



Digital marketing improvements for Company X

Oskari Mäkelä

2024 Laurea



Laurea University of Applied Sciences

Digital marketing improvements for Company X

Oskari Mäkelä
Degree Programme in
Business Management
Thesis
06/2024

Oskari Mäkelä

Digital marketing improvements for Company X

Year	2024	Number of pages	34
------	------	-----------------	----

The objective of this thesis project was to develop recommendations for the improvement of digital marketing strategies at the client company. The company has not applied digital marketing practices in their operations before. The thesis aimed to research digital marketing and social media marketing and find solutions that would best fit a SaaS company. The company operates in the field of software, providing the 3D CAD software. The company's customers operate mainly in the fields of engineering, manufacturing and architecture.

The benefits for the client company will be a range of recommendations to input into their future digital marketing strategy to increase revenue and profit with scalable and automated digital marketing. The thesis is not intended to build a strategy for the client company, but to make recommendations on building a digital marketing strategy.

The research includes a two-part literature review on B2B digital marketing and social media marketing. It closely examines the base structures of B2B companies' buying behavior, strategy, personalization and measurements. The social media part investigates the various ways social media can be used to reach, engage and gain visibility with clients and possible future customers. The third part of the research phase is benchmarking. Two competitors were benchmarked as an example of how the client company could benefit from their strategies of digital marketing. From the findings and results of the research the recommendations were formed. The benchmarking includes viewing the social media pages and websites of the two companies. From these the key findings and results were formed to make the final recommendations for the commissioning company.

Key recommendations were improvements for the digital marketing strategies for Company X. These included recommendations for building a target persona, website, social media and email marketing. The results were accurate for a B2B software as a service company based on research and benchmarking. The client company can make use of the recommendations and build a digital marketing strategy based on the findings.

Keywords: Digital marketing, social media, Saas, benchmarking, B2B marketing

Contents

1	Introduction	5
1.1	The topic and scope	6
1.2	Research problem, and research questions:	6
1.3	Commissioning company	7
1.4	Key concepts	8
2	Theoretical background	8
2.1	Digital marketing	9
2.2	Benefits of digital marketing for Company X	9
2.3	Risks and problems of digital marketing	10
2.4	Personalization and targeting	11
2.5	Measurement	12
2.6	B2B marketing	13
2.7	How business organizations buy	14
2.8	Strategic planning	17
2.9	B2b marketing communications	17
3	Social media marketing	19
3.1	Earned, owned and paid media	19
3.2	Buyer personas in B2B marketing	20
3.3	Content marketing	20
3.4	Email marketing	21
3.5	SEO	21
3.6	Influencer marketing	22
3.7	Reputation management on social media	22
3.8	Brand awareness	22
4	Research methodology	24
4.1	Sources of information	24
4.2	Benchmarking	24
4.3	Research process	25
5	Conclusions on results	26
5.1	Benchmarking findings	26
5.2	Company 1	26
5.3	Company 2	27
5.4	Company 1 and Company 2 Social Media channels	27
6	Conclusion on recommendations	28
6.1	Target personas	29
6.2	Social media	30
6.3	Website improvements	31

6.4 Email marketing	31
References	32

1 Introduction

The purpose of this thesis is to find ways for a Finnish software as a service (Saas) company to utilize digital marketing to drive their business in today's challenging business environment. In this thesis I explore and explain ways to apply digital marketing strategies into their operation and how they can differentiate and therefore have an advantage over their competitors. This thesis focuses on digital marketing recommendations to their marketing strategy for a Saas company working in the field of 3D CAD and PLM software. I call them "Company X" in this thesis Company X wants to find new possibilities for customer acquisition and new revenue through modern enablers like digital marketing. At the moment Company X's approach is to bring new customers to their website and then they reach out to new prospects by calling them. Company X wants to know how and what they could do to automate the client finding process. The 3D CAD and PLM software field is very competitive and the software that Company X is selling is also expensive and there can be a serious obstacle to changing software from the one that they are already using to a new one. This is why it is important to reach people searching for software online, possibly researching and developing their way through modern Saas based 3D CAD and PLM software

The strength of Company X is its experienced workforce who have worked long in the field and have thorough experience of the software they represent. They have made many contacts over the years of working and have long lasting relationships with different clients. Company X has a strong hunger to grow and get new clients to increase its revenue and profit margin and although they have good contacts and experience it is not enough in today's digitalized world, because customer information gathering has changed to online, and competitors have started doing digital marketing. This creates a threat of them possibly being chosen first.

Increasing business through marketing is of great importance, as investing in marketing enables a company to gain more visibility, create contacts, and thereby acquire new potential customers. Effective marketing also helps to better maintain existing customer relationships and bring customers closer to the company. Company X's digital marketing efforts have so far been very limited, and by investing in it, the Company X could achieve clear benefits in the growing competitive market."

Digitalization has changed the traditional marketing field to a great extent and has created a great opportunity for companies to enhance marketing strategies. “Digitalization makes it necessary for companies to focus their actions on the development of digital innovations in order to be successful in digital change (What is digitalization, innolytics, 2023.) This has affected sales and marketing in a positive way to reach more people and possibly faster in an accurate way.

Company X hasn't used digital marketing before. They have their website, and it can be found online when searched for the products they represent or the Company X itself. Mostly the efforts of getting new clients has been through network, direct contacts and prospecting, which have given good revenue and profits in the past. Now as times are changing new clients need to be found by research and investment in digital marketing. This is why the topic of the thesis is chosen as it is an important moment and opportunity for Company X to invest into digital marketing opportunities to increase efficiency and scalability for Company X.

1.1 The topic and scope

The commissioner of this thesis is Company X, a small software company in the industry of CAD and PLM product design software in Vantaa. Company X aims to further develop and grow its business. The topic of the thesis was narrowed down to the development of marketing, specifically digital marketing. The purpose of the thesis is to enhance Company X's digital marketing efforts. Additionally, the thesis aims to explore how Company X could differentiate itself from competitors in the field of digital marketing and create a digital marketing plan and strategy that the Company X can utilize for its future operations. The idea of the thesis topic came after the joint discussions with a representative from the Company X and this is now deemed highly necessary for Company X. Previously, Company X has not had a digital marketing plan, nor has it utilized social media in its operations.

1.2 Research problem, and research questions:

The objective of the thesis is to determine how Company X could utilize digital marketing tools. The purpose of the thesis is to develop Company X's digital marketing and therefore create more revenue. The plan investigates which channels best suit the requirements of Company X and its industry, and how potential customers can be reached most effectively.

- How can company X use the digital marketing recommendations in their strategy when trying to increase their revenue?
- What are the best digital marketing channels for Company X to use for digital marketing?
- How do competitors do digital marketing?

1.3 Commissioning company

The company this thesis is done for is a SaaS and services company, which means their software is sold as a subscription service and they provide services to the clients for implementing and adopting the solutions. They operate in Finland and their market is Finland. The products that the Company X sells and delivers are software solutions from an American listed enterprise called PTC. The Solutions are computer aided design (CAD) software's, that can be used to design any kind of physical objects and products from smaller parts to huge industrial machines. They also provide a product life cycle management software (PLM software), which is used to document and track data related to the lifecycle of products. The Company X sells these products and helps with the onboarding phase of the solutions for the new clients.

