



Social Media Marketing for Valveres, operating in Corporate Social Responsibility consulting

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ABSTRACT

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The following thesis revolves around social media marketing for small to medium enterprises in Corporate Social Responsibility. As part of the research, benchmarking was done on various companies identified, with trends being adapted to the company in question.

Benchmarking was done on relevant platforms being used by the identified companies in order for trends to be found between ways of social media marketing. These trends were later presented as possible adaptations for the company in question with the end goal of improving the company's social media presence in regard to content post regularity, patterns and themes and overall content inclusion. Through content and platforms being researched, suggestions were made in regard to platform focus and content relevancy to the field and social media platforms chosen.

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1 INTRODUCTION

The thesis following below is the result of a project being conducted for Valveres (FI). The projected outcome is to improve the company's marketing efforts related to their sector of Corporate Social Responsibility. As Corporate Social Responsibility consulting companies are on a rise, in an ever-growing sector, companies are in need of correct positioning in order to stand out from their competition. Research methods such as benchmarking will be used in order to compare, evaluate and allocate attention needed in order to better determine which social media marketing efforts correspond to the needs that Valveres has. Benchmarking will be done in order to compare existing data from various marketing methods, across platforms, compare to related marketing activities of competitors. Market comparisons are made revolving around Corporate Social Responsibility companies based in Finland and Nordik countries as a whole.

2 History of Marketing

Marketing has been defined by the American marketing association as *'Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.'* (Gregory T. Gundlach, 2009). As has been also defined by Investopedia *'Marketing refers to the activities a company undertakes to promote the buying or selling of its products or services. Marketing includes advertising and allows businesses to sell products and services to consumers, other businesses, and organizations.'* (Twin, 2024). As can be seen by both these definitions the centre point of marketing is reflected around the product or service in question and how this product or service can value the customer and the stakeholders involved in the process.

Marketing is an ancient process, dating back to roughly 3.000 years ago. As has been stated by the Marketing Museum, records have been found carved on clay tablets in ancient Mesopotamia showing early marketing practices (Marketing Museum, 2024). Marketing though has greatly evolved since then, as marketing used to be product centric, showing the value a product may give a customer. This marketing practice was changed through Marlboro's advertising campaign, introducing the Marlboro Man (Beardsworth, 2024). Through the Marlboro man, the company was able to rebrand itself introducing a masculine figure, helping the brand be reimagined by potential customers, introducing filtered cigarettes to men. The way Marlboro used a Cowboy in order to promote its cigarettes, tied the product to a masculine figure, rebranding the company and tying the product directly to a way of life or a figure of what the product would make the customer feel, not only promoting the product but showing what value it could create.

Since early times and through Marlboro's approach to advertising and marketing, marketing as a whole has managed to evolve even further. It is set to be a valued aspect of how a company presents itself, its ethics and its products or services to the outside world.

3 The Evolution of Marketing

Companies have evolved through time, with new needs needing to be met via new products or services, so has marketing adapted through time. With the emergence of the internet and how it has evolved through time, a new form of marketing was introduced, digital marketing. The term digital marketing was introduced through the development of Web 1.0 in the 1990's (Monnappa, 2024). Web 1.0 was a function which gave users the ability to find the information which they needed, but limited them to not being able to share that information.

Since its early stages, digital marketing has greatly evolved, now being a vital means of communication used by companies to market themselves and their products. Through this median, companies are able to gain great exposure in areas they were not able to prior to it (e.g. different markets, different countries).

4 Corporate Social Responsibility

Corporate Social Responsibility, also known as CSR, is a sector that is relatively old, in terms of concept, but has gained value as a sector through the introduction of new laws and policies. Corporate Social Responsibility was officially used as a term in 1953 through the publication '*Social Responsibilities of the Businessman*' by Howard Bowen (Thomas, 2023). Although keyed in as a concept in 1953, corporate social responsibility started becoming more profound in 1971, as the concept of a 'social contract' was introduced (Thomas, 2023). This 'social contract', binding between businesses and society, set by the Committee for Economic Development, stated that due to companies being able to exist and function due to society, through consent, they are obliged to contribute to the needs of society (Thomas, 2023).

This was the pivot point for Corporate Social Responsibility to be inhibited as an ideology of companies functioning under social conduct. Through the years, models and ideologies emerged, further expanding on the idea of Corporate social Responsibility, leading to what it is known as today. Through its importance, Corporate Social Responsibility has managed to become a sector in the corporate world, evolving into entities (companies) that their sole purpose is revolving around bettering other companies when it comes to their image and values revolving around the concept of Corporate Social Responsibility.

5 Marketing in Corporate Social Responsibility Companies

As Corporate Social Responsibility has evolved, so has the need for additional services in this field have evolved alongside them. In a world of constant humanitarian acts, in efforts to reverse damages and errors that have been made in the past, Corporate Social Responsibility has evolved from a concept to legislation. As laws, legislations and regulations are constantly being pushed out, in order to keep companies on track, regarding their impact on the planet and society, a need has been created for additional services regarding filtering through these laws, legislations and regulations and assistance revolving around bettering a brands image and positive output to society. As this balance may not be an easy endeavour, economy and growth wise, if the right actions are not taken, companies have been emerging which specialise in Corporate Social Responsibility, there to assist in these endeavours.

