



# **DIGITAL MARKETING STRATEGIES FOR REACHING AND ENGAGING NEW AUDIENCE: A CASE STUDY OF SOUTHWESTERN ADVANTAGE**

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Abstract

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The subject of the thesis that is being given is the study of digital marketing, specifically focusing on Southwestern Advantage, a firm that distributes educational resources. The study's primary goal is to find efficient digital marketing techniques, to improve the commissioning company's online presence. Due to the Internet's profound influence on our everyday lives and the quick advancement of technology, businesses are attempting to modify their marketing tactics by leveraging the worldwide network to draw clients and advertise their goods. The study question focuses on certain digital marketing strategies that Southwestern Advantage might utilize to engage with prospects in an efficient manner. The research is designed to integrate theoretical concepts with real-world applications, highlighting the need of a clear digital marketing plan in the current corporate landscape. The thesis's format includes an introduction to the business, a contrast between traditional and digital marketing, an analysis of the channels and potential for digital marketing, and a selection of research techniques. After that, the study's findings are examined, recommendations are made for enhancing Southwestern Advantage's digital content marketing plan, and the study's findings are presented. The conclusion emphasizes how critical it is for an online business to have a well-thought-out digital marketing plan, particularly when targeting a youthful, interested audience. Here, the need of precise targeting, affordability, and quantifiable outcomes from digital marketing platforms is emphasized. The report acknowledges the significance of tailoring digital marketing strategies to the target audience's interests. The main takeaways are outlined in the conclusion, along with the strategic significance of digital marketing channels and the necessity of selecting channels in accordance with particular objectives and audience traits. The thesis concludes with directions for further investigation, such as examining the long-term effects of strategies used, adjusting to new trends, and assessing how long-term goals influence communication with evolving client preferences.

Keywords Southwestern advantage, marketing, channels, strategy

Pages 34 pages

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# **1 Introduction**

## **1.1 Background of the thesis**

There is no doubt that nowadays, the internet plays a crucial part in our lives. Now, especially during the coronavirus epidemic, we can observe how quickly technology is developing in almost all areas of life. At present, almost every profession depends on and needs to use the Internet, from a teacher to a computer programmer. The same can be said for the rapid growth of social media, which is also fundamentally changing our lives and our perception of the world.

With such rapid technological progress and integration into our lives, various new fields, professions and alternatives are emerging. Companies, brands and other enterprises concentrate and adjust their strategies with great enthusiasm, based on the global network. This provides them with new opportunities to find customers, establish communications and promote their products.

## **1.2 Purpose of the study and research question**

The case company for this thesis is Southwestern Advantage. It is an educational materials sales company located in Nashville, Tennessee, however, the actual research will take place in the Estonian branch or representation of this company. Southwestern Advantage is a private company that was founded in 1855. They recruit college and university students as independent contractors to help young individuals develop the skills and character necessary to achieve their life goals. This is accomplished by providing them with direct sales experience of educational materials and the experience of living in America throughout the summer.

Reverend James Robinson Graves founded the Southwestern printing House in Nashville, Tennessee, in 1855, focusing on religious literature and The Tennessee Baptist newspaper. During the Civil War, Graves smuggled stereotype plates from the North to print "the little Bible" in Nashville, selling for fifty cents each due to Bible scarcity. Post-war, the company employed young men as door-to-door book agents, helping them earn for college while fostering character development. Renamed Southwestern Advantage in the 1980s, it expanded its product line to include educational materials. In 1982, management and staff regained ownership. Today, Southwestern Advantage continues its legacy of aiding young people's moral development in Nashville.

In Estonia, they were intrigued by this research and the fresh ideas it would provide them for enhancing their digital content marketing strategy. The goal was to identify the best and most cost-effective methods, strategies, channels, and means of digital content marketing to generate more prospects. While keeping in mind that the company focuses on recruiting active, and entrepreneurial students, the emphasis should indeed be placed more on internet marketing and social media.

The research question of the thesis is: "What digital marketing strategies can be employed by Southwestern Advantage to effectively reach and engage new audiences?" Students and active people are potential target groups of the Southwestern Advantage, which is why it was chosen to concentrate on them when doing the thesis study. The purpose of this study is to determine how Southwestern Advantage may best target its digital marketing campaigns to appeal to people.

The Thesis combines both theoretical and research parts and is structured as follows. Firstly, the author will provide a brief overview of the entire thesis and outline the structure of the work. The author will introduce the commissioning company and the research question upon which this thesis will be based. After, the author will compare digital marketing to traditional methods, and why companies prefer digital channels. The author will also discuss the opportunities and channels available in digital marketing for commissioning company for the promotion while providing information from other research studies. In the third part of the paper, the author will explain the selected research methods and describe the steps taken and the techniques employed in the study. After the author will present the research results, analyze responses and findings, and then offer recommendations, and explore other assumptions regarding future directions and where it would be advisable to focus. Finally, the author will summarize the entire work, discuss the challenges during the task execution, share the main outcomes and lessons learned from the study, and provide a comprehensive list of all the literature used.

## **2 Theoretical framework**

### **2.1 Introduction to Digital Marketing**

Achieving marketing objectives through applying digital technologies and media. (Chaffey, 2016, p. 11) Recently, you can often hear about the digitalization of everything and about digital technology in marketing in particular. What is digital marketing in simple words? To answer this question, it is worth looking at the environment of a person in large cities. Today, people

use a large number of gadgets, each of which provides interaction with its owner using an Internet connection. Of course, these are primarily smartphones, but also other wearable and not so devices. For example, tablets, smartwatches, bracelets, smart speakers, smart TV, etc.

Often, digital marketing is confused with internet marketing, marketing on the internet — but they have a significant difference. More precisely, digital marketing includes internet marketing as well, but it is not limited to the internet. Let's compare: internet marketing includes SEO website promotion, contextual advertising, webinars, etc. — all channels that are available to the user only on the internet. On the other hand, digital marketing includes all of the above plus advertising and promotion on any digital platforms outside the internet. In other words, it implies digital communication that occurs both online and offline. (Chaffey & Ellis-Chadwick, 2016, pp 11-12)

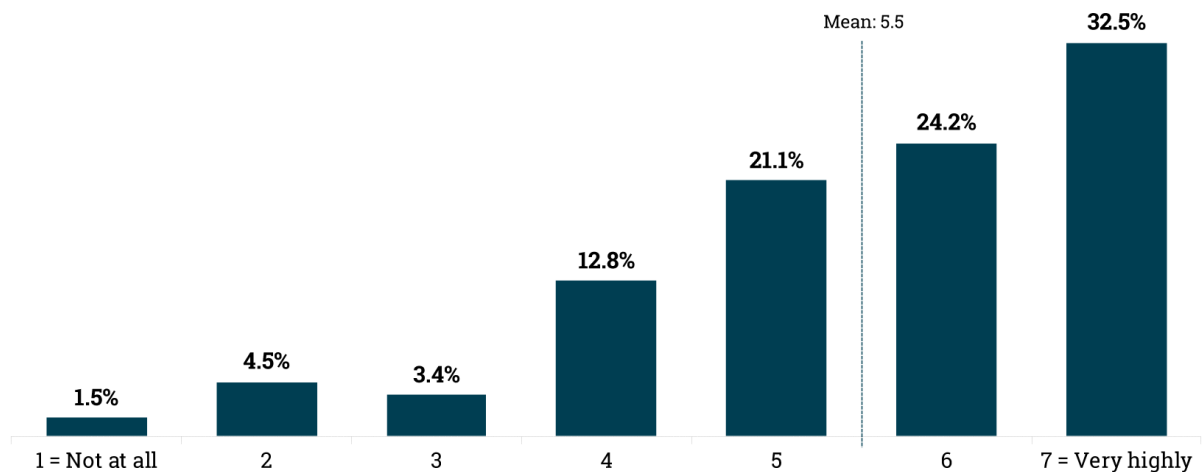
And, of course, traditional channels such as newspaper ads, flyers, TV advertising, and billboards are not considered part of digital advertising. However, if a billboard features a QR code that directs users to a website — then it falls under digital marketing. In short, the essence of internet marketing lies in the use of digital channels. (Hausman, 2023)

Gadgets today serve as a starting point for making purchases and receiving services. In any user's smartphone, you can find a lot of useful applications that help you move around the city, country, and the world, make financial transactions, make orders in cafes and restaurants, and pay for them without waiting for the bill from the waiters, etc. (Singhdeo, 2022)

In short, digital marketing is a way for businesses to maintain interaction with their customers using their personal devices.

