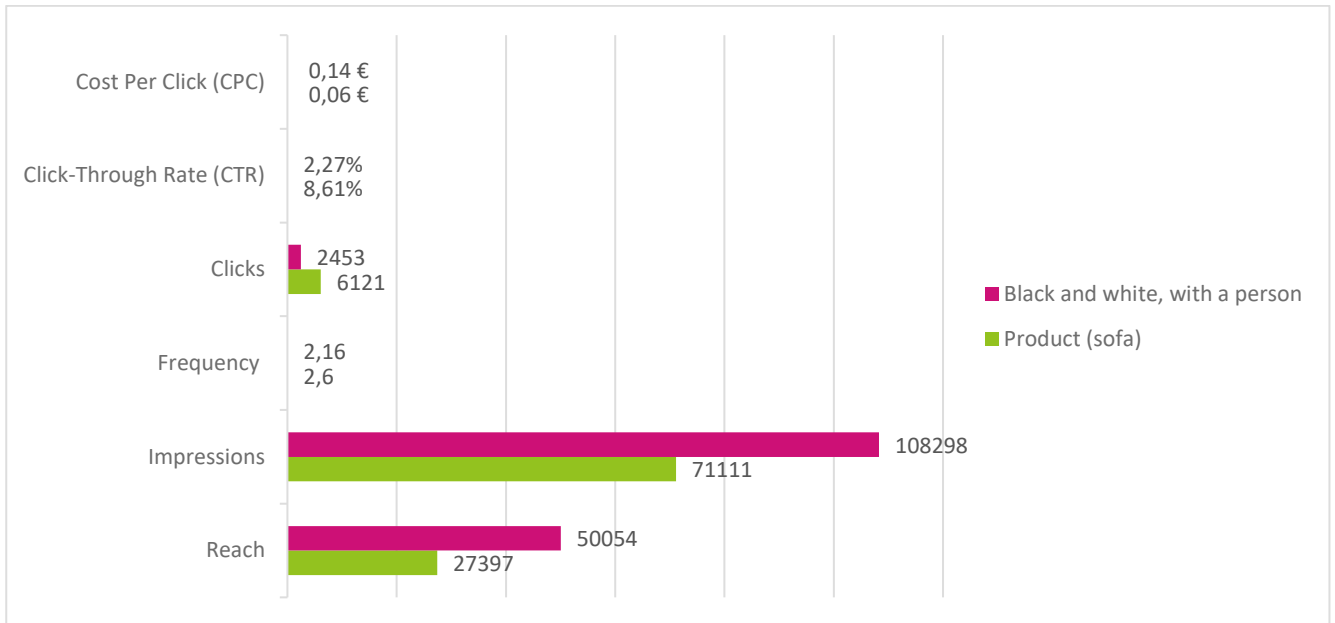


Figure 7. Brand versus product advertisement, timeline 1 to 31 October 2023.

In plain product versus product in interior picture advertisements, cost-per-click results were very similar and had only a 0,02 € difference as in brand versus product advertisements. CTR percent between advertisements was quite similar (Figure 8). In the plain product advertisement, CTR was 5,23 %, and product in the interior picture, CTR was 5,01 %. Compared to the previous results of the company (Figure 4), both advertisements worked well and CTR percent was considered good. Overall, the plain product advertisement succeeded a little better and it reached more people and had more impressions and clicks. The frequency of both advertisements was nearly the same. The results suggest that it does not matter whether the product is presented plain, without a background, or in the interior picture.

The second test period results (Figure 9) are quite the same as in the first. In both advertisements, CPC was low and had only a 0,02 € difference. CTR and number of clicks on plain product advertisements were a little smaller than on interior pictures. These results were the opposite of what the results of the first test period showed. However, the results are very close to each other, and the difference is so small that it has no great importance. The frequency result was lower on both advertisements on later tests. The main difference between the first and second test periods was the amount of reach and impressions. Both later advertisements reached 20,000–27,000 more people and had as many more impressions.

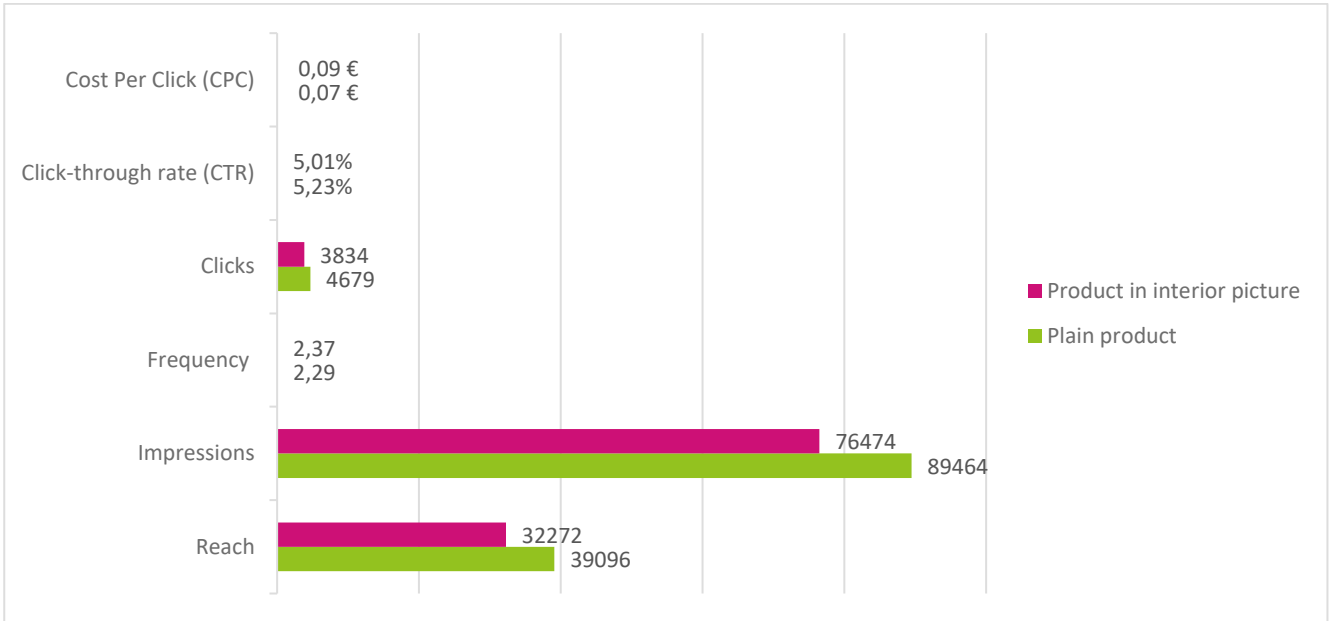


Figure 8. Plain product versus product in interior picture advertises, timeline 1 to 31 August 2023.

