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## Digital Marketing Strategies

Social Media Marketing Plan for Lifehair Oy

Thesis

Spring 2025

Bachelor of Business Administration, International Business



SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES

## Thesis abstract

Degree Programme: Bachelor of Business Administration, International Business

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Title of thesis: Digital Marketing Strategies: Social Media Marketing Plan for Lifehair Oy

Supervisor: Katri Juppi

Year: 2025

Number of pages: 91

Number of appendices: 4

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The aim of this thesis was to create a social media marketing plan for the commissioning company, Lifehair Oy. The company wanted to find ways to increase their brand awareness through social media platforms and obtain a consistent plan to utilize when planning future content for its channels. For the research part of this thesis, the author conducted social media research in which she was given access to the company's social media platforms, created content there, and analyzed the metrics obtained from this content afterward.

This thesis begins with an introduction regarding the purpose of this thesis as well as introducing the commissioning company. Next, an overview of digital marketing is provided, following a comprehensive theoretical framework concerning multiple different frameworks used in digital marketing. The author then conducted a benchmarking analysis for the company's similarly sized and leading competitors. Afterward, the author introduced the social media research and its results. The final part of this thesis was the social media marketing plan the author developed for the company. This plan utilized methods from the RACE and SOSTAC® frameworks.

Utilizing the results acquired from the social media research and the theoretical framework, the author put together a plan with suggestions for the company to follow. The plan advised the company to focus on posting content regularly, and to make this easier, the author created examples of content calendars that the company could apply for future use. Also, the author recommended that the company expand their social media marketing activities with more frequent paid advertising and collaboration with influencers.

In conclusion, this thesis offers the reader comprehensive information about digital and social media marketing and presents practical methods for enhancing social media presence.

<sup>1</sup> Keywords: Social Media Marketing, Digital Marketing, SOSTAC® Framework, Lifehair Oy, Social Media Marketing Plan

SEINÄJOEN AMMATTIKORKEAKOULU

## Opinnäytetyön tiivistelmä

Tutkinto-ohjelma: Bachelor of Business Administration, International Business

Tekijä: Jutta Piskonen

Työn nimi: Digital Marketing Strategies: Social Media Marketing Plan for Lifehair Oy

Ohjaaja: Katri Juppi

Vuosi: 2025

Sivumäärä: 91

Liitteiden lukumäärä: 4

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Tämän opinnäytetyön tavoitteena oli luoda sosiaalisen median markkinointi suunnitelma Lifehair Oy:lle, joka oli tämän opinnäytetyön toimeksiantaja. Yritys halusi löytää keinoja, joiden avulla se voisi lisätä bränditietoisuuttaan sosiaalisen median kanavilla sekä saada käyttöönsä johdonmukaisen suunnitelma jota hyödyntää tulevan sisällön suunnittelussa omille kanavilleen. Tämän opinnäytetyön tutkimusosuutta varten kirjoittaja toteutti sosiaalisen median tutkimuksen, jossa hänelle annettiin pääsy yrityksen sosiaalisen median kanaville. Hän loi sinne sisältöä ja analysoi tähän sisältöön liittyviä mittareita jälkikäteen.

Opinnäytetyö alkaa johdannolla, jossa esitellään työn tarkoitus sekä toimeksiantajayritys. Seuraavaksi kirjoittaja esittelee yleisesti digitaalista markkinointia, jota seuraa kattava teoreettinen viitekehys liittyen useisiin digitaalisessa markkinoinnissa käytettyihin malleihin. Tämän jälkeen kirjoittaja suoritti kilpailija-analyysin toimeksiantajan kanssa samankokoisista sekä johtavista kilpailijoista. Sen jälkeen esitellään sosiaalisen median tutkimus ja sen tulokset. Opinnäytetyön viimeisessä osassa kirjoittaja esittelee yritykselle laatimansa sosiaalisen median markkinointisuunnitelman. Suunnitelmassa hyödynnettiin RACE- ja SOSTAC®-malleja.

Sosiaalisen median tutkimuksesta sekä teoreettisesta viitekehuksesta saatujen tietojen perusteella kirjoittaja laati suunnitelman, joka sisälsi ehdotuksia yritykselle ratkaisuksi. Suunnitelmassa kehoitettiin yritystä julkaisemaan sisältöä säännöllisesti, ja tämän helpottamiseksi kirjoittaja laati esimerkkejä sisältökalentereista, joita yritys voisi hyödyntää tulevaisuudessa. Lisäksi kirjoittaja suositteli, että yritys laajentaisi sosiaalisen median markkinointiaan hyödyntäen maksettuja mainoksia useammin sekä tehden yhteistyötä vaikuttajien kanssa.

Yhteenvetona voidaan todeta, että tämä opinnäytetyö tarjoaa lukijalle kattavasti tietoa sekä digitaalisesta että sosiaalisen median markkinoinnista ja esittelee käytännöllisiä keinoja sosiaalisen median näkyvyyden parantamiseen.

<sup>1</sup> Asiasanat: Sosiaalisen median markkinointi, Digitaalinen markkinointi, SOSTAC® malli, Lifehair Oy, Sosiaalisen median markkinointisuunnitelma

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## Terms and Abbreviations

<b>B2B</b>	Business-to-business
<b>CEO</b>	Chief executive officer
<b>CTA</b>	Call to action
<b>CTR</b>	Click-through rate
<b>DM</b>	Direct message
<b>E-COMMERCE</b>	Electronic commerce
<b>E-CRM</b>	Electronic customer relationship management
<b>KPIs</b>	Key performance indicators
<b>No.</b>	Number
<b>ROI</b>	Return on investment
<b>UGC</b>	User-Generated content

# 1 INTRODUCTION

This thesis focuses on digital marketing strategies, specifically building a social media marketing strategy for Lifehair Oy, the commissioning company for this thesis. Lifehair Oy is a cosmetics company located in Ylöjärvi, Finland. Although the company has been established for over 30 years now, and its Lacto line product line is quite well-known, its goal is to raise brand awareness on social media and make its products more known. The company has been improving its activeness on social media platforms. Still, the idea is to come up with a consistent plan that the company could utilize when planning its social media content. With this plan, the goal is for the company to become more recognized. The target customer segment for the company can be described as anyone who appreciates domestic cosmetics with affordable and accessible prices.

## 1.1 Purpose and Research Questions

The purpose of this thesis is to develop a social media marketing plan for the commissioning company Lifehair Oy. The goal is to assist Lifehair Oy in planning its social media content, ensuring that it is consistent and engaging and provides valuable information to its viewers. The company can either utilize this plan created by the author or use it as a guideline and base for inspiration for its social media marketing strategies.

The questions that this thesis will be answering are as follows:

- How to increase Lifehair's brand awareness through social media?
- What are the most effective digital marketing actions for Lifehair in social media?

A secondary question is: What is the main target group of Lifehair in social media?

## 1.2 Structure of the Thesis

This thesis will begin with a brief introduction of the commissioning company and then move on to the theoretical framework, which includes digital marketing methods and channels, the marketing mix, race planning, and SOSTAC® planning models, and finally, the SWOT analysis. With these concepts introduced, the reader should gain a basic understanding of digital

marketing and the various frameworks that can be used when planning a digital marketing strategy. Following the theoretical framework, this study shifts to competitor benchmarking, where the author assesses the commissioning company's current competitors. The author selected two similarly sized competitors and five leading competitors for this benchmarking. After the benchmarking, the author discusses the social media research she conducted. For the research part of this thesis, the author created and posted content to the commissioning company's social media channels for two weeks. Some of these posts included paid advertisements. After the two-week period was over, the author analyzed the data obtained through this research. Following the research, the author presented her social media strategy for the company. The author utilized both RACE and SOSTAC® planning models when building this strategy. The last chapter of this thesis is the conclusion, where the author explains her findings as well as future development plans for the commissioning company regarding its social media.

## 2 COMPANY INTRODUCTION

The author will provide a brief overview of the company's history and current status in the following sections. After reading this, readers should have a thorough understanding of the company and its current activities.

### 2.1 Company History

Founded in 1993 in Tampere, Lifehair started by making a scent extract for spas. They also launched one of their brands, Lacto line, which is still their number one best-seller today. During the company's early years, it became the largest soap manufacturer in terms of volume. Back in 1998, the company was awarded the Leaping Bunny certificate, which means that Lifehair does not use animal testing for the manufacturing of its products. The company has been growing steadily and is currently located in Ylöjärvi, where all its products are manufactured. In 2022, the company's previous owner stepped away from all operational activities, and a new CEO took over. A year later, in 2023, the company celebrated its 30<sup>th</sup> anniversary.

### 2.2 Company Currently

Currently, the company has nine full-time employees. The company manufactures their own labels, but less than half of their business operations involve selling those labels. This is because their factory also produces private-label products for other brands and does contract manufacturing. According to Morrison (2023), private labeling enables brands to delegate product sourcing and manufacturing to a third party.

The company primarily sells its own products to different stores, where customers can purchase them. They don't have a physical retail store, but they do operate an online store. According to the CEO, the online store mainly exists to provide an easy purchasing option, as the company wants to avoid competing with the customers of the store chains that stock its products (J. Niemi, personal communication, August 16, 2024).

The company's current main goal is to increase brand awareness and make their products more known.

## **2.3 Digital Marketing Goals and Overview**

The main digital marketing goal for the commissioning company is to raise its brand awareness. Although the company has been in operation for a bit over 30 years, so we are not talking about a new company. We are not talking about a new company here since the company has been in operation for a bit over 30 years now, but nevertheless, the goal is to enhance their brand awareness and make their products more recognizable. The company has become more active on social media in recent years, and their aim is to gain more visibility through various channels, particularly among younger generations.

## **2.4 4Ps of Marketing**

The 4Ps—price, promotion, place, and product—are part of the marketing mix theory that will be explained in detail in Chapter 4, which will focus on the theoretical framework; however, now the author will introduce the four elements from the commissioning company's perspective. The reason the author chose to introduce these four parts now is that the reader can better understand what kind of products the commissioning company manufactures. Hopefully, with this information provided at the beginning of this thesis, it will be easier to understand what kind of company the commissioner of this thesis is and what their operations are like.

### **2.4.1 Product**

Lifehair shows its dedication to affordable products and local production through its three product lines: Lacto line, BioRich, and Varpu. All of its own brand products are vegan and locally made in its Ylöjärvi factory, and it has been awarded the Key Flag Symbol. The company also manufactures liquid soap, shampoo, and household cleansers, which are not part of any of the three brand names. Now, the author will introduce all three brands briefly.

The Lacto line product line was launched when the company started its operations, and even now, 30 years later, it is their flagship product line and a top seller. Currently, this product line has 16 different products, and it is known for its gentle ingredients since most of them are unscented, with only a few having a mild scent. This product line includes soaps, face wash, toner, face scrub, shampoo, deodorant, foot and hand cream, and a foaming face wash.

Next up, the BioRich line was introduced in 2005, and there are 15 products in this line, including hair care products and body lotions. In total, there are six different types of shampoos, two conditioners, and a hair care mist, which are intended for several different hair types. Also, this line includes four body lotions and two kinds of foot creams, which all have a different scent.

Lastly, the Varpu product line was launched in 2019, and it is their newest product line. It consists of 5 products: three from the avocado series, which include shampoo, conditioner, and soap, and then from the sea buckthorn series, there is a shampoo and a conditioner.

It is worth mentioning that the company is working on launching new products in the foreseeable future. Below, pictures 1–3 show the reader some of the products made by the commissioning company.



Picture 1. A few of Lacto line products (Lifehair Oy, n.d.).



Picture 2. BioRich lotions (Lifehair Oy, n.d.).



Picture 3. The Varpu product line (Lifehair Oy, n.d.).

## 2.4.2 Price

The information presented in this chapter is obtained from the pricing information available on the company's online store. It should be noted that the company's products are sold in various retail stores around Finland, so therefore the author does not have access to these prices set by the retailers.

The prices on the company's website range from 3.20€ to 6.20€, and orders over 50€ qualify for free shipping. This pricing strategy aligns with the company's mission to make high-quality cosmetic products accessible to everyone.

### **2.4.3 Place**

Lifehair emphasizes its status as a Finnish brand and its focus on the Finnish market. Currently, all of their proprietary brands are exclusively available for purchase within Finland.

### **2.4.4 Promotion**

After the change in ownership, the company started paying more attention to the importance of digital marketing and promoting their products online. Currently, the company has Instagram, Facebook, and TikTok accounts. They use Instagram and Facebook more actively than TikTok. They are not sending any email newsletters but are open to the idea. Additionally, so far they have not participated in any trade fairs, such as the I Love Me fair, which is a beauty-related trade fair organized in Helsinki annually, but they would consider joining this once they launch new products.

### 3 DIGITAL MARKETING

Utilizing digital technologies and media to achieve marketing objectives is the simple definition of digital marketing, according to Chaffey and Ellis-Chadwick (2016, p. 11). Implementing digital marketing involves overseeing various aspects of a company's online presence, such as its website and social media pages, and utilizing online communication methods like search engine marketing, social media marketing, online advertising, and email marketing. These methods are used to attract new customers and deliver services to existing customers in a way that fosters customer relationships through E-CRM (op. cit., p. 11). Since the 1990s, the internet and digital marketing have changed the marketing landscape (Chaffey and Ellis-Chadwick, 2016, p. 6). As people globally access the internet to search for products, entertainment, and connections, both consumer behavior and the marketing strategies used by companies targeting businesses and consumers have evolved considerably. In this upcoming chapter, the author will discuss the most important social media channels and digital marketing methods. The author will only focus on the most relevant channels that the company is already currently using.

#### 3.1 Digital Marketing Channels

According to Butow et al. (2020, Chapter "Understand Today's Social Networks"), social networking platforms resemble other human social structures in that each site demands distinct behaviors and has unique expectations for its users, meaning that users on Facebook will expect different types of interaction compared to the users on LinkedIn. Meyer (2024) explains that marketing channels connect you with your audience, so selecting the right channels is important. These channels help increase sales and growth as well as improve visibility and engagement. Using a multi-channel strategy is practical since each channel has its benefits and because it allows you to promote your product or service on different platforms, increasing your chances of reaching and engaging your target audience.

Figure 1 below shows the most used social media platforms in Finland in 2024 on a daily basis. It can be seen that WhatsApp, Facebook, Instagram, YouTube, Snapchat, and TikTok are the most popular ones. The commissioning company currently has its own website and is using Instagram, Facebook, and TikTok. While there are many other social media platforms available, such as WhatsApp, X, LinkedIn, YouTube, Snapchat, Pinterest, etc., this thesis will focus solely on the platforms used by the company.

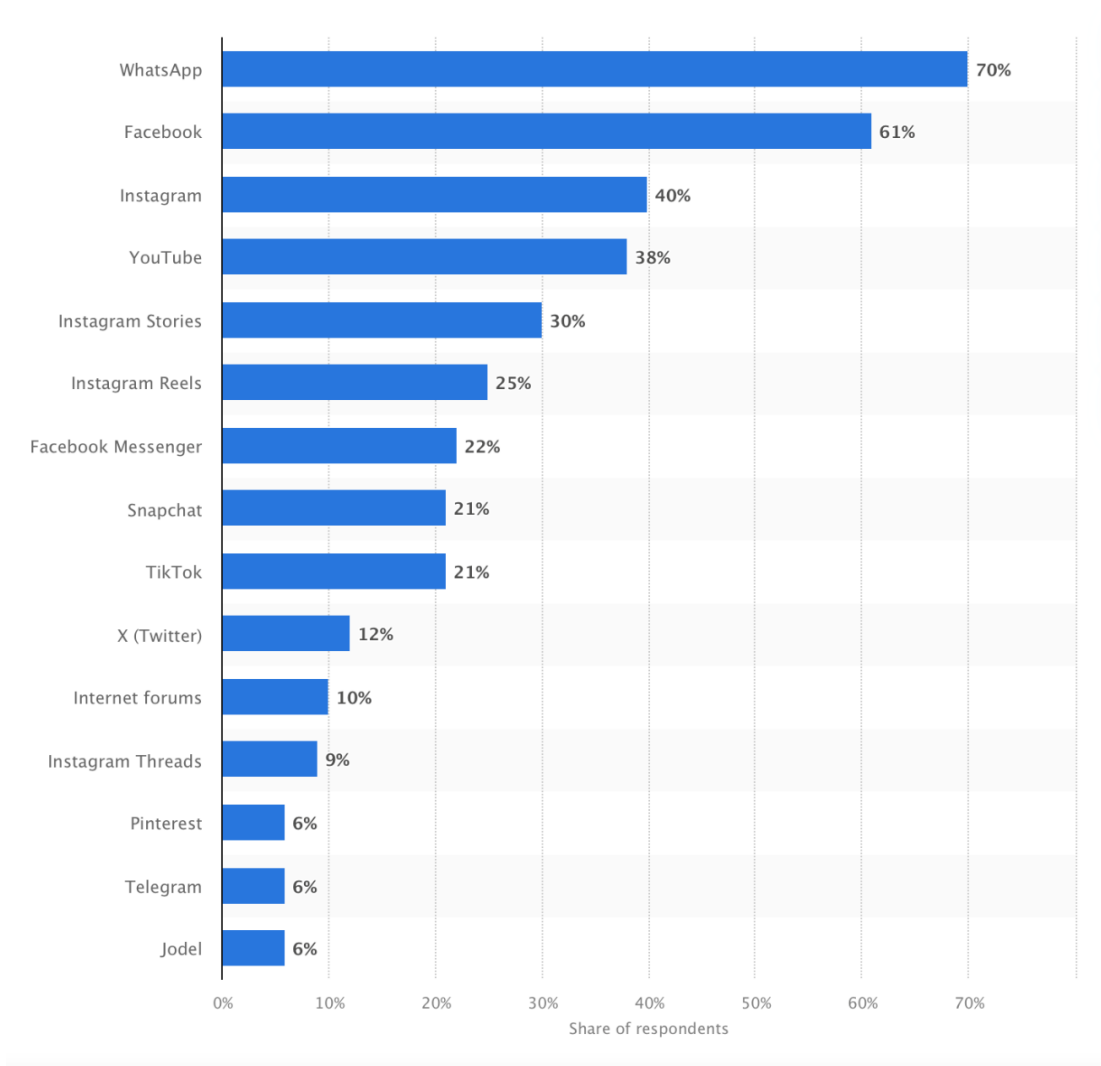


Figure 1. Share of daily social media usage in Finland in 2024, by platform (Statista, 2025).

### 3.1.1 Website

According to Zahay (2020, p. 27), starting with an effective design for web and mobile platforms is essential in digital marketing. The design of a web page plays a crucial role in determining how easily a website can be spotted on the Internet. Even though mobile and social marketing are emphasized nowadays, the website or mobile site should still remain a priority in marketing plans since a company needs to be found online and have a website. Zahay also mentions that one possible way to increase traffic to the website is to include social media “icons” on the website so that customers can be directed to various social media platforms. On top of that, emails can be utilized as part of a structured strategy to drive visitors to the website and maintain ongoing customer engagement.

In his article, Lara (2024) mentions the key elements that make a company website successful and what can differentiate a business from its competitors. He starts by highlighting that simple navigation is a key element since it allows visitors to find the information they need fast and effortlessly. In today's digital world, having a mobile-friendly design is particularly important. Also, placing contact information in easily accessible places on a website, such as the header or footer, and creating a dedicated contact page with all possible communication options is very important. Having visible contact information will improve customer service and build trust with the users.