The way these companies market themselves toward potential clients needs to be done in a way that will, firstly bring in clientele, but also push a Corporate Socially Responsible agenda. Such an endeavour, in a growing field, may not seem like the easiest to achieve. As Corporate Social Responsibility is what they have chosen to build their company on, ethical marketing standards need to be followed.

6 Theoretical Framework

6.1 Methodology

The research methodology used in this paper will revolve around benchmarking. This will be done in order to better specify which marketing efforts are yielding higher results across platforms. These results will be compared to other companies, with relative data from their side. Benchmarking has been quoted in Business Victoria as *'Benchmarking is a process that involves measuring the performance of your business against a competitor in the same market. This will give you a better understanding of your business performance and potential.'* (Business Victoria, 2024). As is stated above in the included quote, the comparative methodology of benchmarking is a method used in order to measure a company's output when put up against a related company in a related field.

Such a method can be used in order to improve a company's efforts by comparing which elements seem to work for competitors and how the company can match itself, its expertise and output to those efforts. There are various methods to benchmarking competition, but the one used in this thesis will be comparison through data output. Data is gathered from Valveres showing platform engagement, compared to competitors' engagement on relative platforms through analytics and metrics.

During the benchmarking process, metrics will be compared on relative platforms, with the goal being to unveil what type of content and on which platforms would be optimal for Valveres to focus on, when compared to previous content used and relative to their competition. Benchmarking will include gathered metrics of Valveres's selected social media platforms, showing data gathered revolving around retention.

As stated in Forbes, there are various points in performing benchmarking, such as analysing Key Performance Indicators (KPIs), Identifying Gaps between company and competition etc. (Forbes, 2021). In this instance, the identified Key Performance Indicators which will be used in order to measure marketing efforts will be viewer engagement and retention, follower growth and post consistency.

These will be some of the key metrics used in order to identify if Valveres's current marketing practices are adequate and what changes should be made.

6.2 Marketing strategy

Marketing strategy has been quoted by Investopedia as *'A business's overall plan to convince customers to buy its product or services. A marketing strategy determines how to reach prospective consumers and turn them into customers. It contains the company's value position, key brand messaging, data on target customer demographics, and other high-level elements.'* (The Investopedia Team, 2024).

As can be seen above, a marketing strategy is an important on how a company 'promotes' itself to prospective customers. As of current, Valveres seems to be marketing itself through tis blog posts on its website and various marketing efforts being done through their social media platform. The reasoning behind this thesis is to review Valveres current marketing strategy, benchmarking it to existing competitors, analysing improvements which need to be made and possible changes that could yield higher retention and engagement results. As a marketing strategy is of outmost importance when it comes to a company's outreach, refining such a methodology will help a company's outreach and scalability.

7 Competitor Analysis

7.1 Metrics

In preparation for this thesis, research was previously done in order to help with the benchmarking process of this paper. The data analysed originally, revolved around competitor's social media platform metrics. Competitors were chosen by Valveres in order for an analysis to be done on them, comparing metric growth based on content uploaded and post regularity. The metrics gathered are regarding the companies Third Rock, MorrowX, Ethica, Måndag, Ramboll and Ekokumppanit. The initial metrics were gathered between April 12th and April 25th, 2024, with the finalised metrics being gathered between October 18th and October 20th, 2024. The metrics were collected in two separate occasions in order to for trends to be identifiable when it comes to platform growth and scaling. The main metrics being observed, at this point in the thesis, were the retention and growth of the aforementioned companies in regard to their chosen social media platforms. Alterations in their following count, overall usage of said platforms and themes were observed during this phase.

7.2 Ramboll

Looking through Ramboll's website, it can be seen that from the get go it shows that it is hard focused toward sustainability and working on issues related around that topic. (Ramboll, 2024). The introduction to their website states that their missions include, closing the gap on biodiversity through their newly launched metrics.

7.2.1 LinkedIn

Their LinkedIn page seems to be highly active as it has managed to amass 489 thousand followers (Ramboll, 2024). Their posts are only in English (same as their Instagram page), helping with them receiving engagement from other countries outside of Finland. Their posts are a mix of facts and updates on sustainable architecture and posts about events, boards and panels which the company is

active on. They utilise the same colour light blue on their posts showing consistency and keeping a theme.

The company's LinkedIn profile is their most successful social media. They have gained 29 thousand followers, sitting at 517,744 followers as of October 18th, 2024, since being calculated at 489,000 on April 25th, 2024, an increase of 5.9%. They seem to be posting content consistently, averaging one post every 4 days.

7.2.2 Instagram

Ramboll's Instagram page seems to be quite active, as it has made 347 posts since its first post in 2014 accumulating almost 8 thousand followers (7,899) (Ramboll, 2024). Their posts are a mix of global sustainable architecture insights and company updates, talking about new company members, panels, conventions and boards that the company has been a part of. They have also been using highlights in order to keep stories they have made while being a part of conventions. They seem to be using a theme throughout some of their posts, being the colour light blue which they use on their website as well.