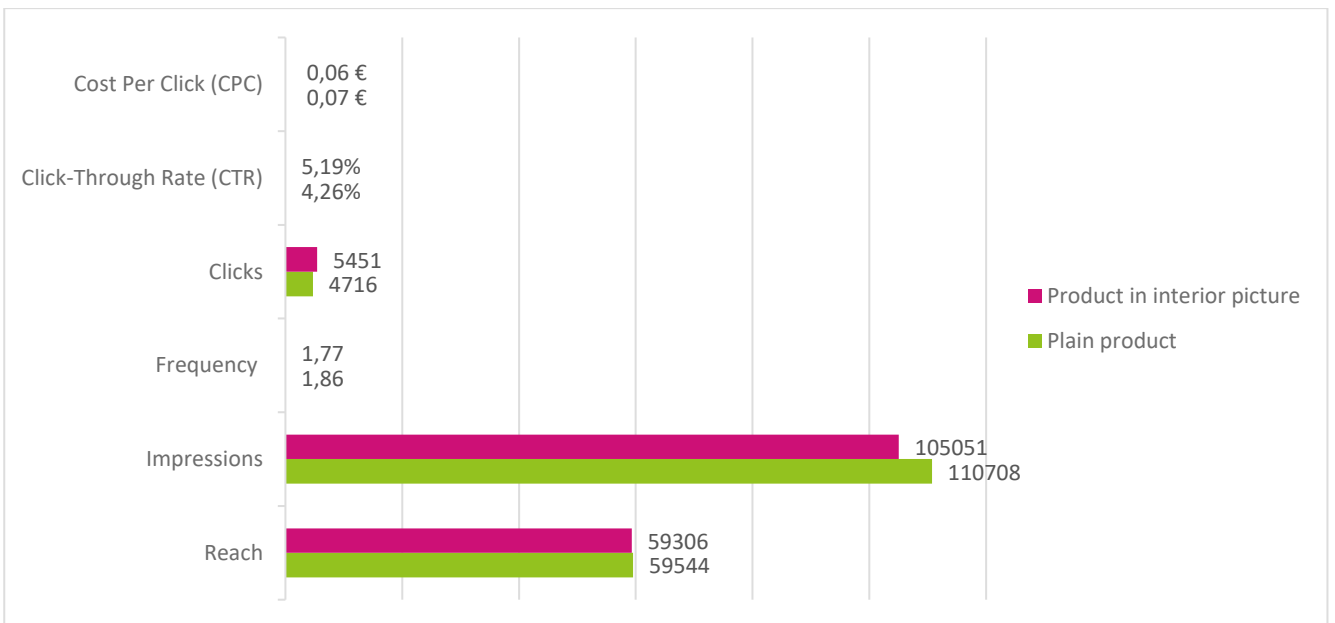


Figure 9. Plain product versus product in interior picture advertises, timeline 1 to 31 October 2023.

In the first test period, older versus younger target group advertisements, cost per click had a clear difference. The price for the older target group was 0,11 € and 0,30 € for the younger target group. CTR in advertisements presented for the older target group was 2,88 % and 0,87 % for the younger ones (Figure 10). The older target group was between age 35–65+, and the younger target group was between age 18–35. Compared to the previous results of

the company (Figure 4), neither of these advertisements worked as intended even though both advertisements got quite a lot of impressions. The advertisement targeted the younger group and got more impressions, and the frequency was higher, but the advertisement reached and had more clicks from the older ones. The CTR percentage was significantly smaller and could indicate that the younger target group is not interested in these kinds of advertisements. Even though the younger target group saw it more, they did not respond to it. The black and white picture in this advertisement was similar to the one presented in the brand versus product advertisement but got a slightly smaller CTR anyway. Clicks and impressions were close to each other but brand versus product advertisement reached over 10,000 people more with black and white photos.

In the second test period (Figure 11), CPC results were repeated when the older target group CPC was 0.08 € and 0.23 € for the younger target group. The results in clicks and CTR percentage had similar repetition, although CTR in the older target group rose to 4.41 %. In the first period, advertisements for the younger target group got more impressions and later advertisements also reached more people than advertisements for the older target group.

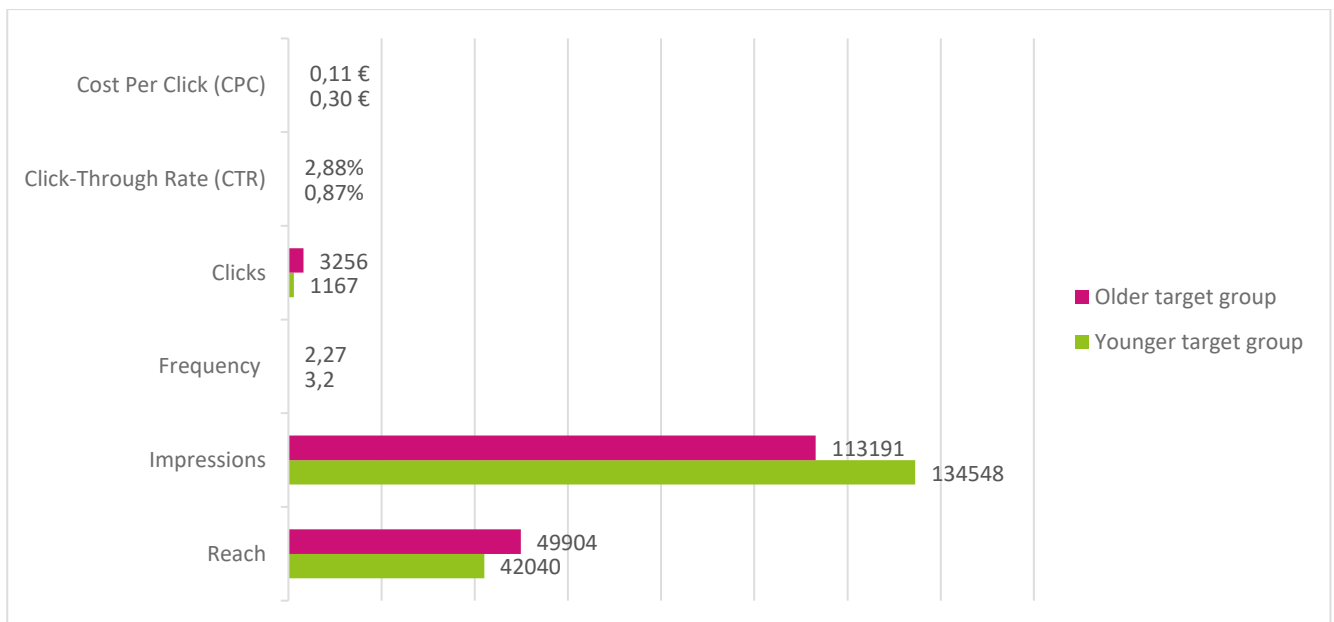


Figure 10. Older versus younger target group advertises, timeline 1 to 31 August 2023.