Lara (2024) points out the importance of including calls to action (CTA) on the company website. A CTA directs a visitor on the company's webpage towards taking a specific step, such as making a purchase, subscribing to a newsletter, or contacting the company. Examples of CTAs include: "Buy Now," "Sign Up," or "Contact Us." When creating a CTA, it's important to consider its visibility and design, its sense of urgency and value, and its strategic placement. Lara also advises that if the company or its products receive positive customer reviews, these should be displayed on the website since they serve as proof and may influence others to try the products/services. Lastly, he mentions that using tools such as Google Analytics can offer beneficial data and insights, which can be utilized for improving the website or adjusting the marketing strategies.

### **3.1.2 Instagram**

According to Laskowski (2024), Instagram is a photo and video-sharing platform, and in 2024, it had 2 billion active monthly users. In her article, Laskowski mentions that it is important to know who your target audience is when deciding to do marketing on Instagram since it is very popular amongst younger demographics, but usually, people over 55+ are less active on Instagram. Butow et al. (2020, Chapter "Instagram") state that currently, more than 25 million businesses use Instagram for their marketing and branding purposes, which makes Instagram a beneficial platform for influencer marketing. Laskowski (2024) also mentions that there are many benefits of using Instagram. She explains that posting consistently visually appealing content to Instagram can help to develop a brand identity, especially for brands in the fashion and beauty industries, since the whole platform is focused on visuals, making it a great place to present a brand's products or services in an appealing way. Furthermore, Instagram's integration with Facebook's advertising platform offers advanced targeting options,

which can help to reach specific demographics, interests, and behaviors effectively. Laskowski also advises that since Instagram accommodates different forms of content, such as images, videos, stories, reels, and live streams, it helps keep the content interesting and up-to-date. Medley (2024) notes that Instagram regularly surpasses other platforms in engagement, with users more actively commenting, sharing, and shopping than on Facebook or Twitter, for example. Nowadays, the integration of shopping functionalities, advanced content tools, and algorithmic enhancements on Instagram makes it a good space for brands who want to share visual stories and reach real results. In his article, Medley (2024) mentions that the key function of Instagram's algorithm is consistency. He recommends posting 4–5 times a week while changing the content form. The content could include reels, carousels, and stories to make sure that the audience stays engaged. Especially with stories he suggests including features such as quizzes and polls. Also, using “Ask me anything” stickers can help to promote engagement, and it is a way to collect valuable insights from the audience. When engaging with the audience, replying to comments and DMs is also crucial (op. cit.).

### **3.1.3 Facebook**

Facebook is a platform with over 3 billion active monthly users, making it the most popular social media network when it comes to activity (Sprout Social, 2024b). Facebook is especially popular for those aged between 25–34. According to Sprout Social (2024b), 72% of Facebook users mainly use the platform to stay connected with friends and family, but a considerable number of users also visit the platform to follow brands, for customer service as well as to get entertained. This makes marketing a brand on Facebook essential since the user's interests can vary from casual interest to active involvement, which might include making a purchase. Sprout Social (2024b) advises starting Facebook marketing by creating a business page on Facebook as well as an ad account on the Meta Business Suite, and then you're ready to start content creation. On Facebook, content formats include pictures, videos, text, stories, and reels. The article mentions that 68% of consumers engage with brands on social media to learn about new products or services. Also, 51% of consumers believe that brands that actively respond to their customers on social media are the most memorable ones, which makes this an aspect to pay attention to. Sprout Social also mentions how important it is to answer queries from your audience and keep a lookout for your DMs since, according to their index data, 23% of consumers expect brands to respond to their query within one to two hours.

### 3.1.4 TikTok

TikTok started as a lip-syncing app called Musical.ly, but once it was bought by a Beijing-based company, ByteDance Technology Co., it became TikTok (Butow et al., 2020). According to Sprout Social (2024a), TikTok has emerged as the quickest-growing social media platform as of now, achieving 1 billion users in September 2021—setting a record just four years after its global launch. For Instagram and Facebook, it took eight years to reach that same amount of users. As Battsby (2023) mentions, 39% of TikTok users around the world are 18–24 years old, making TikTok a popular platform for young people, and users spend an average of 1.5 hours daily on TikTok. Battsby also states that 37% of users find something on TikTok, such as products or services, that leads to an immediate purchase.

Sprout Social (2024a) recommends working with influencers on TikTok. This could include collaborating on a video or sending products to influencers. Chances of going viral on TikTok increase by participating in popular TikTok trends. Also, based on recent data, the optimal length for videos is 21–34 seconds for businesses (op. cit.).

In her article, Copping (2023) discusses how TikTok is about authenticity, and people come to look for recommendations from content creators they trust. She also notes that the beauty community ranks among the most significant and successful on TikTok, and according to TikTok's own studies, 52% of users report discovering new beauty products on the platform. TikTok's algorithm and its dependence on user interactions allow anyone to have an impact. Anyone can make content that reviews, endorses, or even 'cancels' a product. Metrics such as likes, views, shares, and comments can raise influence and value. Also, public recommendations on TikTok can cause products to gain popularity. Hashtags such as #TikTok-MadeMeBuyIt are used to recommend items and can be a way to see upcoming trends (op. cit.). Social Sprout (2024a) comments that back in 2024, the hashtag #TikTokMadeMeBuyIt was already used in 7.2 million posts.

In the article by Fletcher (2024), it was mentioned that in 2024, the most viral trends for businesses included "Pack an order with me" and "Day in the life of a business owner" videos. These trends included receiving and packing customer orders and following the day-to-day activities of a business owner or a team member.

## 3.2 Digital Marketing Methods

In the following sections, the author will discuss different methods used in digital marketing. These methods are helpful when wanting to engage with your audience, increase your website's visibility, drive conversions, and build brand awareness, among other things (Dejnak, 2025).

### 3.2.1 Search Engine Marketing

According to the Digital Marketing Institute (2024), Search Engine Optimization (SEO) and Search Engine Marketing (SEM) are connected, as they utilize search engines such as Google to increase traffic and improve visibility. The difference between the two is that SEO improves a website to attract organic traffic. At the same time, SEM includes both organic and paid strategies, such as Pay-Per-Click and programmatic advertising, to increase web traffic. This means that SEM contains both organic and paid channels, whereas SEO targets only organic traffic, making it a segment of SEM.

According to Reske (2017, Chapter "SEO Strategy"), Search Engine Optimization (SEO) involves both the skill and knowledge of tailoring your website to meet the expectations of search engines for specific keywords, allowing you to rank as high as possible in organic search results. The organic search results are free, meaning they are a genuine result of the search engine's processes and are not affected by paid advertising. Zahay (2020, p. 47) explains that the process of paying for search consists of funding advertisements that appear at the top or on the sides of the results page in search engines. Each time someone clicks on an ad, such as those on Google, the advertiser must pay the website for displaying the ad. Zahay points out that paid search can get expensive since the typical cost per click (CPC) can range from one to two dollars. When it comes to organic search and its functioning, Zahay explains that web "crawlers," "robots," or "spiders" search the internet and catalog content on an index server to be accessed when a user submits a question. The outcomes are known as the SERP (Search Engine Results Page). Research indicates that users generally do not check past the first page of search results, making it crucial to achieve a high ranking (op. cit., p. 54).

So, what are some of the features that you should focus on when you want to ensure that you rank high in the search engine results? According to the Digital Marketing Institute

(2024), these features include focusing on keyword optimization, content creation, user experience, link building, and voice search optimization, among other things. For keyword optimization, multiple tools can be used to find the best keywords for your business, and once these keywords are identified, it is essential to use them on your website. Content creation needs to be high quality that will impress your audience. As for user experience on your website, it has to provide a good experience, which means that loading times have to be fast, and navigation needs to be clear with all the necessary information available. Having quality backlinks is essential since it can help build your site's credibility. What are backlinks, then? Dean (2024) mentions in his article that backlinks are links originating from other websites that direct traffic to your site. Regarding SEO, backlinks from other sources endorse your site's credibility. The more quality backlinks you possess, the more likely your website will achieve a higher placement in search engine results. Lastly, as the Digital Marketing Institute (2024) mentions, voice search optimization is important nowadays since it keeps getting more popular. Features like this can boost a website's visibility and location in SERPs, which can lead to more organic traffic as well as improved online presence.

### **3.2.2 E-mail**

Based on Reske (2017, Chapter "Email Marketing in the Zone"), email marketing offers the highest return on investment compared to any other marketing initiative, yielding a 21–23% return for every dollar invested. He states that successful email marketing involves growing the audience, writing compelling emails, ensuring email delivery, reaching high open rates, developing effective calls-to-action, and optimizing campaign metrics. Zahay (2020, pp. 63–64) notes that email marketing can be seamlessly combined with other digital marketing channels. For example, one possibility is adding icons to our emails that direct customers to social media or our website. Incorporating social media connection details and sharing options in emails can enhance communication's reach. Also, one way is to ask for customers' email address when they're visiting your website in exchange for a discount code.

Reske (2017, Chapter "The Offer") emphasizes that email campaigns should revolve around a compelling offer. The purpose of this is to offer a benefit to your audience to which they would want to respond. The offer should be tempting enough to make the recipient want to open the email, read its content, click through, and complete the next steps. If the offer is powerful and suitable enough, then the email campaign should have a high response rate.

Reske (2017, Chapter "The Offer") also points out that people typically react more positively to emails that are modified specifically for them. For example, people who get an email with "Dear David" are far more inclined to pay attention than those whose email starts with "Dear Sir." When designing the email, it must look clean but compelling, says Reske. The email needs to be brief and simple, as people tend to look through emails quickly to determine if there's something interesting for them. When creating the email, focus specifically on the call to action, and if you want the reader to take a specific step, such as visiting your website, make sure that the action is highlighted with a special color or design feature to help them quickly identify what to do (op. cit.).

Zahay (2020, p. 75) writes that common calls to action often involve requesting a purchase, downloading information, or asking a customer for feedback or a review. Effective calls to action must be clear and include a time limitation, since if there is no urgency then customers might lack the motivation to respond. She mentions that impactful action words include buy, order, call, visit, and read. Zahay notes that the effectiveness of email responses is evaluated through the click-through rate (CTR), which is calculated by dividing the total number of emails opened by the total number of emails delivered. Emails that fail to reach the recipient are referred to as having "bounced," with a "hard" bounce indicating an email that cannot be delivered and a "soft" bounce meaning a temporarily undeliverable email (op. cit., p. 72). Charlesworth (2020, p. 72) reminds that when it comes to e-mail newsletters, the key concern is that the content needs to resonate with subscribers. Just as the content for the organization's website should be carefully crafted, so should the material sent to those who have opted to receive it.

### **3.2.3 Influencer Marketing**

Based on Butow et al. (2020, Chapter "What Influencer Marketing Really Means"), influencer marketing can be defined as a strategy where a brand employs an individual with their own audience to impact that audience. The influencer can suggest the audience to purchase a certain product, or they can talk about the brand/ business to their followers. Butow et al. points out that it's crucial to acknowledge that anyone with an audience can be considered an influencer. Being influential isn't restricted to celebrities with large numbers of social media followers. A highly regarded individual in your community can also serve as an influencer, and one could argue they could be even more impactful, for the right brand. Influencers can

be arranged into several categories mainly based on the size of their following, which are outlined as follows. Mega-Influencers: More than 1 million followers, typically celebrities from outside social media, such as professional athletes and movie stars. Influencers in this category have the ability to create significant brand recognition and interest across a wide range of demographics, but this kind of visibility will be expensive. Macro-Influencers: Between 100,000 and 1 million followers, generally consisting of bloggers, vloggers, and internet personalities. At this level, there's often a higher level of specialization or focused interest, such as in travel or food, making it somewhat easier to identify influencers that match a specific brand. Micro-Influencers: Between 1,000 and 100,000 followers. Brands that do not target a particular geographic location can discover very effective and budget-friendly influencers at this level. Lastly, Nano-Influencers: Fewer than 1,000 followers. Influencers in this category are usually locals who are known in their community (op. cit.). Butow et al. remind that successful influencer marketing occurs when a genuine relationship is formed with the influencer: when they authentically appreciate and value your brand and are enthusiastic about collaborating with you, while you're equally excited about collaborating with and supporting them. Influencer marketing can be divided into unpaid and paid collaboration. Unpaid collaboration includes giving away free products or services to influencers. This is a great initial action to collaborating with influencers, as it offers advantages for both parties and usually involves minimal to no expense for the brand. Paid collaborations might be Instagram posts or stories that revolve around a specific theme, such as educating the audience about a product or introducing a completely new product. These collaborations are compensated to the influencer, with mega-influencers probably demanding a contract with large financial compensation, but influencers from other categories can be more budget-friendly (op. cit.).

As reported by Sprout Social (2024c), influencer marketing serves as an incredibly effective marketing tool. Their findings indicate that nearly half of all consumers (49%) make a purchase at least once a month due to influencer posts, while almost all consumers (86%) have made a purchase influenced by an influencer at least once a year. Sprout Social highlights that the advantages of utilizing influencer marketing include enhanced brand visibility, targeted audience reach, and improved conversion rates.

Charlesworth (2020, p. 8) notes that using digital influencers can be effective, but this strategy is limited to specific markets. This may be because women make up 87 percent of all influencers, and industries like fashion and cosmetics demonstrate where influencer marketing

is successful, but its effectiveness in other sectors remains doubtful. Additionally, similar to all forms of social media marketing, measuring ROI can be challenging, as engagement does not always lead to purchases (op. cit.).

### **3.2.4 Content Marketing**

As stated by Mailchimp (n.d.-a), content marketing is a strategy focused on attracting, engaging, and keeping an audience by creating and distributing relevant articles, videos, podcasts, and various other forms of media. This strategy helps to build expertise, enhance brand recognition, and ensure that your business remains a priority when customers are ready to purchase what you offer. Regularly using content marketing helps to build and maintain connections with both potential and current customers. Butow et al. (2020, Chapter "The Roles of Social Media and Content Marketing") highlight that content marketing should focus on enhancing your brand while utilizing your platform to expand and inform your audience. Mailchimp (n.d.-a) lists several advantages of effective content marketing for businesses. These advantages include increased leads and online visibility, heightened loyalty, and improved authority. A big part of these advantages requires the company to provide educational and informative content for the customers to earn their trust. With trust, it is possible to build lasting relationships with the customers while earning their loyalty, which will increase the chances of repeat purchases. Zahay (2020, p. 81) also notes that content marketing is more important today due to its importance in both paid and organic search. In paid search, algorithms seek relevant content on a page to display an ad, while in organic search, they prioritize deep and meaningful content to rate a page in the search results.

## 4 THEORETICAL FRAMEWORK

In the upcoming chapter, the author will discuss essential frameworks in marketing, specifically focusing on digital marketing, to provide readers with a comprehensive overview of the topic. This chapter covers several frameworks: the 4Ps of marketing, the RACE Planning framework, the SOSTAC® framework, and the SWOT analysis. Additionally, the author discusses the differences between paid, owned, and earned media. In his article, Chaffey (2022a) presents the most popular marketing models, noticing an increase in the number of frameworks available over the years, which can make it challenging to choose the right one to use. He shares his top marketing models, including both the RACE Framework and the SOSTAC® framework. Chaffey mentions how the RACE Framework is an effective way to organize a marketing strategy and that it provides guidance through every stage. The stages include plan, reach, act, convert, and engage. Regarding the SOSTAC® framework, he considers it a valuable tool for planning and implementing strategies (op. cit.). In another article, Meier (n.d.) shares his opinion on the best marketing frameworks to use, mentioning the 4Ps and SWOT analysis, among others. He describes the 4Ps framework as a fundamental tool that helps marketers understand what their customers want and need, as well as how to differentiate from the competition. Regarding the SWOT analysis, he states that it helps companies identify internal strengths and weaknesses, along with external opportunities and threats. Meier points out that one advantage of the SWOT analysis is its versatility, as it can be used for various purposes, including competitor analysis, market research, or strategic planning (op. cit.). After exploring various frameworks, the author concluded that the four previously mentioned models are the most suitable choice for the commissioning company. These frameworks are popular and versatile, allowing them to be adapted to the company's needs.

### 4.1 Marketing Mix

In her article, Twin (2024) mentions the background of the marketing mix. In the 1950s, Professor Neil Borden from Harvard introduced the marketing mix concept. Over time, other prominent figures in the industry further developed and clarified Borden's ideas. Eventually, E. Jerome McCarthy, who was a marketing professor at Michigan State University, cleared the concepts from Borden's article and called them the "four Ps" of marketing. The four Ps consist of product, price, place, and promotion. According to Sramkowski (2021), in 1981,

Booms and Bitner introduced three new elements to the original 4Ps of marketing, leading to the development of the extended marketing mix, which includes not only physical products but also services. The 7Ps model combines the original 4Ps with three additional parts: People, Process, and Physical Evidence. The distinction between the 4Ps and the 7Ps lies in the objectives that businesses aim to achieve. The extended marketing mix offers businesses a deeper understanding of how to meet customer needs and expectations. While some may consider the 4Ps model outdated, it remains an important tool—particularly beneficial for small businesses that sell standard products. However, if a business focuses on offering specialized services or unique products, the 7Ps model is a better fit. In such situations, customer experience and after-sales support play necessary roles in influencing customer satisfaction (Sramkowski, 2021). The author chose to use the 4Ps model to provide detailed information about the company and its current status. Although the 7Ps model could have also been appropriate, given that the company offers B2B services such as private labeling and contract manufacturing, the focus of this thesis is on the company's own products in the marketing content and strategies to enhance brand awareness. Therefore, the author determined that the 4Ps model would be more fitting. The 4Ps model with the information regarding the commissioning company was introduced in Chapter 2.

## **4.2 RACE Planning Framework**

Chaffey and Ellis-Chadwick (2016, Chapter “Preface”) state that RACE outlines the various strategies necessary to connect with, engage, convert, and retain online audiences throughout the customer journey, from raising awareness to completing sales (both online and offline), all while fostering customer loyalty growth. The RACE framework stands for reach, act, convert, and engage. There is an initial phase of RACE, which is essential for this framework, and it is PLAN, which involves developing the overall digital marketing strategy and selecting key performance indicators (KPIs) for setting objectives and reviewing performance. This planning phase ensures that your digital communications are aligned with your business and marketing strategies. Although the planning phase is often left out from the RACE mnemonic for simplicity, it is essential for success (Chaffey, 2024b).

Now, the author will briefly explain the content of the aforementioned four phases of RACE. In Figure 2 below, the template for the RACE framework by Chaffey can be found. The first phase is REACH. According to Chaffey (2024b), reach refers to the process of boosting

website traffic and enhancing recognition of a brand, its offerings, and services across various online platforms and traditional media. It aims to channel visitors to different online locations, such as your website or social media accounts. It encompasses extending reach over time to foster numerous engagements through various paid, owned, and earned media channels. Under the heading 4.3, the author will explain the differences between paid, owned, and earned media.