The company's Instagram profile has seen an increase in posts and following since April 25th, 2024. Originally at 347 posts and 7,899 followers, the company has since reached 390 posts and has 8,338 followers, as of October 18th, 2024. This puts Ramboll at 43 posts in a span of 6 months, averaging 7 posts a month and follower increase of 5.5%.

7.2.3 X (Twitter)

Currently, no account is listed on the company's website.

7.2.4 Facebook

Currently, there is no such account linked to the company's website

7.2.5 YouTube

The company's YouTube page is very active as it has managed to amass 2.6 thousand followers, having posted 347 videos in 12 years (Ramboll, 2024). The videos which they post are in English, again helping with engagement from other countries and they consist of short videos (roughly 1 minute long) which vary in content, but are mainly either talking about company achievements or what they plan to achieve and global updates on sustainable architecture.

Ramboll's YouTube page has also seen a slight growth since April 25th, 2024. It has grown to 2,690 thousand subscribers, as of October 18th 2024, compared to 2,600 subscribers, when previously researched. In the span of those 6 months, the company has uploaded one video and increased its follower count by 3.5%.

7.2.6 Summary

Ramboll is a group which is obviously larger in size than companies previously researched and that is shown in their social media output. They have a high follower count throughout their social media pages and use the same format of posting throughout their social media.

7.3 Ethica

Ethica, as is immediately highlighted at the beginning of their website, is a company which is aimed at designing circular business's (Ethica, 2024). Their aim is to help companies path towards circular business development and circular solutions.

7.3.1 LinkedIn

The company has quite a large presence on LinkedIn, having 3,881 followers as of now (Ethica, 2024). The same issue seems to arise on their LinkedIn page with a non-consistency on post language, as they tend to switch between English and Finnish..

Ethica has seen a large follower increase on their LinkedIn page. Observed at 3,881 followers as of April 12th, 2024. The company is currently at 4,315 followers as of October 18th 2024, a 11.2% increase in followers. When it comes to their posts, it does not seem that they have a specific posting agenda, and range between one to five posts per week, varying on theme.

7.3.2 Instagram

The first point noticed when looking at Ethica's Instagram profile, is that they have a mix of posts either in English or Finnish (Ethica, 2024). When it comes to followers they have a fairly large following count, sitting at 613 followers with 168 posts, starting from January 2020. They seem to be fairly consistent with the content that they are posting which is on par with the following that they have accrued.

Looking at Ethica's Instagram page, in the past 6 months, since April 12th, 2024 they have made 22 posts, averaging at roughly 3.6 posts per month, until October 18th 2024. In that same time period they have jumped from 613 followers to 684, an 11.6% increase in follower count.

7.3.3 X (Twitter)

As of now, no account can be found on this platform.

7.3.4 Facebook

Currently, there is no Facebook account linked to the company's website.

7.3.5 YouTube

Currently, there is no YouTube account linked to the company's website.

7.3.6 Traditional Marketing

Ethica seems to have a traditional marketing presence, which can be seen through their appearance in relevant events to their field. On their social media pages posts can be found talking about the company taking part in a programme under the name of Circular Design (Ethica, 2024).

7.3.7 Summary

After looking through Ethica's social media platforms it seems that the company is leaning towards a higher LinkedIn presence as opposed to other social media platforms. Besides new age social media marketing, Ethica seems to have a larger presence on traditional marketing, through their participation in conferences and panels, relevant to their field.

7.4 Måndag

Måndag is, as they state, *'a creative change agency, where marketing, strategy, journalism, activism and action merge'* (Måndag, 2024). Through looking at their website the first point which can be noticed is that they use a powerful and eye catching black and red colour scheme, throughout their website (Måndag, 2024). Their entire website seems to follow this pattern, mainly focusing on the colour black.

7.4.1 LinkedIn

Their LinkedIn page is their most inactive social media platform, having 0 posts. Impressively though, contradictory to their 0 posts they still have managed to accumulate 1k followers (Måndag, 2024). There is not much to be said about their LinkedIn page as nothing has ever been posted on it, impressively though they still have a following.

Since last researched on April 25th, 2024, the company has become active on their LinkedIn account. Måndag's LinkedIn posts share a similarity to both their Facebook and Instagram posts, with the exception that they are posted on a different timeline, in a different order. Since last researched on April 25th, 2024, they have reached 1,615 followers by October 18th, 2024, as opposed to the 1,000 followers they previously had, resulting in a 61,5% increase.

7.4.2 Instagram

Måndag's Instagram page seems to be as active as their Facebook page. They share similar posts as it seems that most of their fairly latest posts are also shared on their Facebook page. Over the years they have made 813 posts and accumulated 2.295 followers (Måndag, 2024). Their Instagram page shares similarities with their Facebook page, both having been posted on for the last time on the 2nd of May 2023. Although they do not seem to be active, they still seem to have accumulated a high following over the years.