The strengths of Company X are an experienced workforce and a good quality product, capability to get new clients through know-how and having time to work with them. Company X has clients from different business sectors, so they are not reliant on one type of business vertical. However, the main types of businesses that use CAD software are in manufacturing, engineering, architecture, construction, consumer goods, healthcare, electronics, energy and utilities. Overall, CAD and PLM software solutions are indispensable tools for businesses involved in product design, engineering, manufacturing, and project management across diverse industries. The customers are Finnish companies or operating in Finland with their department. The client companies value good communication through the sales projects. Also, flexibility and the ability to adjust to the customer needs is valued in these business scenarios.

The longest customer relationships have lasted from the founding of Company X over 20 years ago to new clients that have been acquired in less than a year. The average customer is a loyal long lasting customer. This is a proof point for the positive ways that business has been conducted between counterparts. The decision to buy software usually takes at least a few months. It takes time to negotiate and consult with the clients. Usually, it starts with prospecting clients through a phone call or through a lead found in various ways. Then a meeting is arranged, usually a presentation or a more detailed phone call to understand the

customer needs. After this the first offer can be made and conversations continue after that.

1.4 Key concepts

SaaS (Software as a service): Software-as-a-Service (SaaS) is a licensing and distribution model used to deliver software applications over the Internet i.e. as a service (Salesforce.)

Digital marketing: method for promoting your business online using digital channels. It might be social media, email marketing, setting up a landing page or website, using mobile apps, or creating online ads to reach customers (Patel, 2024.)

Social media: Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration (Lutkevich,2024.)

CAD software: is a manufacturing process that allows us to digitally create 2D drawings or 3D models of future products. CAD helps designers and engineers visualize a product's construction, before fabricating it (Goodwin university, 2022.)

B2B marketing: B2B marketing means business-to-business marketing. It's any marketing strategy or content used by one business to target and sell to another business (Cognism 2024.)

Automation: Automation is the application of technology, programs, robotics or processes to achieve outcomes with minimal human input (IBM, 2024.)

Personalization: Personalization is defined as using data to target and retarget leads with a brand message that speaks directly to their specific interests, demographics, and buying behavior (Salesforce, 2024.)

SEO (search engine optimization) : It refers to techniques that help your website rank higher in search engine results pages (SERPs) (Leist,2022.)

2 Theoretical background

In this two part theoretical background review the thesis will go through Digital marketing, B2B marketing, social media marketing. It will also go through different parts and strategies related to these topics such as different parts of the B2B business environment and social

media related strategies to take account in social media marketing.

2.1 Digital marketing

Digital Marketing Communications means all marketing communications in digital form and in the media. (Karjaluo 2010, 13.) Digital marketing is part of the whole marketing strategy. This includes all digital materials and communications. Digital marketing includes websites, blogs, search advertising such as Google AdWords and Bing Ads and Display advertising, email marketing, mobile marketing and search engine optimization and search word optimization. Digital marketing is aligned with the company's objectives and is tailored to target groups. (Digitaalinen markkinointi.)

Digital marketing communication is an effective way to reach marketing target groups as well as a cost-effective tool for business marketing (Karjaluo 2010, 14.) When creating digital branding, companies can take advantage of website analytics programs such as Google Analytics or Hubspot, based on the data they provide, you know the exact number of people who visited the web. (Alexander, 2019.)

Digital marketing communication is one of the aspects of a company's marketing, it contains all the digital materials and communications of the company. The goal of marketing communication is to make the company and its products and services known and to attract customers to buy the company's products and services. With the help of digital marketing communications, customer relationships with existing customers are also lined up, the company image is enhanced, and the customer's image of the company can be analyzed. (Verkkovaria 2016.) With digitalization, value is generated from the consumer perspective, on the basis of which new business models can be created. As the company begins to develop its services digitally, its value and financial resilience will increase. Benefits can arise quickly with successful digital campaigns or because of long strategic work towards the client. (Komulainen 2018, 22.)

2.2 Benefits of digital marketing for Company X

The benefits of digital marketing are undeniable. Digital marketing could be considered the most effective form of marketing even just because of how it is used to reach people. (Sherman, 2019.) Digitalization has changed people's habits and the Internet, and the use of smart devices has become a significant part of everyday life for people. Without exception, almost all people are somehow online, regardless of age or gender, and take advantage of the opportunities it offers. As digital devices and the Internet are already part of almost every

Finnish everyday life, digital marketing effectively reaches all these users. (Digitaalinen markkinointi.)

The distinguishing factors between digital marketing and traditional marketing are the opportunity of the precise targeting of marketing communications as well as effective tracking. A precise monitoring of the results obtained in the digital marketing is possible and this enables the continuous development of the activity. With high-quality and carefully planned digital marketing, it is possible to have a significant competitive advantage in the market. Well-oriented and implemented digital marketing effectively increases the company's awareness and visibility (Kasvu Johtaminen.)

Traditional marketing often requires a lot of resources from companies and involves hidden costs. In digital marketing, in the end, the only resources needed to implement it are the necessary skills and time. In traditional marketing, small companies have limited resources available in marketing, making it challenging to compete with larger companies for visibility and advertising space. (Sherman, 2019.) Social media and digital marketing channels offer good opportunities to communicate with customers. The channels also act as part of the company's customer responsibility. (Sherman, 2019.)

2.3 Risks and problems of digital marketing

Digital marketing sometimes comes with problems if you do not invest enough or are not willing to work hard to develop it. The most common problem is that a company is not active enough in its digital marketing channels. Most often, the reason for low activity is time constraints, resources and lack of knowledge. (Komulainen 2018,118.)

It is worthwhile for the company to invest in interaction with its customers and followers. A company gets better results with its marketing when it gets its followers activated to comment and participate in the publications on the site. This way the clients do a part of its content marketing. (Komulainen 2018,118.)

In digital marketing the companies may also be too focused on acquiring new customers and forget about the importance of existing customers and how to handle their needs. Obtaining new customers is of course important for companies, but the importance of after-sales and managing existing customer relationships is also a significant opportunity for companies. (Komulainen 2018,119.)

A common problem in digital marketing is also the misalignment of advertisement. This means that the advertisement is not targeted to the right target group and does not reach the desired group and therefore undermines marketing and the opportunity focus. For this reason,

the target audience should be determined closely, for example by geographical region, age, gender or users who have already visited the site. (Komulainen 2018,120.)

Problems also arise if companies do not track the data from their digital channels and/or leave it out of use. This means that, for example, visitor information and consumer behavior are not to be tracked. Using data can make marketing better (Komulainen 2018,121.)

Digital marketing and its implementation also involve its own risks. In the area of digital marketing, it is important to identify and be aware of the risks that exist. The biggest risks are advertising fraud and brand security. The number of advertising frauds is constantly increasing. Advertising fraud is a crime that damages a brand and reduces its effectiveness and takes money out of the advertising budget (Marketing Finland.)

In digital channels, advertisers have had the challenge of correctly placing advertising. The problem is that the placement of advertisements is not always verified by people, which is why they may appear in the wrong places. Showing ads in the wrong places, such as in conjunction with criminal or violent content is very dangerous for the advertiser and can seriously damage the brand image (MarketingFinland.)