The next phase is ACT, which stands for Interact (Chaffey, 2024b). It focuses on persuading site visitors or prospects to take the next step in their journey when they first arrive at your website or social media channels. This often involves generating leads for many businesses, particularly those in the Business-to-business (B2B) sector. The ACT phase includes various activities, such as learning about a company and its products, searching for specific items, and encouraging engagement by sharing social media content or leaving customer reviews and feedback. The following phase is CONVERT. This step focuses on transforming potential customers into actual buyers through either online platforms or traditional methods. Part of this step is to encourage your audience to take the next step and become paying customers, whether this is online or offline. Lastly, there is ENGAGE, which emphasizes building long-term relationships with first-time buyers to encourage repeat purchases and loyalty. Communications through the company's website, social media, email, and direct interactions can be utilized to enhance customer lifetime value. When it comes to success it can be measured by frequent sales, social media sharing, and tracking active customers and their satisfaction through various channels and systems (op. cit.).

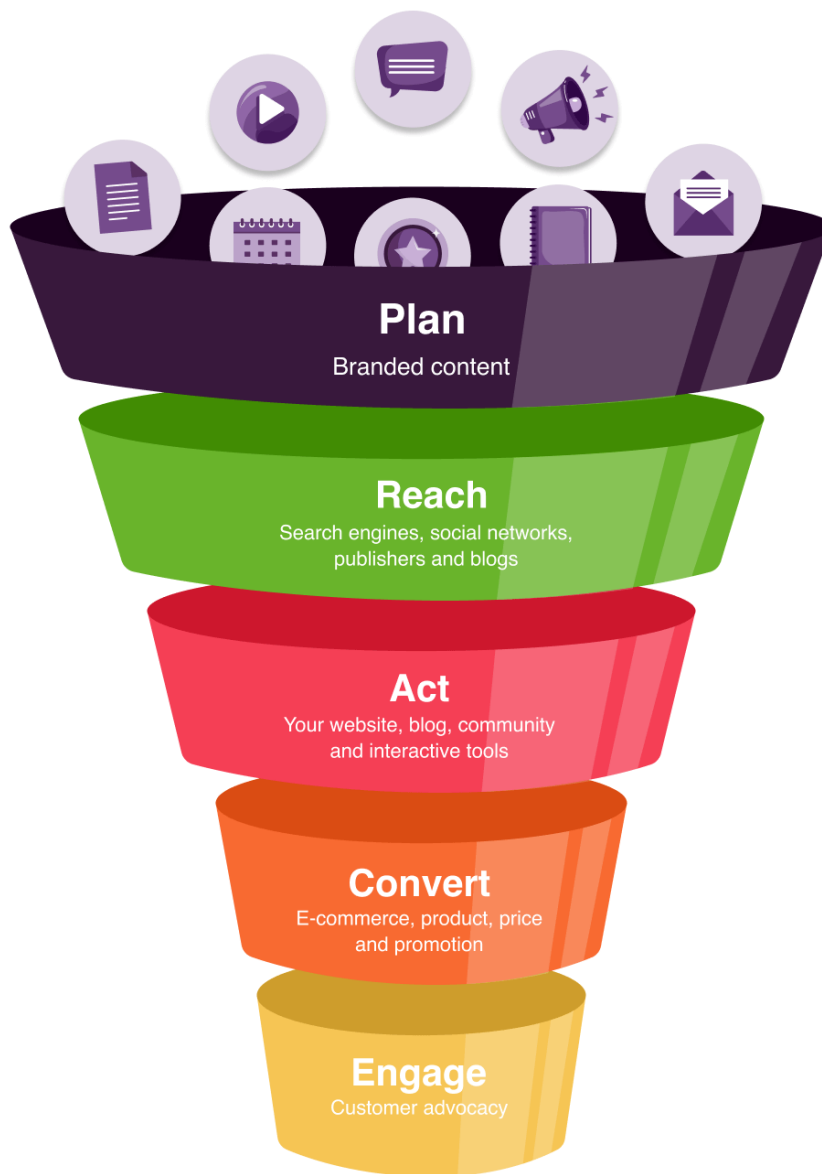


Figure 2. RACE framework template (Chaffey, n.d.).

### 4.3 Paid, owned, and earned media

According to Chaffey and Ellis-Chadwick (2016, p. 11), developing an effective digital strategy today requires understanding a more complex and competitive buying environment than ever before. Customer journeys now involve various forms of online engagement. Marketers typically focus on three main types of media channels to design a strategy that effectively reaches and influences potential customers online. The author will now summarize the main point behind them all.

Firstly, paid media refers to purchased advertising that involves an investment to attract visitors, achieve reach, or drive conversions through various channels such as search engines, display ad networks, or affiliate marketing. Additionally, traditional offline media, including print ads, television commercials, and direct mail, play a significant role and make up the majority of paid media spending. Next is owned media, referring to the channels a brand controls, such as its website, blogs, email lists, mobile apps, and social media accounts, including Facebook, LinkedIn, or Twitter (now X). Offline, it covers brochures and retail stores, among others. Viewing a company's presence as a form of media creates promotional opportunities similar to traditional media. This highlights the significance of organizations acting as multichannel publishers (op. cit.). Lastly, Chaffey and Ellis-Chadwick (2016, p. 12) mention that earned media traditionally refers to publicity acquired through PR (public relations) aimed at influencers to increase brand awareness. Today, it also includes word-of-mouth promotion via viral and social media marketing, along with discussions on social networks and blogs. Earned media entails sharing engaging content created with partners such as publishers, bloggers, and customers. It reflects the conversations occurring between consumers and businesses, both online and offline (op. cit.). Below in Figure 3, the viewer can see the different medias and what they consist of.

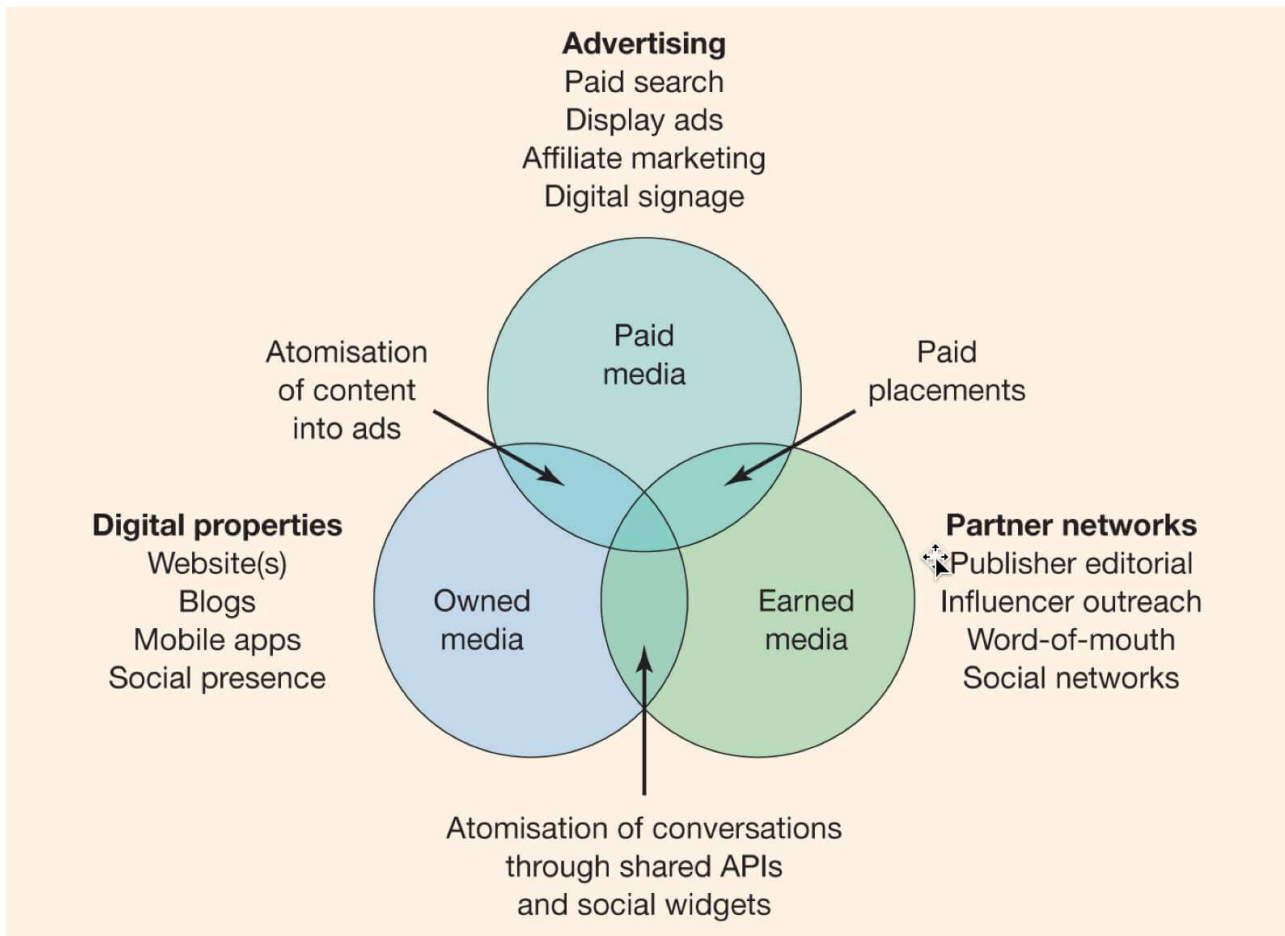


Figure 3. Paid, owned, and earned media (Chaffey, 2024a).

#### 4.4 SOSTAC® Planning Model

PR Smith developed the SOSTAC® framework in the 1990s (Chaffey, 2022b). Chaffey advocates using SOSTAC® because it offers a straightforward structure that is easy to remember and explain to others. This framework covers all the essential stages for creating and implementing any business or marketing plan. SOSTAC® stands for Situation, Objectives, Strategy, Tactics, Action, and Control (op. cit.). The author will now summarize the content of each of the stages in the SOSTAC® framework, and the readers can see the SOSTAC® planning system in Figure 4.

Firstly, the situation analysis addresses the question, “Where do we currently stand?” At this stage, planning activities include conducting a digital-focused SWOT analysis and examining different parts of the micro-environment, including customers, competitors, and intermediaries. Furthermore, the situation analysis involves reviewing the macro-environment (Chaffey and Ellis-Chadwick, 2016). Objectives represent the outcomes we seek to achieve. This

includes a vision for our digital channels, along with specific numerical targets, such as anticipated sales volumes and cost savings targets. Strategy refers to how we will achieve our goals. It outlines the approach for reaching objectives at various decision points, including segmentation, targeting, and proposition development. Tactics define both digital and traditional communication tools and answer the question, "How exactly do we get there?" This may include, for example, specific details about the marketing mix, customer relationship management (CRM), and digital communications. Actions include action plans, change management, and project management skills. Parts of the actions phase also involve details such as who is responsible for specific tasks, when these tasks should be completed, and how they will be executed. Furthermore, it is essential to identify the processes needed to implement these actions and to determine if the company possesses the required skill sets. Lastly, the Control section answers the question: "How do we know we are getting there?" This part of the plan defines what to measure (metrics), when to measure them, how much it will cost, and what actions to take if you notice any abnormality. These measures could include surveys, usability testing, mystery shopper reviews, or site visitor profiling (Chaffey & Ellis-Chadwick, 2016, pp. 188-189; Pr Smith, (n.d.).

### PR Smith's SOSTAC® Planning System



SOSTAC® is a registered trade mark of PR Smith [www.prsmith.org/sostac](http://www.prsmith.org/sostac)

Figure 4. SOSTAC® framework (PR Smith, n.d.).

## 4.5 SWOT Analysis

According to Kenton (2024), SWOT analysis—standing for strengths, weaknesses, opportunities, and threats—is a framework utilized to assess a company's competitive position and formulate strategic plans. This analysis evaluates both internal and external factors, along with current and future potential. The purpose of a SWOT analysis is to provide a realistic, fact-based, and data-driven perspective on an organization's strengths and weaknesses, its initiatives, and its industry. Kenton outlines the four categories as follows: Strengths refer to the areas in which an organization excels and what distinguishes it from its competitors. Weaknesses are factors that hold back an organization from performing at its best; these areas require improvement to remain competitive. Opportunities signify favorable external conditions that provide an organization with a competitive edge. Threats are factors that could potentially harm an organization (op. cit.).

In Figure 5 below, the author presents the SWOT analysis for Lifehair Oy. This analysis provides the viewer with a better understanding of the elements affecting the company. The strengths of Lifehair Oy include that all the products are manufactured in Finland, the products are vegan, and they are sold at affordable prices. Their products are known and trusted, especially their Lacto Line products, which could be described as the brand's flagship product line. A significant advantage is that consumers can find these products in most grocery stores nationwide, so they don't have to struggle to locate them. However, Lifehair Oy also has its own online store for those who prefer to order directly from there.

The first weakness of Lifehair Oy is the appearance of the older product packaging. It can be described as very minimalistic and plain compared to many other brands. There is a chance that consumers might overlook these products when viewing a shelf full of similar options. The second weakness is the inconsistent presence on TikTok. According to Brisset (n.d.-a), TikTok has become the quickest-expanding social media platform ever, and when a video goes viral, it can significantly raise your brand's visibility. This indicates that consistently creating and publishing content on TikTok is vital for a brand, especially when the objective is to enhance brand awareness. Brisset (n.d.-b) also mentions that brands typically benefit from posting 1 to 3 times daily but prioritizing high-quality and engaging content over quantity is essential for an effective posting strategy. Lastly, Lifehair Oy currently has a limited product

range, which can be a weakness as competing brands may offer products that Lifehair Oy does not provide.

For opportunities, Lifehair Oy could update the appearance of its products to attract new customers. According to Taylor (2023), in the past few years, there has been a significant increase in interest in skincare, largely because influencers and social media have become more engaged in the skincare industry. This is beneficial for a company like Lifehair Oy, which offers effective skincare products at a great price point and wants to improve its brand awareness. In 2023, 67% of consumers reported that they rely on influencers to find new products (op. cit.). Collaborating with influencers on TikTok could be advantageous for Lifehair Oy, as many consumers value the opinions of influencers and the content they share on social media.

The biggest threat is the ongoing competition in the beauty industry. Several domestic and foreign brands compete in the Finnish market, so differentiating from competitors can be challenging. There is also the threat that if Lifehair Oy decides to update the design of its packaging, it could confuse its existing customers or make it difficult for them to locate the products on the shelf. Lastly, the beauty industry faces the threat of consumers shifting their tastes, with new trends constantly emerging, making the industry highly unpredictable.



Figure 5. SWOT Analysis of Lifehair Oy.

#### 4.6 Evaluating Marketing Frameworks

In summary, the author briefly discusses the advantages and challenges of the frameworks mentioned earlier in this chapter. Firstly, the RACE planning framework is designed to be a straightforward structure for companies to create a digital marketing or omnichannel communications plan that addresses the challenges of reaching and engaging online audiences to encourage conversions to online or offline sales (Chaffey, 2023). On his website, Chaffey lists the advantages of the RACE model as follows: practical and action-oriented, customer-focused, inclusive of all modern marketing activities, and is multi-channel. Swan (2022) also mentions that the RACE model is beneficial for companies looking to enhance their results and accelerate their ROI. However, a challenge of the RACE model is that implementing and monitoring all the stages required for this framework can be time- and resource-consuming. Next, regarding the SOSTAC® model, George (2024) describes it as a framework that provides a thorough approach to simplify the complexities of strategic planning. In his article,

George highlights these key advantages of the SOSTAC® model: clarity, direction, adaptability, measurability, and simplicity. The challenges of this framework are similar to those of the RACE model, meaning that it can be time- and resource-consuming. The marketing mix model, commonly referred to as the 4Ps of marketing, provides a thorough and organized framework that lets companies allocate resources effectively, improve customer satisfaction, boost sales, and maintain a competitive edge (Mills, 2023). A challenge in the marketing mix is the evolution of digital marketing, suggesting that the classical 4Ps may not align with present-day marketing strategies (Ciotti, 2022). Lastly, performing a SWOT analysis allows organizations to understand their competitive strengths, complications, possible market opportunities, and external difficulties. This thorough insight enables them to make well-informed choices, create effective strategies, and leverage their strengths while addressing weaknesses and threats (Mills, 2023). As noted by Tsipursky (2023), one issue with SWOT analysis is that individuals often experience cognitive bias, leading them to neglect important weaknesses or threats and to be excessively confident, which can create a distorted view of the organization's circumstances.

## 5 BENCHMARKING

Belliveau (2024) says that competitive benchmarking helps you evaluate your position compared to your competitors and the overall market or industry. You can assess your competitors' performance in different areas by analyzing various metrics, such as social media followers, engagement rates, website traffic, as well as impressions per post. It's essential to conduct competitive benchmarking to identify any weaknesses in your strategies relative to your competitors and to recognize your strengths. To stay relevant on social media, it's crucial to have a comprehensive understanding of your competitors' activities (op. cit.).

For the following benchmarking, the author will compare two brands with similar numbers of social media followers and five brands that can be described as leading competitors with a more extensive social media follower base. The mentioned brands are Finnish because the commissioning company is also a Finnish manufacturer, and its primary target market is Finland. In the benchmarking, the author will mention all the social media platforms that the competing brands are using. Still, the main focus will revolve around Instagram since most emphasis was placed on the Instagram channel in the author's social media research project that was conducted for the commissioning company. More information about the social media research will be mentioned in Chapter 6.

### 5.1 Analyzing Competitors: Brand Insights and Social Media Metrics

For this benchmarking, the author decided to create two tables: one for competitors of similar size and one for leading competitors. With these tables, the author hopes that the reader can gain an overall understanding of the brands even without any prior knowledge.

Both tables consist of six columns. First, there is an introduction, where the author briefly mentions when the given brand was established, provides information regarding where the brand's products are manufactured, and highlights key facts that the brand emphasizes on its website, such as being cruelty-free or using recycled materials in its packaging. The next column highlights the products manufactured by the brand. In this case, all the brands are in the beauty industry, focusing on haircare, skincare, and makeup products. The following four columns are theme, social media platforms, the number of followers, and engagement rate. All these columns focus on the brand's social media. The theme examines how the brand's Instagram feed appears to a viewer, emphasizing the color scheme, the types of elements

visible in the photos and videos, whether the content complements each other or if everything seems mixed together, etc. In the following columns, the author discusses all the social media platforms the brand uses and the number of followers on each platform. The last column is the engagement rate. The engagement rate is a key metric in measuring the effectiveness of your content. It measures the level of interaction your followers have with your content, such as liking or commenting on a post. Unlike follower counts, which focus on quantity, the engagement rate assesses how active your followers are and how much they value your content (Dashthis, n.d.). The engagement rate is calculated with the following formula (1):

$$\text{Engagement rate} = (\text{total engagement} / \text{total number of followers}) * 100. \quad (1)$$

To determine the total engagement on platforms like Instagram and Facebook, you need to calculate the number of likes, shares, and comments (op. cit.). According to Dashthis (n.d.), engagement rates between 1% and 3.5% are considered average. Rates exceeding 3.5% indicate higher engagement, while an engagement rate of less than 1% is generally regarded as poor.

Now that the tables' content has been introduced, the author will analyze more information gathered from them and the content provided by each brand on Instagram in the following chapters.