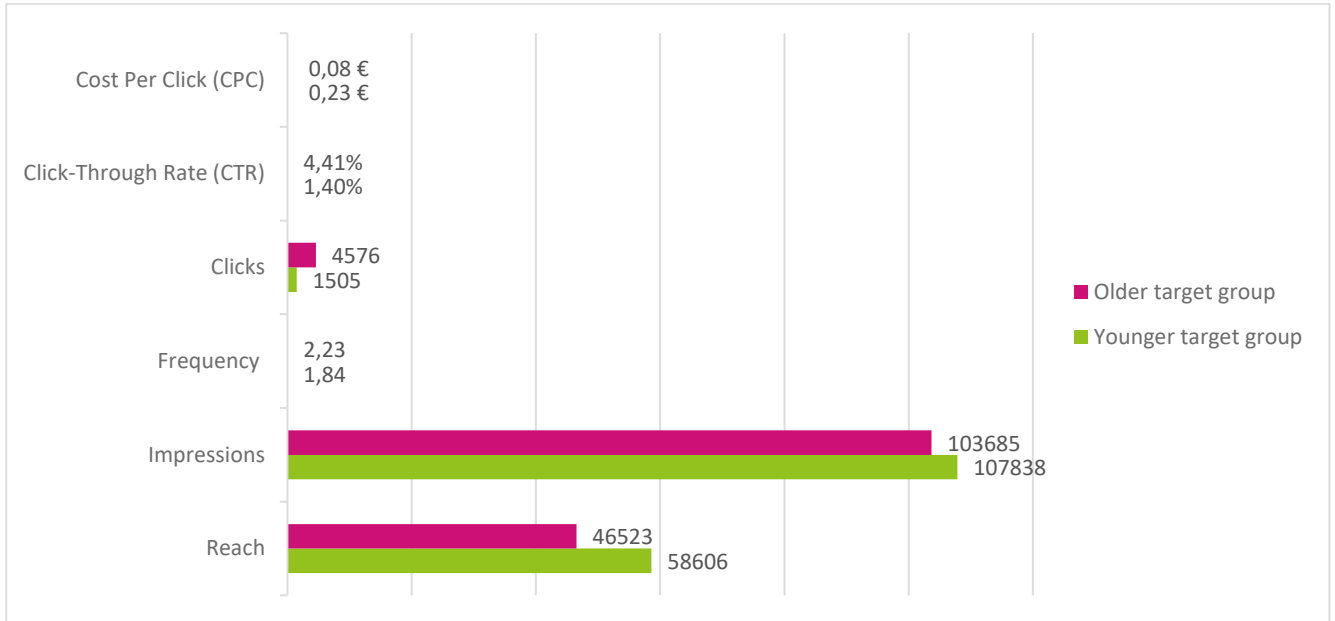


Figure 11. Older versus younger target group advertises, timeline 1 to 31 October 2023.

#### 4.6 Comparing results in advertisements

As Pöyry et al. (2013, pp. 224–235) explain, the company needs people who are engaged and satisfied with its Facebook page, who want to be part of the community by communicating, liking, and sharing publications, but also people whose motivation is rational and whose aim is to find information to support the purchase decision, for example.

Because people are motivated by different things, clicks, and click-through rates cannot be overemphasized, but it is necessary to consider how many impressions the advertisement has. Some of the people who have seen the advertisement want more information immediately, and for some people, the image and caption of the advertisement, are sufficient information at that moment, and therefore they do not commit to the advertisement further.

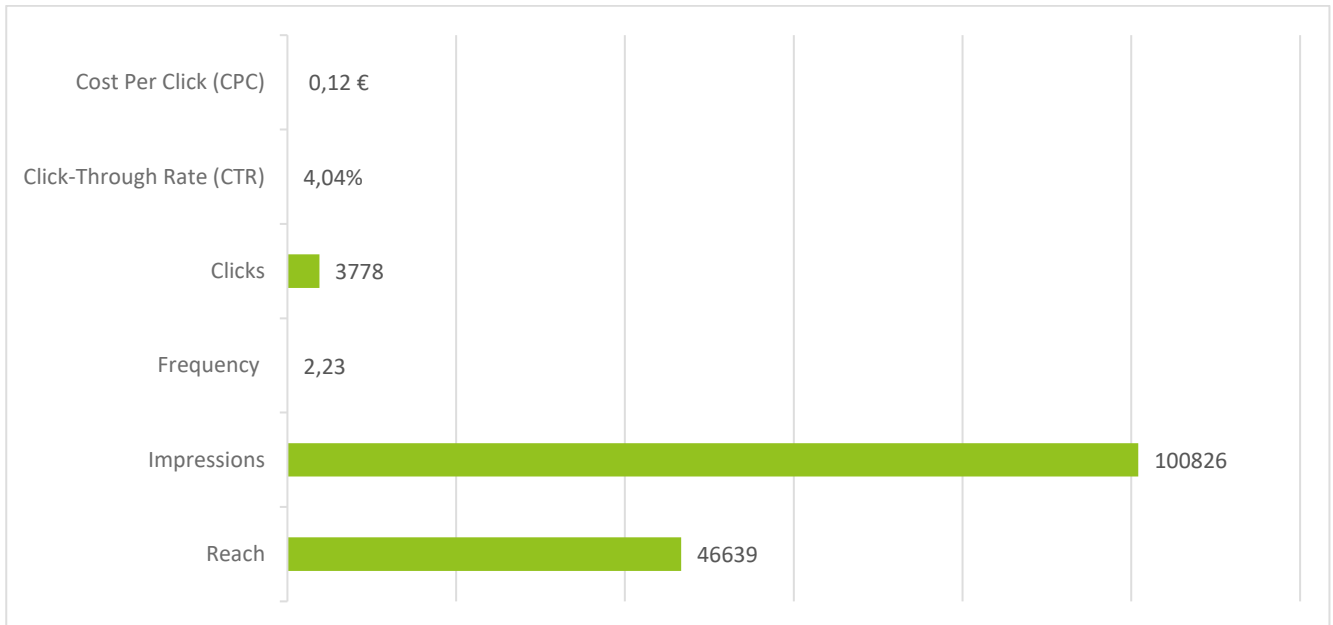


Figure 12. Average values of all advertisements.

The results show (Figure 12) that when the advertisements are working as intended, the cost per click should be about 0,6–0,11 € or lower. This is also supported by previous results on Facebook advertisements in 2021 and 2022 (Figure 4). A higher amount of money indicates that the advertisement is not cost-effective, like in the advertisement for a younger target group. On average, the CPC between these advertisements was 0,12 €.

The company had previous results from CTR (Figure 4) and over 5 % readings are seen as a very good result. As Figure 4 presents, the average results from the years 2021 and 2022 were 6,68 % and 5,14 %. On average, the CTR between all advertisements was 4,04 %. The best results were obtained from advertisements showing company products, plain products, or products in the interior, for the older target group.

The number of clicks had a large deviation, from about 1 500 to 6 100, 3 778 on average. Advertisements for younger target groups received significantly fewest clicks, about 1 100–1 500. The advertisements presenting a product, and targeted to the older group, got the most clicks. The number of clicks is linked to the cost per click. The number of clicks has increased a little from previous years (Figure 4). There was no great dispersal between frequency, 1,77–3,2 and the average result was 2,23. Results from the test period advertisements support the results from the years 2021 and 2022 (Figure 4).



The number of impressions had a large deviation, especially in brand versus product advertisements. The black and white picture from a person got about 108,000–111,000 impressions while the picture from a sofa got only about 71,000–78,000 impressions. In other advertisements surveyed in pairs, the differences between impressions were narrower in both test periods. The average result was just over 100,000, but because the dispersion in the results was so large, the mean gives an overly positive picture. In the year 2021, the average amount of impressions was approximately 45,000, and 67,000 in 2022 (Figure 4). Based on these results, results somewhere between 67,000 and 100,000 can be considered average results.

In the test period on 1 to 31 August 2023, the advertisements comparing target groups got fewer clicks, cost per click was highest and CTR was lowest, but the advertisements reached more people in both target groups than other advertisements. Only the black and white picture in brand versus product advertisement reached more people, nearly 61,000. On test period 1 to 31 October 2023, the advertisements comparing target groups did not reach as many people the advertisement presenting a plain product and product an interior picture reached a little more people. Considering the average value of all advertisements, reached people was 46,639. The dispersion in these results was also quite large and because of this, it can be said that on average 35,000 reached people can be considered as an average result. The result of reached people has improved since the result for 2021 was about 21,000 and in 2022, the result was about 29,000 (Figure 4).

The test results showed that on average, the advertisements that starred a product either without a background or in the interior worked best. The results were considered in terms of how the advertisement spread, how much it caused reactions, and how cost-effective it was.

The total number of company page followers on 31<sup>st</sup> of August 2023 was 41,539 and on 31<sup>st</sup> of October 2023, 41,599. In total, there was an increase of 60 people over this time.