2.4 Personalization and targeting

When a company sells products and services, it is important to keep in mind that customers buy value in the form of a product or service provider rather than in principle the product or service itself. Personalization is the use of information to produce value in line with customer expectations and needs and to develop customer experience. It is important for the company that the customer experiences value. Through this the company gets a satisfied and potential new customer making purchases in the future. Focusing on customer value creation is an increasing requirement in both inbound and outbound marketing. Value should be transmitted in everything between the company and the customer (Dagmar, 2020.)

When successful, personalization includes everything that happens between the customer and the company. For example, pricing for products or services can be based on personalization. Based on past customer contacts and purchase transactions, different customers and groups are identified, and advertising is personalized for them so that it is appropriate for them and so that their personality is awakened. For example, if a customer shows in the history that the customer has purchased discounted products, then they can be advertised for products that are on sale because the customer may follow the discount closely and buy products or services that are more susceptible to discount. Personalized customer experiences are also

customer service programs or cash services, which are also used to identify customer needs. (Dagmar, 2020.)

Based on the personalization performed by customer segments, the understanding of the customer's needs increases and thus helps the activity to be better personalized in the future. As we move toward more personalized targeting, the development of customer experience must be placed as a strategic focus and a plan for personalization must be developed. When starting to design personalities, we first explore customer paths. What challenges exist in different customer segments and the stages of the customer path and its opportunities, and what value a personalized experience should deliver to the customer at any stage of the path. Based on the understanding of these issues, clear targets and metrics are set in the direction framework. (Dagmar,2020.)

When performing segmentation, it's based are geographical segmentation, for example cities, nations, states, counties and location, demographic segmentation, age, for example,gender, language, income level and education and psychographic segmentation, segmentation based on behavior. (Bergström & Leppänen 2015, 54.)

The target group of Company X are for example the industry such as, engineering, manufacturing, industrial design, architecture and healthcare companies. Mostly the companies are Finnish companies located in the larger business areas around Finland. The target company sizes vary in these industries and the revenues of the target companies can be from around 500k euros to as large as over 100 million euros. It is a positive that the software can be used by many different sizes of companies. In the group creation and segmentation Company X should focus on all these target fields of business.

2.5 Measurement

Marketing can be measured using different methods. It is worth choosing metrics according to what marketing goals are set. All the information available from marketing is valuable for planning. The most important data that a company is worth considering are consumer behavior, commitment, number of distributions, customer withdrawal, acquisition of leads, and production and costs.

The effectiveness of marketing is measured on websites, social media, emails and blogs. (Komulainen 2018,357.)

Consumer behavior and interests allows us to monitor how consumers behave, for example on a company's website. Consumer behavior can be measured by tracking page views, the average time spent by the customer on the page, the number of emails opened, the number of clicks on links, the downloads from the pages and the amount of filled-in interface forms. (Komulainen 2018,357.)

Engagement can be measured by tracking the number of likes and followers, comments, page views, length of visit to the site, number of subscribers to the newsletter. Just like commitment, withdrawal also interests companies in their marketing. Withdrawals are measured by the withdrawal percentage and the number of cancellations of the newsletter. The number of returned customers will also be measured. In a time when social media is becoming widespread and a large proportion of people use social media, sharing (shared texts, images, videos and links) plays a major role in measuring. Measuring Likes and Shares on social media and Shared Email Volumes (Komulainen 2018,357.)

In addition, the effectiveness of marketing can be measured by acquiring leads, for example by tracking the number and contact of leads and the conversion rate. Companies are of course interested in tracking sales and marketing costs and the direction in which the figures have evolved. Sales can be measured by the number of new customers, conversions and sales development. Costs are measured by focusing on time spent creating content, amount of content, cost per content and content distribution costs. (Komulainen 2018,357.)

Marketing and its performance are also measured by the return on investment, i.e. ROI. (Return on Investment). By doing this, you can find out how much money is invested in marketing and how it has succeeded. In marketing, it is very important that it supports the company. (Komulainen 2018,358.)

2.6 B2B marketing

The business-to-business market, according to Blythe and Zimmerman (2018, 3-4), comprises all tangible goods as well as services that businesses purchase from and resell to other businesses. Internet usage has increased significantly in recent years, and this has affected the business-to-business (B2B) sector as well. E-commerce has expanded to become a massive marketplace, and many transactions now take place online instead of the traditional channels. To do these businesses must utilize social media and digital media marketing in their branding efforts and have a well-thought-out plan in place. Additionally, it is crucial to have a professional-looking website because people are finding less and less time to browse and concentrate on new things. Potential customers should be able to quickly discover the information they need from the website.

Business to consumer marketing is different to B2B marketing particularly, because of marketing strategy and corporate strategy, sizes of the markets and channels and different segmentation. When making purchases consumers are usually more emotionally affected by marketing in B2C. In B2B before making any purchases, buyers want to get statistics, numbers and facts about the product and know how it will make an impact in their business, so the decision is more rational. This is because companies need to increase sales and lower the costs. In the non-consumer market segmentation is also different. The market is divided into segments based on client size, location, price sensitivity, product applications, industry classification codes, and the significance of the product to the purchasing firm. When technology is involved in the B2B market, for example SaaS, it is extremely important to show to the potential buyer the remarkable effects it can have on their financial results. (Blythe & Zimmerman 2018, 9-11.)

2.7 How business organizations buy

As was previously noted, organizational buying is less emotive and more logical, based on data, facts, and figures, than consumer purchasing behavior. Another difference when selling from business to business is the fact that usually there is more than one person in the decision position - there might be an entire unit who will decide on purchases, marketing, and sales. (Blythe & Zimmerman, 2018, 18-30.)

Blythe and Zimmerman (2018, 20-21) refer to a concept, first introduced by Loudon and Della Bitta (1993) This indicates that business purchasers may be impacted by specific environmental factors. Figure 1 illustrates the various environmental factors that include physical, technological, economic, political, legal, ethical, and cultural aspects. Physical impacts include a company's location; certain businesses want to exclusively do business with local suppliers.

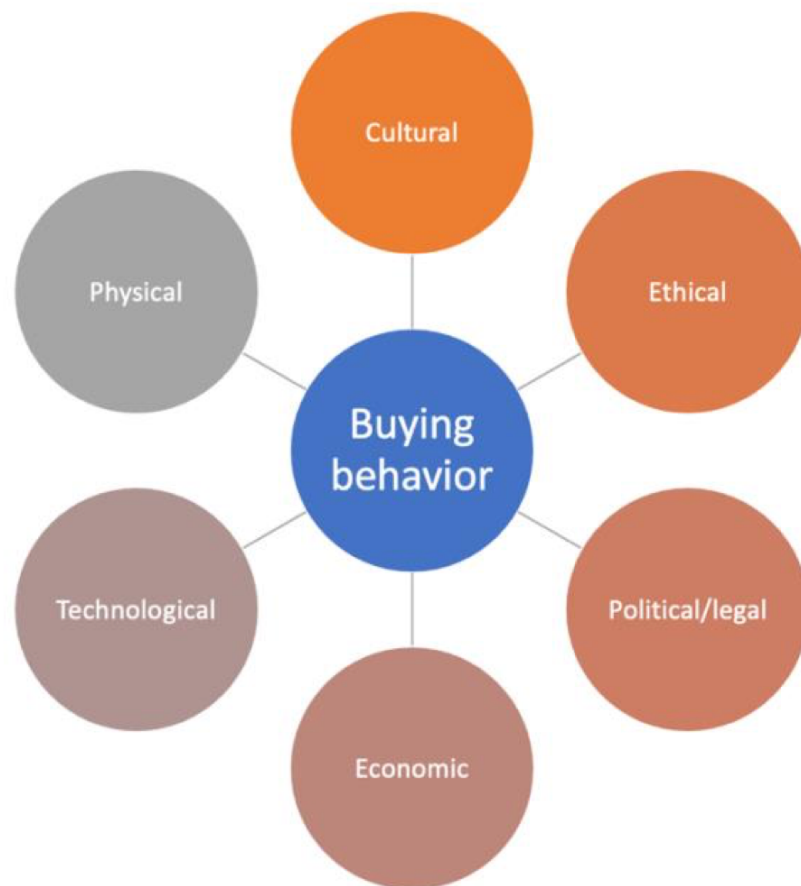


Figure 1. Environmental influences on buying behavior (Blythe & Zimmerman 2018, 21)