The worldwide situation in 2020 has brought big attention to the significance of digital marketing. To this day, the majority of companies and businesses continue to evolve and concentrate their efforts on the transformation of digital marketing. Figure 1 shows digital marketing's contribution to company performance. However, has digital marketing had a major impact on how well businesses performed throughout the crisis? The CMO Survey recently released a report, and they have come to a positive conclusion. (Kaur, 2023)

Figure 1. Digital Marketing's Contribution to Company Performance. (Marketing charts, 2021)



More than 350 marketers, the most of whom held VP-level positions or above, were surveyed. They were asked to rate the extent to which their company's success in the previous year was impacted by the usage of digital marketing on a scale of 1–7 (1 being not at all, and 7 being extremely high). The majority (57.7%) gave digital marketing's contribution a 6 (24.2%) or 7 (32.5%), indicating that they were more than happy with it. A mere 1.5% or 4.5% of respondents gave digital marketing's contribution a low rating. (Marketing charts, 2021)

According to research, digital marketing was very important in 2020, and many businesses expedited their change in response to the epidemic. According to a poll conducted among 350 marketers, 57.7% expressed great satisfaction with the contribution of digital marketing, demonstrating its usefulness among the obstacles posed by the coronavirus epidemic. Businesses, particularly those in executive roles, kept investing or stepped up their efforts. There was very little unhappiness (1.5% rated it 1, 4.5% rated it 2). The study showed an improvement over the previous year, highlighting the usefulness of digital tactics in meeting obstacles. In conclusion, digital marketing demonstrated its continued importance in the changing corporate landscape and proved crucial in managing uncertainty. (Marketing charts, 2021)

## 2.2 Comparison between digital marketing and traditional marketing

Despite the rapid development of digital marketing, which has completely changed the entire advertising industry, traditional marketing is still very relevant and necessary for many companies. Promotion methods such as television, radio, print media and billboards have very

strong and unique advantages that are still used by a lot of organizations. They complement marketing strategies and, with proper interaction, demonstrate great effectiveness and give good results. Why, then, do companies still prefer and focus on digital marketing? What are the main differences between digital marketing and traditional marketing? (Bhayani, 2014)

### **2.2.1 Why is traditional marketing important for business?**

Firstly, traditional marketing channels have a very large presence in everyday life, which is definitely ingrained in people's lives. At every bus stop, store, and other places, people are used to advertising. Tangible goods such as flyers and magazines with interesting designs and titles attract a lot of people's attention. Also using traditional marketing techniques, allows companies to focus on specific regions and attract a narrow audience. Using a pronounced local orientation, companies strive to find prospects among the local population. (Sinha, 2018)

By focusing on specific regions, traditional marketing channels can help companies build trust and loyalty among the local population and certain demographic groups. Channels such as television, radio, and print media have been a big part of people's lives for many years and generations. During this time, people have developed confidence and trust in new offers and messages broadcast on these channels. Because of this, advertising on channels also increases the brand's credibility. So using traditional marketing can become one of the most important means to build trust and recognition of companies. If the company is aimed at an older or less technically savvy audience, like the old generation, then this helps a lot to attract new customers. (Sinha, 2018)

### **2.2.2 Advantages of traditional marketing**

A very big advantage of traditional marketing materials such as brochures, newspapers, flyers, mailing lists, or magazines is that they provide customers with a tangible object. Digital marketing methods cannot stand out in any way. Here a person can hold a tangible object in his hands, read, reread, and give it to a friend, or a relative. This is very common and highly appreciated among the older generation, who still prefer traditional media over digital. And also, such a physical presence can greatly help strengthen trust in the brand and the company. (Hausman, 2023)

If the company is focused on the local market, for example, a single city or region, then traditional marketing methods will help to attract potential customers in this particular region.

Methods such as billboards along the roads or advertising in local newspapers will effectively influence the audience and attract the company's services. (Merrill, 2023)

One of the values of classical marketing is that it focuses on consistency. The company is working in the long term to eventually make the brand familiar to the audience. By constantly using traditional marketing channels and promoting advertising on them, you can achieve recognition and love among the target audience, which will help to form feelings of loyalty and trust in the company. (Merrill, 2023)

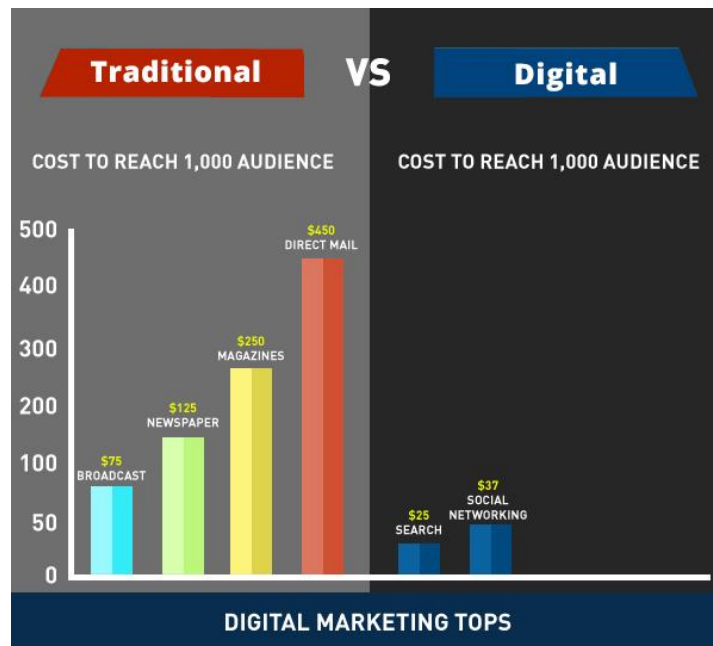
Nowadays, there are still a lot of people who are poorly versed in digital technologies and who do not have access to the Internet and modern devices. In their lives, television, radio, and print media are the main sources of information and still occupy a significant part of their lives. Among these segments of the population, traditional marketing methods can reach a wider part of the audience. This allows the company to use traditional marketing channels to attract a large range of potential customers. (Sinha, 2018)

### **2.2.3 Disadvantages of traditional marketing**

Unfortunately, traditional marketing methods cannot target the desired audience as accurately as digital marketing can with its technologies, thanks to which it can quickly identify the necessary audience. For example, advertising in the media or on banners can reach a very large audience, including people of different groups and ages. But this does not mean that all of them are a necessary target group for the company. That is why the use of traditional marketing methods can lead to inefficient use of resources. (Bhayani, 2014)

Traditional marketing tools – print advertising, TV commercials and mailing lists – can hit your pocket hard, which is especially unpleasant for companies with a limited budget. The competition of small enterprises with large corporations is complicated by the high costs of production, distribution and placement of such advertising. Figure 2 shows the comparison of the costs between traditional and digital marketing. (Sinha, 2018)

Figure 2. Traditional and digital marketing costs. (Hausman, 2023)



Unlike digital marketing, it is sometimes difficult to measure the effectiveness and return on investment (ROI) of traditional marketing activities. The analysis of the success of television advertising or print campaigns in terms of conversion and customer engagement is less accurate, which makes it difficult to optimize the marketing strategy. (Hausman, 2023)

The use of traditional marketing channels does not allow companies to interact directly with the audience, which greatly complicates the process of receiving prompt feedback. This makes it very difficult to build high-quality and strong relationships with customers, which makes it difficult to determine their preferences. Therefore, traditional marketing channels should have more opportunities for engagement and be more interactive. (Merrill, 2023)

#### 2.2.4 Advantages of digital marketing

The most important advantage of digital marketing is that it can target the desired audience very precisely. Current tools and technologies allow you to segment the target group based on demographic data, interests, behavior, and other parameters. Thanks to the understanding and knowledge of their target group, marketing offers will come to the right prospectuses, who are more likely to be interested in the company's services and products. (Bhayani, 2014)

Digital marketing is often more effective from an economic point of view compared to traditional methods. Online platforms like social media ads or contextual advertising (PPC) allow to set

flexible budgets and target a specific audience. This ensures the effective use of the marketing budget. (Saura, 2020)

One of the most important advantages of digital marketing is the ability to measure and track the effectiveness of campaigns. There are a lot of different tools for digital analytics that provide valuable information about site traffic, engagement, conversion rate and other indicators. This data allows you to analyze the effectiveness of marketing efforts and apply a data-based approach to optimize campaigns. (Krishen, 2021)

Also, in order to strengthen communication with customers and increase loyalty to the company and the brand itself, digital marketing provides a lot of high-quality tools to personalize communication with its audience. With the help of digital marketing based on user preferences and behavior, it is possible to adapt the necessary messages and offers. In this way, the company makes communication with its audience more personalized and attractive, which can keep customers for many years to come. (Krishen, 2021)

### **2.2.5 Disadvantages of digital marketing**

The Internet is a space that is currently crowded with many companies and organizations that compete for every potential client every day. These constant competitions lead to a lot of information overload, which makes it very difficult to work. People get used to constantly appearing banners and advertisements and other distracting factors. People are becoming more selective, which makes it harder to get a potential prospect interested. To break through this digital noise and attract the attention of potential consumers, companies need thoughtful strategies and exciting content. (Sinha, 2018)

Digital marketing is a very rapidly developing field where new technologies and opportunities are constantly emerging. To follow new trends, companies are forced to update their strategies, switch to new platforms, and comply with existing algorithms. In order to keep up with the latest trends and maintain an advantage over others, companies do not have to stand in one place. Allocate their resources well and constantly learn new things. (Sinha, 2018)

To effectively use all the digital marketing opportunities and resources provided, a lot of technical skills and experience are required. If we take into account how strongly new tools for working in this area are manifested, then we still need to be very good at analyzing and prioritizing new trends. For such a difficult job, where you need to figure out all the small details, companies really need specialists or teams who have the necessary knowledge and skills.