## **5.2 Similar Size Competitors**

Based on the social media follower base, this author chose two similarly sized competitors: Herbina and XZ. Both of these brands are owned by a Finnish company called Berner Oy. The company is known for manufacturing and developing many Finnish brands and for importing numerous brands to Finland. The author will present a table that includes information on these two brands so the reader can better understand them and their social media habits (Table 1).

Table 1. Similar Size Competitors (Information retrieved on October 21st, 2024).

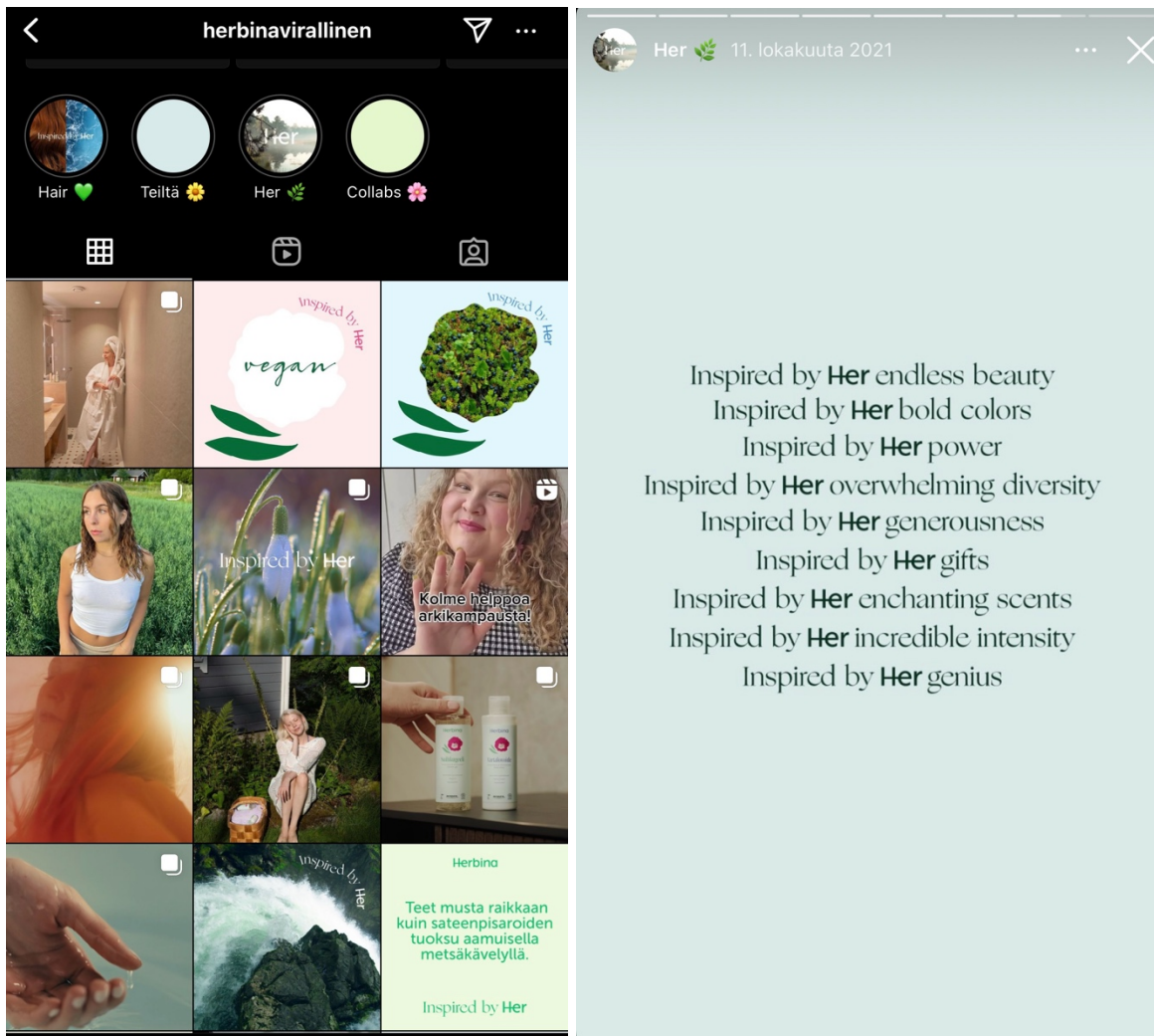
	Herbina	XZ
Introduction	Founded in Finland in the 1980s. Products are manufactured in Finland, Nordic countries, and the Baltics. Herbina products are 100% vegan, and they're not being tested on animals (Herbina website, n.d.).	Founded in Finland in the 1950s. Products are manufactured in Finland and Sweden. Most of their products are vegan, but not all of them. Their products are not being tested on animals, and they are also free of microplastic (XZ website, n.d.).
Products	Offers many products, including hair care, hair styling, and skincare products.	Offers multiple different kinds of hair care and hair styling products.
Theme	It is very natural and uses many shades of green and blue, as well as many water elements and flowers.	There is not a clear theme. There are lots of different styles of photos and colors. Many fruits and flowers can be seen.
Social Media Platforms	Instagram, Facebook, TikTok	Instagram, Facebook
Amount of Followers	Instagram: 2,498 Facebook: 9,161 TikTok: 112	Instagram: 3,409 Facebook: 9,823 TikTok: -
Engagement Rate	1.89% (Phlanx Instagram Engagement Calculator)	0.80% (Phlanx Instagram Engagement Calculator)

### 5.2.1 Herbina

As shown in Table 1, Herbina is an established brand that has been around for many decades. The picture of Herbina's Instagram feed (Picture 4) illustrates a distinct theme they are trying to convey. This theme revolves around nature and a natural aesthetic, as their models do not wear heavy makeup or have styled hair. The overall visual appearance of the feed is calming, featuring a soothing color palette and natural elements.

Herbina uses the slogan "Inspired by Her" in many of its photos and hashtags, suggesting that its inspiration comes from nature itself. The brand frequently emphasizes that its products are vegan and made with recycled plastic. Its tone of voice can be described as soft and

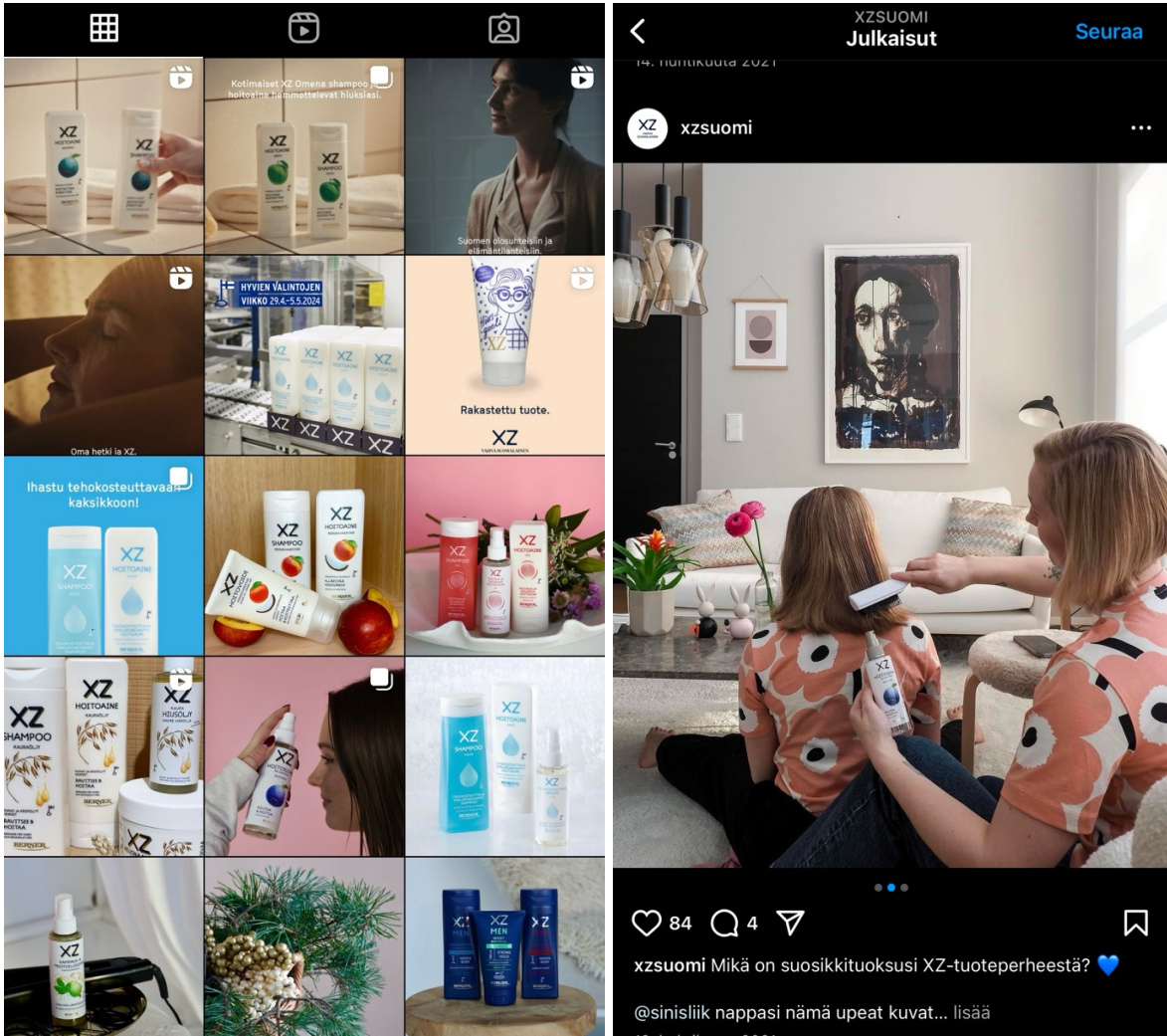
down-to-earth. Overall, when viewing their Instagram feed, it's clear that the layout is organized and the content is cohesive.



Picture 4. Herbina's Instagram Feed.

### 5.2.2 XZ

When examining the Instagram feed of XZ (Picture 5), it is challenging for viewers to identify a clear theme. The feed shows a variety of colors without any specific elements that consistently appear in their photos and videos, except for occasional fruits and flowers. This lack of consistency gives their visual presentation a disorganized feel. The brand emphasizes its domestic roots, and it's evident from their content that they are targeting Finnish customers. Their tone of voice tends to be more formal, although they use emojis moderately in their captions. Overall, the Instagram feed lacks organization, and the content does not blend cohesively.



Picture 5. XZ's Instagram Feed.

### 5.3 Leading Competitors

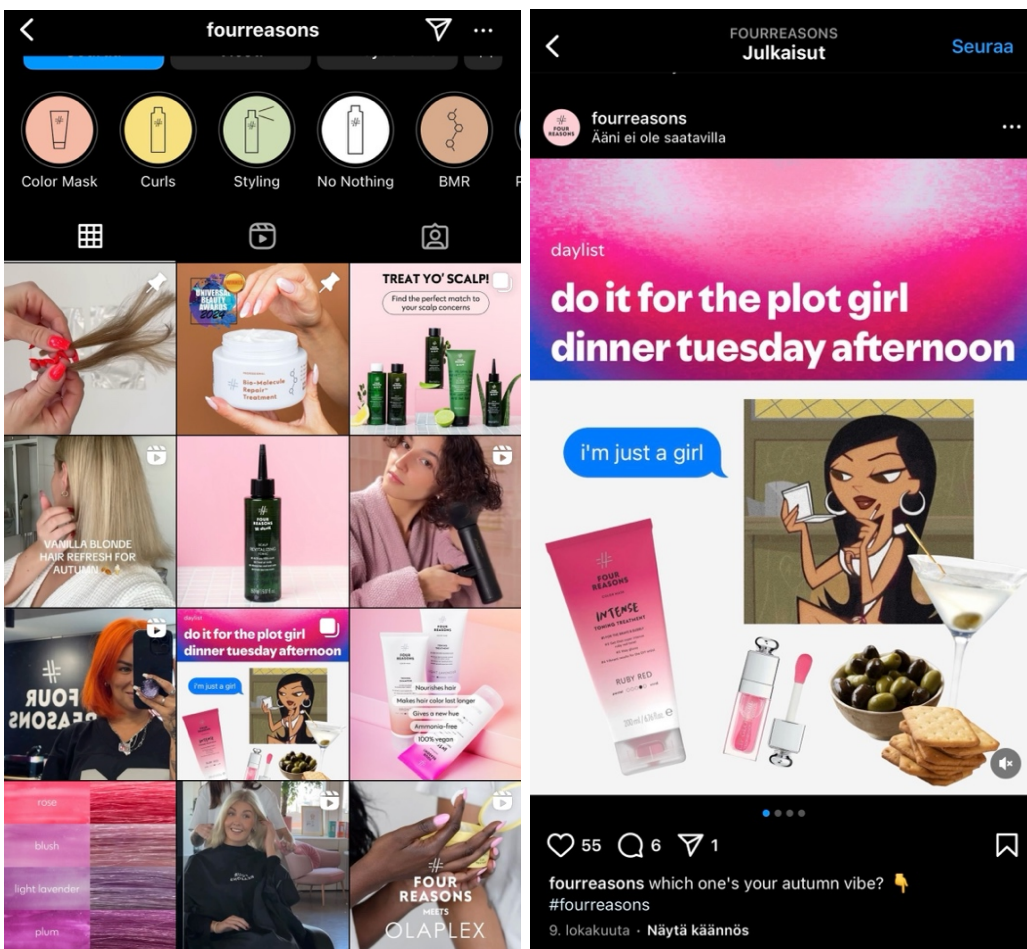
The author chose the following five leading competitors based on their social media follower base: Four Reasons, Frantsila, Lumene, Saaren Taika, and Sim. All of the mentioned brands manufacture hair care products, and some also offer skincare and makeup. In the following table, the author will introduce the brands and how they present themselves on social media (Table 2).

Table 2. Leading Competitors (Information retrieved on October 21st, 2024).

	Four Reasons	Frantsila	Lumene	Saaren Taika	Sim
Introduction	Founded in Finland in 1997. Products are manufactured in Finland and around Europe. Products are 100% vegan, and 100% of their packaging is recyclable (Four Reasons website, n.d.).	Founded in Finland in the 1980s. They use organic farming to grow wild plants and herbs. All ingredients are plant-based and renewable. All of their packaging is fully recyclable (Frantsila website, n.d.).	Founded in Finland in 1970. Most of their products are vegan and manufactured in Finland and the EU. They aim to have 100% recyclable packaging by 2025 (Lumene website, n.d.).	Founded in Finland in 2017. Products are being manufactured in Finland and elsewhere. Their formulations are eco-friendly, and the packaging is recyclable (Saaren Taika website, n.d.).	A Finnish company that wants to emphasize sustainable manufacturing. They want to emphasize quality, purity, and design (Sim website, n.d.).
Products	Offers multiple different kinds of hair care and hair styling products.	Offers many different kinds of products, including facial care, hair care, herbal infusions, salves, etc.	Offers many products, including makeup, skincare, and hair care products.	Offers multiple types of skincare, hair care, and household products. The most popular ones are tea tree soap and Chamomile Shea Butter.	Offers multiple types of hair care and hairstyling products.
Theme	Very colorful. Showing different hairstyles and hair colors, as well as their products.	It's natural, with lots of plants and herbs. People in photos are wearing earthy tones and no makeup.	They showcase their products a lot, not a specific color theme. Models' looks differ depending on whether they're advertising skincare or makeup product	There are many neutral colors, primarily blue and green shades. Many pictures have water elements, and the models are not wearing makeup.	They mostly share photos that hairdressers have tagged them in, so there are many hairstyles and colors. They also showcase their products. There are no natural elements in the images.
Social Media Platforms	Instagram, Facebook, TikTok	Instagram, Facebook	Instagram, Facebook, TikTok	Instagram, Facebook, TikTok	Instagram, Facebook
Amount of Followers	Instagram: 24.3 t. Facebook: 28,636 TikTok: 3,048	Instagram: 16.7 t. Facebook: 26,018 TikTok: -	Instagram: 96.1 t. Facebook: 96,603 TikTok: 29.4 t.	Instagram: 23.3 t. Facebook: 52,056 TikTok: 16.7 t.	Instagram: 14.3 t. Facebook: 8,647 TikTok: -
Engagement Rate	0.90% (Phlanx Instagram Engagement Calculator)	1.06% (Phlanx Instagram Engagement Calculator)	0.38% (Phlanx Instagram Engagement Calculator)	0.11% (Phlanx Instagram Engagement Calculator)	0.63% (Phlanx Instagram Engagement Calculator)

### 5.3.1 Four Reasons

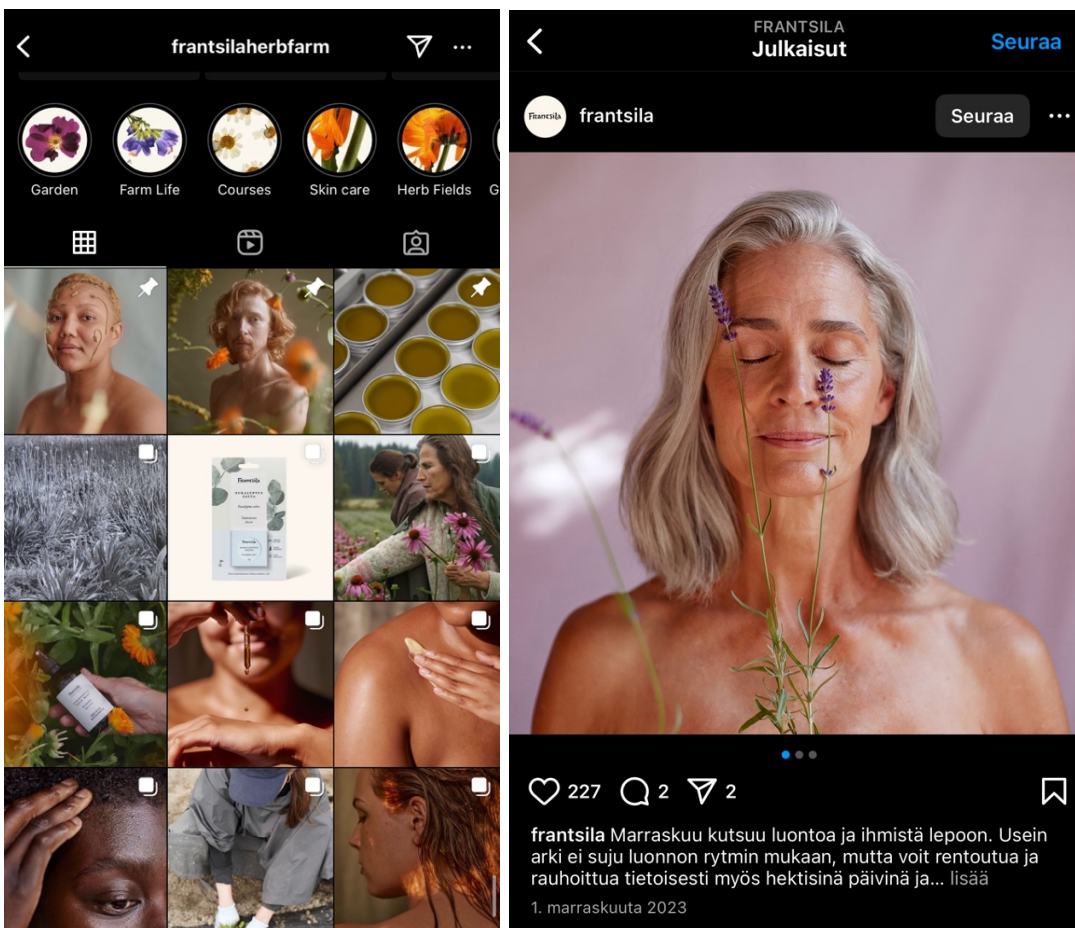
First, when looking at the Four Reasons feed (Picture 6), it is clear that they showcase a mix of product images along with pictures and videos of people using these products or demonstrating the results of their hair dyes. They also keep an eye on current social media trends, which is evident in their images that incorporate various trending elements and phrases. This type of content may not resonate with an audience unfamiliar with these trends. However, an audience that is aware of current social media trends will likely find it relatable and possibly amusing. The visuals are vibrant and fun, particularly appealing to those who enjoy bright colors. In many of their videos, they demonstrate how to use their products, such as styling hair. Their tone of voice is approachable and playful. In summary, while the content on their feed may not always be cohesive, it is visually satisfying, and it will likely resonate with those who understand contemporary social media trends.