#### **4.7 Qualitative interviews**

To get a more holistic picture of the brand, it was decided to conduct semi-structured interviews which would deepen the knowledge. Since the thesis aims to develop strategies for increasing brand awareness, it is important to understand how the brand is seen from the company management and retailer point of view. Also, it is necessary to understand what kind of

vision the management of the company has of the company's brand and what kind of guidelines they provide. There were two sets of questions, one for the top management of the company and one for sales managers and the questions can be found in appendix 1. The questions for the company chief executive officer and sales manager dealt with the company brand from the point of view of the company management, and the questions addressed to sales managers dealt with the brand's reputation, visibility, and the received feedback among retailers. Based on the questions, the aim was to get answers that would help form a development that would support brand awareness.

#### **4.7.1 Selection of interviewees**

The interview was conducted internally, and it included company management, who have a responsibility for the overall image of the brand but also sales managers, who work closely with retailers and occasionally meet consumers. The company chief executive officer, CEO, and sales director were interviewed to provide a comparative view of how they see the brand image of the company and whether it intersects with the received information from sales managers and their enlightened understanding of how a company's brand is seen and perceived on behalf of retailers. Chief executive officer and sales director answers were recorded with titles due to their positions in the company.

The company has three sales managers whose main task is to tour retail stores, train their staff, and help sellers sell the company's products. They also communicate with consumers from time to time, for example, to assist the seller in the sales situation. Company products are sold only through retailers and retailer staff has an important role in promoting the sale of products. Each sales manager has an area to cover in Finland. Sales managers are in touch with the retail staff of furniture stores for their work and therefore get firsthand information about everything related to the company, as well as brand-related things. They have many years of experience working in the field and a deep understanding of the furniture industry.

The interviews were conducted orally and face-to-face, except for one interview, which was conducted by telephone. The interviewees were told that the interview was part of a master's thesis, and it was carried out anonymously for sales managers so that they were not harmed by the answers.

#### 4.7.2 Interview responses from the CEO and sales director

The first two interview questions for the sales director and CEO handled about the brand overall. The first question was, what should be emphasized from the brand perspective? According to the CEO (2023), from the brand's point of view, the emphasis should be on the fact that products are made by hand, have a long-life cycle, and are high quality as well as customizable. In addition, consumers and retailers can contact a Finnish company if they have questions or concerns. This is not self-evident in modern times. Overall, according to the CEO (2023), the company's products give good value for money.

According to the sales director (2023) answer to the first question was that from the brand's point of view, the emphasis must be on ecology and continuity. The company is a well-known and strong brand and will continue to be so. The brand must remain topical, which must also be considered in product development so that products are appealing to younger people. The brand must stay at the right point in people's life cycle because the company does not want to be the one to make the customer's last sofas, but the brand must be attractive for the next generation as well.

The second question was what things need to be considered or changed for the future and development of the brand? According to CEO (2023), the company is a responsible company and the vision for the future is that the brand and product range will be taken forward by the sustainability theme. In the future, there will be products or product lines that are produced partly from recycled materials. Consumers are increasingly interested in recycling and the usage of recycled materials, and the company should take advantage of the customer segment that has the opportunity and desire to buy a product made from recycled materials.

According to the sales director (2023), brand communication must consider the environmental aspect and how long the company's product life cycle is. The brand should also be attractive to a younger age group, for example, 25 to 40 years of age, living in the cities. In addition to this, the sales director stressed that in the future, products must be easy to sell and buy. There is a high turnover among retailers' salespersons and because of that, salesperson no longer know how to sell difficult module sofas with multiple choices. In addition, as the online store grows, the products must be easy for the customer to buy and resell. This will also have an impact on the production.

The third question was if there were any change or development requests for social media marketing. According to the CEO (2023), social media marketing should emphasize the responsibility of the existing collection and how the products are comprehensively of high quality. According to the sales director (2023), social media marketing should support more the campaigning of customer chains. Pricing has a big impact on people's perceptions of the brand and during the campaign period, the price level is more realistic. In times when customer chains do not have campaigns, the focus should be on marketing of company's brand.

#### **4.7.3 The interview responses from sales managers**

Interviews with sales managers were conducted anonymously and the text refers to sales managers A, B, and C.

The first question was how well-known the company is among retailers and consumers compared to competitors. Sales manager A (2023) replied that awareness is good throughout Finland and that awareness has increased a lot over the past 10–15 years. Customers know the brand, ask after the company's products, and show interest in the company's products. The products are perceived as high quality and valuable. Company products have sections, some quite large, in retailer shops, and the overall visibility of the company brand is good throughout Finland. Sales managers B (2023) and C (2023) both replied that the company is well known.

The second question was, do retailers know that the company is using social media channels, and has there been any feedback? According to sales manager A (2023), social media channels have been noticed and many follow those among retailers. Publications are noted but there has been no feedback. According to sales manager B (2023), younger salespersons are aware of the company's social media channels. The publications have been noted but there has not been any feedback. According to sales manager C (2023), retailers know that the company has social media channels, but they do not often come up for discussion. Publications have also been noted but there has been no feedback.

The third question was about which the company social media, channel retailer considers important. According to sales manager A (2023), during retail shop visits, there is hardly ever talk about social media, so it is not known which channel is considered important. According to sales manager B (2023), salespersons seem to use Instagram and YouTube

the most. According to sales manager C (2023), Instagram and YouTube are used among salespersons, but he admits that these things do not come up often when visiting the retail shop. However, sales manager C (2023) continues that because salespersons are a younger generation, they seem to use Instagram more than Facebook, for example. He estimates that YouTube could be a useful tool for salespersons, especially when selling bed mechanism products because it could be used to show the consumer how the product works.

The fourth question was, what kind of feedback does the company brand get among retailers and consumers? According to sales manager A (2023), feedback from consumers is almost always 100 % positive. Getting feedback is emphasized at trade fairs, where people come to tell that they already have products from the company and want more products from the same brand. The feedback from the dealers is good. Both the company's operations and products are considered good. Only if there is a complaint case being handled in the store, there can be some negative comments. According to sales manager B (2023), the feedback is positive. The feedback is often that since parents also have company products and are perceived as good, the next generation wants the same products as well. According to sales manager C (2023), the feedback is overwhelmingly positive. Feedback is often that because we or our parents have had products from the company, they want to buy more of them. The experience of family and friends influences the purchasing decision. Products are seen as good, reliable, high-quality, and long-lasting. Since the purchase of furniture is a big purchase, a reliable brand gives confidence in the purchase of the product.

The fifth question was what do sales managers think should be developed in the brand or brand messages? According to sales manager A (2023), YouTube could be marketed more because there are useful instructional videos for salespersons to use in their work. Marketing should be planned to support more customer chain marketing because that way pricing would appear reasonable for consumers. According to sales manager B (2023), there is currently a lot of information going into stores that sellers cannot find. The reason for this may be that the salesperson is off duty at the time the information is provided. Information does not always flow within stores either, so information should be provided personally to each salesperson. According to sales manager C (2023), the company is not a trendy brand but rather conservative. The current customers are middle-aged or older. As

a development, sales manager C (2023) would see that the brand image should be more appealing to younger customers.