Companies need people with knowledge from working with search engine optimization (SEO) to data analysis. This does not affect SMM and other areas. It can be very difficult to find the right specialists and retain them, given that a company with limited resources. (Peter, 2020)

Basically, digital marketing takes into account the analysis of customer information in order to approach them with an individual approach and personalize the display and provide certain advertising. But due to actively growing concerns about the protection of personal data on the Internet, the rules have been tightened and consumer demands have increased. Therefore, many companies now have to find a balance in order to comply with privacy standards and maintain the effectiveness of digital marketing. (Peter, 2020)

### **2.2.6 Which form of marketing is better?**

In the modern world, there is no one universal strategy that can be applied to all cases. All organizations and companies are different and all have their own goals and requirements. When drawing up a marketing plan, it is very important to pay special attention to the tasks of the company. In such situations, the most effective way is usually to strike a balance between traditional and digital marketing methods.

Nowadays, it is still possible to reach a wide part of the audience through traditional marketing strategies, taking into account advertising on billboards and advertising on television. However, only using them can lead to certain difficulties. There may be a low level of interaction with the audience and difficulties in evaluating the results. But if we talk about digital marketing, it makes it possible to analyze and interact with the audience in real time and provide individual advertising.

Therefore, the most effective marketing companies often consist of channels, both digital marketing and traditional marketing channels. Nowadays, companies are developing comprehensive strategies through which they try to reach and engage audiences through traditional and digital aspects. This method helps to ensure the effective use of all resources and helps to achieve marketing goals by adapting to specific tasks and requirements of the organization.

## **2.3 How digital marketing transformed marketing**

Digital marketing has greatly influenced the world and business in general. Many different examples and cases can be considered. One of the main examples is the simplification of companies' work with their customers. Thanks to digital marketing, companies have the opportunity to establish contacts with more people and in a more personal way, using the tools and methods that digital marketing provides. This allows companies to provide customers with a more efficient approach and establish closer ties with them. (Singhdeo, 2022)

If we consider other examples, digital marketing also provides new and modern targeting opportunities. Using various data-driven strategies, companies can identify their core audience and start working with them based on a lot of things, such as demographics, interests, behavior, and online activities. With this opportunity and accurate targeting, all efforts are directed at people more likely to be interested in the company's services, which will improve the effectiveness of new marketing campaigns. (Braatz, 2017)

Digital marketing has also altered the globe by making it cheaper and more accessible for companies of all kinds to advertise their goods and services. In the past, only larger companies with higher finances could afford to advertise since it was frequently expensive. However, small firms now have an equal opportunity to compete with larger rivals since they can afford to advertise their goods and services online thanks to the growth of digital marketing. (Singhdeo, 2022)

Digital marketing has indeed had a profound impact on the world of business and marketing, and the list of its transformative effects could go on. Besides customer interaction and accessibility for small businesses, digital marketing has led to a more diverse range of content. In our time, much depends on capturing people's attention through high-quality, targeted content. In light of this, it can be said that digital marketing has exerted a tremendous influence on the world, revolutionizing how companies engage with their customers and promote their products and services. (Chaffey & Ellis-Chadwick, 2016, pp 59-61)

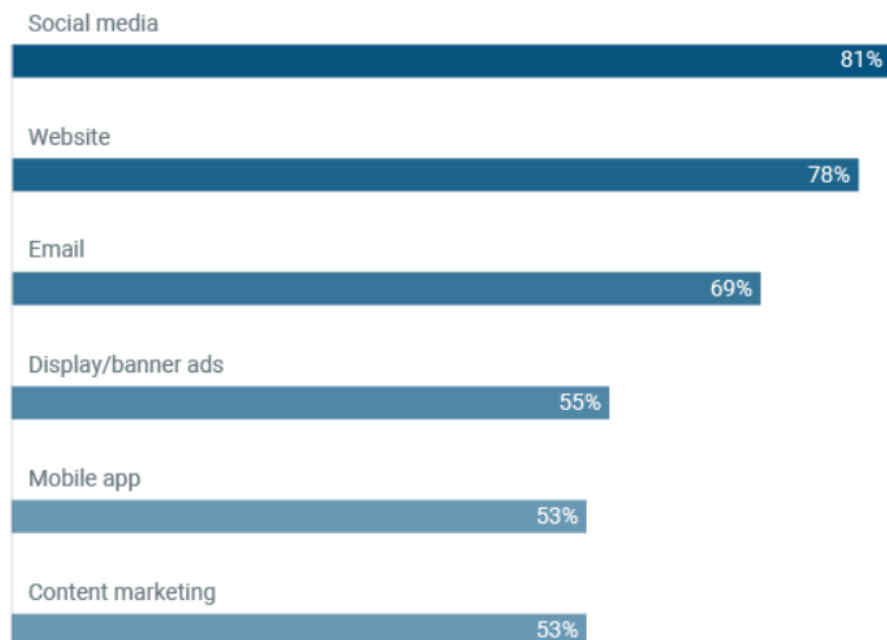
## **2.4 Digital marketing channels**

Digital marketing channels encompass several platforms, including websites, email, social media, and others, that you may utilize to disseminate information about your brand, product, or service to your intended audience. By using these channels, you can position your company

effectively to get closer to your marketing objectives and assist clients with any queries or difficulties they may be having. (Chaffey & Ellis-Chadwick, 2016, p 478)

Unfortunately, however, not all digital marketing channels are suitable for achieving certain company goals. Each instrument and channel has its characteristics. For example, contextual advertising allows you to get results in a short time. SMM promotion and email newsletters help to retain users and increase their brand loyalty. Together, all the tools allow companies to interact with customers in different channels, help them to be remembered and encourage users to take a targeted action. Figure 3 shows the most popular business channels. (Chaffey & Ellis-Chadwick, 2016, pp 484-485)

Figure 3. Top 6 Digital Marketing Channels for Business. (Herhold, 2018)



As a result, in order to accomplish a certain objective, it is necessary firstly determine which digital marketing channel to employ and then put best practices into action. So now the author of this work wants to provide you with a list of the most popular and well-used marketing channels nowadays.

### **2.4.1 Websites**

Similar to possessing a real business, having a website is a must for businesses in today's internet environment. In this way, it serves as a virtual representation of the company's office and is a valuable resource for corporate information access and client acquisition. It's crucial to remember that having your own website gives you more control than being at the mercy of social media platform managers. (Chaffey & Ellis-Chadwick, 2016, pp 362-370)

The website's goal goes much beyond just giving basic business information. It is an area that can be deliberately molded and managed by changing its content to increase the target audience's involvement. Owners of websites have the chance to design distinctive user interfaces that are tailored to the particular requirements of their audience and include interactive elements that encourage communication with visitors. (Chaffey & Ellis-Chadwick, 2016, pp 362-370)

Even while social networking networks exist that provide business solutions as well, having your own website is always ideal. This results from both enhanced control and a stronger bond with the brand. Furthermore, website owners have complete access to analytics and data, which simplifies the process of assessing and optimizing their online presence. For this reason, a successful online strategy in modern business still requires a website. (Chaffey & Ellis-Chadwick, 2016, pp 362-370)

### **2.4.2 Email**

According to Statista (Statista, 2024, p. 1), For 3.9 billion individuals globally, email is an essential component of everyday life. These numbers demonstrate how important email is as a potent medium for audience interaction. Research from Holistic Email Marketing and GetResponse further indicates that email newsletters deliver great return, making this channel a vital element of a marketing plan. (Chaffey & Ellis-Chadwick, 2016 pp 522-528)

The use of email to communicate with potential clients is known as email marketing. Businesses aggressively gather email address lists, create detailed mailing strategies, and take a methodical approach to content planning. But the most important thing is to strike a balance: you have to be informed without being overbearing, so make sure your information is worthwhile and engaging. (Chaffey & Ellis-Chadwick, 2016, pp 522-528)

Email addresses are gathered through a variety of communication channels, including social network postings, pop-ups, online forms, chatbots, and website conversations. These technologies offer a forum for communication as well as chances for customization and a thorough comprehension of the audience's requirements. (Chaffey & Ellis-Chadwick, 2016, pp 522-528)

In general, e-mail remains undoubtedly a powerful marketing tool, and the effective use of a variety of data collection tools underscores its importance as a strategic resource for enterprises in the modern digital age. (Chaffey & Ellis-Chadwick, 2016, pp 522-528)

### **2.4.3 Social Media**

With social media engaging nearly everyone and becoming a vital digital marketing platform for many businesses, it has become an essential aspect of daily life. Social media platforms are appealing because they offer exclusive access to a large audience. Almost every prospective customer, regardless of profile, likely spends some time on social media every day. (Mislove, 2007)