Picture 6. Four Reasons' Instagram Feed.

### 5.3.2 Frantsila

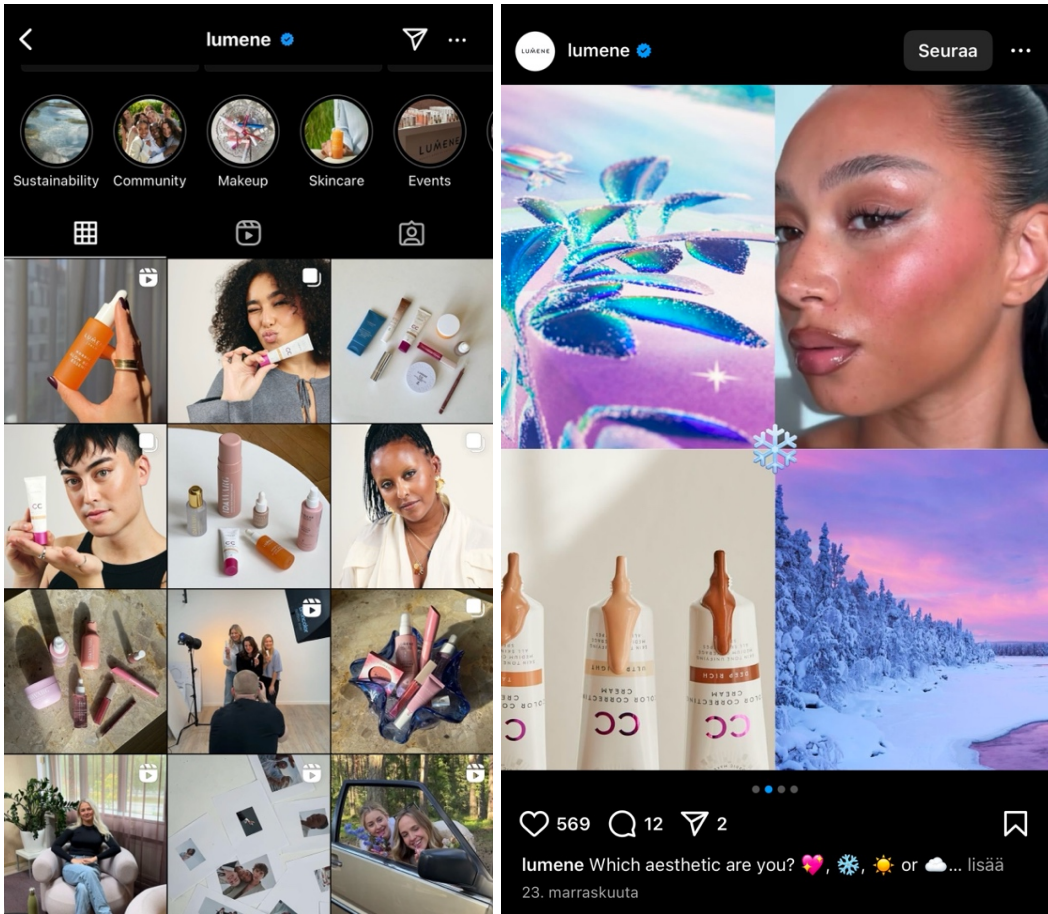
On Frantsila's Instagram feed (Picture 7), it is evident that the theme is very natural, featuring numerous elements from nature. The individuals in the photos also embody this natural theme since they are not wearing any makeup. The overall tone of the photos is quite neutral. Visually, the feed is pleasant to look at. As a natural cosmetics brand, Frantsila effectively emphasizes this aspect in their content. The brand's tone of voice can be described as formal and passionate. To sum up, Frantsila successfully conveys what their brand represents through their social media content, and the images on their feed harmoniously blend together.



Picture 7. Frantsila's Instagram Feed.

### 5.3.3 Lumene

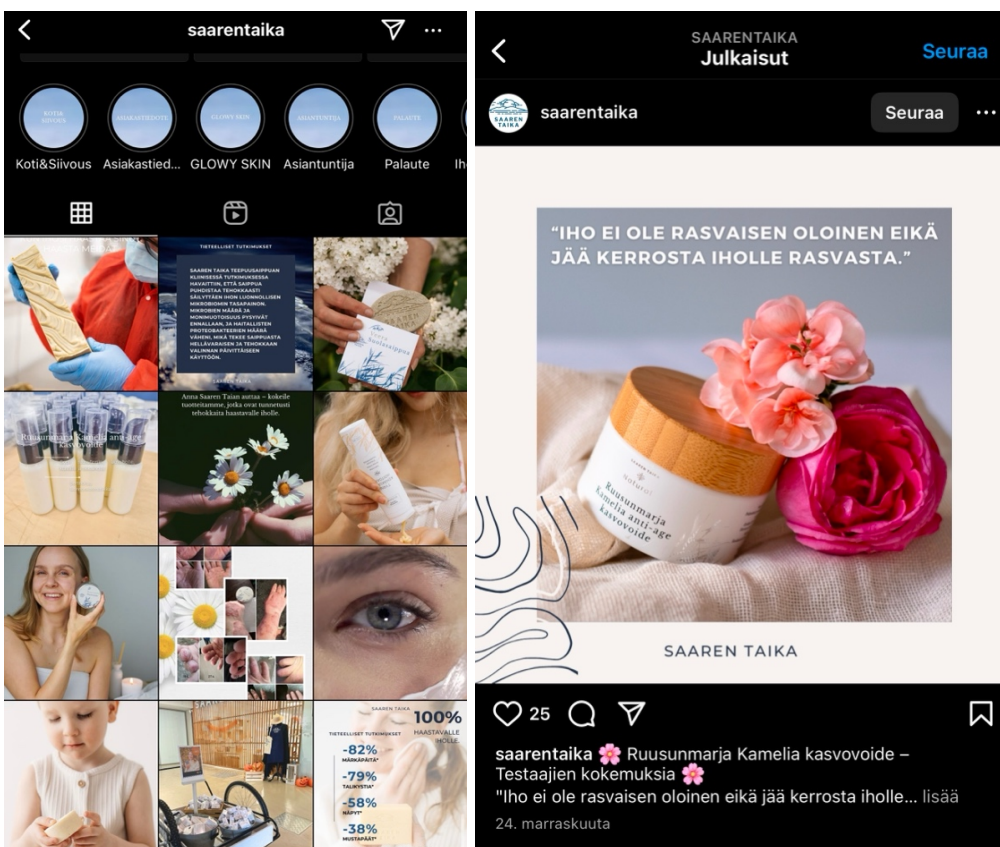
When analyzing Lumene's feed (Picture 8), viewers may notice a lack of specific colors or themes. Although they frequently showcase their skincare and makeup products, their new haircare line is featured less prominently. They often post videos of people using their products or illustrating the manufacturing process behind certain items. Visually, their feed can appear somewhat unorganized; however, the content maintains a neutral color palette, making it easy on the eyes. When comparing Lumene to other leading competitors, one distinguishing factor is their almost one hundred thousand followers on both Instagram and Facebook. Moreover, among these companies, Lumene is the most recognized worldwide. Their tone of voice is both formal and conversational. Overall, their content is well-suited for a brand with a substantial international following, and they manage to keep the content youthful and trendy.



Picture 8. Lumene's Instagram Feed.

### 5.3.4 Saaren Taika

When examining Saaren Taika's feed (Picture 9), the overall theme is very natural, featuring numerous shades of beige colors. The people shown in the photos are not wearing any makeup and are in natural settings. Many of their photos and videos feature the company's owners introducing the products, and they also showcase a lot of customer feedback. Regarding visual appearance, one thing that stands out is that many of their photos include tags with discounts; for example, a certain product may be sold at a 60% discount. From the viewers' perspective, this can seem quite suspicious. If they consistently post positive customer feedback, why would the brand frequently sell these effective products at such low prices? The tone of voice they use can be described as assertive and perhaps even informal. In conclusion, color-wise, their content is cohesive, but their Instagram feed can seem somewhat crowded due to the mix of different types of messages they convey through their photos.



Picture 9. Saaren Taika's Instagram Feed.



## 5.4 Competitor Positioning

The author decided to use a perceptual map to better understand Lifehair's position among its competitors. Perceptual maps provide a visual representation of consumer perceptions of brands and products. Typically, perceptual positioning maps are presented on two-axis scatter charts, with attributes relevant to the industry on each axis (Asana, 2024).

For the following perceptual map, the author decided to choose “Expensive – Affordable” for the X-axis and “Manufactured also elsewhere – Manufactured only in Finland” for the Y-axis. These two attributes seemed the most fitting for this case since the company wants to emphasize that it is producing domestic cosmetics of high quality that are still affordable (J. Niemi, personal communication, August 16, 2024). In the map below (Figure 6), the viewer can see where the following brands are positioned: Lifehair, Frantsila, XZ, Herbina, Sim, Lumene, Four Reasons, and Saaren Taika. By looking at the perceptual map, the viewer can better understand Lifehair's position within the aforementioned attributes.

In the figure, it can be seen that on the left side are the brands that also have manufacturing outside of Finland. Most of this manufacturing takes place within the EU, but not all brands have disclosed this information on their websites. Moving to the right side of the map, the brands manufacture their products only in Finland, with the exception of XZ, which also manufactures products in Sweden. Thus, XZ is closer to the center of the map. As we move to the upper half of the map, we can see the brands with a more expensive range of products, while the bottom half features the more affordable options. The position that Lifehair holds on this map can be described as very favorable since all their products are domestic yet still manage to keep their prices affordable, meaning that many different groups of customers can try and use their products.

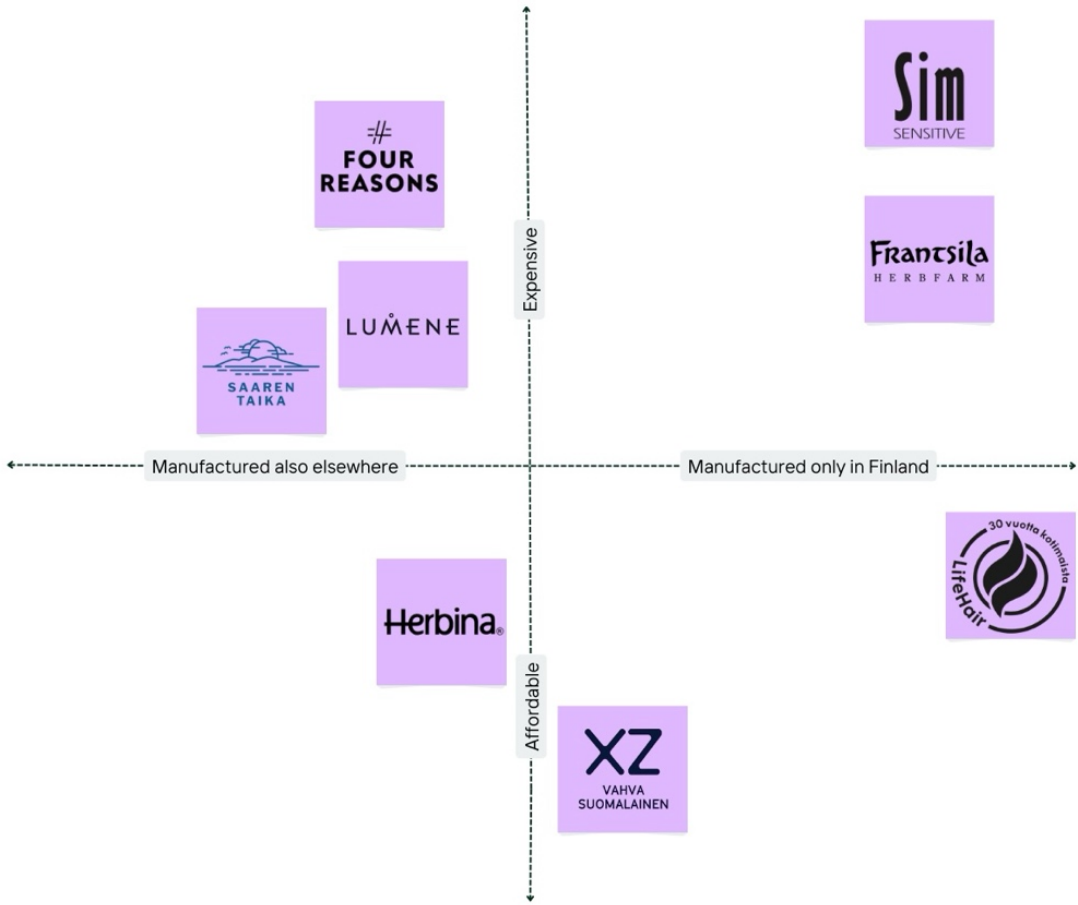


Figure 6. Brand Positioning Map.

## 6 SOCIAL MEDIA RESEARCH

### 6.1 Introduction

For the research part of this thesis, the author was granted access to the commissioning company's social media channels - Facebook, Instagram, and TikTok. The objective was to have the author post content to these platforms over a mutually agreed two-week period. Afterward, all the collected data would be analyzed to determine which types of content resonate best with the company's audience and how to enhance it to improve brand awareness.

The two-week period for this research was from October 1 to October 15, 2024. Before this period, the author took all the photos and videos used in the research, edited them, wrote captions for all the posts, and scheduled the posts. During the research period, the author remained active on the social media platforms by sharing the posts to stories, liking comments, and contacting the winners of the giveaway posts. Across the three social media channels, there were a total of 40 posts: 5 on TikTok, 21 on Instagram, and 14 on Facebook. It is important to note that 7 of these posts featured the same picture, which was shared on both Facebook and Instagram at the same time and date. An A/B test was also conducted once. In Appendix 2, "Social Media Analysis Chart," the reader can find specific information regarding all the posts. The information presented on the chart includes the following: account, date & time, weekday, type of post, reposted to story, amount of emojis used, amount of hashtags used, paid advertisement, reach, likes & reactions, comments, and engagement rate. When the research began on October 1<sup>st</sup>, 2024, the company had the following number of followers on their social media platforms: Facebook 1,649, Instagram 1,322, TikTok 102. By the end of the research period on October 15<sup>th</sup>, 2024, these were the numbers: Facebook 1,764, Instagram 1,738, TikTok 142.

For the research, the author was allocated a budget of 600€ to utilize for paid advertisements. The author had complete freedom to decide how to distribute this budget and which photos or videos to select for advertising; the only request was that 200€ would be spent on a single post to examine the potential results of using a significantly larger amount of money for one post. It is worth noting that prior to this research, the company had rarely used paid advertisements in the past. In total, the author used paid advertisements for 14 posts, including the A/B test; if not, then for 12 posts. In Appendix 3, "Paid Advertisements Chart," the reader

can see all the specific information regarding the paid advertisements, which includes the following details: account, date & time, weekday, type of post, ad duration, ad, budget, actual amount used (€), reach, post engagements, link clicks, post reactions, people, placements, and locations. Among the paid advertisements, 7 were on Instagram, 1 on TikTok, and 4 on Facebook.

In the upcoming chapters, the author will discuss the research and analyze its results.

## 6.2 Social Media Currently

As mentioned earlier, the company is currently present on Instagram, Facebook, and TikTok. The author looked at the company's activity on these platforms from April 2024 to September 2024, the past six months prior to the research period. The table below presents all the posted content on both Instagram and Facebook. For this same time period, two videos were posted on TikTok, both in May 2024. As can be seen in Table 3, the activity on social media changes a lot, and there is no systematic order. The summer months are the most active.

Table 3. Lifehair's activity on Facebook & Instagram from April 2024 to September 2024.

	April	May	June	July	August	September
Story	6	6	4	13	15	4
Reels	0	4	0	3	6	6
Photo	5	3	4	13	8	3
Video	0	0	0	0	0	1

### 6.3 Research Objectives

As mentioned in section 6.1, the author published 40 posts during the two-week period in October 2024. Due to the large number of posts, not all could be included in this thesis, necessitating a selection. The author chose 18 posts for the presentation. Nine of these are organic content, meaning there was no paid advertisement involved. The remaining nine posts used paid advertisement. In both categories, the posts were further divided into three sub-categories: Best, Average, and Low. Each sub-category contained three posts, selected based on reach and engagement rate metrics. As previously mentioned, in Appendix 2, the reader can find specific information about every post. The author used varying amounts of emojis, hashtags, and different publishing times, etc., to determine whether there was a noticeable difference in viewer engagement. In the next section, 6.4, the author will introduce all 18 posts and analyze them more.