When conducting business internationally, cultural effects may arise due to differences in values, language, behavior, and religion, among other factors that could impact the firm. In today's multicultural business world, it is extremely important to know who you are selling to and get to know their culture to understand the behavior and other factors which might affect the business. (Blythe & Zimmerman 2018, 20-21.) When accepting a purchase, a buyer's behavior may be influenced by ethical considerations. Instead of acting in their own best interests, buyers should act in the company's best interests. When nations alter their laws and regulations, political and legal effects can result. Trade sanctions and trade barriers are just two examples of how these changes can have a significant impact on international trade. Macroeconomic environment, which relates to demand in various nations, and taxation are examples of economic factors. Different levels of technology progress might be referred to as technological influences. For instance, electrical fittings in European countries differ from one another.

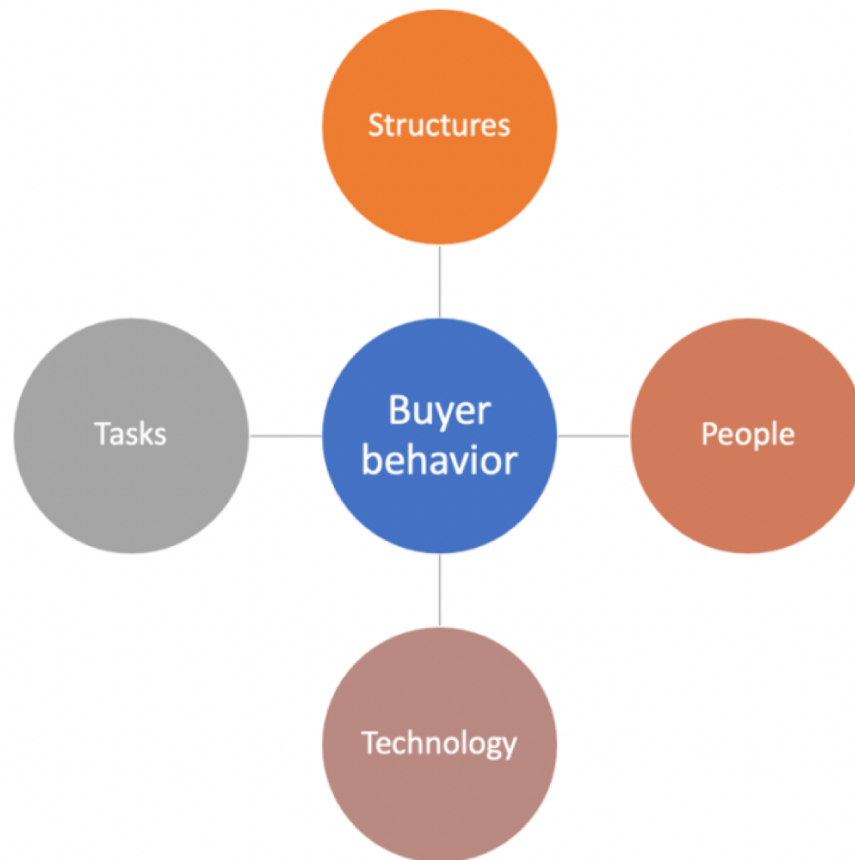


Figure 2. Organizational influences on buyer behavior (Blythe & Zimmermann 2018, 22)

There are also four different organizational influences (Blythe & Zimmerman 2018, 22-23), which affect a buyer behavior (figure 2), these factors are tasks, structures, people, and technology.

Customers in different business areas approach buying differently for example, when they are buying software or food products. Because these activities are varied, organizations typically have distinct customers for different product categories. Companies and organizations can have an informal or formal structure. Formal structure outlines things like how closely they adhere to the laws and how centralized purchasing is. The network of connections, social responsibilities, and internal cooperation that influences day-to-day behavior is known as the informal structure. Technology even influences customer behavior to the point where certain businesses may use computer-controlled systems to stop customers from making purchases above a particular threshold or even to keep them out of the buying process altogether.

People in an organization naturally influence the culture of the business, which in turn influences the purchasing policy.

2.8 Strategic planning

When creating a new company or organization, it is essential to have mission, vision, and objectives clear - what is our business, who is our customer, why our product/service is valuable (Blythe & Zimmerman 2018, 35-37.)

A company's organizational strategy is better directed when it has a clear mission and vision. Knowing where you want to go and how to get there makes it easier to achieve goals, and knowing what you want to accomplish makes it easier to develop better marketing and sales tactics.

One of the primary tactics, in addition to the purpose, vision, and objectives, is to have a competitive edge that sets your product or service apart from that of your rivals.

According to Michael Porter's work (Joan 2021, 63-64) there are three different basic competitive advantages: cost leadership, differentiation, and focus. The goal of cost leadership is to reduce an organization's expenses related to manufacturing, distribution, and/or marketing in order to compete on price without compromising profitability. When a business seeks differentiation as a competitive advantage, it usually indicates that it may charge a higher price because it offers something that its rivals do not. Differentiation can also refer to a product or service that is unique from what its competitors have. As in Company x's situation, their price is higher and product quality is higher.

Focus as a competitive advantage refers to a company's ability to concentrate only on a small number of carefully selected market areas with the goal of simultaneously having a low cost and differentiated strategy (Blythe & Zimmermann 2018, 40-41.)

2.9 B2b marketing communications

Marketing communication is defined by Keller and Kotler (Todorova 2015, 368) as a strategy used by businesses to try and grab the attention of their target market to educate, convince, and remind clients about the goods or service they are offering both directly and indirectly.



Figure 3. Determining the global B2B marketing communications mix (Blythe & Zimmerman 2019, 268)

B2B marketing communications can function more efficiently and produce better outcomes when they are executed with care and skill. In B2B (figure 3) businesses, the purpose of marketing communications is to manage the whole customer journey. This means retaining current clients and attracting the interest of new prospects. In today's business world, where people are busy and may not have the time to read lengthy messages, it is crucial that the message be clear and pertinent to the audience. If the audience cannot understand what your company does or sells, they will skip it. Providing the right data to the right people at the right time makes all the difference in the relevancy of messaging.