Among the widely used social media networks, Facebook and Instagram stand out and are increasingly trusted advertising resources for businesses. The sites that are favored for advertising are those that are easy to use, efficient, and relatively inexpensive. In addition to giving businesses the chance to connect with their target market, social media can be an effective instrument for establishing brand credibility and fostering customer trust. (Heidemann, 2012)

The potential of social networks to convert new members into devoted patrons and eventually boost revenue is another indication of their efficacy. Consumers are considerably aided in making purchasing decisions by the emotional attachment that is formed via regular engagement with the company on social media. (Peters, 2022)

As a result, social networks offer businesses access to a large audience while also fostering an emotional bond with customers, which is essential for any marketing plan to succeed in the contemporary digital environment. (Heidemann, 2012)

#### **2.4.4 Organic Search**

Users often utilize search engines, including well-known sites like Google, Bing, and Yahoo!, to find information on the Internet. For many consumers, this process—which involves typing important search terms into search templates—is crucial, and here is where search marketing enters the picture. (Chaffey & Ellis-Chadwick, 2016, pp 484-485)

Paid advertising on search engine platforms is a component of search engine marketing strategies. The primary objective is to raise the website's ranking in search results and draw in more visitors as a consequence. Numerous significant duties are resolved by this kind of marketing, such as improving the website's exposure, bolstering the brand, reaching a wider audience, and, of course, boosting revenues. (Chaffey & Ellis-Chadwick, 2016, pp 484-485)

The efficient use of paid advertising, which makes a company stand out in a crowded market and draws in customers searching for certain goods or services, is one of the main components of search marketing. Another crucial component that enables you to modify campaigns to meet the demands of the intended audience is keyword analysis. (Chaffey & Ellis-Chadwick, 2016, pp 484-485)

Search engine marketing thus becomes a crucial component of the digital marketing plan, giving businesses the chance to successfully compete, draw in new clients, and increase their online presence. (Chaffey & Ellis-Chadwick, 2016, pp 484-485)

#### **2.4.5 Paid Search**

Pay-per-click (PPC) advertising, sometimes referred to as paid search, is a successful internet advertising technique that is now a crucial component of business marketing plans. Based on the idea of charging advertisers for each click on their advertisements, this tactic enables businesses to stand out in search results and draw in the intended audience. (Chaffey & Ellis-Chadwick, 2016, pp 495-498)

Google Ads is one of the most popular sponsored search platforms. Businesses may use this platform to display ads in Google search results when prospective clients look for information about the goods or services they provide. Targeting is a crucial component of paid search marketing because it allows marketers to select the keywords for which their advertisements will appear, directing their message in the most direct path to the intended demographic. (Chaffey & Ellis-Chadwick, 2016, pp 495-498)

This tactic guarantees that the outcomes are measurable in addition to raising the brand's exposure in search results. With the use of paid campaign analytics, businesses can monitor and instantly modify their plans, optimize budgets, and assess the return on their efforts. In today's online world, integrating paid search marketing with other digital marketing tools is becoming essential to comprehensive plans that guarantee the successful promotion of goods and services.viewership. (Chaffey & Ellis-Chadwick, 2016, pp 495-498)

#### **2.4.6 Mobile**

Because consumers of today spend so much time using mobile applications, mobile devices are becoming an essential part of their online interactions rather than merely a practical way to communicate. Mobile applications are important in today's digital environment, as evidenced by the fact that users spend up to 89% of their time on them. In this regard, mobile marketing is turning into a vital tool that allows businesses to stay in contact with customers wherever they are and at any time as long as they have access to wireless Internet and a mobile device. (Chaffey & Ellis-Chadwick, 2016, pp 136-137)

The accessibility and reach of mobile marketing is one of its main benefits. Having the capacity to communicate with customers in real time, wherever they may be, turns into an effective tool for building stronger relationships with the audience. Using a variety of techniques to promote goods and services via mobile devices is the fundamental component of mobile marketing. (Chaffey & Ellis-Chadwick, 2016, pp 136-137)

These technologies include voice marketing, QR codes, push alerts, geomarketing, SMS newsletters, and in-app advertising. Push notifications and in-app advertising provide you the chance to engage with people directly in their mobile surroundings, offering special chances for tailored communication. In response, geolocation is used in geomarketing to target the audience, and QR codes offer immediate information access. (Chaffey & Ellis-Chadwick, 2016, pp 136-137)

The aforementioned features of mobile marketing underscore its fundamental nature as a tactic designed to efficiently engage with contemporary customers who want expediency, customization, and immediate access to data. (Chaffey & Ellis-Chadwick, 2016, pp 136-137)

### **2.4.7 Display Ads**

These days, internet advertising—also referred to as "display advertising"—is a crucial component of marketing plans used to draw clients in and boost revenue. This style uses a number of components, including text, images, and a URL, to point prospective customers to a website where they may make a purchase and learn more about the provided good or service. (Chaffey & Ellis-Chadwick, 2016, pp 515-516)

The range of available forms for media advertising is a significant factor. Depending on the target demographic and campaign goals, organizations can pick from a number of possibilities, from static ads with just one picture to dynamic animated advertising materials that incorporate several images, videos, and changeable text. (Chaffey & Ellis-Chadwick, 2016, pp 515-516)

Advertising campaigns might aim to inform consumers about new services or products or encourage them to make purchases, among other things. While some display advertisements concentrate on giving viewers comprehensive details on the product, its features, and advantages, others employ engaging games or puzzles to grab viewers' attention and hold it. (Chaffey & Ellis-Chadwick, 2016, pp 515-516)

Among the various forms of media advertising, banner advertising stands out as a useful instrument for information campaigns. This format is made up of visual components that are added to webpages to grab users' attention. Banner advertisements are particularly popular for promoting new goods and services because of their ability to rapidly and efficiently communicate important information to potential buyers through the use of text, graphics, and links. (Chaffey & Ellis-Chadwick, 2016, pp 515-516)

### **2.4.8 Affiliate Marketing**

Through the strategic approach of affiliate marketing, businesses work with partners to mutually promote goods and services. The fundamental idea behind this kind of marketing is that one business, posing as the owner or seller of a product, seeks for other businesses to collaborate with on marketing campaigns. Through concerted attempts to draw an audience, this collaboration seeks to actively build the client base, which benefits and advances the interests of both parties. (Chaffey & Ellis-Chadwick, 2016, pp 510-512)

The affiliates, or marketing partners who take part in the partnership, are the essential component inside the framework of affiliate marketing. The product owner gives partners

exclusive connections or unique codes that follow a customer's journey from inception. When a partner's efforts result in a successful deal, the partner gets paid a commission or additional benefits. By creating a shared interest and motivation, this incentive structure encourages both parties to continue and expand their collaboration. (Chaffey & Ellis-Chadwick, 2016, pp 510-512)

Affiliate marketing is becoming a crucial component of many business plans, impacting a wide range of sectors. The fact that so many businesses set aside dedicated departments and staff to oversee partnership programs emphasizes how crucial this kind of advertising is. Building strong partnerships becomes a strategic advantage in a competitive market, enabling businesses to create partnerships that benefit both parties and enhance their market position while also expanding their consumer base. (Chaffey & Ellis-Chadwick, 2016, pp 510-512)

#### **2.4.9 Video Marketing**

Utilizing video material to promote businesses, products, and services is known as video marketing. In addition to reaching a large audience, this strategy greatly raises customer interest in the brand's offerings. One of the main benefits of video marketing is its superior capacity to explain complicated ideas and product details to customers compared to text or picture-based methods. (Chaffey & Ellis-Chadwick, 2016, pp 142-143)

Businesses frequently utilize films to provide detailed product presentations, walkthroughs of its features, and usage instructions. By using this strategy, customers may have a deeper understanding of the goods and services provided, fostering brand trust. Because video marketing gives customers access to information in a simple and appealing manner, it not only increases interest but also lessens the workload for company service departments like contact centers and support services. (Chaffey & Ellis-Chadwick, 2016, pp 221-222)

Additionally, this strategy is actively employed to improve client communication. Businesses use video content to communicate brand stories, build stronger connections with viewers, and make their brands more approachable and appealing to the senses. These videos might be case studies, staff interviews, product evaluations, or documentaries about corporate social responsibility. (Chaffey & Ellis-Chadwick, 2016, pp 221-222)

#### **2.4.10 Influencer Marketing**

Using prominent figures like bloggers and influencers to promote products and services is a successful marketing tactic known as influencer marketing. Famous people's opinions are becoming more and more important to modern customers, who view them as reliable sources that may assist in making decisions about which products to buy in a crowded market. By endorsing products and services, these media stars take on the role of lifestyle curators, thereby influencing the target audience. (Braatz, 2017)

The fundamental component of influence marketing is the mention or recommendation of the product by well-known figures who are well-liked by the brand's target market. Because customers frequently depend on the advice of people they consider to be authorities in a certain subject, this has the effect of creating trust. By forging an emotional bond with the target audience, the primary objective of this kind of marketing is to build brand trust, which may result in higher sales. (Braatz, 2017)

It is crucial to remember that influence marketing is not just about working with well-known bloggers or celebrities. Micro-influencers, who are tiny but active individuals with a specific yet devoted following, are often given favor. Because such well-known figures have greater sway within a certain niche, this guarantees higher conversion rates and enables marketers to build more genuine and personal relationships with customers. (Braatz, 2017)