When looking at the company's Instagram page, it can be noticed that they share the same 'feed' as their Facebook page, posting the same content and following the same upload timeline. Looking at their post timeline, it can be shown that they had taken a slight recess from posts over the summer period, but returned to posting regularly on September 17th 2024 bringing their post count to 820 on October 18th 2024, as opposed to 813 on April 25th 2024. Their follower count has increased from 2,294 on April 25th 2024 to 2,304 on October 18th 2024, an increase of 0.4%.

7.4.3 X (Twitter)

Currently, no X(Twitter) account is linked to the company's website.

7.4.4 Facebook

Looking through their Facebook profile we can see that they have quite a high following count of 12 thousand users and 13 thousand likes on their page. Although their numbers are high, they do not seem to be that active as their last post, as of today, (22nd of April 2024), was made on the May 2nd, 2023 (Måndag, 2024). The posts that were made on their Facebook page seem to be geared around updates on global market surrounding Corporate Social Responsibility and updates on panels and talks that the company has been a part of. Although it is their most followed social media account, it seems to have been abandoned.

When it comes to metrics, Måndag has an unchanged following and like count, as of October 18th 2024, from April 25th 2024, with 13 thousand likes and 12 thousand followers. It also seems that they do not have a fixed schedule when it comes to uploads, as they upload often but at varying timelines between posts. They seem to be active through as they upload at a minimum of 1 post a week.

7.4.5 YouTube

Currently, there is no YouTube account linked to the company's website.

7.4.6 Summary

As of originally researching the company's social media, much has changed. Efforts seem to have been made to revive or activate their social media platforms and from the metrics shown, their efforts can be deemed as a success.

7.5 MorrowX

MorrowX's main selling point, as is directly stated at the front of their website, is that they strive to make the process of shifting to sustainable means '*simple, accessible and affordable*' (MorrowX, 2024). They strive to deliver solutions for sustainability matters in budget friendly and comprehensible means.

7.5.1 LinkedIn

Researching MorrowX's LinkedIn page, a similar pattern can be seen with their Instagram page. The colours that are used in their posts are similar, showing correlation between websites. The company has followed the same example as their other social media pages, posting solely in English, attracting a clientele from countries outside of Finland (MorrowX, 2024). Their presence on social media seems to be larger on LinkedIn, as their page currently has 624 followers. They seem to be posting often with 2 or 3 posts being made a week, helping with consistency and viewer attraction and retention.

Looking at their LinkedIn page, the same pattern which was identified on April 12th, 2024 is still prevalent on October 28th, 2024, being the same yellow and blue colour scheme being used on almost all posts. When it comes to follower count, MorrowX has seen an increase in followers, climbing from 624 followers on April 12th, 2024, to 677 followers on October 18th, 2024, a 8.5% increase.

7.5.2 Instagram

When it comes to the company's Instagram Page (MorrowX, 2024) , a clear theme and pattern can be seen on their posts. This pattern is appealing to the eye, resulting in visitor retention. Their posts, something that is a theme throughout their social media presence, are in English, something that is a plus when it comes to attracting viewers from outside of Finland. They don't seem to post often, as their first post was on April 14th, 2023 and their last post being on April 3rd, 2024. In the span of a year they have made 31 posts and accumulated 68 followers, as of April 14th, 2024.

As of October 18th, 2024, the pattern and clear theme is still visible on their Instagram feed, as was previously identified. The yellow and blue colour scheme is still prevalent, showing consistency. When it comes to metrics, their following count has been slightly raised, from 68 followers on April 14th 2024, to 70 followers on October 18th 2024. They incurred a slight increase of 2.94%. They

seem to be staying on a consistent post upload schedule, averaging 1 post per week with their content varying.

7.5.3 X (Twitter)

Currently, no account can be found on this platform

7.5.4 Facebook

Their least used social media platform is Facebook (MorrowX, 2024), as they have 3 posts in the span of 1 year and only 9 followers. Not much can be said about their profile on Facebook as it seems to be almost fully inactive. The two most recent posts were made on the 28 of March and the 4th of April, showing that maybe they are trying to revive their account.

After revisiting MorrowX's Facebook page on October 18th, 2024, their Facebook profile can be deemed as inactive, as none of their metrics have changed since it was last researched on April 12th 2024. They have the same following count of 9 followers with no additional posts being made since April 3rd, 2024.

7.5.5 YouTube

Currently, there is no YouTube account linked to the company's website.

7.5.6 Summary

MorrowX has clear and discernible pattern and theme when it comes to their posts, with their main efforts of social media presence being focused toward Instagram and LinkedIn.

7.6 Ekokumppanit

Reviewing the company's website, it can be seen that it is filled with information on what the company is currently doing and what their goals are, with their social media clearly listed near the end of their page (Ekokumppanit, 2024). Ekokumppanit shares, directly on their websites front page, their vision for a sustainable future.

7.6.1 LinkedIn

Their page has amassed 989 followers (Ekokumppanit, 2024), with their posts being fully in Finnish. Their LinkedIn page seems to be following a different path to their previous pages as a lot of posts can be seen talking about social economy and updates on other sustainability areas.