According to Blythe and Zimmerman (2018, 267-269), there are several factors that affect a company's marketing communications mix. These are the funds that a business has set aside specifically for it. Once a business has established its budget, the next step is to select the appropriate media to reach their target market, or the people to whom they want to provide

their goods or services. Websites, social media platforms, events, and email marketing are a few examples of the selected medium. Once these variables have been evaluated, it's essential to consider the messages a business wants to convey to its clients. In business-to-business transactions, this message is typically more factual than emotional. A corporation may be tech-savvy, but it's still a good idea to use images, graphics, and memorable phrases and/or slogans to draw in customers. Monitoring the effectiveness of a company's marketing communications is crucial; if something isn't working, changes must be made to increase profitability. Since practically every industry is highly competitive these days, it is essential to monitor what rivals are doing on social media, in advertising, and through other means. At times government regulations might affect to marketing, for example in Chinese companies are not allowed to use Chinese flag or cannot use slogans which state that 'recommended by experts' (Brooke & Zhou 2021.) The term "nature of the product" describes how certain goods and services are simpler to describe than others, and how certain goods and services require more hands-on demonstration, whether through images and/or videos. To reach the correct audience and accomplish your marketing goals, it is crucial to promote your product or service through the appropriate channels.

3 Social media marketing

Social media is exclusively available online, enabling user communication and collaboration. With the use of organic and/or sponsored media, social media marketing aims to comprehend and interact with customer personas. When it comes to trying to engage your buyer personas, organic media differs from sponsored media in that there is no cost associated with post boosting. A business will pay for paid media to advertise its posts. - this way it can reach more potential target audience than what it could get organically (Cruz al. 2020, 22-24.)

3.1 Earned, owned and paid media

There are three main factors that influence social media marketing. Organic media comprises owned and earned media. Owned media include platforms like websites, apps, and email marketing where a business has complete control over its content. Earned media is any publicity a business receives because of bloggers and journalists publishing positive reviews of its products or the brand; it functions similarly to a recommendation. An organization has more chances to increase brand awareness while producing interesting content the more owned media it possesses. The term "paid media" describes the kinds of media that a business

might purchase to increase brand exposure. This is often used in social media posts to reach more potential consumers and already existing customers (Berry, Sikkenga & Visser 2018, 18.)

3.2 Buyer personas in B2B marketing

Based on market research, your buyer persona portrays your target market and clients. Usually it includes demographics, locations, average order value, decision making patterns, and keywords which are on search engines (Cruz al. 2020, 69.) Before creating buyer personas, it is essential to know who you want to target and in which channels. Mostly in B2B, buyer persona is targeted to be potential customer company, after a company is defined its buyer persona it is time to find out what are the channels where it is possible to reach out to them popular B2B social media channels are Facebook, Instagram, and LinkedIn (Cruz al. 2020, 215-216.)

A corporation can plan a marketing strategy far more easily if it develops a few buyer personas. The purchaser is the perfect client. The process of developing a buyer persona benefit and assists the business (Ranta 2021.) In developing a more targeted marketing plan to reach the right kind of customers, figuring out which social media platforms to use, getting a better understanding of your target audience, enhancing customer communication, and producing original and tailored content for their channels. Understanding which channels best connect with your ideal clientele is crucial. The channels are also significantly impacted by whether a business conducts its business domestically or abroad. The most effective social media platforms may vary throughout nations.

3.3 Content marketing

Creating engaging material with the intention of informing, entertaining, and engaging a target audience while also increasing brand awareness for a company and its product or products is known as content marketing. This is a strategic process. The four steps of the content creation process plan, act, observe, and reflect should be kept in mind when the goal is to produce consistent material. In addition to planning itself, the planning involves idea generation. Acting on the plan is the process of producing, refining, and distributing content. It also involves amplifying it. Tracking and continual content monitoring are aspects of observation. Lastly, reflecting entails assessing the information. (Cruz al. 2020, 9.)

A thorough understanding of social media is necessary to produce relevant and captivating content and to present a firm in the best possible light. Social media has both benefits and risks. A single misspelling or improper picture release can quickly destroy a company's reputation. It is crucial that the business either employs a team to handle social media marketing and communications internally or outsources social media management.

The most crucial step before a business engages in social media is to develop a well thought plan that portrays a positive, active, likable and transparent window to the organization. Determine the market potential using various channels, and keep in mind that social media management is a daily task. Media channels need to be constantly maintained; they cannot be controlled just once a month. A company's Facebook page that hasn't been updated in a few months doesn't convey a vivid and reliable impression of the business.

3.4 Email marketing

One type of digital marketing that is still very commonly employed in the B2B industry today is email marketing. Email marketing is referred to as a "owned" channel because it is typically focused on a single individual, making it simple to manage your audience or clients. To save time and increase effectiveness, email marketing can and should be automated. To help with this HubSpot and Salesforce are two excellent customer relationship management solutions that are currently available for this type of purpose. Email marketing can be personalized even though it is automated; when a business does this, there is an increased likelihood that potential customers will open and read the emails as they are more engaging. Nowadays people get so many work emails and some of them will end up directly to junk mail - one more reason to personalize your message. (Himanshu 2016, 254-255.) With email marketing it is possible to gain more clicks to a company's website and in that way try to engage possible customers with interesting websites - this can also generate more sales (Berry al. 2018, 258.)

3.5 SEO

The goal of search engine optimization, or SEO, is to optimize a website for search terms so that it appears as high in natural search results as possible when customers search for terms related to the products (Berry al. 2018, 215.) A search term's position is influenced by various things. First and foremost, it's critical to understand the customer persona of the organization and investigate potential search terms and phrases they may use. The same keywords must be used when developing content in order to maximize ranking; this practice, known as on-page

optimization, also applies when constructing a business website. When creating links from other channels like social media to a company's main 'owned' website, it is needed again to use the same keywords to optimize company's SEO. This tactic is called off-page optimization. (Cruz al. 2020, 180.)

3.6 Influencer marketing

Social media influencers are people who usually have loads of followers on social media, and in that way, they are able to reach even millions of people with their posts and stories (Dahl 2021, 78-79.) Influencer marketing is a prominent strategy in today's business world for reaching a wider audience of consumers. By promoting a brand or its products, influencers can significantly raise brand recognition for an organization. Influencer marketing can be activated and engaged in three ways: through trade, incentives, or compensation. To utilize influencers' knowledge and skills in exchange for items and/or visibility. Influencers who use incentives are more likely to be interested in a business because they enjoy the goods and want to freely promote them on social media. By paying actual agreed payment for influencer is also a common option since the whole influencer marketing has become more commercial (Berry al. 2018, 252.)

3.7 Reputation management on social media

It is needed to post engaging and interesting content and it needs to be done strategically (Berry al. 2018, 187-189.) Maintaining a company's reputation is crucial when implementing a social media strategy. It simply implies that responses to any queries the audience may have, are provided together with a methodical and ongoing monitoring of what they say, comment on, and post online. To remain relevant, it is imperative for companies to participate in online discussions.

Establishing policies for those in charge of social media is advised when it comes to reputation management. Social media never sleeps, and unexpected circumstances can arise. Everyone will find it easier to work with the standards and clearer on how to handle certain scenarios. To protect the reputation of the company, it is imperative that unfavorable comments and reviews be addressed promptly and effectively. There are several tools available these days to assist in keeping an eye on the debate surrounding your business in the vast realm of social media.