Influence marketing is therefore a sophisticated and multidimensional instrument that is essential to contemporary marketing tactics as it serves to fortify a brand's position in the market, foster customer confidence, and boost conversion. (Braatz, 2017)

### **2.5 The most popular digital marketing channels for youth**

Nowadays, the sources and channels from where the younger generation takes the information has changed a lot in recent times. Given the development of technology and the popularity of social media platforms such as YouTube, TikTik and Twitter, traditional channels have taken a back seat. Through these platforms, the youth gets access to personal news and new opportunities. In search of a place to study or work, very few people will turn to paper sources rather than modern platforms. Global news outlets such as Flipboard and Google News also offer highly selected materials from a variety of sources that can satisfy young people. (Agosto, 2005)

Also, the growth of news podcasts, which provide a very comfortable and accurate analysis of the latest events and current news. Most podcasts are on the YouTube platform, which, in addition to podcasts, provides a selection of a million different videos. There, young people can subscribe to the channels of organizations, projects, and independent journalists to cover the news and get the necessary information. I would like to mention that despite such a rapid growth of digital technologies, word of mouth still remains a very influential channel. Always before starting to search for unexpected information on the Internet, young people very often find out about the latest news and new opportunities while talking with friends, with family or watching stories of acquaintances. (Ertemel, 2021)

## **2.6 Digital marketing strategies**

„Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.” (Sun Tzu)

A digital marketing strategy is a long — term plan that is needed for business development. It is implemented through the use of various marketing channels. To go further, you first need to figure out exactly how having such a plan will help the company and why a digital marketing strategy is needed. The first and one of the most important is to increase the return on investment and structure actions. Thus, the company will purposefully use certain resources to better interact with the audience and improve conversions. Then having a strategy will help a lot with analyzing the audience's reaction. Digital marketing tools provide extensive data and analytics. The company can measure the effectiveness of each campaign, optimize strategies based on the results, and determine exactly which efforts bring the greatest return. (Dodson, 2016, pp 332-334)

Now the question is, how to choose a strategy and what should be done for this? First of all, the company must define and set a goal. There should be a clear understanding of what final result company wants to get at the end, what needs to be done for this and what budget will be needed for this. In the next step, the company must figure out its target audience. The success of an advertising campaign and the proper use of the budget depends on how well employees know the habits and needs of their customers. In other words, you need to make an accurate portrait of a potential client, taking into account his web habits and desires, this approach can greatly facilitate further work. And the last step is to select and identify effective marketing channels. Digital marketing channels were discussed earlier. (Dodson, 2016, pp 333-338)

A well-designed digital marketing strategy is the key to successful promotion. Companies should always focus on the result that they need to get at the end. There should be a detailed plan and follow it step by step. Apply various marketing tactics, and look for creative solutions. In most cases, customers do not buy because they need to, but because of good advertising. Product presentation plays a crucial role in its promotion. Stand out from the competition and demonstrate your value to the consumer. A competent digital marketing strategy is a guaranteed profit. (Dodson, 2016, pp 333-338)

## **2.7 Chaffey's theory**

In the current study, the author of the work decided to use and take as a basis the theory of Chaffey's theory of social media. This theory was proposed in 2012 by Dave Chaffee. He is the co-founder and content director of the Smart Insights platform. He is also the author of several well-known books on digital marketing, including "Digital Marketing: Strategy, Implementation and Practice", which was also used for this study. (Chaffey & Ellis-Chadwick, 2016, pp 248-260)

Chaffee views social media marketing as an informal marketing strategy. The basic idea of the theory is that human behavior is influenced by the interactions between the company and the customer and it is these relationships that make a significant contribution to the behavior of potential customers. According to Chaffee's idea, social media marketing can significantly improve business efficiency by establishing long-term relationships with customers. Chaffee's theory has been applied in earlier studies such as Wang et al., 2016; and Wang and Kim (2017) to explain how social media marketing affects company performance. (Chaffey & Ellis-Chadwick, 2016, pp 248-260)

## **2.8 STP theory**

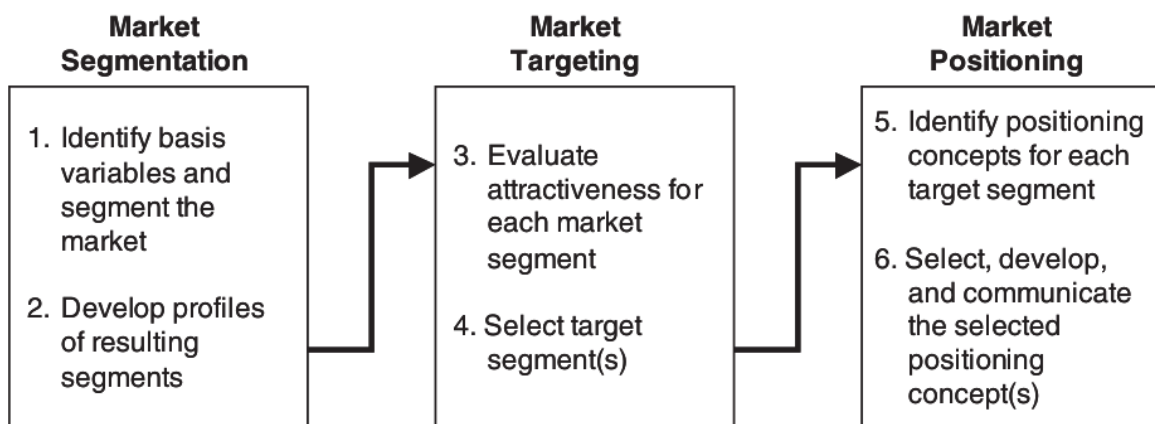
In addition, another theory that the author uses in this study is Segmentation, Targeting, and Positioning (STP). The author of this theory is Philip Kotler. He is a well-known marketing expert whose theories and conceptions have had a major impact on the advancement of marketing. Marketers frequently utilize the STP model to create successful marketing campaigns. (Desarbo, Blanchard & Atalay 2009)

Segmentation, Targeting and Positioning (STP) is a model that is completely audience — oriented. This model helps and gives companies a clear idea of which audience to focus on

and which group may be the most popular to close sales. The STP marketing model also helps companies better understand the behavior and basic needs of potential customers. In order to already select the appropriate content and suggestions for further work. Thanks to this model, companies can reach out to the most potential audience, at the right time, with the right information. (Desarbo, Blanchard & Atalay 2009)

The STP marketing model consists of three main parts: segmentation, targeting and positioning. Figure 4 shows in more detail what this process looks like.

Figure 4. The STP Process (Desarbo, Blanchard & Atalay 2009)



Market segmentation is the first step in the model, which is a long-term process in which the entire audience is divided into smaller groups with the same behavior and needs. This is one of the most important stages because this is where companies understand which group they should focus on and what their ideal client looks like. If mention the criteria that companies usually use to understand their potential audience, then this includes demographic information such as location, age, and gender. Also, psychographic factors are checked such as the main character traits of clients or their lifestyle. And the last one is customer behavior, such as customers' favorite products and brands. (Desarbo, Blanchard & Atalay 2009)

After segmenting the market audience and forming small groups, companies need to focus on those segments and customer groups that have the greatest potential for further work. This is the second stage, which is called market targeting. This stage will help companies avoid wasting time and effort on less valuable audience groups. (Desarbo, Blanchard & Atalay 2009)

The third and final stage of the STP model is positioning. Here, companies create the necessary content and offer for their target group and bring this unique value offer of their

brand to the target consumer segments. In this case, the company must present this offer in such a way that the potential audience perceives it as the most superior proposals from other competitors. (Desarbo, Blanchard & Atalay 2009)

The STP model helps companies divide their customer base into groups based on common traits/behavioral characteristics, and then create a marketing strategy that meets these needs. This is an excellent marketing platform for any type of business, from small businesses to startups, allowing companies to explore highly specialized market segments and open up growth opportunities without spending a fortune on advertising and competing with industry giants. (Desarbo, Blanchard & Atalay 2009)

## **2.9 Digital Marketing in Southwestern Advantage**

In the process of a meticulous analysis of the current status of digital marketing within the organization, a series of interviews was conducted with marketers from various departments of the company. Further details on this phase of the research will be expounded upon in the upcoming "Methodology" section. Adopting this research method facilitated a profound understanding of the current situation within the company, identifying the fundamental strategic approaches guiding the organization and determining the key areas currently being emphasized. The insights learned from these interviews formed the basis for subsequent recommendations provided by the author in the context of analyzing and optimizing the company's digital marketing strategies. The questions and answers of the interview are presented in the appendix part of the thesis. (Southwestern Advantage, personal communication, 2024)

Nowadays, the marketing strategy of Southwestern Advantage is focused on maximizing outreach to the target audience through various digital marketing channels. In the utilization of banner advertising, videos, text messages, promotional videos, articles, and blogs, the company aims to provide diverse content that contributes to capturing attention and maintaining user interest. (Southwestern Advantage, personal communication, 2024)

During a conversation with a marketing department representative, priority social platforms such as Instagram, Facebook, and TikTok were strategically chosen considering their unique features and potential for interacting with different audience segments. Instagram is regarded as a youthful channel with extensive reach, fostering the attraction of new users. Facebook is perceived as a platform with a professional approach, facilitating more formal interactions.