Ekokumppanit's LinkedIn page has seen a growth in their following count since April 25th, 2024. Previously being observed at 989 followers, as of October 20th, 2024, they have grown to 1,098 followers. A growth of 11%.

7.6.2 Instagram

Their Instagram page has made, as of current, 276 posts amassing 2057 followers (Ekokumppanit, 2024), with most of their posts being similar to the ones found on Facebook. (Personal opinion: the posts made could be better as no consistency exists and most are unappealing). They follow the same pattern of only posting in Finnish, logical for what they are doing.

The company's Instagram account has seen a significant growth, growing from 2057 followers, as of April 25th, 2024, to 2252 followers as of October 20th, 2024. In the span of those 6 months, they have uploaded 15 posts. They have seen a follower growth of 9.5%.

7.6.3 X (Twitter)

Currently, no such account is listed on the company's website.

7.6.4 Facebook

The company's Facebook page has amassed 5.4 thousand followers with 4.9 thousand likes (Ekokumppanit, 2024). Unfortunately, their posts are fully in Finnish, although it is logical as the company is associated with the Pirkanmaa area. Most of their posts revolve around social activism and talking about sustainability in various fields (food waste, circular economy etc.). As a nonprofit company it seems logical that this route has been taken.

When it comes to Ekokumppanit's Facebook, they have seen a slight growth in their accounts following. As of April 25th, 2024, Ekokumppanit's Facebook page had 5.4 thousand followers and as of October 18th, 2024 they have 5.5 thousand followers, a slight 1.9% increase. They seem to be posting on a fairly regular basis of more than 1 post a week.

7.6.5 YouTube

Their YouTube page has 191 videos posted with 399 subscribers (Ekokumppanit, 2024) as of April 25th, 2024. They seem to be posting various short length videos, unfortunately fully in Finnish so no further comments can be made.

The page has seen a slight growth of 10 subscribers, as October 20th, 2024, moving from 399 subscribers on 25th of April 2024, to 409. In this timeframe they have uploaded 7 videos, growing their following count by 2.5%.

7.6.6 Summary

Ekokumppanit, for being a nonprofit company focusing on Pirkamnaa, seems to have a high social media presence throughout most platforms being analysed.

7.7 Third Rock

Third Rock is a company whose mission is, as stated on their website, '*To save the world, one rock at a time*' (Third Rock Finland, 2024). Their main goal is to help companies be able to transition to a carbon neutral circular economy through a series of strategies sustainability reporting.

7.7.1 LinkedIn

When it comes to their LinkedIn page, Third Rock seems to have a strong presence. They have a large number of posts and a large following of 1,487, as of April 12th, 2024. (Third Rock Finland, 2024).

Third Rock seems to have gained a large follower count of 1,829, as of October 18th, 2024, as opposed to the 1,487 they had when previously researched on April 12th, 2024, reaching a staggering 23% increase.

7.7.2 Instagram

As of current, Third Rock has no Instagram account Linked to their website

7.7.3 X (Twitter)

The second external website link on their website is for their Twitter account (Third Rock, 2024), but when clicking on it the following page comes up showing that the account does not exist. When going directly through Third Rock's website, we can see a limited number of external marketing done through social media.

As was swiftly assessed, no updates have been made on their X account, as it still seems to be inactive as the link on the company's website leads to an account that does not exist.

7.7.4 Facebook

Currently, there is no Facebook account linked to the company's website.

7.7.5 YouTube

Currently, there is no YouTube account Linked to the company's website.

7.7.6 Summary

When looking at Third Rock's social media presence, it seems to be a fairly low one. Filtering through the most relevant platforms used by companies, they seem to be active solely on LinkedIn, though gaining a large following on the platform.

7.8 Competitor Metric Breakdown

As can be seen in the segment above, the platforms which were analysed included LinkedIn, Instagram, Facebook, X(Twitter) and YouTube. Consistently throughout this analysis it can be seen that the most used platform throughout all competitors analysed was LinkedIn. LinkedIn, as a platform saw an average following growth of 11.9% throughout all companies using this platform. Taking into account other platforms present in the research done, LinkedIn was the only platform which was used by every company studied. The smallest increase in follower count recorder for this platform was a 5.9% increase seen by Ramboll, as opposed to other platform such as Instagram which had an average following count increase of 5.9%, with the lowest percentage increase being recorded at 0.4%.

It can be observed that platforms which are geared toward employment and businesses, such as LinkedIn, are more suited for social media marketing and presence as opposed to other popular platforms used for social media presence and marketing, such as Facebook.

Further looking in to the aforementioned analysis, it can be observed that some platforms may be deemed as obsolete, such as X(Twitter). It was observed throughout the analysis that no companies were using this platform for social media presence and marketing. Only one link was provided for said platform throughout the six companies which were researched, which led to an inactive account.

Minor presences in other platforms such as Facebook and YouTube were noticed throughout the research which was conducted. These seemed to be more 'hit-or-miss' platforms, as only one of each instance of accounts was found having an impact in social media presence and marketing. These were Ekokumppanit's Facebook account with 5500 followers, as of October 18th, 2024 and Ramboll's YouTube account with 2690 'subscribers' as of October 18th, 2024.