## 5 FINDINGS

### 5.1 Findings from the empirical study

Kaptein et al. (2016) and Pöyry et al. (2013), have studied customer engagement, and Dolan et al. (2019) have studied messaging, on social media. Based on these studies, it was found that customers have different purposes when using social media. People may seek information that convinces them to buy a product or service, for others, it is important to be part of the group and participate in the conversation. The results of the research support the information from the theory because different types of advertisements worked differently on both test periods. Brand advertisements spread well but did not engage people as much as product advertisements. Product advertisements worked the opposite way and engaged more but spread less. Based on these theories, it is profitable to produce diverse content in social media advertising. One that appeals to emotions and sparks conversation, as well as one that provides as comprehensive information about the product as possible. In addition to that, the content should be pleasing and engaging (Komulainen, 2023, p. 29) and embedded advertisements should always fit the platform (Voorveld et al., 2018, p. 5).

Haverila et al (2021, pp. 450–451), Komulainen (2023, p. 9), and Sprout Social (2022) have written about the importance of engaging people on social media channels. Although Pöyry et al. (2013) and Kaptein et al. (2016) studies have found that engaging customers may even decrease customer spending, engaged people activity was needed to keep the community alive. According to Dolan et al. (2019, pp. 2219–2220) depending on the consumer, others use logic and others use emotions in their purchase decisions. What is at the base of the customer's purchase decision, emotion, or logic, affects the kind of text the advertisement appeals to them. Earlier in the text, it was concluded that the most advantageous thing for the company is that the advertisements are wide-ranging, addressing both types. These theories are supported by empirical research findings as brand and product advertisements worked differently on Facebook, as mentioned in the previous paragraph. The results showed that if an advertisement spreads well and gets a lot of views, it easily falls short of reactions. And if an advertisement got a lot of reactions, it did not spread as well. Because the company's goal is to increase awareness on Facebook, based on these research results, it requires diverse content for the Facebook channel to appeal to as many people as possible.

As Juslén (2016, p. 19), Markovič & Pollák (2022, p. 26), and Popoli (2017) have written, customers are participants, not just target groups, in the brand development. Brand communication must be interactive with consumers, and it must be considered how they perceive the brand. The research results supported the theory because several questions were asked in the comments on the advertisements. In the advertisements presenting a product, most of the comments were about where the price information for that product can be found. In the advertisements presenting a product, a couple of comments asked what the upholstery of that product is, how nice the product appeared, and how well made the products of the company are in general. There were a few questions about the product itself, measurement, and availability in other sizes. In the advertisements highlighting the brand, most of the comments were positive, emphasizing the high quality of the products and positive user experiences.

The research found no link between the number of comments and the fact of how much the advertisement reached or had impressions. For example, during the test period 1 to 31 August, the advertisement presenting a product received two comments and the brand advertisement with a person received 20 comments. Brand advertisements reached and had impressions significantly more than product advertisements (Figure 6). On test period 1 to 31 October plain product advertisement got six comments and product in interior picture advertisements got 17 comments, still their reach and impressions results were very close to each other (Figure 9). In addition, during the test period 1 to 31 October. the advertisement for the younger target group did not receive any comments and the advertisement for the older target group received 10 comments. Still, the reach and impressions of the advertisement for the younger target group were somewhat larger (Figure 11).

Bilgin (2018, p. 134), Guest (2017, p. 147), and Safko (2012) write that the control of brands and messages are in the hands of their customers. This was also evident in empirical research. An advertisement that receives negative comments appears to feed negativity and the advertisement turns against the brand. A couple of comments had a negative tone, for example, questioning which country the products are made in, Finland or Estonia, and whether the company still has production in Finland. The most negative comments were caused by the photo of the employee nailing the sofa frame. The angle of view was such that it amused people because the nail seemed to pierce the worker's hand. The commentary became partly inappropriate and sparked discussion about the employee's professional skills. According to Bilgin (2018, p. 134), peer review is more valuable from the consumer's point of



view because the company cannot influence it. It increases “the level of trust of the consumers”. So even though there is a risk that the advertisement does not work as desired because of the comments, commenting on advertisements, when it is positive, supports the brand image and the customer's purchase decision.

The company usually responds to comments by providing a link to the product on the dealer's site, so that the customer gets the price information as easily as possible. Some comments continued, highlighting the height of the price, and raising negative feelings towards it. As the sales director (2023) and sales manager A (2023) stressed, the timing of the advertisements should be in sync with the customer chain campaigns so that the pricing would make sense from the consumer's point of view. Tracy (2014, p. 11) writes about the importance of proper price range but the difficulty at the moment is that the retailer chain is responsible for pricing and marketing dates and prices do not always reach the case company. This issue has been raised in the company's advertisements in the past, and solutions need to be considered together with the customer chain product management and marketing management. The information flow should be emphasized for them because if the manufacturer company does social media marketing to support marketing on customer chains, it is likely to improve their sales.

As the empirical results from the advertisements showed, the background of the images does not matter how well the advertisement works on Facebook's platform. This research result surprised the writer because it was assumed that a product with a beautiful interior picture would produce better results. This knowledge has a positive impact on the case company because making interior pictures is expensive and time-consuming and the company does not have the resources to do those. The company's product range is extensive, and turnover is rapid for some products. However, the company can photograph products without a background relatively quickly and cost-effectively.

Empirical research in the thesis focused on how different types of advertisements work on Facebook. The study covered two age ranges, 35–65+ and 18–35. The study found that advertisements in the younger age group did not produce a reaction as well as advertisements in the older age group although the advertisement spread well in the younger age group. This can be explained by Pönkä (2022) in Figure 1 results of Facebook users by age group, which showed that the age group 20–29 has the most Facebook users. As a follow-up study, it is

recommended to test the age group in 35–64-year-olds because the age distribution of the company followers was highest among people of 35–64 years (Figure 5).

Empirical results were used to establish performance targets for the company, which enables the company to react if the results of the advertisements decrease. Considering the results from years 2021 and 2022 (Figure 4) and the results achieved during the test periods (Figures 7–13), the target results presented in Table 1 can be set for advertisements. In the future, the results from advertisements can be compared to the results obtained in the past, which are classified as high, average, and low results. It is not possible to achieve high results in every metric of an advertisement, but the figure gives an estimation of how the advertisement has worked. Depending on what the advertisement is intended to achieve, the results can be mirrored in this figure. As mentioned earlier in the results, it is most advantageous for the company to produce different types of advertisements. Different types of advertisements work differently and, as the research results showed, if an advertisement spreads well and gets a lot of views, it easily falls short of reactions. Therefore, the table can be applied so that many impressions and reach are sought in brand advertising. Advertisements that display a product aim to get as many clicks as possible, and thereby the highest CTR figure possible. However, all types of advertising should be cost-effective, aiming for CPC under 0,11 €. As Juslén (2016, p. 230) stated advertisement is most effective when the frequency result is 3. However, as the results show, the company frequency results on paid advertisements are rarely over 2,5, and therefore realistic aim in all advertisements is an average result, of 1,9–2,4 or higher.

Table 1. High, average, and low results from Facebook metrics.

Metrics	High result	Average result	Low result
Cost Per Click (CPC)	< 0,11 €	0,11€ - 0,15€	0,15€ >
Click-Through Rate (CTR)	> 5%	5% - 3%	3% <
Clicks	> 4 600	3 000 - 4 500	2 900 >
Frequency	> 2,5	2,4 - 1,9	1,8 <
Impressions	> 100 000	67 000 - 99 000	66 000 <
Reach	< 60 000	59 000 - 35 000	34 000 <

## 5.2 Findings from the interviews

The interviews revealed that the salespersons of furniture chains are largely young adults. As the interviews revealed, the company's social media channels rarely come up with retailers, but many follow them. As seen in Pönkä's (2022) Figures 1 and 2, the most active social media users on both Facebook and Instagram are people between the ages of 20-29. Because young adults use social media a lot, it may be a subject so common and assumed that it is therefore not discussed with sales managers. Although Pönkä's (2022) Figure 1 establishes that young adults use Facebook, the opinion of sales managers B and C (2023) was that salespersons use Instagram more, and it is a more helpful tool for them. It may be affected by the Instagram feed view, which provides a lot of information at a glance. On Facebook, for example, posts need to be scrolled up and down.