3.8 Brand awareness

According to Keller and Swaminathan (2020, 32) a brand can be a name, term, sign, symbol, or design - it can also be a combination of all of those. The purpose of a brand is to distinguish its product or products from those of other businesses, and it also serves to identify the goods and/or services that a seller or group of sellers are offering. A brand can emerge naturally or be developed through branding, which is the process of employing marketing to project a favorable image and establish brand recognition. Selecting a name, logo, symbol, packaging design, or other elements that help establish a brand's identity and set it apart from competitors is essential. These different factors are called brand elements (Keller & Swaminathan 2020, 32.)

Effective branding is crucial for differentiating your product and/or service from those of your competitors and for establishing brand awareness among consumers. This helps them make informed decisions about what to buy, such as a laptop, when they are in the market for one. For sure they will think of Apple and Dell (Keller & Swaminathan 2020, 36.)

Branding is not limited to consumer goods; business-to-business (B2B) transactions can also benefit from it. There are distinctions between business-to-consumer (B2C) and business-to-business (B2B) branding. B2B branding emphasizes knowledge since customers make their judgements mostly on facts, whereas in B2C, emotions play a larger role in the decision to buy (Kotler & Pfoertsch 2010, 2-3.) According to Kotler and Pfoertsch (2010, 8) the most important brand functions in B2B are that it increases information efficiency, reduces risks, and adds value as well as creates image.

According to Beverland (2021, 291) global branding usually refers to the process when a company decides to take its brand outside of its original country to expand its business possibilities. Global branding has several advantages for businesses, including the ability to boost equity, provide a greater competitive edge, open new revenue streams, draw in more talent for multinational firms, and draw in foreign investment.

While the Company Xin this thesis is focusing on the Finland market, the solutions the offer are provide by a large globally operating company, this provides many opportunities to re-use, jointly market and align the messaging to the local market for efficiency and relevancy

When it comes to social media there is lots of data to be analyzed. The information may be used to gauge brand recognition as well as provide insightful advice on how to effectively execute your social media strategy. With all that data it is possible to track the connection between the online customer journey and their connection to the effective use of organization's key performance indicators (KPIs) (Cruz al. 2020, 296-298.)

Measuring consumer engagement is rather simple. It is measured by how many likes, comments, shares a video or picture receives. Monitoring the growth is also easy by looking if

the number of the previously mentioned are rising accordingly. Monitoring the ratio of followers to followers is also a good idea. You won't get a good image if you follow thousands of accounts but only a few dozen follow your company. Keeping an eye on the distinctions between sponsored and organic outcomes is also crucial. Specifically on Instagram, a business can set up custom hashtags to monitor, which allows for a more comprehensive view of the activity level of their own followers. The comments also make it easy to measure how committed consumers are to participating in the discussions (Rouhiainen 2012, 15.)

Weekly outcomes from social media should be observed to determine what works and what doesn't. It's also a good idea to see which material and themes receive the greatest attention and interaction. It is simpler to respond to the results and determine which areas require improvement and adjustment when they are routinely monitored. Numerous tools are available for monitoring social media and examining the information gleaned from it. When a company wants to measure its return on capital, or return-on- investment (ROI), the best tools are Google Analytics, Facebook Insights, Hootsuite, and Bit.ly (Rouhiainen 2012, 107.)

4 Research methodology

This part contains the types of research conducted for this project. First part goes through desk research and the second part through benchmarking and explains how and why they are done in this research.

4.1 Sources of information

Gathering data from existing materials and resources was the main source of information for this thesis. It is the type of market research which involves examining and collecting already available information such as published reports, company records data found online and in newspapers and books.

In my research for this thesis the I researched books and websites for the acquisition of information. Information was also gathered from interviewing Company X employees on their past and current experience and marketing strategies. For this thesis also a review of existing materials that are related to digital marketing, for example their website, was conducted. These methods were then used to gather background material and information to complete the base for the research and to compare the recommendations for the future.

4.2 Benchmarking

Benchmarking is comparing analysis, where organizations compare their operations and processes of other organizations' ways of approaching similar opportunities and challenges. The benchmarking company is usually chosen by selecting a company that is considered better than one's own company to gather information and get ideas to implement in their own organization. The teachings and comparisons can be chosen from the same area of business or a completely different field. Benchmarking is a methodology, where one strives to learn from prime examples ways of doing things and benchmarking goal is to get better results in one's own operations. Benchmarking helps an organization or persons to realize their own weaknesses and make arrangements to improve their own way of operating and setting new ways of doing as well as setting new ways for development (UEF.)

There were two companies chosen to be benchmarked. Both companies are operating in the same field of business. They could be named as competitors, but there was no evidence of the Company X naming them as direct competition. They both operate in the same business also selling software for bigger companies. The other company is selling the same 3d cad software as Company X and the other company is selling a competitor's software, which is similar, but in competition switch the other two. This is why they are considered as relevant parties to this benchmarking research. They are both from Finland, but as mentioned earlier they partner to sell and operate with bigger companies who own the product, so they are partners and resellers, but operate as an independent company. In their operating field of software, one way of finding software that they need to use is searching online on google the name of the software. This is why it is critically important to put effort in the company's digital footprint for example SEO, website and other numerous marketing efforts mentioned in this study. This benchmarking process looks at these. The results and findings of the benchmarking will be found at the end at the recommendation part of the thesis.

4.3 Research process

The thesis was started by contacting the commissary at Company X, with whom I then discussed topics to make research about. It was suggested that Digital marketing strategy and research around the topic would be suitable at this moment in time as this is an important area of improvement. After identifying the topic and agreeing on it, research was started. At first, I researched within the Company X and their previous and current marketing efforts. Then the industry and materials about the industry and digital marketing online and in books. Similar thesis were also studied to gain deeper insight into a structure of research methods. After these the research, questions and research areas were produced. Also the goals of the research were decided. After this the research plan was produced, where the starting point or problems were laid out, the making of the research and the reporting were planned in

detail. The research plan helps the researcher to stay on track and keep the plan cohesive according to plan and helps the research process move forward. Based on the interviews and the material gathered during the research the conclusions and recommendations were made for Company X. Research results and the efforts made were reported and communicated to them in writing.

5 Conclusions on results

In this section we will go through the findings and recommendations from the literature review and benchmarking for the basis of the digital marketing plan for Company X. First evaluating the opportunities via benchmarking the peer group and then moving forward to the recommendations for the future. The recommendations will concentrate on creating target personas and the marketing channels, in which Company X can best connect with the potential customers and current clients. The recommendations also include digital marketing strategies and automation possibilities that will help reach the goals of the digital marketing plan and in the preferred schedule.

5.1 Benchmarking findings

Company X's competitors are companies operating in the same field of business. These are companies that provide the same software or a competing software. Differentiation from competition is important and this can be emphasized in a few different ways. One important opportunity is to invest in great customer relationships to make the customers loyal and stay for many years and therefore reduce churn. This is important as it is much easier to up-sell and cross sell to an existing customer than to win an entirely new customer. Other important ways to separate from competition are being reliable, listening to the customer, offering indirect value and transparent communication. In this section I will go through competitor companies digital marketing with the help of benchmarking.

5.2 Company 1

Company 1 is a large company in the field and provides the same software. Their offerings are the same and they provide similar services, but they are significantly larger. The fact that they partner with the same software provider means that the pricing is the same as company x's as the provider of the software decides the list prices for the solutions. The similarity offers a great benchmarking opportunity to view and analyze what they do in their marketing.