### 6.4 Content

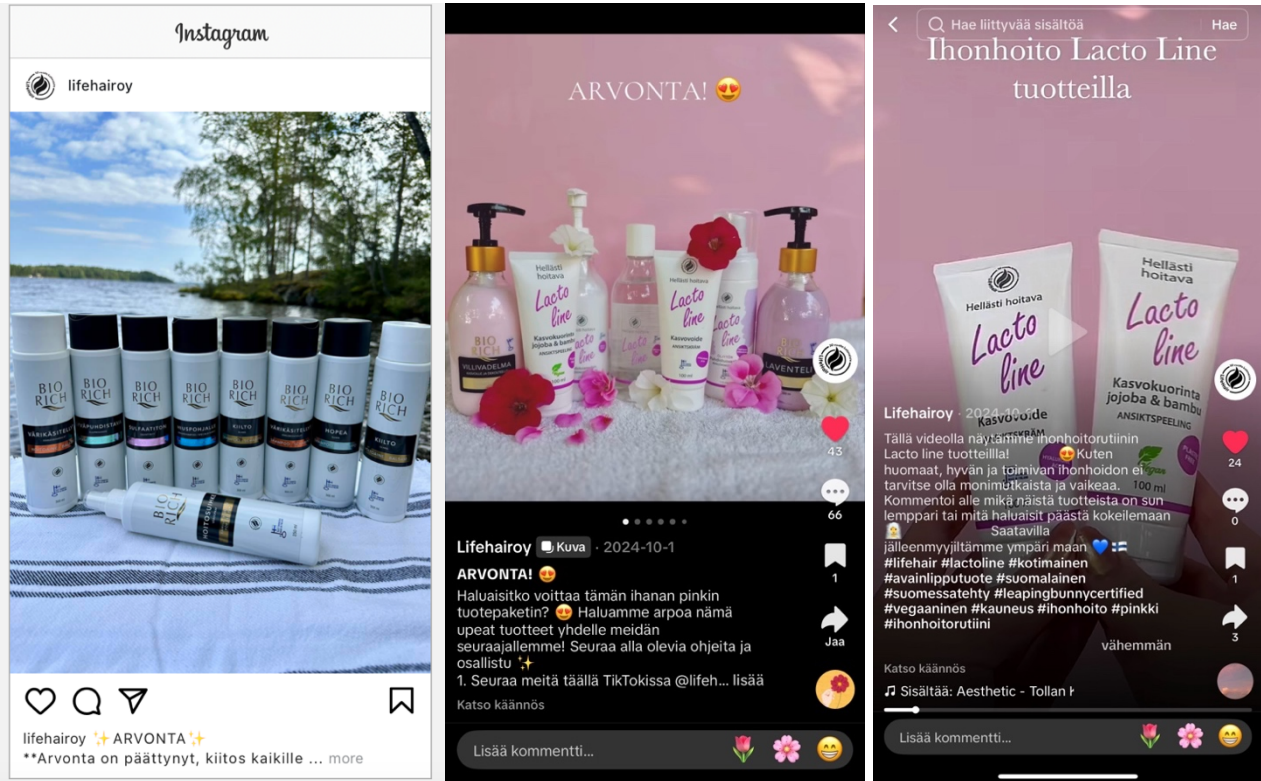
According to HabitaMedia (2024), assessing the effectiveness of your social media posts is essential for several important reasons. To begin with, it helps you to understand your audience better, allowing you to create more relevant and engaging content. Additionally, analytics make it possible to categorize your audience based on their behaviors and interests, which makes your marketing efforts easier. When monitoring the performance metrics, it is possible to evaluate whether the time, money, and effort invested in creating and distributing content generates positive results. Lastly, analyzing the performance of your posts lets you compare your standing against competitors and spot market trends. HabitaMedia (2024) recommends utilizing the platform's built-in analysis tools to track post-performance, such as the Insights tool available on Meta Business Suite. The author will mention that the Insights tool on Meta Business Suite will be used for this research. It is mentioned in the article that it is also possible to use third-party tools to analyze the performance of content, such as Google Analytics. You can see multiple KPIs through the analysis tools, such as impressions, reach, engagement, conversions, and CTR. The author focuses on the reach and engagement rate indicators for this research. Reach refers to the total number of separate individuals who have viewed your post, while engagement contains actions such as likes, comments, shares, and clicks. A high engagement rate suggests that your content relates well with your audience. When interpreting the data, the following is recommended: compare performance over time, analyze different content types, segment your audience, and conduct testing. Firstly,

the performance of your posts over time should be tracked to identify trends, and the different kinds of content should be analyzed to see which generates the most engagement, such as photos, videos, etc. When it comes to segmenting your audience, the aim is to examine how various segments of your audience engage with your posts to improve the targeting of future content. Finally, conducting A/B tests can help identify which types of posts are most effective, allowing you to modify your strategy based on these findings (op. cit.).

In the following sections, the reader will find pictures of all the posts utilized in this research. The author will begin with the organic content posts and then proceed to the advertised content. First, the author will introduce the posts and the related metrics, and then, in section 6.6, the author will further discuss the results and potential reasons for the observed outcomes.

#### **6.4.1 Category 1: Organic Content**

For the first sub-category, Best, the author will present the three most successful posts regarding reach and engagement rate (Picture 11). The photos should be viewed from left to right, with the one on the left being No. 1, the middle picture No. 2, and the picture on the right side No. 3. This will be the order for all pictures mentioned in this chapter. First, in picture No. 1, posted on Instagram at 12:30 p.m. on a Monday, there was a giveaway. The reach was 1,850, and the calculated engagement rate was 88.26%. For picture No. 2, it was a carousel post on TikTok featuring a giveaway, posted on a Tuesday at 11:50 a.m. The reach was 958, and the engagement rate was 76.76%. Lastly, picture No. 3 was a video on TikTok about a skincare routine using the Lacto line products. This video was posted on a Friday at 1:45 p.m., with a reach of 758 and a 14.79% engagement rate.



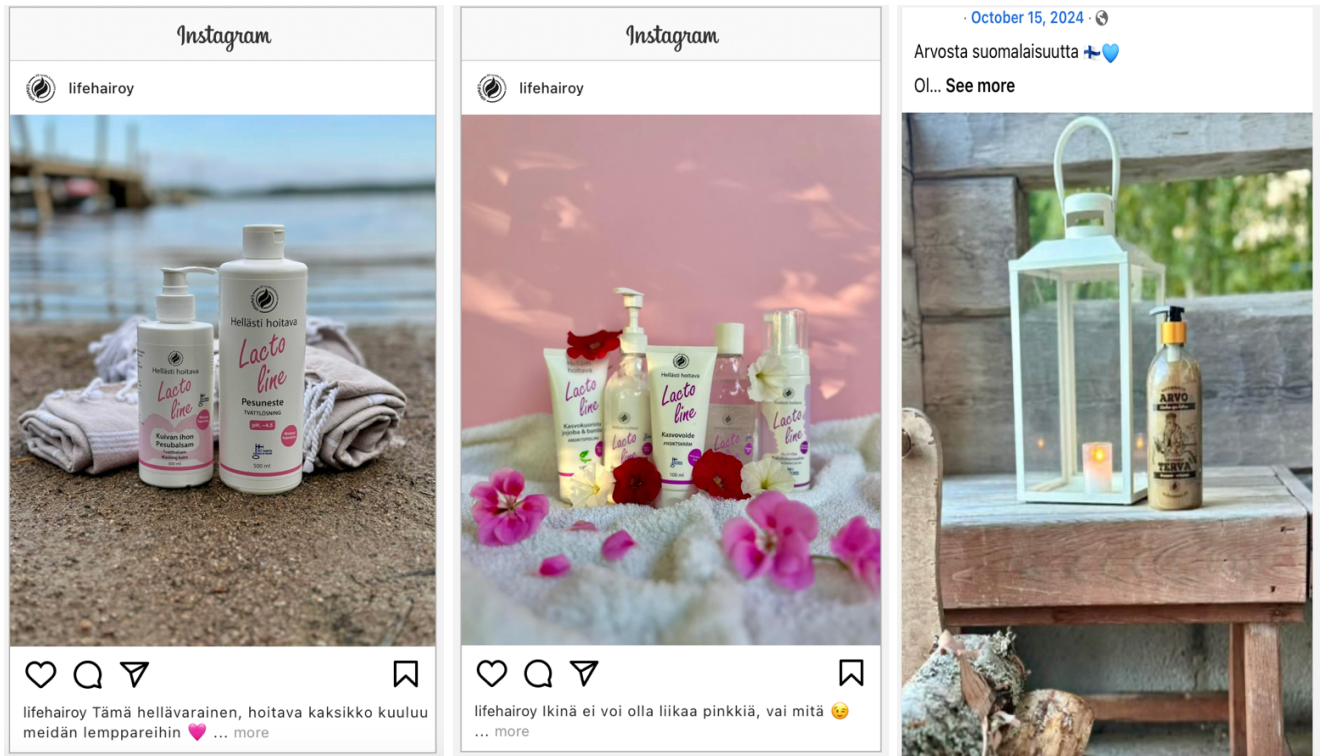
Picture 11. Sub-category "Best"; most successful organic posts.

Next, we discuss the posts that performed moderately well and fall into the Average category (Picture 12), starting with picture No. 1, which was posted on Instagram at 7 p.m. on a Thursday. Its reach was 391, and it had a 2.70% engagement rate. Picture No. 2 was also posted on Instagram, but at 10 a.m. on a Tuesday. Reach was 356, and engagement rate was 2.24%. Lastly, there is picture No. 3, which was posted on Facebook on a Tuesday at noon. This post included a giveaway, and it got a 26.87% engagement rate, with a reach of 307.



Picture 12. Sub-category "Average".

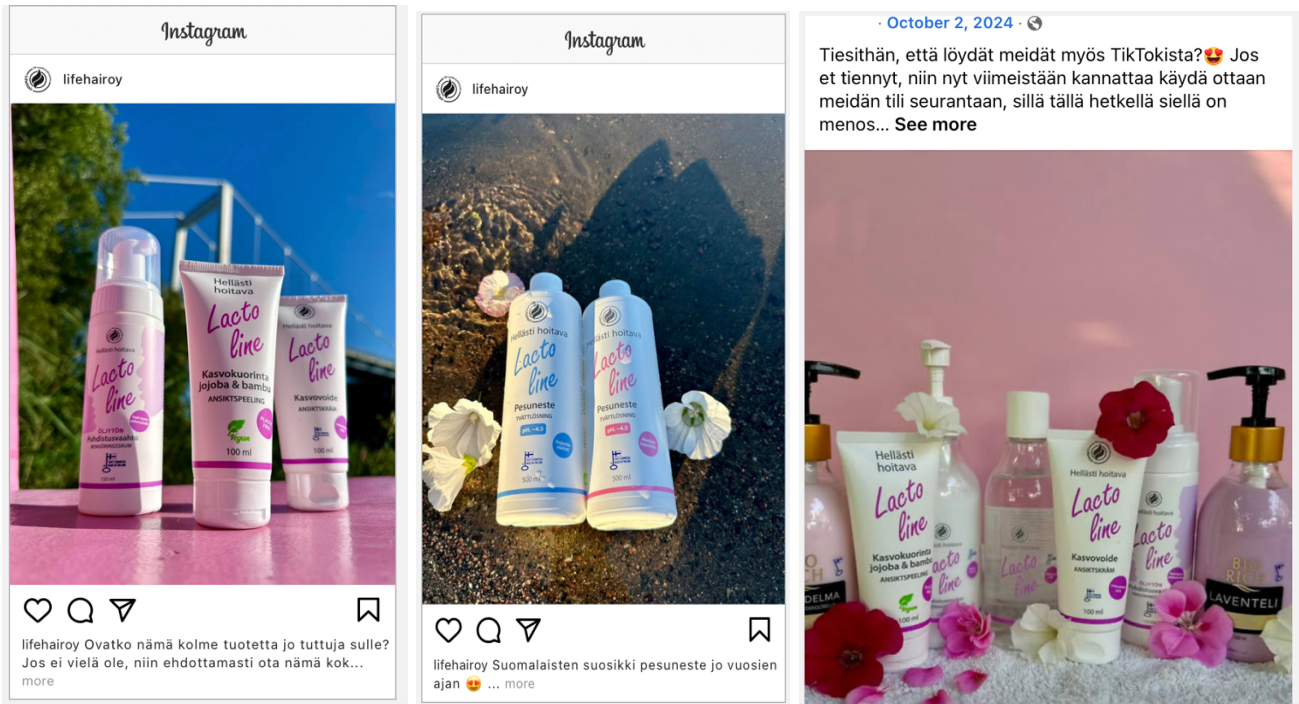
For the last organic content sub-category, we have Low with the following posts (Picture 13): Picture No. 1 was posted to Instagram at 5 p.m. on a Tuesday, and its reach was 192, with an engagement rate of 1.04%. Picture No. 2 was also posted on Instagram on the same Tuesday as the previous picture but at 3 p.m. Its reach was 183, with an engagement rate of 0.92%. Then, picture No. 3 was posted on Facebook at 7:30 p.m. on a Tuesday evening, and it got an engagement rate of 0.45% and the reach was 165.



Picture 13. Sub-category "Low".

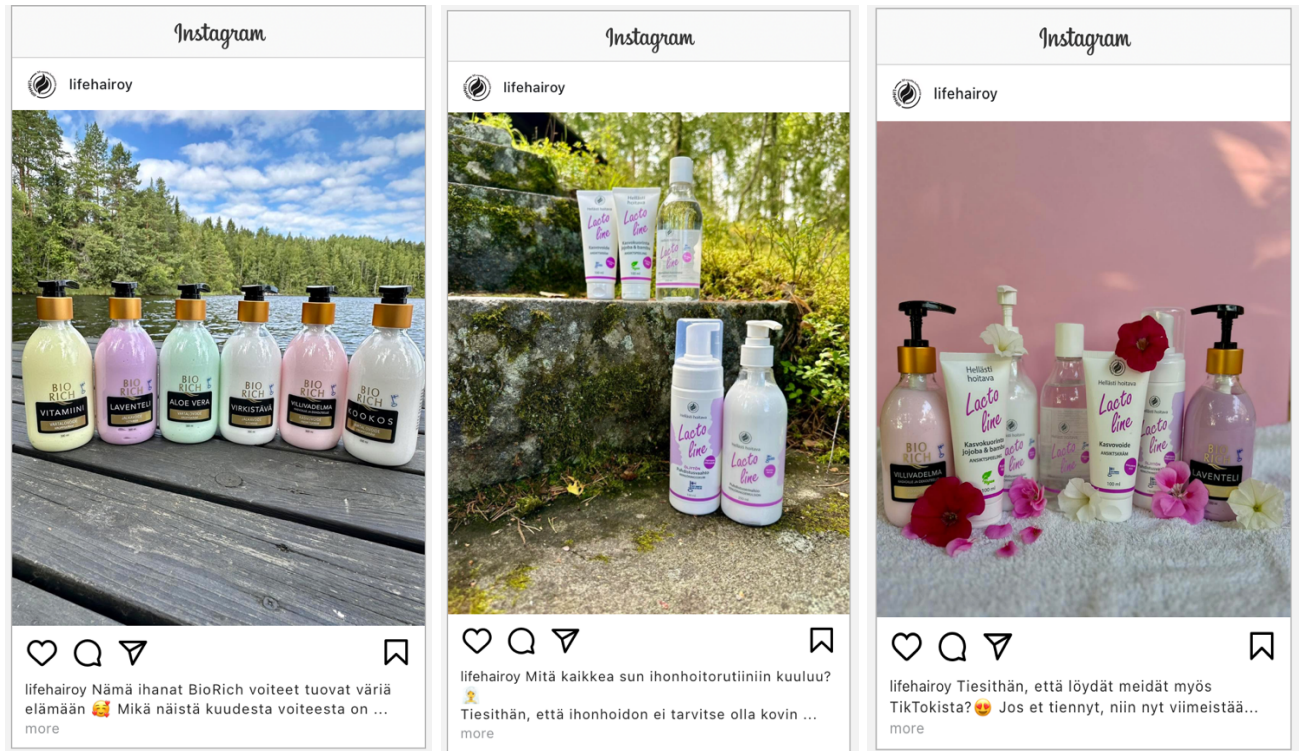
#### 6.4.2 Category 2: Advertised Content

For the advertised content, the author will also start by dividing the content into three categories. First, there are the most successful paid advertisement posts in the Best category (Picture 14). Picture No. 1 was posted on Instagram at 10.30 a.m. on a Sunday, and its reach was 22,869 with an engagement rate of 14.90%. The post was advertised for 7 days, and its budget was 200,20€. As mentioned earlier, the commissioning company's wish was that for one advertisement, a budget would be 200€ to see the possible effects of using a larger amount of money on a single post, so the author chose this post for that. The author chose a regular post without any giveaways for this. Moving on to picture No. 2, which was posted on Instagram at 4 p.m. on a Saturday. Its reach was 6,951, with an engagement rate of 4.89%. The advertisement budget for this post was 45€ for 3 days. Lastly, picture No. 3 was posted at 5:30 p.m. on a Wednesday, and its reach was 6,615, with an engagement rate of 1.19%. Its advertisement budget was 50€ for 6 days.



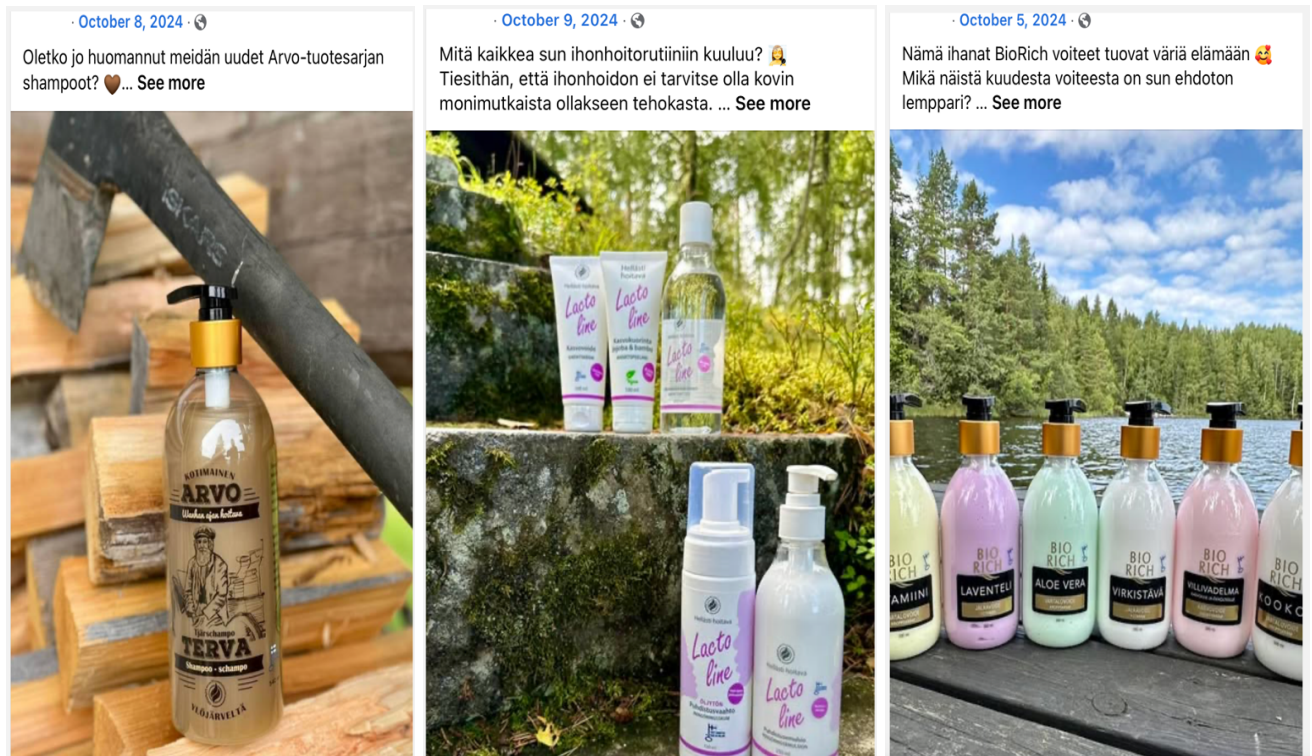
Picture 14. Sub-category "Best"; most successful paid advertised posts.

Next up is the Average sub-category (Picture 15). Picture No. 1 was posted on Instagram at 3 p.m. on a Saturday. Its reach was 3,696, with an engagement rate of 5.35%. It was advertised for 5 days with a budget of 25€. Picture No. 2 was posted on Instagram at 9 a.m. on a Wednesday, and its reach was 3,235, with an engagement rate of 2.36%. The advertisement budget was 20€ for 4 days. Picture No. 3 was posted on Instagram on a Wednesday at 5:30 p.m., and its reach was 2,855 with an engagement rate of 2.88%. Its advertising budget was 21€ for 7 days. This is the exact same post that was in the Best category as picture No. 3. They were both posted on the same day and time, but the other one was on Facebook, and this one was on Instagram. The difference was the amount of budget allocated and the advertising duration.