TikTok, on the other hand, is seen as a means of self-promotion with an emphasis on engagement. (Sothwestern Advantage, personal communication, 2024)

The adaptation of content for each platform, demonstrated through regular posting on Instagram and Facebook, reflects the commitment to sustaining active engagement and retaining audience interest. This tactic has proven effective with high coverage and content views, especially in the context of utilizing the "reels" format on Instagram. (Sothwestern Advantage, personal communication, 2024)

Although the interview did not specifically address the testing of new social platforms, the company actively engages with TikTok, where a high level of engagement has been observed. This underscores the flexibility of the strategy, showing a readiness to adapt to popular trends and choose platforms that best align with the interests and preferences of the target audience. (Sothwestern Advantage, personal communication, 2024)

### **3 Methodology**

#### **3.1 Methods of research**

Many methods can be used in the research process, including observation, surveys, interviews, and experiments. Each of these strategies has its advantages and disadvantages, so the choice of strategy should depend on the specific circumstances and research question. Surveys and interviews were some of the methods used in this thesis study.

If to talk about surveys, they are an organized method of obtaining information from people. They allow people to conduct an analysis with a large number of people and draw good statistical conclusions. Surveys also provide an opportunity to make an effective way to collect data on various topics. Surveys can be conducted using various methods, for example, using digital technologies, through telephone interviews, mailing lists, and of course group or individual interviews. Each approach also has its pros and cons, but it depends on various factors. For this work, the author conducted surveys and interviews, as the main method of data collection, using digital technologies, because they are easy to use and can be quickly distributed to a wide audience so that it can be done. The author quickly collected the answers using Google Forms, an online survey platform. The anonymity provided by online surveys is another advantage that can encourage participants to be open and truthful in their responses.

In this study, approximately seven responses were received by the survey method. Although at first glance the number of responses may not seem so big, but considering that this is not such a large company, these answers can still provide valuable information. Especially if the people who took part in the survey reflect different points of view and are fundamentally relevant to the research topic. Seven answers will allow you to see patterns with which you can analyze and draw the necessary conclusions. In addition, high-quality information obtained from the survey questions can provide clarity to the situation in the company.

To summarize, surveys and interviews are a useful tool for collecting data for scientific research, as they contribute to the effective collection of data from a wide range of people. Despite the disadvantages of surveys and interviews, such as possible bias, when conducted correctly, these methods can still provide useful information. This study used digital questionnaires to help collect data and provide a basis for understanding respondents' views on the issue under study.

### **3.2 Qualitative Research**

Through qualitative research, the author is able to thoroughly examine other expert viewpoints on the topic as well as their own perspective in various contexts. Professional perspectives state that the interviewee's facial expressions and body language are among the data obtained through qualitative research. Additionally, while other research methodologies could be unduly constrained by other limitations, qualitative research allows for greater choice in choosing themes of interest. (Roberk, 2015, p. 5)

Since qualitative data aims to address the why and how of research issues, it was an ideal approach for obtaining professional insights into the research topics and directing development projects from a forward-looking standpoint. The semistructured interview method was used to gather the qualitative data with the Southwestern Advantage marketing department representative was also done while keeping in mind the whole context for accurate research. There was only one interview with thirteen questions. These inquiries mostly focused on the company's future goals and present marketing position. The best digital marketing strategies to advertise Southwestern online and boost user numbers as quickly as possible were also among the most important questions.

The semi-structured interview questions were emailed to the participants in advance, and their responses were recorded with their consent and then evaluated. Another qualitative research technique utilized to gather information about different business strategies related to online

campaigns and prosperous online brand communities was the case study. Appendices 1 contains the transcript of the interview questions.

### **3.3 Quantitative Research**

With the use of numbers and empirical inquiry, a researcher can quantitatively characterize and understand measurable data through the use of quantitative research. Theories and hypotheses are the core emphasis of quantitative research, which is mostly represented by statistics, graphs, and tables. Quantitative research generally falls into four categories: survey, correlational, causal comparative, and experimental. (Peter, 2016)

This thesis' quantitative analysis comprised an online survey with six closed-ended questions that were created using an online form from Google and distributed via email to seven firm workers. The objective of the quantitative study was to gather information from Southwestern Advantage staff members on their utilization of social media and search engines. This information would enable the researcher to address the research questions from the perspective of the company's staff members as well. Appendix 2 includes the online questionnaire and its responses.

### **3.4 Data collection**

Data were gathered from a variety of sources in order to fully answer the study topics. A study of the relevant literature and many phases of data collecting were part of the research procedure. Specific goals were established at each stage of data collecting, and the findings were carefully examined utilizing specialist techniques and equipment for data processing in order to extract relevant information.

The author used two different approaches to gather data in the quickly developing sector of digital marketing: a survey of Southwestern Advantage staff members and an interview with a digital marketing representative. The conversation with the digital marketing professional included a review of the best digital channels for building traffic, brand awareness, and search engine exposure for websites. Because the interview was semi-structured, the researcher had more freedom to explore the topic and change the order in which the questions were asked.

### **3.5 Data analysis**

In order to properly understand the data collected, the study used both qualitative and quantitative data analysis methodologies. This method helps to separate the data, identify its similarities and differences, and arrange it in a way that makes sense. Qualitative data analysis was especially used to primary data collected via in-person interviews with experts in digital marketing. Qualitative data included the interviewee's body language, emotions, and textual information. As a result, in order to analyze qualitative material, a careful review of the data was done in order to pinpoint main themes, recurring themes, and the meaning behind specific words or phrases.

## **4 Results**

### **4.1 Interview results**

The interview was with three employees of Southwestern Advantage, who work in the company's marketing department. Two people hold the position of an SMM specialist and one person is a marketing and advertising manager. The interview itself was conducted on December 5 at 11 a.m. at the company's main office at Liivalaia 13 in Tallinn, where key aspects and strategies in the field of digital marketing were identified. Here is an interview with one of the employees of Southwestern Advantage. Her name is Maria Zhukova, and she works as an SMM specialist at Southwestern Advantage.

#### **Interview with a marketing representative in Southwestern advantage**

Abbreviations further:

N – Nikolai Sokolov (the author of this thesis)

M – Mariya Zhukova (marketing representative in Southwestern advantage)

Interview questions:

1. N: What digital marketing channels are used to promote the company?
2. Which social media platforms were prioritized for interacting with the audience, and why were these platforms chosen?
3. How was the content adapted for each platform to maximize engagement?

4. Was the testing of new social platforms considered, and what criteria were used to determine their effectiveness?
5. Can you share details about the type of content that resonated the most with the audience during this campaign?
6. How did you ensure the relevance and clarity of the content for the audience?
7. Was collaboration with influencers part of your strategy for engaging the young audience? If yes, how were influencers selected, and how was their impact measured?
8. Were there specific challenges or successes related to localizing content for the Estonian market?
9. What key performance indicators (KPIs) did you track to measure the success of your digital marketing efforts?
10. In a rapidly changing digital landscape, have you adapted to new trends and changes in social media algorithms?
11. Did you actively encourage user-generated content, and if so, how did it contribute to the overall engagement and success of the content?
12. Do you gather feedback from the target audience, and did it lead to any adjustments or iterations in your digital marketing strategies or work process?
13. Beyond engagement metrics, how did you assess the overall impact of your digital marketing on Southwestern Advantage's reach and program perception?

Answers:

1. M: Banner ads, videos, text messages, advertising clips, articles, blogs.
2. Instagram is seen as a youthful channel with broad reach, attracting a new audience. Facebook is approached professionally, and TikTok is used for independent promotion.
3. Aim to post 3-4 times a week on Instagram and Facebook.
4. No new platforms were considered; more engagement on TikTok.
5. "Reels" on Instagram garnered the most views and reached a larger audience.
6. Feedback, trend monitoring, short posts, regular updates, music, educational content.
7. Influencer collaboration played a small role, choosing influencers among successful program participants who actively support and share their success stories.
8. No, as the program has been known in Estonia for over 20 years, remaining popular, and social media supports the demand.
9. Reach on social media, search query rankings, audience engagement levels, subscriber growth rates.
10. Yes, but there is room for further development.
11. Unsure about active encouragement.

12. Periodically, with professionals providing assessments and suggestions for improvement.
13. Mainly through studying reviews, reactions, and monitoring brand recognition.

In the "Platform Selection" section, the author asked four questions about platforms and channels the company uses. The company employs various digital marketing channels such as banner ads, videos, text messages, advertising clips, articles, and blogs. Priority social media platforms include Instagram, Facebook, and TikTok, each chosen for specific strategic purposes, such as attracting a new audience or a professional approach.