Of Course, there is the difference that the company is larger and has more resources but still a comparing these two can give ideas for improvement. According to the benchmarking of Company 1 and its marketing strategy you can see that an effort has been put into digital marketing. This includes the website, SEO and social media. The company clearly has a desire to grow and attract new customers with digital marketing efforts. This can be seen through their branding on the website and social media page. They look very modern, and one could say outgoing and welcoming. Also the website is easy to navigate and invites for further exploring. The company also ranks as number one when searching the name of the software in google, therefore their SEO efforts have worked well. This is crucial in getting interested clients to find the company online. The company's social media pages provide a very positive display of them, which paints a positive picture of the company right from the start when you “run” into them on social media. Once again, the visuals are welcoming and informative and makes one interested to engage. With a combination of keeping long term customers and investing in acquiring new clients Company 1 is the leading provider of this exact software in Finland market.

5.3 Company 2

Company 2 is similar in size as company one, but the difference is that they provide competing software. The software is more commonly used in Finland and the price is a little bit lower. This has been noticed when the when Company X has done market research and offering Company X's software. The response has been mostly, that the potential clients used Company 2's software in their work. The price point seems to be a competitive advantage specially in smaller and mid-sized companies. Price is not the only factor as familiarity and software functionality could suit them better, since not all clients need the same functionality. Some answers for the success can be found benchmarking their website and social media pages. When looking at the website of Company 2 their page also looks modern and engaging. This again makes the client want to stay and search for what they were looking for. Also this Company 2 is found number one on google when searching for the software they provide. So, SEO and paid advertisement have been invested in and this shows. The social media pages of Company 2 are regularly posted on and the content is showcasing the company's brand well.

5.4 Company 1 and Company 2 Social Media channels

Social media channels which were benchmarked were LinkedIn and Instagram. Both companies 1 and 2 are active on LinkedIn. Company 1 had approximately 7000 followers and

the Company 2 3000 followers. These are large amounts compared to the presence of Company X with less than 400 followers on LinkedIn. One reason for this is that the other companies also operate internationally so naturally they have a bigger market compared to Finland, but both Company 1 and 2 are active posting on LinkedIn and this creates engagement. It was easy to identify a pattern of posts and how often the posts were published so they are probably using a social media planning calendar meaning that they have put in concrete effort on digital marketing and their presence in the social media. The posts are usually something related to their events or events attended by company employees as well as new product publications. The other company had also open positions also listed on LinkedIn. On Instagram the follower amounts were substantially smaller compared to LinkedIn. This might be, because selling SaaS software in B2B that is used by companies in this industry don't really use Instagram type of channel to sell, but it would play an important role for the company brand and therefore could indirectly influence the sales. These posts were not orchestrated like they were on LinkedIn and were more randomly posted. The branding and brand message could shine through the pages meaning that they visually show their brand everywhere and it can be remembered. In both LinkedIn and Instagram there was thought put into the captions on the posts, so even professional copywriters were likely used there. One idea that is commonly used by companies is to use different social media channels for different purposes. As an example, LinkedIn could be used for thought leadership type of activities to communicate and teach on the industry and solution specific matters. Instagram on the other hand would be better suited for employer branding type of posts to promote for current and potential future employees the culture, values and the fun of the organization.

6 Conclusion on recommendations

Based on the conversation with Company X and what they were looking for with this thesis, this section provides recommendation for them for the next steps in their journey to digital marketing. These recommendations have been compiled from the research and benchmarking results. Based on the recommendations they will see an improvement in efficiency and scalability. This could then start to create more revenue and profitability with the investment put into digital marketing.

The purpose of this thesis was to develop Company X's digital marketing. The goal of the thesis was to understand how Company X could use digital marketing to improve its operations. The selection of the topic was simple as I am interested in marketing and especially digital marketing. The commissioning company also had a need to improve marketing to improve their reach online and this way grow Company X. The hardest part of the thesis was to set the limits in the of digital marketing as it is such a wide subject. I thought it

is important to find the right areas to focus in and relevant information of digital marketing to fit the areas of focus. In my opinion I managed to limit this successfully and I looked at the digital marketing in the perspective of a B2B SaaS Company X that has not put much effort in marketing in general or very limited efforts digital marketing. Also the role of the entrepreneur is challenging when building the marketing for a smaller company, this is made interesting as I felt I am really helping someone to cost effectively improve their business

In the research for the thesis marketing and digital marketing literature and online sources as well as benchmarking was used. Finding material was easy as marketing is such a well-known and very widely adopted topic. However, finding relevant material, which was useful for the thesis, was where I needed to be critical.

The results from the thesis will help Company X grow their digital marketing step by step into a positive direction. From the results the Company X knows where to concentrate in digital marketing. The Company X will find help using the recommendations from the thesis in finding which channels to use for example in their digital marketing.

6.1 Target personas

Creating target personas provides a fundamental basis for any automated marketing that is performed in digital. This allows much more relevant and personalized messaging that resonates with the recipient.

Target persona definition can then be used in Website, social media and email marketing channels.

When conducting the digital marketing plan researching the target customer persona plays a key role. When choosing the target personas, the marketer needs to know, which type of person is receiving the marketing and what kind of information they need. The field that the customer's company is operating in, is descriptive of the target persona, but does not describe the person's role in the organization. When defining the target groups, all factors that affect the purchase process and the purchase decision at some point must be considered. Such factors include, for example, demographics, partners, distribution channels and the media (Isohookana, 2007.)

Recommendations on building a target persona for Company x start by considering the type of business their target client is for example their status, revenue, profit and brand. Then investigating their possible ambitions going forward (what do they want?). Researching their attitudes for example towards environmental views. Finding what makes them unique. Seeing how they compare to other businesses such as competitors or other businesses using the same software. Testing what kind of marketing works and seeing how they react. This is called A/B testing. The results can be evaluated applying with the correct measurement techniques from test campaigns and most importantly finding what work and what does not work. Then the finding can be applied to the campaign. These are fundamental aspects when planning to start a digital marketing campaign for Company X to reach the best potential outcome.

6.2 Social media

In this section are recommendations for Company X's digital marketing plans. Because of the lack of digital marketing operations, the marketing plan we start from the core basics of marketing. The social media channels recommended to be used for Company X are LinkedIn and Instagram. Both two are used for different purposes of visibility and marketing so the roles of them are different in marketing purposes.

Instagram will be used as a more of a visual page. It will be used as a so-called everyday channel. The photos published on Instagram have interesting messages related to ways of working, finished work, customer success and even general information about projects with customers. This way Company X can show customers and other people a closer look into the insides of Company X. What they do and how they operate and some results and views from customers perspective on projects. This can release positive interactions between Company X and customers on social media. Also Instagram posts will be there to raise employer brand awareness. This can help attract new employees. LinkedIn will be used as a channel in B2B marketing and for possible collaborations with other companies. The posts will be more about important announcements and such rather than about the everyday compared to Instagram posts. Important for the social media posts are the visual aspects of the pictures and videos. The brand must be visible and the messages clear. Also focusing on copywriting for the text part of the posts is equally important. The text part can make possible new clients act when the messaging is persuasive. For the success of Company X For the success of Company X in social media a critical factor is the involvement and participation of the employees and management. Both should participate in the social media and show their passion towards the company, their solutions and expertise by sharing and even personally posting on behalf of the company. This would also reduce the costs in paid advertisement for the Company X.