Picture 15. Sub-category "Average"; Advertised posts.

Lastly, let's discuss the Low sub-category (Picture 16). Picture No. 1 was posted on Facebook at 5:30 p.m. on a Tuesday, and its reach was 2,184, with an engagement rate of 0.57%. The advertising budget for this post was 8€ for 4 days. Picture No. 2 was posted on Facebook at 9 a.m. on a Wednesday, achieving a reach of 1,485 and an engagement rate of 11.17%. Its advertising budget was 20€ for 5 days. This is the same post that also appeared in the Average category as picture No. 2; one was posted on Instagram, while this one was posted on Facebook. Picture No. 3 was also posted on Facebook, but on a Saturday at 3 p.m., and its reach was 855, with an engagement rate of 5.56%. The advertising budget for this post was 25€ for 5 days.



Picture 16. Sub-category "Low"; Advertised posts.

## 6.5 A/B Testing

An A/B test was also conducted for this research. The process involved publishing the two pictures on Facebook as individual posts, which were later used in the A/B testing conducted through the Meta Business Suite's Ads Manager tool. The author will now include the photos and captions used in the A/B test (Pictures 17 and 18). The test lasted for four days, and each picture received a budget of 25€, resulting in a total expense of 50€ for this test. The same products were displayed in the pictures, but the pictures differ slightly. For picture A, the author used a total of 9 hashtags and included some emojis in the caption to make the text feel livelier. In contrast, picture B was intended to have a plainer appearance, with only three hashtags and no emojis in the caption. The author expected picture A to be more popular in this test, but to her surprise, picture B ended up being more popular. For picture A, the reach was 913, with an engagement rate of 15.59%. It also received 275 likes & reactions. Then, for picture B, the reach was 1,165, with an engagement rate of 15.14%, and it received 267 likes & reactions. If we focus only on the engagement rate, picture A appears slightly more popular. However, when evaluating the reach metric, picture B is more popular among the audience. Nonetheless, the difference in reach numbers between the posts is not too significant.



Lacto line tuotteiden avulla hoidat ihoasi tehokkaasti mutta samalla hellävaraisesti. Oletko kokeillut kyseisiä tuotteita 🤗

Mitkä Lacto line-sarjan tuotteista kuuluu sun lemppareihin? 💙

Saatavilla jälleenmyyjiltämme ympäri maan 💙🇫🇮

[#lifehair](#) [#lactoline](#) [#vegaaninen](#) [#avainlippu](#)  
[#kotimainen](#) [#tehtysuomessa](#) [#ostatyötäsuoomeen](#)  
[#ihonhoito](#) [#vartalonhoito](#)

Picture 17. Part A of the A/B Test



Tästä löydät sekä kasvojen että vartalon puhdistukseen toimivat ja hellävaraiset tuotteet. Kokeile ja tunne tuotteiden teho.

[#lifehair](#) [#lactoline](#) [#vegaaninen](#)

Picture 18. Part B of the A/B Test

## 6.6 Results

When looking at the results of the posts categorized earlier in this chapter, it is clear that many differences exist. The author aimed to identify any similarities that could explain the results, so she experimented with different days of the week, various times, and so on when posting the content. When looking at the most successful organic posts, they were posted around noon on weekdays. However, it is important to note that two out of the three most successful organic posts included giveaways, which the author believes is the reason these posts performed so well. According to Yaqub (2024), contests and giveaways are effective marketing strategies for companies to generate leads, boost sales, attract new clients, and enhance brand visibility. In his article, he mentions the following statistics: Giveaways boast a conversion rate of almost 34%, surpassing other content types. On average, over 34% of new consumers are gained through contests. Moreover, 62% of companies utilize giveaways to enhance brand recognition, and 32.5% of brands conduct one monthly giveaway. He suggests running giveaways monthly or every other month to attract more customers and he recommends using Instagram and Facebook for contests to boost follower growth and increase engagement.

The author will now circle back to the times the posts were published, and when examining the organic posts, there is no clear pattern. Typically, posts published around noon or in the afternoon performed better than those published, for example, at 7 p.m.; however, there were exceptions to this. Also, when looking at the paid advertisement posts, there are no evident reasons that posting at a certain time would be more popular than at other times. For instance, the same photo was posted simultaneously on both Instagram and Facebook, but the one on Instagram gained significantly more popularity than the one on Facebook, which could mean that this type of content resonates better with the Instagram audience. Overall, it appears that posts published during the daytime and on weekdays performed better. According to Needle (2025), the optimal times for posting on social media are as follows: On Instagram, Fridays are the most active days. She advises posting during the early morning and early afternoon while avoiding Sundays and nighttime. She suggests a similar approach of Instagram for Facebook but recommends posting on Facebook later in the morning and avoiding posting on weekends. Regarding TikTok, she encourages trying out various posting times, including weekends, to determine what is most effective for your brand.

Overall, when looking at the captions of the most popular posts, it is noticeable that several either educated viewers on how to use the products or described their benefits, or posed a question inviting viewer comments, such as, “Which one of these products is your favorite?” Despite this, the author notes that among the posts categorized as “average” and “low,” there was also content that included questions in the captions or taught about the products. This suggests that including a question in the caption aimed at encouraging viewer participation may not consistently yield results. Some posts might have been more successful due to their timing combined with captivating captions. Based on this research, the author cannot provide a definitive strategy that will work 100% for the commissioning company, as results vary; what worked one day for a post might not work another time. Nevertheless, due to this research, the author gathered valuable data that can be utilized in planning a future social media strategy for the company.

The author will now include various figures gathered from the Meta Business Suite to present data on different metrics over the two-week research period, allowing the reader to gain a better understanding of the metrics.

### **6.6.1 Instagram Metrics**

Below, the reader can see an overall content overview along with more specific information regarding Instagram during the research period (Figures 7–11). Additionally, the audience demographics are divided by age and gender, as well as the top cities and countries. In the next chapter, the author will utilize this data to introduce the buyer personas.

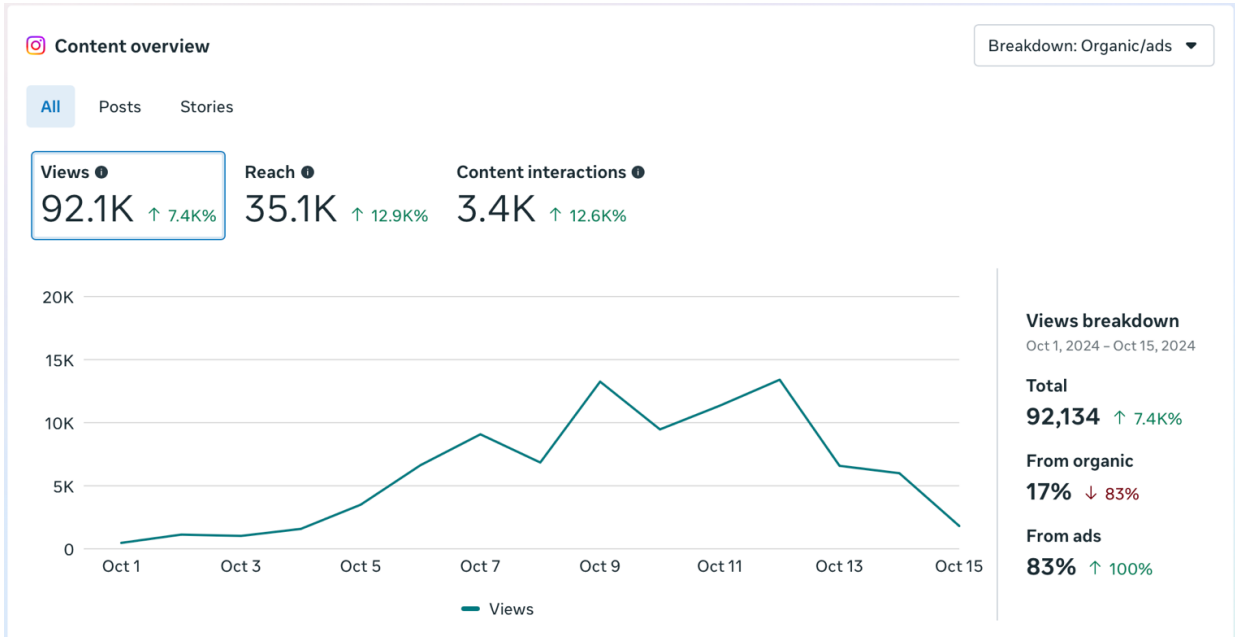


Figure 7. Instagram Content Overview During the Research Period.



Figure 8. Instagram Visits & Follows During the Research Period.

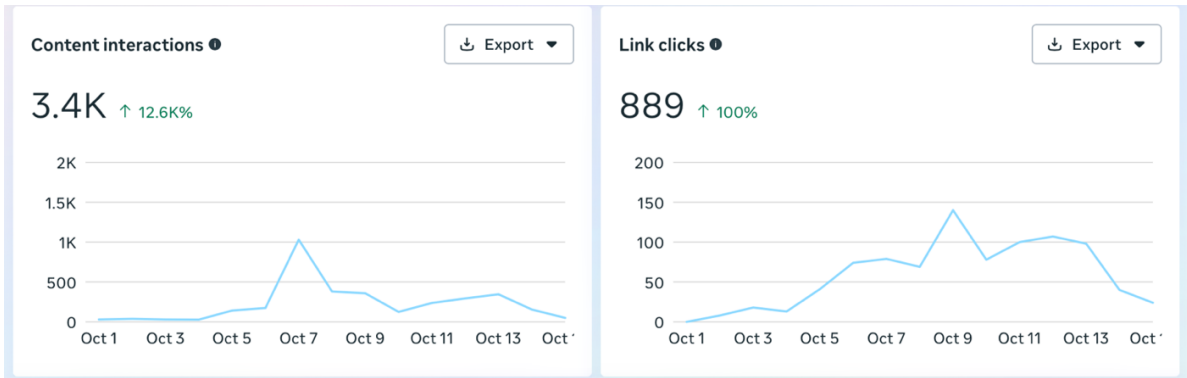


Figure 9. Instagram Content Interactions & Link Clicks During the Research Period.

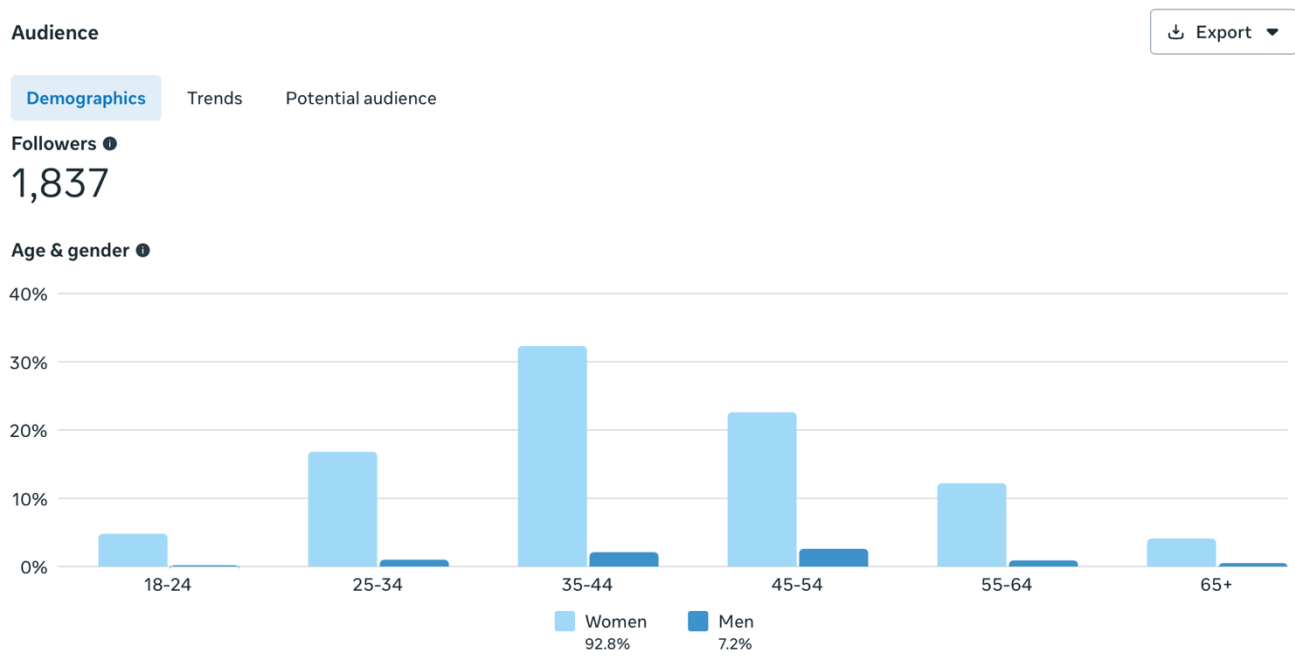


Figure 10. Instagram Audience Demographics Age & Gender.

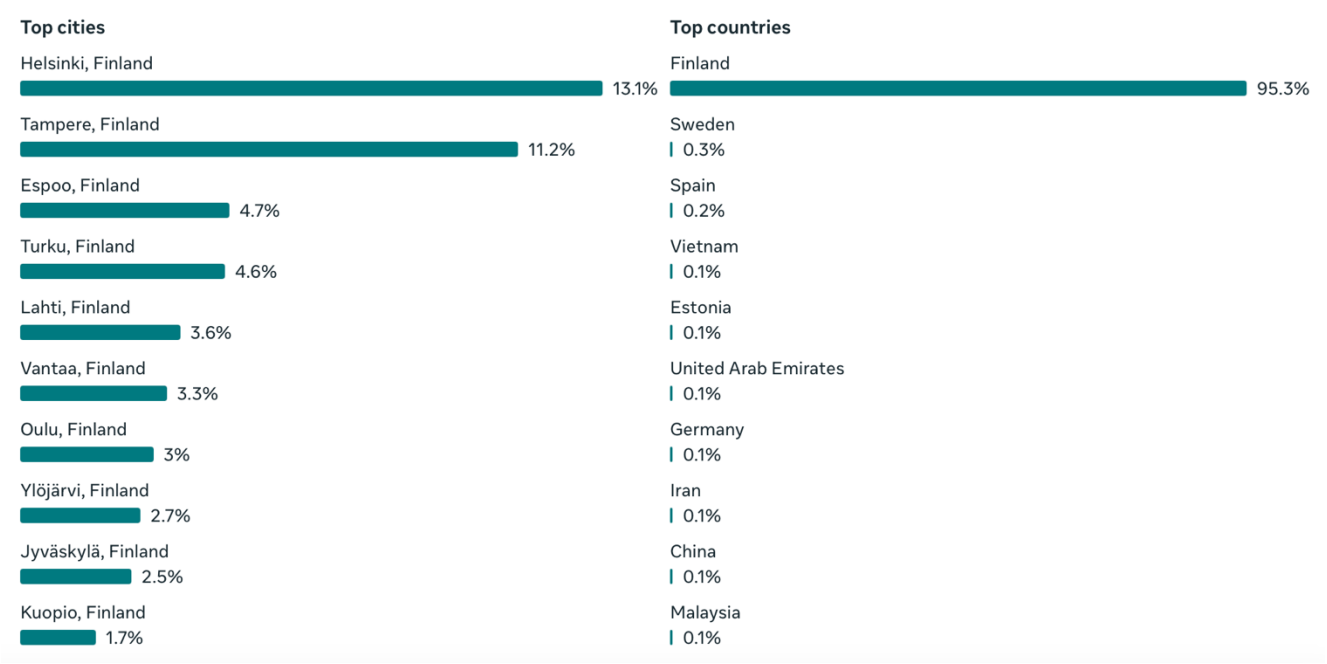


Figure 11. Instagram Audience Demographics Top Cities & Top Countries.

### 6.6.2 Facebook Metrics

Similarly, as with the Instagram metrics, the reader can see specific information about the various metrics measured during the research period (Figures 12–16).

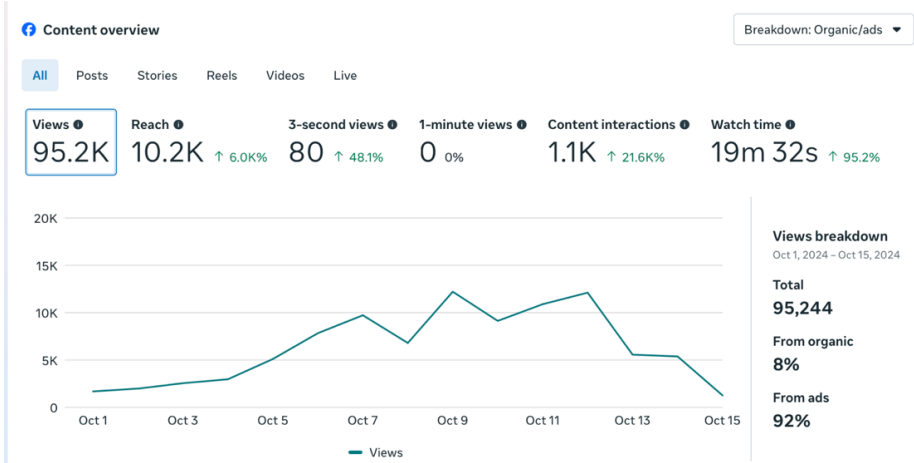


Figure 12. Facebook Content Overview During the Research Period.

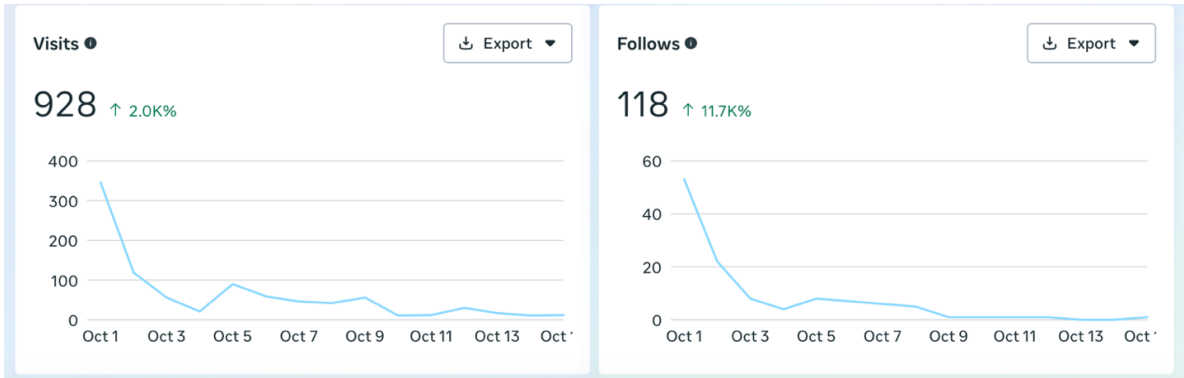


Figure 13. Facebook Visits & Follows During the Research Period.