Sales managers A (2023) and C (2023) thought that YouTube videos, introduction, and usage of different products, which have already been made in the company to some extent, would be useful for salespersons and consumers. Sales manager A (2023) wondered if YouTube usage videos could be added to the company's other social media channels to help people find the videos better.

Wright (2023, pp. 266–269), and Wrigley and Straker (2018, p. 11) have written that positive brand feelings and understanding of customer's emotional experience are essential and the importance of those will increase in the future. Sales managers were asked about what kind of feedback the company gets, and the answers revealed received feedback to be positive which suggests that the company has succeeded in its operations, which also affects the desirability of the brand. However, this thesis did not examine in more detail the factors that influence the consumer's purchasing decision, the emotions that emerged during the buying path, or how satisfied the customer is with the product they have received. These issues are left to possible further investigation for another study.

Chunawalla (2008, p. 220) writes about how brand equity is built over time and Bilgin (2018, p. 131) states that a strong relationship between brand and consumer is vital to branding because it directs consumer choices. The company brand is almost 60 years old, and according to sales manager A (2023) brand awareness has increased over the last 10-15 years and customers ask after the company's products. Sales manager A (2023) continued that getting feedback is emphasized at trade fairs where there are a lot of people at the same time. The

feedback is mostly positive and often deals with how the brand is already familiar to customers and they want to buy more products. Sales manager B's (2023) and C's (2023) answers supported sales manager A's (2023) comments about what the brand is well known for. They did not specify or give any examples of how brand awareness is shown to them.

Parris and Guzmán (2023, p. 226) claim that stakeholders expect the brand to be "socially and socio-politically conscious" and take into account not only profits but also the environment and people. According to Pöyry and Laaksonen (2022, pp. 261–262), studies have shown that brand activism more often turns against the brand. CEO (2023), spoke, about how the brand and product range will be taken forward by the sustainability theme. The environmental theme is not brand activism but about that, environment and sustainability are important, and political, issues that are coming up more and more often. Therefore, sustainability themes must be carefully considered in brand communication. The issue must be raised in such a way that it does not appear to customers and consumers as a wash of the brand's face, but as something that plays an important and meaningful part in the future of the company.

Keller and Swaminathan (2020, p. 512) have written about how the marketing environment is under constant change and therefore brand management should be proactive in strategies. As sales director (2023) and sales manager C (2023) stated in the interview, the company should pursue to find new customer segments from the younger generation. Changes in the future, for example from the environmental aspect, have already been recognized as it turned out in the interview with the CEO (2023).

Markovič and Pollák (2022, p. 16) deal with recognizing operating segments and core target groups. Until now, the company's products have been more of an interest to middle-aged or older people, but both sales manager C (2023) and sales director (2023), described how important it is for the brand to be desirable for the younger generations as well. The expansion of the target group must be kept in mind and future brand image must be built accordingly.

## 6 DISCUSSION

This thesis aims to increase the brand awareness of a company on social media. Social media is a broad-based concept that encompasses several different channels that operate differently (Kaplan & Haenlein, 2010, p. 61, Voorveld et al., 2018, p. 3). In addition, it is necessary to consider who uses social media and in which channels (Sprout Social, 2022). Age, gender, and interests are variables that marketers need to consider in addition to everything previously mentioned. Then there is the brand aspect: how the brand is perceived, how the brand communicates, how it is managed, and what its value is. These two, social media and brand, were combined and studied in this thesis, to get development ideas and guidelines on how brand awareness grows in social media.

As the theoretical literature suggested and empirical research confirmed, social channel content should not be one-sided and similar all the time. People have different reasons for using social media, possibly to seek information there, a desire to feel part of a group, a source of inspiration, etc., and therefore none of these purposes should be underestimated. Considering this information, it makes sense for the company to produce different types of content, such as technical information product information, inspirational images, and, for example, the text of a post can try to get a response from the community. The empirical research revealed that it does not matter whether the product is in an interior picture or whether the picture merely represents the product on a white background. However, as learned from research, pictures on social media must be carefully selected so that they do not leave too much room for imagination and therefore cause unwanted comments.

To increase brand awareness, the literature emphasized the importance of consistent branding with cohesive messaging and constant marketing. This has already been done in brand marketing, but the theory literature gave assurance that this will also be done in the future. The literature also emphasized how brand communication must be interactive with consumers. The advertisements on both test periods received questions that would support the theory that people want to connect with the company. Currently, the company's communication with consumers is limited to providing answers. In the future, the company should think about content that would generate more interaction, for example, by challenging consumers to ask the company questions about products, production, or the company in general. As the empirical research revealed, commenting on social media can go quickly in an undesirable direction, and therefore advertisements, and other content, must be supervised all the time.

However, the research did not provide answers to whether the number of comments influences how the advertisements work, and how much they reach people and get impressions.

The interviews raised the main issues concerning the current and future of the brand, which will be highlighted in social media marketing. The marketing of the present and the near future will keep emphasizing products as handcrafted, high-quality products with a long life cycle, which are good value for money. In addition, emphasis is placed on the brand's responsibility for the environment which has not been done earlier. It is also stressed that the company has customer support and sales support in Finland.

In addition to the current emphasis, the future of the brand will deal with sustainability, and there will most likely be a sustainability-themed product line. Brand communications must think carefully about how to present the new sustainability-themed product line so that it does not turn against the company. Since consumers are part of the discussion on social media, a survey on the topic could be arranged, for example. There could also be advanced publications on the subject to show how people receive the issue. The brand and product development are intended to develop so that the brand will be interesting for younger generations as well. For this reason, marketing must acquire up-to-date information on which social media channels the younger generation uses and what kind of content works best in that channel.

The results of Pönkä (2022), and Kemp (2023) about social media usage, showed that YouTube is the most used channel in Finland. The company has a YouTube channel that is currently focused on videos for retailer training. Given YouTube's popularity, and its emphasis on social marketing to consumers, would make sense to experiment. Especially if YouTube's usage rate remains high and Facebook advertisement results decline. However, according to Pönkä (2022), YouTube is most used among younger people, and approximately only 30 % of people in the age group of 35–54 use YouTube. As Pönkä (2022) results also showed, the popularity of Instagram has steadily risen in every age group in the last three years. Therefore, the emphasis on Instagram should not be neglected. The increased use of YouTube also became apparent in an interview with the sales managers. According to sales managers B (2023) and C (2023), salespersons use YouTube, and sales managers A (2023) and B (2023) thought that it would be a useful tool for salespersons. However, what should be considered is that Voorveld et al. (2018, p. 13) study pointed out how advertising raises negative feelings, particularly on Facebook and YouTube. Voorveld et al. (2018, p. 13) assumed that YouTube's negativity towards

advertising is because the consumer cannot skip them and must, sometimes for several seconds, wait for them to pass.