8 Valveres Social Media Metrics

As can be viewed directly on the company's website, Valveres currently has social media accounts on LinkedIn, YouTube, Instagram and Facebook. Logging into the company's website, these can be seen directly at the top right corner of it.

Followed by their social media accounts, a link to the services which they provide can be seen directly the top of their screen. This link prompts you directly to a list of services that the company can provide (Valveres, 2024).

8.1 LinkedIn

Valveres's LinkedIn page seems to be steady on their follower count. Since the September 2nd, 2024, until November 3rd, 2024, they have been steady at 420 followers. In this timespan, six posts have been made which revolve around posts they have made on the company's blog and relevant information about their company, with direct links to their website (Valveres, 2024). All the company's posts follow a pattern or 'theme', including an image with relevant lettering font across and colour, which show consistency.

8.2 Instagram

The company's Instagram account has gained 1 follower between September 2nd, 2024 and November 3rd, 2024, moving from 66 followers to 67, a 1.5% increase. The posts made in this time span are the same as their LinkedIn page (Valveres, 2024). They seem to be following the same pattern as their LinkedIn page, posting the same media, further showing consistency along their platforms

8.3 X(Twitter)

No X(Twitter) account can be found linked to the company's website.

8.4 Facebook

Valveres's Facebook profile seems to not have increased in following count between September 2nd, 2024 and November 3rd, 2024, staying at 29 followers. Less consistency can be seen on this social media platform, as since June 20th, 2024, only two posts have been made, revolving around content which has been posted to their blog, with links directed to that platform. Some form of consistency can be seen through, as the posts made on their Facebook profile are two which can be found both on their LinkedIn and Instagram, all following the same format of imagery and lettering font.

8.5 YouTube

The final social media platform which is connected to the company's website is their YouTube page, which has stayed at 3 'subscribers' between the span of September 2nd, 2024 and November 3rd, 2024. Since the channel's creation, one video has been posted on the website (Valveres, 2024).

8.6 Summary

As a whole, Valveres seems to show consistency throughout most of their platforms, showing their main emphasis on Instagram and LinkedIn, with similar posts and a definitive pattern visible between posts on both platforms.

9 Competitors Content

As can be seen by the research done above, the main platforms being used for content output by all companies researched, including both Valveres and researched competitor companies, are LinkedIn and Instagram, with subsidiary platforms being Facebook and YouTube. The platform with almost null activity, regarding the research done on the aforementioned segments is X (Twitter). Branching off of this summary, the platforms from which content will be mainly analysed will be Instagram and LinkedIn. The data presented below is in a descending fashion, ranging from companies with higher following to companies with the lowest follower count on both LinkedIn and Instagram

9.1 LinkedIn

9.1.1 Ramboll

Ramboll's LinkedIn page seems to be fairly consistent when it comes to posting content, having a minimum of 2 posts a week and sometimes posting even 4 times a week. Their content is targeted toward biodiversity, updates on global topics concerning Corporate Social Responsibility, specifying on biodiversity and clean energy and general company updates (Ramboll, 2024). Their posts, seem to deliver a good mix between the aforementioned topics, showing how active the company is in the topic they have chosen to pursue as their company's goal. Multiple posts seem to have been made regarding panel appearances, internal company updates and promotional posts showing various biodiversity issues and solutions. Throughout most of their posts the company's signature light-blue colour can be seen, accenting certain aspects of their posts.

9.1.2 Ethica

Ethica seems to be taking an approach similar to the one of Ramboll. They post often, roughly 2-4 times a week, posting content revolving around circular business updates on company panel and workshop appearances (Ethica, 2024). Their content also revolves around reposts from other websites, showing content relevant to their business and their platform. When it comes to a colour scheme

or a visual pattern, one is not discernible. Although, their content seems to be fluid, as they seem to stick to a more informational platform, including content from other pages.

9.1.3 Third Rock

Third Rock can be seen posting updates on their company's involvement in the corporate world and showing the company's active involvement in partnerships and projects. The majority of their content revolves around projects they are currently part of, sprinkled with informative posts (Third Rock Finland, 2024). Such a content basis makes it harder to adhere to a posting schedule as content abundance will fluctuate, though they seem to be posting often, roughly 1-2 times a week, with fluctuation varying on company activities. Their posts have a colour scheme and discernible theme, depending on the content. They seem to have set templates for certain posts, such as informative posts revolving around employees at varying positions.

9.1.4 Måndag

LinkedIn seems to be a fairly new platform for Måndag, as their earliest post dates back to only four months ago. A clear colour scheme and pattern is easily visible at even a first glance, as the majority of their posts, all but one, follow the same image structure with the same font, varying in colour from white to black, but consistent with the company's colour pallet (Måndag, 2024). Their posts all revolve around marketing efforts of the company of, some may say, quotes of a more motivational fashion.