In the content strategy, the fifth question was about the type of content that best interacted with the audience, and the effectiveness of using "reels" on Instagram to maximize views and reach a larger audience was highlighted by a worker. Content adaptation involves regular updates, short posts, music, and educational content. Testing of new social platforms was not conducted, but the company actively engages on TikTok, where a high level of engagement is achieved.

The next question was about influencers and Influencer collaboration plays a small but significant role in the strategy, with the selection of successful program participants. Content localization does not pose significant challenges as the company's program has been known for a lot of years.

Then there were 6 questions about Engagement Metrics, adapting to trends and feedback getting. Engagement metrics include assessing reach on social media, search query rankings, audience engagement levels, and subscriber growth rates. The company also adapts to new trends but acknowledges there is still room for further development. In the area of user-generated content, the company has not actively encouraged it, which could be an area for additional exploration.

Feedback from the target audience is periodically collected, and some adjustments in the digital marketing strategy are made based on provided assessments. The overall impact of digital marketing efforts is primarily evaluated through the study of reviews and reactions, along with monitoring brand recognition.

This interview provides valuable insights into how the company utilizes various channels and digital marketing strategies to achieve its goals, as well as its interaction with the audience and the evaluation of marketing effectiveness.

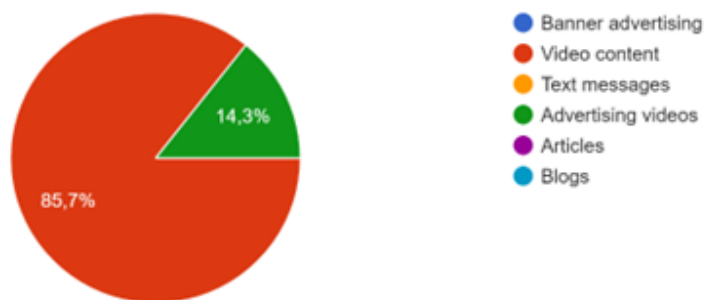
## 4.2 Survey results

If to evaluate the digital marketing tactics of Southwestern advantage, then using the survey can get very valuable information about the preferences and behavior of the company's employees. It is obvious that respondents understand the importance of visual and visual materials, because most agree that video content is currently the best method to attract a new audience. This is also in line with the trend and strategy of digital marketing, which is aimed at using video content. Here are the answers to the survey questions that were conducted among employees of Southwestern Advantage.

### Survey with workers from Southwestern advantage

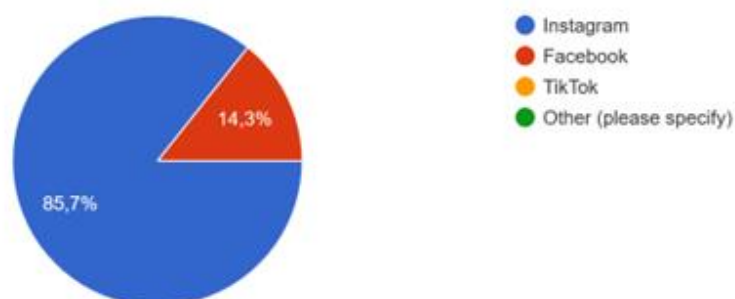
Which of the following digital marketing channels do you consider most effective for reaching a young audience?

7 responses

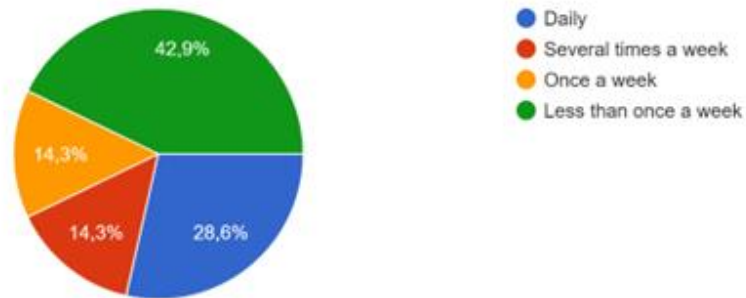


Which social media platforms do you prefer for engaging with the younger audience, and why?

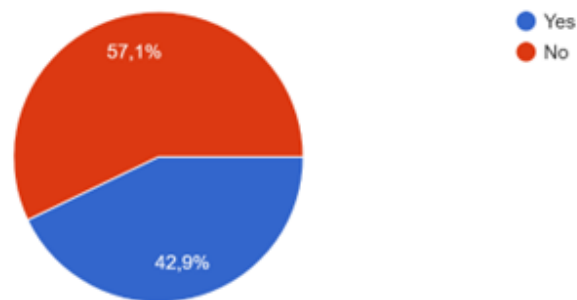
7 responses



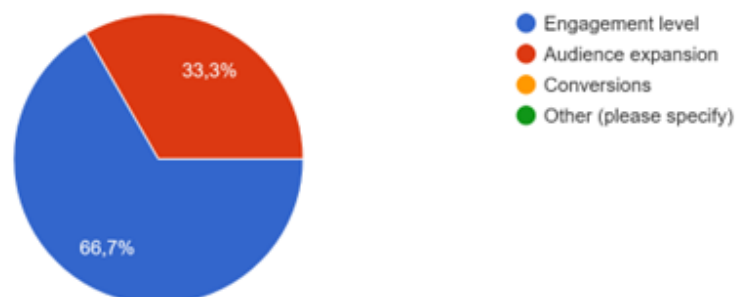
How often do you adapt content for each social platform to maximize audience engagement?  
7 responses



Have you considered testing new social platforms to attract a younger audience?  
7 responses

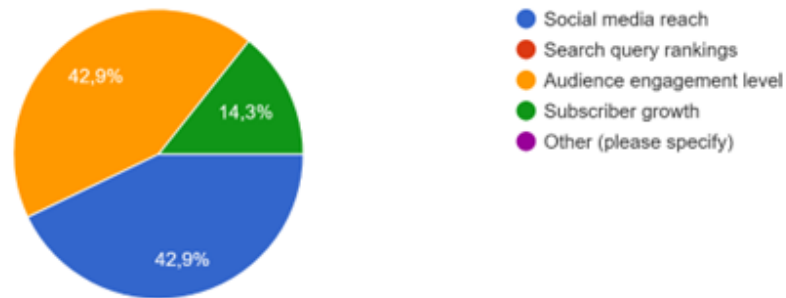


If yes, what criteria were used to assess the effectiveness of new platforms?  
3 responses



Which key performance indicators (KPIs) do you consider most important when evaluating the success of digital marketing strategies for the youth?

7 responses



Thanks to the survey, it turned out that Instagram is the most widely used channel for interacting with young people. The young audience actively uses Instagram, and its capabilities make it the preferred channel for interviewed employees. Respondents demonstrate an active approach to content adaptation. There is also a willingness to make changes to the material on a daily or weekly basis. This indicates a flexible approach to successfully interacting with the audience in various media.

Although some respondents have thought about experimenting with new social media sites, most haven't. This exhibits a methodical and deliberate attitude, demonstrating a willingness to investigate new opportunities. The main considerations for those who are willing to try new platforms are audience growth and degree of involvement. This strategic focus implies a want to select platforms that improve engagement and extend the company's market reach.

The KPIs that have been defined, such as the amount of audience engagement and social media reach, highlight the significance of increasing online presence and engaging in active interaction. This is in line with the main objective of making sure that youth-focused digital marketing tactics succeed.

There were six closed-ended questions in the Google Forms-based online poll. It was sent to seven employees of Southwestern Advantage via email and provided a quantitative method for gathering information on the company's use of search engines and social media. The results of the survey research point to Southwestern Advantage's smart use of Instagram and video content to effectively reach a younger audience. An knowledge of changing trends in digital marketing is seen in the flexible content strategy and diligent investigation of new platforms. The focus on engagement-related KPIs shows a dedication to engaging the

audience and broadening the business's online presence in order to achieve long-term success with youth-oriented digital marketing techniques.

### **4.3 Chaffey's theory**

According to Chaffee's idea, social media marketing can significantly improve business efficiency by establishing long-term relationships with customers. For a company like Southwestern Advantage, given that the company has been in business since 1855, and has been providing people with experience and opportunities to work in America for the summer for 169 years, building long-term relationships with customers and alumni, can give great advantages in the future. There are already a lot of people in America who, based on their experience, send their children to work for the summer with the Southwestern Advantage company.

Talking with many employees and alumni of the company, the author of the work learned that in the Baltic countries, there are already young parents who, as students, took part in the program, now send their children to work with this company to gain the necessary skills and experience. So applying this theory to promote Southwestern can lead to very bright and good results in a long-term period. The use of current tools and platforms that companies have in their arsenal can be used for an individual approach to each person. Focusing on social media channels and using them for their intended purpose can definitely help the company get good results

### **4.4 STP theory**

The author of this study believes that by using the STP model for work, Southwestern Advantage can systematize its processes very well and effectively use its forces and resources to find potential partners. Based on the steps of Segmentation, Targeting and Positioning, the author of the work came up with the following plan.