Even though Facebook is the company's biggest social media channel at the moment, as Humphrey et al., (2016, p. 4) have written, consumers have different needs and those cannot be satisfied in one channel. Since it makes sense for a company to reach out to a large audience, it cannot be assumed that all potential customers of the company will actively use Facebook. It therefore makes sense for the company to continue to host and update several social media channels. In that way, the company is also more likely to reach younger generations. Most of the company's followers on Facebook are currently between 35–64 years (Figure 5). As mentioned earlier in the text, the company could test targeted advertising specifically for this age group. The age group in the test periods was 35–65+ so this may not make a big impact on the results, but it can be tried. Although Facebook's younger age group 18–35 did not generate the desired level of engagement for the advertisement, the company should from time to time test how, for example, paid advertisements work among 25–35-year-olds. The advertisement results can be analyzed by defined target results presented in Table 1.

The research of the thesis focused on those who had interests in shopping, home, family, or food and drink. Further studies about the target group's interests are recommended to find out if better delineations describe the target group of the company. Interests should not be too specifically placed but they are needed for Facebook to be able to target advertisements effectively to the most receiving target groups. Based on the total number of followers tracked during the research period, the number of followers in the company can grow by up to about 30 followers per month when the marketing is active on Facebook.

The results of the interview showed that the company is well-known among retailers. The company has been in the industry for nearly 60 years, but as the interviews showed, the brand is currently conservative, with more emphasis on selling products to middle-aged and older people. As Keller and Swaminathan (2020, p. 512) write, brand management should remain contemporary. As the interview results revealed, this was already noted because there was recognition that the brand should be desirable also for younger generations. Even though brand awareness is pretty good, the brand needs to be developed to keep it modern, interesting, and desirable. Brand management should emphasize this. In the future, the development of the brand could be discussed on a semi-annual basis, for example, between

the company's management, product development, marketing department, and sales department. For example, as the interview revealed, sales managers have a lot of information about the visibility a brand has among consumers and sellers, so it is profitable to include them in the discussion. Managing a brand requires a vision of several different areas of the company, which is why its development cannot remain one-sided. Discussions could be used to draw guidelines and develop the brand so that it remains relevant and modern.

Other brand-related observations that emerged during the writing of the thesis were influencer marketing and artificial intelligence (AI). Since the case company products are sold through retailers, it has not been possible to measure the effectiveness of social media campaigns in sales. Referring to Guest's (2017, p. 147) high percentage of peer recommendations, the company has conducted one influencer marketing campaign in 2021 on an experimental basis. However, it was perceived as a challenge because the majority of the production contains products that are manufactured by individuals. Customers can choose, for example, softness of padding, fabric or leather upholstery, and a foot option. In addition, the price range of the products is high, and the physical size of the products is large. Buying furniture is rarely impulsive and requires consideration from the buyer. Because of the high popularity of peer-to-peer recommendations, the case company should consider the usability of influencer marketing, for example, in the case of products that are smaller in scale and have only certain color options. Such products could be, for example, dining tables and dining chairs.

This thesis is a single-platform study focused solely on Facebook in the research section, and has an impact on the theory of the work as well as the results. The results are not proportional to other social media channels. As a follow-up study, it is recommended that a similar or similar study be conducted in other channels of the company. People interviewed in this thesis work within the case company which causes the answers to be from only one point of view. Further research could address what kind of brand image the customer chain managers and sellers have, and what kind of brand image the customers have from the brand.

The writer of the thesis works as marketing manager at the case company. As a marketing manager, the writer is responsible for social media marketing. Because of the job description, the author had a preconceived idea of the results from the advertisements and how the interviewees would answer the questions. The author's background information on the furniture



industry and the company helped to get an idea of the overall picture but at the same time, it may cause limitations when there is no new perspective.

In the data gathering section, Facebook advertisements were conducted and analyzed by using Meta Business Suite. Meta Business Suite provides comprehensive analytics from advertisements, and it is a tool that is used constantly on case company marketing which makes it a valid choice. There would have been no other platforms or other way to get such specific figures from Facebook marketing. In Meta Business Suite, it is also possible to repeat similar test periods from advertisements and compare the results with those obtained in the thesis, as well as the company's previous knowledge of advertising results. The number of interviewees was quite small, five people in total. However, each of these interviewees is professional in their work, and each has nearly two decades of experience in the furniture industry which adds weight to their answers. Interviews revealed issues related to brand development and a strategy for addressing them and were therefore profitable.

The purpose of the thesis was to develop brand marketing and a marketing strategy for social media. The thesis provides several development areas for the marketing strategy, based on which the company can improve its brand in general and brand on social media. The thesis also revealed issues related to brand development and a strategy for dealing with them. The strategies presented in the work are realistic and feasible without high costs. Without the issues highlighted in the thesis, the company's brand awareness on social media would not be done consistently and by the results. The thesis results have great importance, also financially, because marketing is done continuously anyway. The target results presented in Table 1 which were developed to evaluate the results of advertisements can be implemented immediately. Issues related to brand development are likely to be addressed over the next year.

For the writer, the compilation of the thesis has given a deeper understanding of social media marketing and issues affecting brand awareness. Writing the work also revealed new things about the company's brand. The theory and research provided the author with tools and insight into how social media development will be possible in the future, both on Facebook and other social media channels, and aspects of the brand that should be emphasized in brand management.

## BIBLIOGRAPHY

- Alalwan, A. A. (2018, October). Investigating the impact of social media advertising features on customer purchase intention. *ScienceDirect*, 42, 65–77.
- Barnhart, B. (2021, August 9). *Facebook reach: what it is and how to increase yours quickly*. Sprout Social. <https://sproutsocial.com/insights/facebook-reach/>
- Bilgin, Y. (2018). THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS, BRAND IMAGE AND BRAND LOYALTY. *Business & Management Studies: An International Journal*, 6. <https://doi.org/10.15295/v6i1.229>
- Borges Tiago, M. T. P. M., & Verissimo, J. M. C. (2014, November-December). *Digital marketing and social media: Why bother?* Business Horizons. <https://www.sciencedirect.com/science/article/abs/pii/S0007681314000949?via%3Dihub>
- Butow, E. (2020). *Ultimate guide to social media marketing*. Entrepreneur Press.
- Chambers, L., Morehead, J., & Sallee, H. (2020). *Make your business social: Engage your customers with social media*. Business Expert Press.
- Chunawalla, S. (2008). *Compendium of Brand Management*. Global Media.
- Cover, L. (2021, June 17). *7 statistics that prove the importance of social media marketing in business*. Sprout Social. <https://sproutsocial.com/insights/importance-of-social-media-marketing-in-business/>
- Dolan, R., Conduit, J., Frethey-Bentham, C., Fahy, J., & Goodman, S. (2019). Social media engagement behavior: A framework for engaging customers through social media content. *European journal of marketing*, 53, 2213–2243. <https://doi.org/10.1108/EJM-03-2017-0182>
- Dwivedi, A., Johnson, L. W., Wilkie, D. C., & De Araujo-Gil, L. (2019). Consumer emotional brand attachment with social media brands and social media brand equity. *European journal of marketing*, 53, 1176–1204. <https://doi.org/10.1108/EJM-09-2016-0511>
- Forsgård, C., & Frey, J. (2010). *Suhde: Sosiaalinen media muuttaa johtamista, markkinointia ja viestintää*. Infor.
- Grier, D. A. (2013). *Crowdsourcing for dummies*. Wiley.
- Gronlund, J. (2013). *Basics of branding: A practical guide for managers*. Business Expert Press.
- Guest, R. (2017). *Great by design: How to deliver accelerated and sustained business growth*. John Wiley & Sons.