9.1.5 Ekokumppanit

Ekokumppanit, due to the nature of the company, has a more social and environmental approach to their content, revolving around Tampere, Finland (Ekokumppanit, 2024). The company posts updates on environmental projects and social campaigns which either the company itself is involved in or are of the same field. The post pattern does not have a significant colour pattern or scheme but has fluidity due to the nature of the content being consistent and specific.

Posts are less regular than other researched company pages, with roughly a post per week, but this is understandable due to the nature of the content.

9.1.6 MorrowX

What can immediately be seen by MorrowX's LinkedIn page is that they have a clear and concise colour scheme and pattern. As soon as their page loads you are hit with a vibrant yellow colour resonating off of a darker background. This is consistent with all posts made directly by the company, regardless of the content being shared, whether that be company updates, informative content or global updates on the topic of sustainability (MorrowX, 2024). Their content, as aforementioned, includes informative content, company updates and global updates, with the centre point of all being sustainability. Their posts are broken up averaging roughly two posts a week, varying content wise between the aforementioned topics.

9.2 Instagram

9.2.1 Ramboll

Ramboll can be seen following a similar pattern to their LinkedIn page, although with some variation. They seem to have 'cherry-picked' posts taken from their LinkedIn, with additional posts made on their Instagram page (Ramboll, 2024). Their posts though follow the same pattern of company updates and discussions on biodiversity issues. They average around 1-2 posts per week, with a mix of company updates and touch-ups on biodiversity.

9.2.2 Måndag

Måndag seems to have been active on their Instagram from way before they began posting on their LinkedIn page, their first post dating back to 2014 (Måndag, 2024). Their content though seems to have had a radical change up in the past two years, moving to a more corporate approach. As of current, their latest posts are the same ones that can be found on their LinkedIn page. Prior to this change

in the way that the company handles its social profiles, their posts revolved around human rights in business.

9.2.3 Ekokumppanit

Ekokumppanit has a plethora of posts on their Instagram page, posting roughly 1 time per week. Some of their posts share similarities with posts found on their LinkedIn, with additions geared toward sociological issues (Ekokumppanit, 2024). They follow the same pattern as their LinkedIn page, posting content revolving around social campaigns in Tampere and environmentally friendly movements. As can be seen on their LinkedIn page, a pattern between posts can not be seen in a sense of a colour pallet or visual pattern, although that is understandable due to the field the company operates in.

9.2.4 Ethica

Ethica's Instagram page is used in a fashion in which they promote events in which the company has taken part in, showing their involvement and announcements about projects they are either partaking in or leading (Ethica, 2024). Their activity on the platform seems to vary, with some months averaging five posts and some two, varying on company activity in their chosen field. There is a discernible pattern to their post, when it comes to updates from the company. The posts made in this fashion tend to have green pallets, sticking out from others.

9.2.5 MorrowX

MorrowX's Instagram profile seems to have the exact same content as their LinkedIn profile, excluding LinkedIn reposts. Posts made directly by the company can be found on both platforms with the same colour schemes on the majority of posts (MorrowX, 2024). The colour pallet of the striking yellow on a dark background seems to still be profound on the company's Instagram page. Their post scheduling ranges between 1-2 posts per week and revolves around topics such as informative content on sustainability and company updates

9.2.6 Third Rock

Currently, Third Rock does not have an Instagram account listed on their website.

10 Valveres's current content

Valveres, as of current seems to be sharing content between their Instagram and LinkedIn platforms. The content is shared to both websites, in an orderly fashion. At a first glance both websites are appealing to the eye due to the consistency they have, especially on their Instagram platform, due to the way the platform is situated. Their social media content ranges between informative posts redirecting the reader to the company's blog and information about how the company can help when it comes to certain CSR issues, relating the reader to the company's website. The current post pattern seems to be at a consistent one post per week, which is to the company's benefit, as social media algorithms tend to pick up trends such as consistency. At a first glance, the company's social media platform may seem fine, but improvements can be made.

When it comes to the company's Facebook page, it seems that a revive is trying to happen, as two posts were made on it recently.

11 Content Suggestions

11.1 Consistency

One of the main points which was discovered through benchmarking the aforementioned companies, was how consistently their social media platforms were being used. Being consistent with uploading content, boosts a company's appearance on relevant sections, Corporate Social Responsibility related content in Valveres instance. A first step would be platform identification through relevance and user interaction. As can be seen by the companies benchmarked previously, LinkedIn and Instagram seem to be platforms of greater importance, when it comes to company promotion.

Creating a post schedule, either manually or through relevant software used for such purposes, is a way of boosting a profile through the platforms algorithm. The way, especially Instagrams algorithms works, is through showing a user content which is relative to them. Through post scheduling on a consistent basis, Valveres can break through the algorithm, gaining higher engagement numbers (e.g. views, likes, profile visits). Such consistency also helps a company stay relevant to their field, by showing they are truly behind the purpose they have set out to achieve.

Consistency can also be shown through relevant posts being seen through various platforms of the company. This has been identified while researching Valveres's social media platforms, especially with content correlation between their LinkedIn and Instagram profiles. Such seamless transitions through social media platforms show content consistency.