The first step is Segmentation, where Southwestern Advantage must identify potential groups of people who would be interested in hiring as independent contractors. Due to demographic segmentation, the company can target a young group of people who study at university or recent graduates. Young people who are in search of themselves and what they want to do. As well as people who are attracted by the opportunity to start their own business and gain experience in sales. Through psychographic segmentation, Southwestern Advantage may

target individuals who are motivated, driven to learn and grow, fearless in making such significant life changes, and who aspire to reach great heights. And the last one is behavioral segmentation, you can focus on those people who, in previous positions or while studying at the university, have already begun to show themselves as a leader in a team and had some kind of propensity for sales and initiative.

Next comes targeting, where the company must focus its marketing efforts on the client categories with the most potential in order to attract and attract potential customers. In this case, you can choose one main group on which the company can focus and focus all its efforts. For example, recent university graduates or students nearing graduation, who are engaged in entrepreneurship, sales, and personal growth and who are actively seeking for professional prospects.

The last stage is positioning, where Southwestern Advantage must inform the target segment of customers in such a way that they perceive this opportunity to be the best among all others. So for the above-mentioned group, Southwestern Advantage can highlight and highlight the opportunity to get new entrepreneurship, where students, being independent contractors, will be able to run their own business, be responsible for their work and potentially receive unlimited income depending on their sales results. Also focus on professional development. To base the comprehensive training, mentoring and support that the company itself provides to potential customers. It is better to talk about the skills and experience of sales, leadership and business management that young people can gain. And also, since the mission of kopania is to help the young population achieve their life goals, to talk about the significant impact that independent contractors can have by promoting educational resources that allow students to achieve academic success and personal growth and in life.

## **5 Recommendations**

The section "Recommendations for work" includes the author's recommendations, which are based on the research. The collected information and conclusions from the dissertation are also carefully studied here. The Recommendations section is designed to help Southwestern Advantage in creating the most efficient business system in the future.

## **5.1 Access to the YouTube platform**

Given the great popularity of social media platforms such as TikTok and YouTube, the author of this work recommends that Southwestern Advantage focus on the above-mentioned platforms. During the interview, a marketing employee at the company said that they plan to actively promote their interests on other platforms such as TikTok, but not a word was said about YouTube. A very large part of young people use this platform, starting from watching short videos of YouTube Shorts materials, and ending with listening to podcasts. Taking into account the company's experience and providing such an experience for young people, Southwestern can organize a podcast session with its employees and alumni of the company in order to share experience and knowledge with young people.

## **5.2 Optimizing content to increase user engagement**

To increase the number of the audience, the author recommends trying and implementing new methods of digital marketing. Given how quickly various new features are emerging in the modern world, it is extremely important to constantly monitor and analyze user behavior and algorithm changes. Southwestern Advantage needs to create systems for continuous data collection and analysis in order to successfully adapt tactics to changing digital conditions. These systems must ensure continuous operation in which they will monitor trends and respond to changes in social networks and search engine algorithms. For example, take the STP model as a basis and study in detail the potential segments and groups, so that it will be possible to effectively use the necessary resources.

This is a very important point - to understand the need to constantly meet the changes and opportunities in digital marketing. As it became clear from an interview with a marketer from Southwestern Advantage, they are already actively monitoring new trends, but in addition it is also important to take advantage of these opportunities, constantly introduce new tools and take the company to new levels. To collect the latest information, company can use social media monitoring, analytical tools and other strategies for effective data collection and processing.

## **5.3 Instruction on Digital Marketing Techniques for staff**

Also, the author suggests that employers should begin providing their staff with digital marketing training as Southwestern Advantage is a firm where every employee serves as the

company's representative and interacts with potential clients. These days, social networks—which practically anybody can access—are among the most widely used and sought-after venues for advertising goods and services. Employees may be able to actively contribute to the company's online activities by using their personal sites and accounts to promote the business.

Social media marketing for digital businesses offers special chances to engage with the public, enhance brand recognition, and draw in new business. Giving employees training in digital marketing abilities will allow them to actively engage in the company's online activities, as each employee represents the corporation in a significant way. Employees will receive practical skills and the information they need to use social media in their professional lives by participating in digital marketing training. This involves generating interesting content and communicating with the intended audience.

With this kind of training, staff members will be able to actively integrate the most recent developments in digital marketing into their everyday tasks in addition to having a deeper understanding of them. Using staff members' personal profiles to effectively promote the company's goods and services will be another way to help create a favorable impression of the brand. Also, taking Chaffee's theory as an example, in order to build long-term relationships with customers and alumni, there is a need to keep up with the times and constantly develop and maintain influence on social media networks and other platforms.

#### **5.4 Receiving Customer Feedback**

The author also emphasizes the need of putting in place systems for routinely receiving client feedback. The company's marketing representative did not bring up any procedures for gathering client feedback throughout the interview. The author thinks it would be good for the business to poll people who have used its services to find out how they feel about the services and how they learned about the company's offers.

Consequently, it's critical to set up systems for routine consumer feedback if you want to be aware of how their requirements and expectations are changing. This ongoing feedback loop can help the business modify its digital marketing tactics in light of consumer preferences.

By gathering input, we want to better understand consumer opinions and develop more precise and pertinent marketing tactics. In the end, this kind of strategy helps to strengthen the company's digital marketing campaigns' efficacy and improve consumer relations.

## 6 Conclusion

An online business's ability to generate awareness and boost revenue is largely dependent on how well its digital marketing tactics are implemented. The secret to this success is having a well-thought-out and well-defined digital marketing strategy that drives the marketing plan in the proper path.

The objective of this thesis is to conduct a detailed analysis of Southwestern Advantage's digital marketing tactics, with an emphasis on how they were applied in the market. The primary aim is to clarify and unearth the fundamentals of digital marketing. The objective is to maximize Southwestern Advantage's present methods through analysis, with a focus on their adaption for the active, more engaged student section.

Finding and defining successful digital marketing tactics that easily fit with cultural preferences and the traits of various generations is the main study subject. This study provides a thorough understanding of digital marketing by incorporating both theoretical and practical components. The study goes further into certain tactics used by Southwestern Advantage and compares digital marketing with conventional approaches.

In discussing the takeaways and conclusions that can be drawn from this study, the author might argue that the strategic significance of digital marketing channels must constantly be taken into consideration. A comparison of traditional and digital marketing shows the advantages and disadvantages of each strategy. Accurate audience targeting, cost effectiveness, and quantifiable outcomes are offered by digital marketing. Traditional marketing is valued for its tangible presence and local focus, even though it is still relevant.

Then, keep in mind that the target audience comprises active and young individuals as possible Southwestern Advantage target audiences. It emphasizes the significance of Internet marketing and social media, as well as the necessity of modifying digital marketing tactics to fit the interests of this demographic group. Additionally, in this instance, filtering potential channels is required since, regrettably, not all of the vast array of digital marketing channels available to us today can be used effectively. Websites, email, social networking, ordinary search, sponsored search, mobile marketing, display advertising, affiliate marketing, video marketing, and influence marketing are just a few of the digital marketing channels that are thoroughly covered in the thesis. It acknowledges the necessity of carefully choosing a channel based on certain objectives and audience traits.

Future research in digital marketing may also focus on the long-term results of Southwestern Advantage's methods, especially in light of their pursuit of new trends such as video marketing on social media such as Instagram and TikTok. Analyzing the long-term effectiveness of these tactics and their relationship to the dynamics of changing audience preferences is crucial.

Future study might also look at whether Southwestern Advantage has to change its methods and bring in new ideas in order to be competitive, a prediction based on long-term data. Future study may focus heavily on the topics of what new trends in digital marketing are and how they could impact the efficacy of existing tactics.

Furthermore, evaluating how long-term plans affect communication with audience, engaged students and tracking how customer preferences evolve over time can yield important insights for creating digital marketing strategies that are both flexible and sustainable.

Returning to the original research question, this study sought to understand how Southwestern Advantage could effectively reach and engage younger audiences in the market by utilizing digital marketing strategies that were tailored to the cultural and generational preferences of the target audience. The study employed a mixed methodological approach, combining quantitative techniques—such as staff surveys—with qualitative techniques, such as interviewing a marketing representative. Instagram, Facebook, and TikTok were the primary outcomes demonstrating the varied applications of digital platforms, with Instagram, Facebook, and TikTok ranking highest. Regular updates, brief blogs, music, and instructional content were the main components of the content strategy. Working with influencers has been helpful, and the business has made an effort to respond to engagement metrics. Many suggestions and advices may be offered in light of this investigation. To increase marketing efficacy in a changing digital context, some strategies that have been used include frequent consumer feedback systems, educating digital marketing personnel, and constant content improvement through data analysis. According to the author, this will make it easier to comprehend Southwestern Advantage's business tactics, which center on customer-oriented methods, employee empowerment, and flexibility in order to succeed in the market.

But if we emphasize any specific possibilities for the organization, then one of the essential techniques outlined in an interview with a Southwestern Advantage marketer is an emphasis on adopting a range of material, including regular updates, brief articles, music and instructive content. The objective of this approach is to effectively engage the younger demographic in the market by meeting their needs for varied and exciting digital content.

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