- Haverila, M., McLaughlin, C., Haverila, K., & Arora, M. (2021). Beyond lurking and posting: segmenting the members of a brand community on the basis of engagement, attitudes and identification. In Guzman, , & C. Veloutsou, *Consumer Brand Relationships* (pp. 449–466). Emerald Publishing Limited.
- Humphrey, W. F., Laverie, D. A., & Rinaldo, S. B. (2016). *Fostering brand community through social media*. Business Expert Press.
- Juslén, J. (2016). *Tee tulosta Facebook-mainoksilla*. Akatemia 24/7 Oy.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*, 53, 59–68
- Kaptein, M., Parviainen, P. & Pöyry, E. (2015). The Danger of Engagement: Behavioral Observations of Online Community Activity and Service Spending in the Online Gaming Context. *International Journal of Electronic Commerce*, 20, 50–75.  
<https://www.tandfonline.com/doi/abs/10.1080/10864415.2016.1061414>
- Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity* (Fifth ed. Global ed.). Pearson.
- Kemp, S. (2022, February 15). *Digital 2022: Finland*. Datareportal. <https://datareportal.com/reports/digital-2022-finland>
- Kemp, S. (2023, February 13). *Digital 2023: Finland*. Datareportal. <https://datareportal.com/reports/digital-2023-finland>
- Komulainen, M. (2023). *Menesty digimarkkinoinnilla: 2.0* (3rd ed). Kauppakamari.  
[https://kauppakamaritieto-fi.libts.seamk.fi/ammattikirjasto/teos/menesty-digimarkkinoinnilla-2-2023#kohta:Menesty\(\(20\)digimarkkinoinnilla\(\(20\)2.0](https://kauppakamaritieto-fi.libts.seamk.fi/ammattikirjasto/teos/menesty-digimarkkinoinnilla-2-2023#kohta:Menesty((20)digimarkkinoinnilla((20)2.0)
- Ku, D. (2023, March 10). *The Growing Importance of Social Media Marketing in 2023*. Post-Beyond. <https://www.postbeyond.com/blog/social-media-marketing-importance/>
- Li, F., Jorma, L., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49, 51–70. <https://doi.org/10.1007/s11747-020-00733-3>
- Markovič, P., & Pollák, F. (2022). *Brand Management*. IntechOpen.
- McCormick, K. (2023, October 18). *12 Ways to Effectively Promote a New Product or Service*. WordStream. <https://www.wordstream.com/blog/ws/2020/07/29/how-to-promote-a-product>
- Meta. (2023a). *Introduce followers to your business with posts*. <https://www.facebook.com/business/goals/build-awareness#introduce-followers>

- Meta. (2023b). *Get more people to your website*. [https://www.facebook.com/business/ads/ad-objectives/traffic?ref=search\\_new\\_3](https://www.facebook.com/business/ads/ad-objectives/traffic?ref=search_new_3)
- Meta. (2023c). *Meta Business Suite*. [https://www.facebook.com/business/tools/meta-business-suite?content\\_id=RuYsNCeL6A3bjG1&ref=sem\\_smb&utm\\_term=meta%20business%20suite&gclid=EAlaIqobChMIIM728riTgwMV8gCiAx3nbQCSE-AAYASAAEgImjvD\\_BwE](https://www.facebook.com/business/tools/meta-business-suite?content_id=RuYsNCeL6A3bjG1&ref=sem_smb&utm_term=meta%20business%20suite&gclid=EAlaIqobChMIIM728riTgwMV8gCiAx3nbQCSE-AAYASAAEgImjvD_BwE)
- Meta Business Suite. (2023). Case company Meta Business Suite.
- Moretta-Tartaglione, A., Cavacece, Y., Russo, G., & Granata, G. (2019). A Systematic Mapping Study on Customer Loyalty and Brand Management. In N. Rubio, , & M. J. Yagüe Guillén, *Customer Loyalty and Brand Management* (pp. 88–108). MDPI - Multidisciplinary Digital Publishing Institute.
- Parris, D. L., & Guzmán, F. (2023). Evolving brand boundaries and expectations: Looking back on brand equity, brand loyalty, and brand image research to move forward. *The journal of product & brand management*, 32, 191–234. <https://doi.org/10.1108/JPBM-06-2021-3528>
- Park, C. W., MacInnis, D. J., & Eisingerich, A. B. (2016). *Brand admiration: Building a business people love*. Wiley.
- Podolsky, M. (2023, March 10). *What Does Brand Awareness Mean For Consumers*. Forbes. <https://www.forbes.com/sites/forbesbusinesscouncil/2023/03/10/what-does-brand-awareness-mean-for-consumers/>
- Ponkä, H. (2022, July 8). *Sosiaalisen median tilastot ja käyttö Suomessa: somekatsaus 07/2022*. Innwise. <https://www.innowise.fi/fi/sosiaalisen-median-kaytto-suomessa-somekatsaus-07-2022/>
- Popoli, P. (2017). *Advancing Insights on Brand Management*. IntechOpen.
- Pöyry, E. (2016). *Customer Engagement Behaviors and Purchase Value*. School of Business. <http://urn.fi/URN:ISBN:978-952-60-7150-3>
- Pöyry, E., Parviainen, P. & Malmivaara, T. (2013, July-August). *Can we get from liking to buying? Behavioral differences in hedonic and utilitarian Facebook usage*. Elsevier. <https://doi.org/10.1016/j.elerap.2013.01.003>
- Pöyry, E., & Laaksonen, S. (2022). Opposing brand activism: Triggers and strategies of consumers' antibrand actions. *European journal of marketing*, 56, 261–284. <https://doi.org/10.1108/EJM-12-2020-0901>
- Rainisto, S. (2006). *Markkinoinnin ABC*. Kymenlaakson ammattikorkeakoulu.

- Safko, L. (2012). *The Social Media Bible: Tactics, Tools, and Strategies for Business Success*. John Wiley & Sons, Incorporated.
- Sajid, S. I. (2016). Social media and its role in marketing. *Business and Economics Journal*, 7, 1–5. <http://41.89.240.73/handle/123456789/810>
- Sprout Social. (2022, October 20). *How to improve your social media engagement*. <https://sproutsocial.com/insights/social-media-engagement>
- Tracy, B. (2014). *Marketing*. AMACOM.
- Voorveld, H. A. M., van Noort, G., Muntinga, D. G., & Bronner, F. (2018). *Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type*. *Journal of advertising*, 47, 38–54. <https://doi.org/10.1080/00913367.2017.1405754>
- WordStream. (n.d.-a). *Social Media Marketing for Businesses*. <https://www.wordstream.com/social-media-marketing>
- WordStream. (n.d.-b). *Click-Through Rate (CTR): Understanding Click-Through Rate for PPC*. <https://www.wordstream.com/click-through-rate>
- Wright, K. (2019). *Follow the feeling: Brand building in a noisy world*. Wiley.
- Wrigley, C., & Straker, K. (2018). *Affected: Emotionally engaging customers in the digital age*. John Wiley & Sons Australia, Ltd.
- Zaric, S. (2023, March 28). *What Is a Good CTR for Facebook Ads? 6 Expert Tips on How to Improve It*. Databox. <https://databox.com/average-facebook-ctr#definition>

## **APPENDIX**

### **Appendix 1. Interview questions**

## **Appendix 1. Interview questions**

### Interview questions for Sales Director and CEO

1. What do you want to emphasize from the brand perspective?
2. What things need to be considered or changed for the future and development of the brand?
3. Are there any change or development requests for social media marketing?

### Interview questions for Sales Managers

1. Compared to competitors, is the company well-known among retailers and consumers?
2. Do retailers know that the company is using social media channels? Has there been any feedback?
3. Which of the company social media, channel retailers consider important?
4. What kind of feedback does the company brand get among retailers and consumers?
5. What do you see should be developed in the brand or brand message?