Themes have also been identified on Valveres's social media platforms, as have been identified by some of their competitors. Original content being posted directly by Valveres is seen to be consistent by imagery (same lettering font being used in image and filter on said image) and by the way the content of the post is laid out. In platforms, such as Instagram, which use a grid pattern in order to display posts, an eye-catching theme tends to be more appealing to the eye, drawing focus to page visitors. Showing such consistency, of course wherever is

possible (content dependant), makes a company's posts easily identifiable when viewed in a platforms 'feed', as the theme is corelated directly to the company.

11.2 Hashtags

Hashtags are a way of delivering content directly to viewers of interest, though a keyword search. Hashtags can be used on platforms such as Instagram and LinkedIn in order to boost Valveres's posts, delivering them directly to viewers of interest. Hashtags are used in order to 'categorise' content posted, based on the content itself and the intentions of the page it has been posted from. In this instance, Valveres should take use of relevant hashtags within the sector of CSR, helping potential post viewers be able to navigate to the post in question.

Hashtags are a way of helping a page become discoverable in a platform through keyword search of posts and not by searching for the company itself. This medium helps project the content posted by Valveres to a larger audience that may not know of the company's existence, but is interested in the field. Correct use of hashtags can greatly benefit a company by boosting their projections. This of course should be coupled with the theory of consistency explained above.

11.3 Content variation

Content variation is a way of viewer engagement attraction on multiple basis. Content variation is not easily identifiable, and if not done in a correct fashion could have adverse effects when it comes to platform growth, as vast variation makes a profile loose its meaning. Through the research done above, the main points Valveres should focus on when it comes to content variation should be a mix of posts with company updates, blog posts, CSR related world matters and company engagement in their field. As has been identified through competitor research, these are the four fields which seem to be most prevalent on their platforms.

Content variation can be done differently depending which platform is being used. The main difference in variation between platforms such as Instagram and LinkedIn can be seen when resharing content published by other pages. While LinkedIn allows a page's reposts to be shown directly on the company's LinkedIn page, blending in with content the company itself has posted, Instagram does not have such a feature. The only possible way of such reposts can be done through the 'stories' option which Instagram provides. The only downfall to this option is that stories have a limited timeline in which they are shown on a profile, being only twenty-four hours. Such an issue can be bypassed with the creation of highlights, a function which preserves 'stories' posted by a profile in a segment right above a profile's posts. Although this is a solution for content variation when it comes to Instagram, a suggestion would be for reposts to be focused on Valveres's LinkedIn profile, seamlessly adding them to their page.

Again, as has been stated thoroughly in sections above, consistency is key when it comes to content being posted. This can be done by trial and error, finding the fine line between not over cluttering the company's social media pages with constant streams of content, while also not seeming inactive at the same time. Through observations made through competitor research, a benchmark number of 3-4 posts per week, mixing all aspects would be an ideal starting point in order to test this method of varying content posting.

11.4 Use of Reels

Reels are a feature which are a current 'trend' between social media platforms. Reels are short videos which can be posted in separate sections of social media platforms, throughout. Although the name of the section may differ depending on platform (e.g. YouTube: Shorts, Instagram: Reels, Facebook: Videos), the main idea of the feature stays the same. Reels, although video format, can be a positive approach when it comes to content creation and posting, with the intention of viewer retention. As reels seem to be a universal concept through platforms, regardless of what they are named throughout said platforms, they are a way of further posting content, aimed at relevant audiences. Initially, as a trial run, reels can be made in a simpler format, such as using the existing background image for an upcoming post and using the same hashtags and content in the description

page, as would be seen across Valveres's existing platforms. The main differentiation would be the addition of music to said reels posts, in order for them to be considered a video format.

Such a use of already existing formats on platforms used currently by Valveres, can help the company engage with viewers that may pay more attention to those social media segments, as opposed to traditional posts.

Reels could be used in order to revive social media platforms not currently in use, such as Valveres's YouTube channel. As YouTube is a video only posting website, which as a choice of content is time consuming when considering regular posting schedules, reels could be an alternative in keeping an account still active, while being less time consuming than it would be via traditional means.

12 Conclusion

Social media marketing is a format of projecting ones company through its ideas, content and mission as a whole. Breaking through an algorithm, helping gain viewer retention, can shift viewers in to potential customers interested in the field but possibly not aware of the specific company whose content is available to them. Through correct social media marketing management, a company is able to market itself to a larger potential customer basis, otherwise deemed a struggle through traditional marketing means. Balance, as can be seen by the benchmarking done above, is a way of projecting a company to potential customers, while keeping their efforts at reasonable standards, without overflowing the social media platforms which they have chosen to use. When it comes to Valveres, the balance which is suggested above, though research and observations made of competitors trends, is a balance which mixes in key elements of company presence in their chosen field by showing that they are on topic, while staying active when it comes to keeping up with updates to their field and company progression updates in order to adapt to said changes.

Social media presence is crucial when it comes to showing that a company is more than an entity, but an organism driven by individuals truly passionate for their field. Showing this passion for their field through regular social media 'updates' will result in larger viewer counts on the company's social media platforms, resulting in larger numbers of potential customers.

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