6.3 Website improvements

The most important aspect of digital marketing improvements for the Company X is its website, because in all communication from email to social media links are provided to the website. The website should be modernized to be attractive and easily navigated, so that all the most important information will be found easily and fast. The website will be the face of the Company X on the internet and how it wants to appear in front of the customers. For the website it is recommended to focus especially on SEO to get the website organically visible on google search as the case is with the competitors. This will require whoever oversees SEO to change the wording on the website texts and use more effective copywriting on the texts. A good way to get more keywords into the right places into the website to boost search visibility is to start writing blogs about the products and what interesting events and other news happen at Company X and the industry. Paid google advertisements can also be effective to get Company X on top of the charts when searching for its products online. This is highly recommended to get visitors. This will give a clear boost to the visibility of the Company X, into their operations, field of business and the products that are searched for in google. It is also important to optimize the website so that search engines find the website in the peer group very first in the google search and with the right search words.

6.4 Email marketing

Fourth, equally important aspect of the digital marketing strategy should be email marketing. The Company X has email lists and emails of past and present clients and other companies. These emails are found in the company CRM. Email marketing can be used to advertise campaigns by sending advertising emails to the list. This can be done easily and is an automated process. Personalization will help this process by personalizing the email to the client itself based on the data available. This is very scalable vs. sending one to one emails sent by individuals. Not everyone has to get their own email. The emails can be the same emails of the offer for example to every client, but their name and other parameters can be personalized to create more relevancy in the communication. There are many solutions for this so that the process can be done simply. Usually there is some extra cost involved, but the ROI is very fast compared to the relatively inexpensive investment. For getting the best possible results from email marketing, it can be helpful to do A/B testing to acquire the best possible results and clicks from the marketing messages. Not all the material in emails need to be unique. There can be many things that are re-used across all these four channels.

The above four areas are central aspects and opportunities for the visibility, reach and engagement found in this research and thesis for Company X. The mentioned improvements are made for Company X to help align with the future vision of Company X's digital

marketing. Having a scalable and automated digital marketing process with appropriate measurement goals will improve their presence online and drive future revenue.

References

Alexander, L. 2019. What is digital marketing? Accessed on 12.2.2024. Available at: <https://blog.hubspot.com/marketing/what-is-digital-marketing>

Benchmarking. Accessed: 16.3.2024. Available at: <https://www.uef.fi/benchmarking>

Bergström, S. & Leppänen, A. 2015. Yrityksen asiakasmarkkinointi. 16. uudistettu painos. Helsinki: Edita.

Beverland, M. 2021. Brand management: Co-creating meaningful brands. London: Sage.

Berry, M., Sikkenga, B. & Visser, M. 2018. Digital marketing fundamentals: From strategy to ROI. Groningen: Noordhoff Uitgevers.

Blythe, J. & Zimmerman, A. 2018. Business to business marketing management: A global perspective. Abingdon, Oxon: Routledge.

Brooke, S. & Zhou, Q. 2021. China's Market Regulator Drafts New Regulations for Online Advertising. Accessed: 18 January 2024. Available at: <https://www.china-briefing.com/news/online-advertising-in-china-new-draft-measures-key-compliance-provisions/>

Cognism, 2024. What is B2B marketing? Guide to 2024 best strategies. Accessed 1.6.2024. Available at: <https://www.cognism.com/what-is-b2b-marketing>

Cruz, A., Fletcher, G., Heinze, A. & Rashid, T. 2020. Digital and Social Media Marketing: A Results-Driven Approach. Abingdon, Oxon: Routledge.

Digitaalinen markkinointi. Accessed: 10.5.2024. Available at: <https://kasvujohtaminen.com/digitaalinen-markkinointi/>

Digitaalinen markkinointi. Tietoa digitaalisesta markkinoinnista. Accessed 12.2.2024. Available at: <http://www.digitaalinenmarkkinointi.info>

Goodwin University, 2024. What is computer aided design (CAD)? Accessed on 1.6.2024. Available at: <https://www.goodwin.edu/enews/computer-aided-design-definition/>

Himanshu, S. 2016. Master the essentials of email marketing analytics. [Unknown publisher].

IBM, 2024. What is automation? Accessed on 1.6.2024. Available at:
<https://www.ibm.com/topics/automation#:~:text=Automation%20is%20the%20application%20of,outcomes%20with%20minimal%20human%20input>

Innolytics AG, 2024. What is digital marketing. Accessed on 1.3.2024. Available at:
<https://innolytics.net/what-is-digitalization/#:~:text=Digitalization%20is%20a%20generic%20term,analog%20to%20the%20digital%20format>

Isohookana, H. 2007. Yrityksen markkinointiviestintä. Helsinki: Talentum.

Joan, M. 2012. Understanding Michael Porter: the essential guide to competition and strategy. Boston: Harvard Business Review Press.

Leist, S. 2022. The definition of SEO in 100 words or less. Accessed on 1.6.2024. Available at:
<https://blog.hubspot.com/marketing/what-is-seo>

Lutkevich, B. 2024. Social Media. Accessed on 1.6.2024. Available at:
<https://www.techtarget.com/whatis/definition/social-media>

Karjaluoto, H. 2010. Digitaalinen markkinointiviestintä. Jyväskylä: Docendo.

Keller, K. & Swaminathan, V. 2020. Strategic Brand Management. 5th ed. Harlow: Pearson Education.

Komulainen, M. 2018. Menesty digimarkkinoinnilla. Helsinki: Kauppakamari.

Kotler, P. & Pfoertsch, W. 2010. B2B Brand Management. Berlin: Springer.

Patel, L. 2024. What is Digital marketing? Accessed on 1.6.2024. Available at:
<https://neilpatel.com/what-is-digital-marketing/>

Ranta, R. 2021. Ostajapersonat muodostavat yrityksesi kohderyhmän. Accessed: 19 January 2024. Available at: <https://www.folcan.fi/mika-on-ostajapersona-ja-miten-se-luodaan/>

Rouhiainen, L. 2012. Smart social media: Your guide to becoming a highly paid social media manager. [Place of publication not identified]: Createspace Independent Publishing Platform.

Salesforce, 2024. What is SaaS. Accessed on 1.6.2024. Available at:
<https://www.salesforce.com/eu/learning->

centre/tech/saas/#:~:text=Software%2Das%2Da%2DService,customer%20relationship%20management%20(CRM)

Salesforce, 2024. Personalization defined. What is personalization. Accessed on 1.6.2024. Available at: <https://www.salesforce.com/marketing/personalization/guide/>

Sherman, L. 2019. Top 10 benefits of digital marketing & why digital marketing is a must for every small business. Accessed on 17.5.2024. Available at: <https://www.lyfemarketing.com/blog/benefits-digital-marketing>

Todorova, G. 2015. Marketing communication mix. *Trakia Journal of Sciences*, 13(1), pp. 368-374.

Verkkovaria, 2016. Markkinoinnin kilpailukeinot - markkinointiviestintä. Accessed on 13.2.2024. Available at: http://www.verkkovaria.fi/taydentavat/markkinointi/?page_id=495