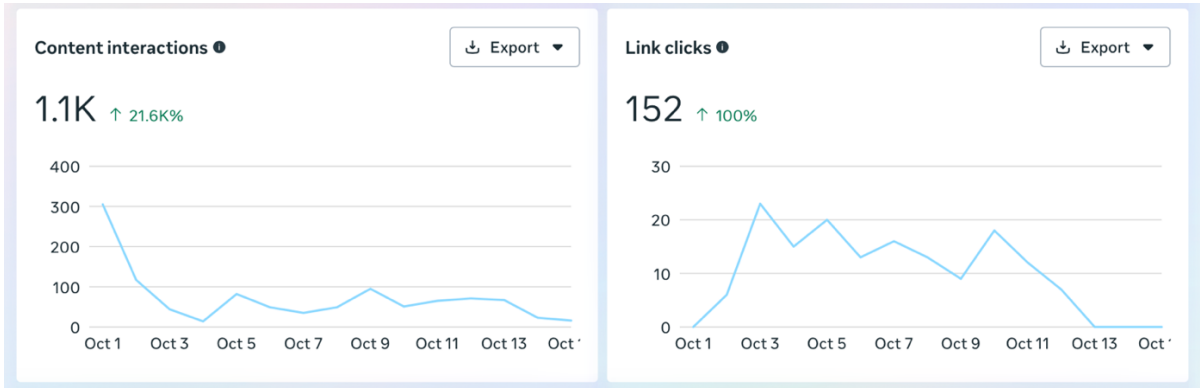


Figure 14. Figure 9. Facebook Content Interactions & Link Clicks During the Research Period.

Audience

Export

Demographics Trends Potential audience

Followers 1,847

Age & gender

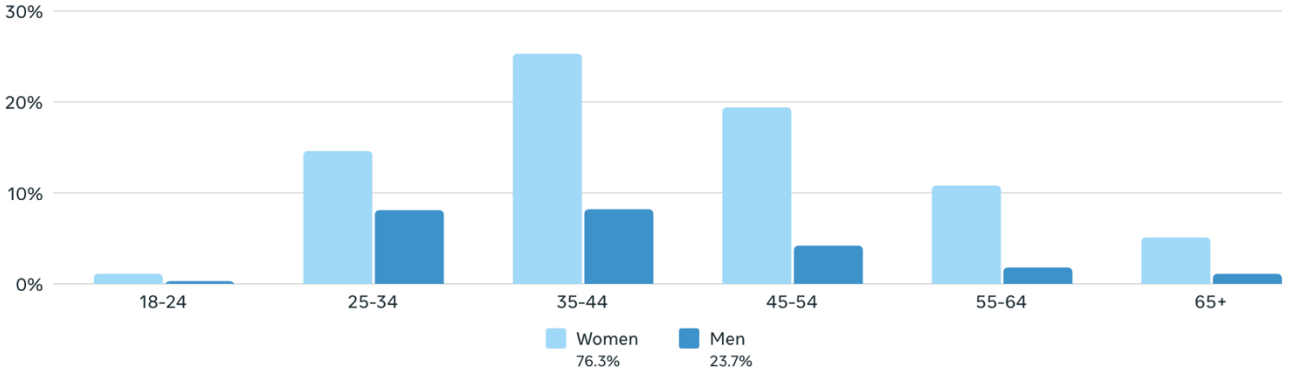


Figure 15. Figure 10. Facebook Audience Demographics Age & Gender.

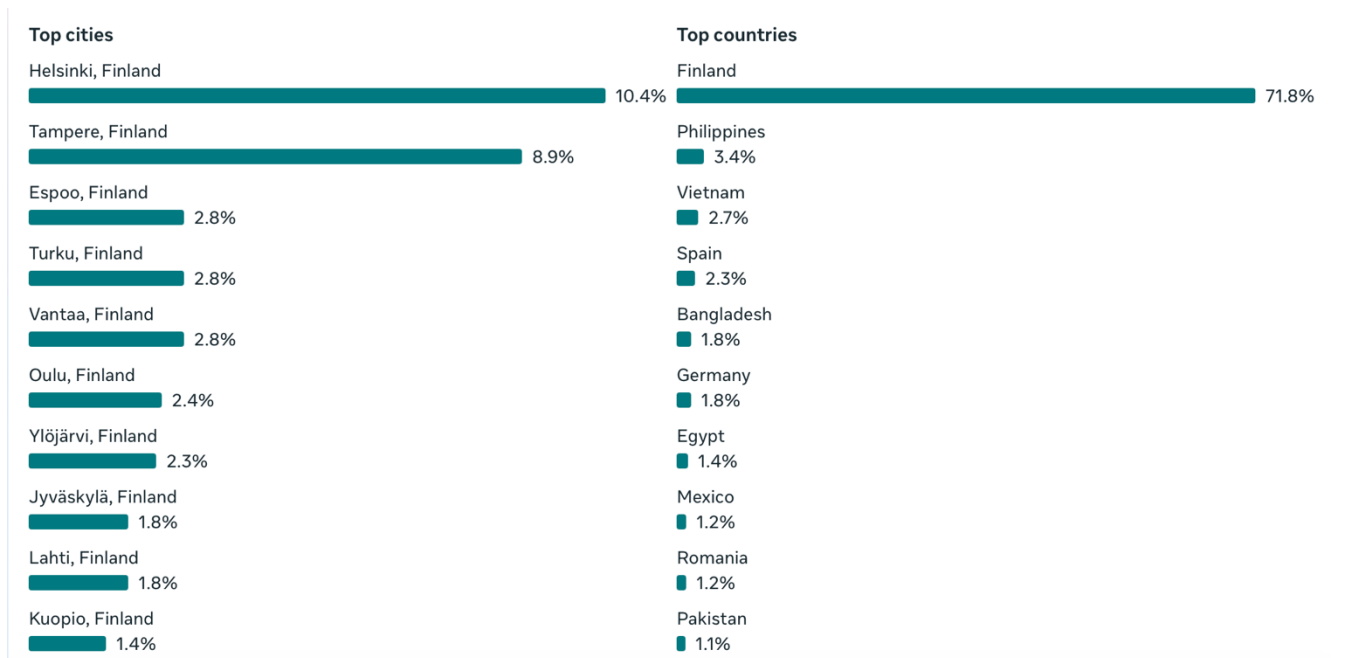


Figure 16. Figure 11. Facebook Audience Demographics Top Cities & Top Countries.

## 7 BUILDING A SOCIAL MEDIA STRATEGY

When it comes to building the social media strategy for the commissioning company, the author chose to combine aspects from two marketing frameworks explained in Chapter 4: the SOSTAC® framework and the RACE framework. The author will begin with the situation analysis from the SOSTAC® framework and then proceed to the convert and engage phases of the RACE framework. The author won't mention the reach and act phases in this chapter since they can be accounted as part of the social media research (Chapter 6). As Chaffey (2024b) mentions, reach means the process of boosting the recognition of a brand and driving traffic to the website and social media accounts through paid, owned, and earned media. Act was the phase of persuading site visitors to take the next step after first arriving at the company website or social media channels, and this could include learning about the company and its products and, for example, leaving reviews and feedback. During the social media research conducted by the author, both phases were included, as the author utilized owned and paid media to enhance brand awareness. Additionally, to give a few examples, the author encouraged followers by posting informative content about the products and how to use them while inviting followers to comment on their favorite products.

After discussing the convert and engage phases, the author will move on to the strategy & tactics part of the SOSTAC® framework and then finish this chapter with the actions & control phases. Overall, throughout this upcoming chapter, the author will discuss the different phases and how they can be utilized in this social media strategy.

### 7.1 Situation Analysis

The first part of the SOSTAC® framework is the situation analysis, which is supposed to answer the question, "Where are we now"? (Chaffey, 2022b). This phase usually involves a SWOT analysis and a competitor analysis, but since the author has already done these, she won't add them here again. Under the heading 4.5, the reader can find the SWOT analysis made for the commissioning company, and the entire Chapter 5 focuses on benchmarking the commissioning company's competitors. In this section, the author will focus on the company's target customers and present three buyer personas created from the data obtained through the Meta Business Suite analytics during the research period.

### 7.1.1 Target Audience

According to O'Grady (2024), the target audience consists of individuals who want to buy your products or services. Most companies will never find a target audience that includes everyone since often if you attempt to market to all, then it might lead to selling to no one. Instead, your target audience should be those who will gain the most from your offerings. This group is portrayed by detailed demographics and behaviors, which can be broken down into specific personas. These personas represent an ideal individual who represents the average person within a particular target audience. In her article, O'Grady points out that within your main marketing target audience, there are frequently sub-groups of individuals with distinct characteristics. The five most common sub-groups are demographics, psychographics, purchase intention, subculture, and lifestyle. O'Grady highlights that identifying your target audience offers advantages such as higher ROI, distinguishing yourself from competitors, shaping your brand voice, and strengthening brand loyalty.

As O'Grady mentions, the target audience can be segmented into distinct personas based on demographics and behaviors. These personas are referred to as buyer personas, but what exactly is a buyer persona? As per Mailchimp (n.d.-b), a buyer persona is a comprehensive representation of an individual within your target audience. It isn't an actual individual but a fictional description created from thorough research about your existing target customers. As Mailchimp points out, your buyer persona represents your entire customer base through a single individual, as it's not possible to know each customer personally. However, there are times when developing multiple buyer personas becomes essential, particularly if your product range is diverse and your customers are varied. When creating a buyer persona, the first step is to name the fictional character and specify its demographics, interests, and behaviors. Demographics should cover factors like age, gender, nationality, education, and occupation. Recognizing the buyer's goals, challenges, and purchasing habits is also important. Furthermore, understanding their motivations, aspirations, and beliefs is crucial. The more detailed information you have, the more precise your buyer persona will be. With a thorough buyer persona, you can design marketing campaigns that target individuals similar to your buyer persona. The advantages of developing a buyer persona consist of improving product creation, designing effective marketing strategies, strengthening customer relationships, and gaining insights into customer behavior (op. cit.).

The author developed three buyer personas for the commissioning company using data from Meta Business Suite. The figures with the audience demographics data can be seen in sections 6.6.1 and 6.6.2. The figures with the specific data used when developing these buyer personas are figures 10, 11, 15, and 16. For both Facebook and Instagram, the biggest audience is women between the ages of 35–44. The 2<sup>nd</sup> audience group is women between the ages of 45–54, and lastly, the 3<sup>rd</sup> group is women between the ages of 25–34. The biggest cities for both platforms are Helsinki, Tampere, and Espoo. On Instagram, the audience consists of 92.8% of women, and on Facebook, women cover 76.3% of the audience. Now, the author shall introduce the three buyer personas who all have different buyer behaviors and needs.

### **7.1.2 Buyer Persona 1**

The first buyer persona is Juuli (Figure 17), a 25-year-old student from Tampere. Her goal is to find vegan-friendly products that are manufactured in Finland, and these products should be within her student budget. Because she has quite strict criteria for the products she wants to use, she often has problems finding enough selection at her local stores. She uses Instagram, Facebook, and TikTok to look for product reviews and to see if any of the influencers she follows might have shared any discount codes.

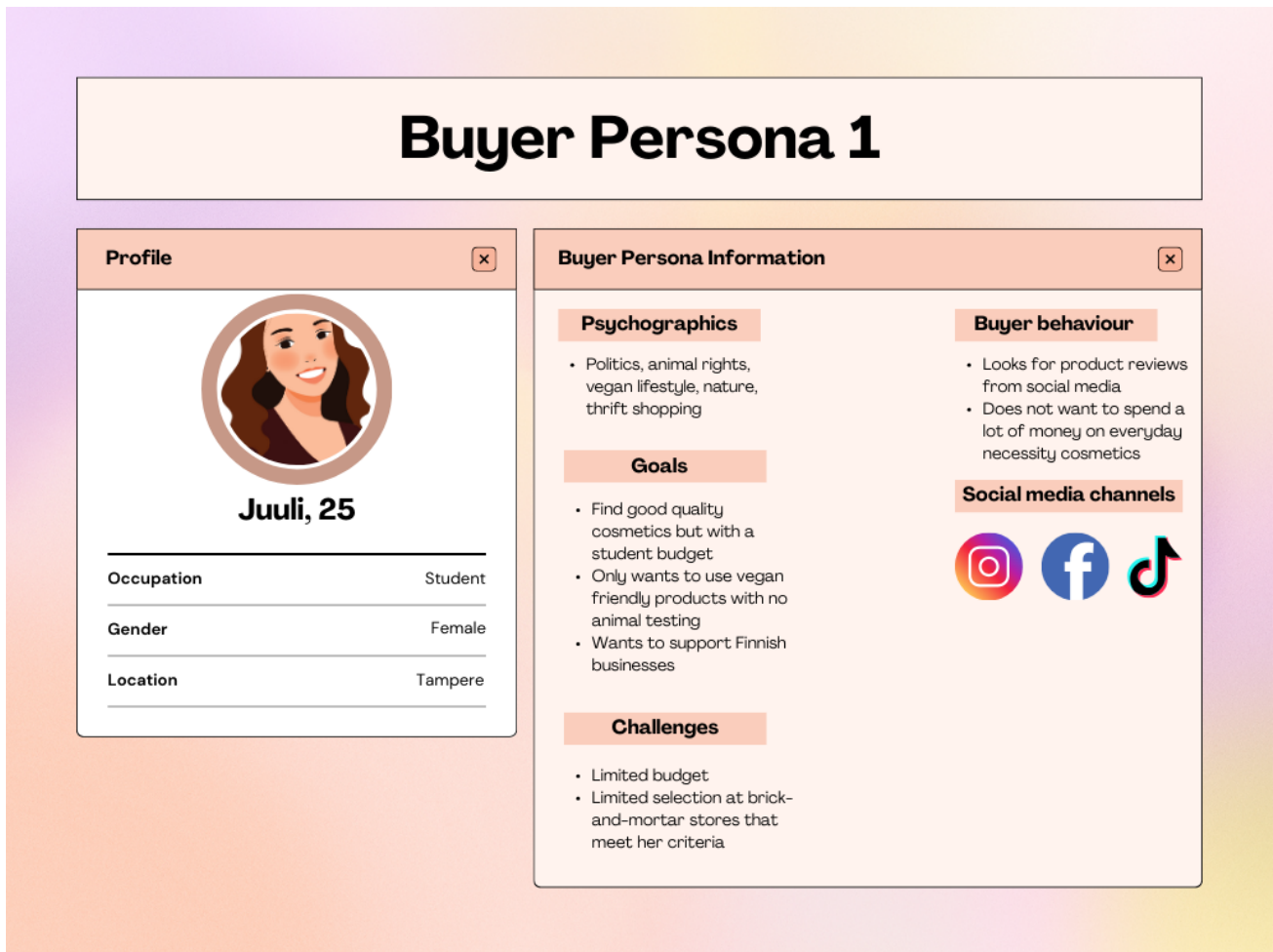


Figure 17. Buyer Persona 1.

### 7.1.3 Buyer Persona 2

The second buyer persona is Minna (Figure 18), a 42-year-old nurse from Helsinki. Due to her job, she wishes to use products with a mild scent or no scent at all, and it is a bonus if the products are made in Finland. Since she has a very busy work schedule, she prefers online shopping. On social media, she searches for discount codes but doesn't read any product reviews there; rather, she trusts the product recommendations from her coworkers.

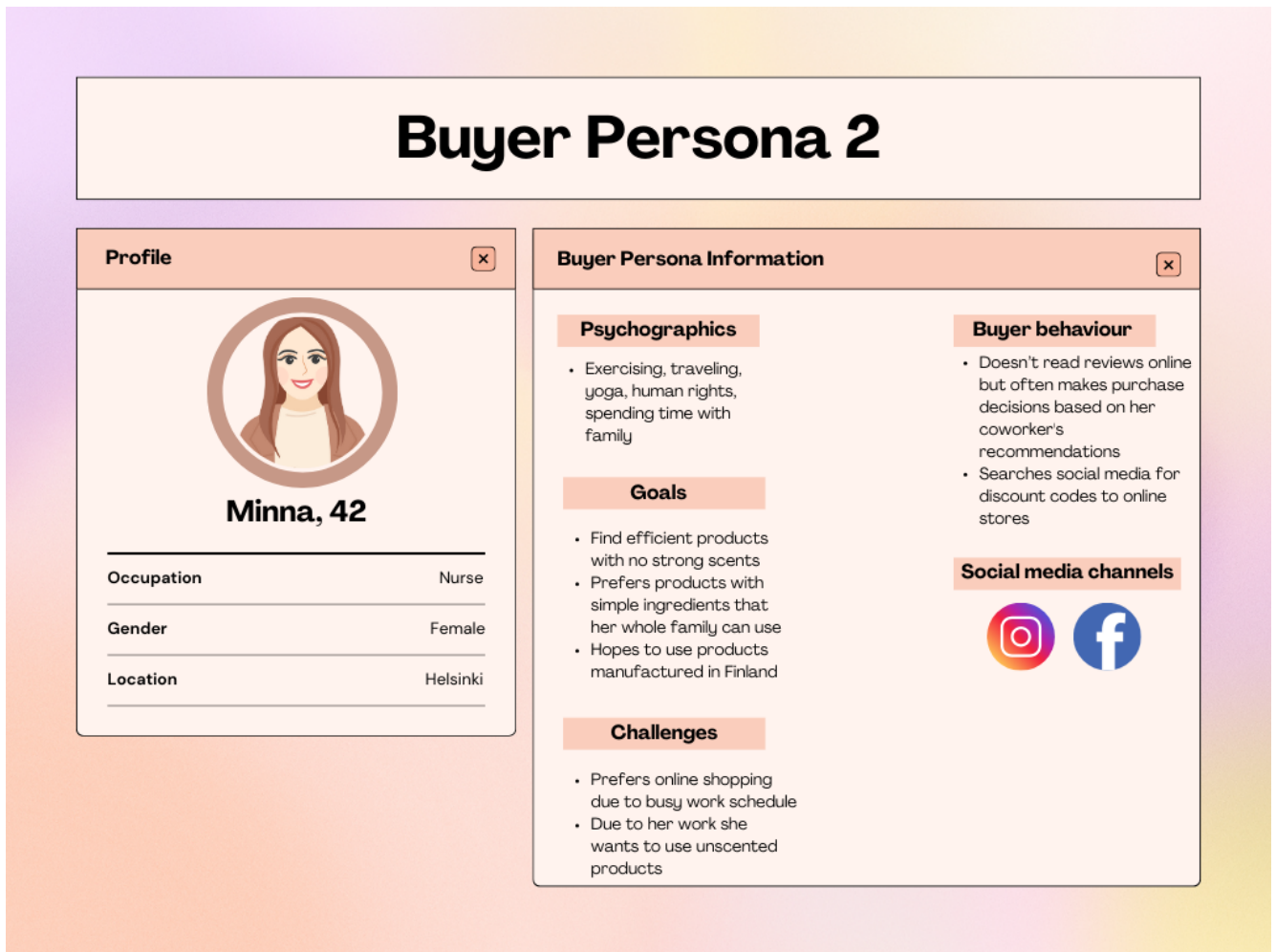


Figure 18. Buyer Persona 2.

#### 7.1.4 Buyer Persona 3

The last buyer persona is Maija-Liisa (Figure 19), a 54-year-old university professor from Espoo. Her goals include finding high-quality cosmetic products at her local grocery store while doing her other shopping. She also wishes to discover travel-sized products due to her frequent travels. Although she prefers to purchase her cosmetic products from a grocery store, she still hopes they will be aesthetically pleasing. She rarely uses social media, and when she does, she does not spend that time following any influencers.

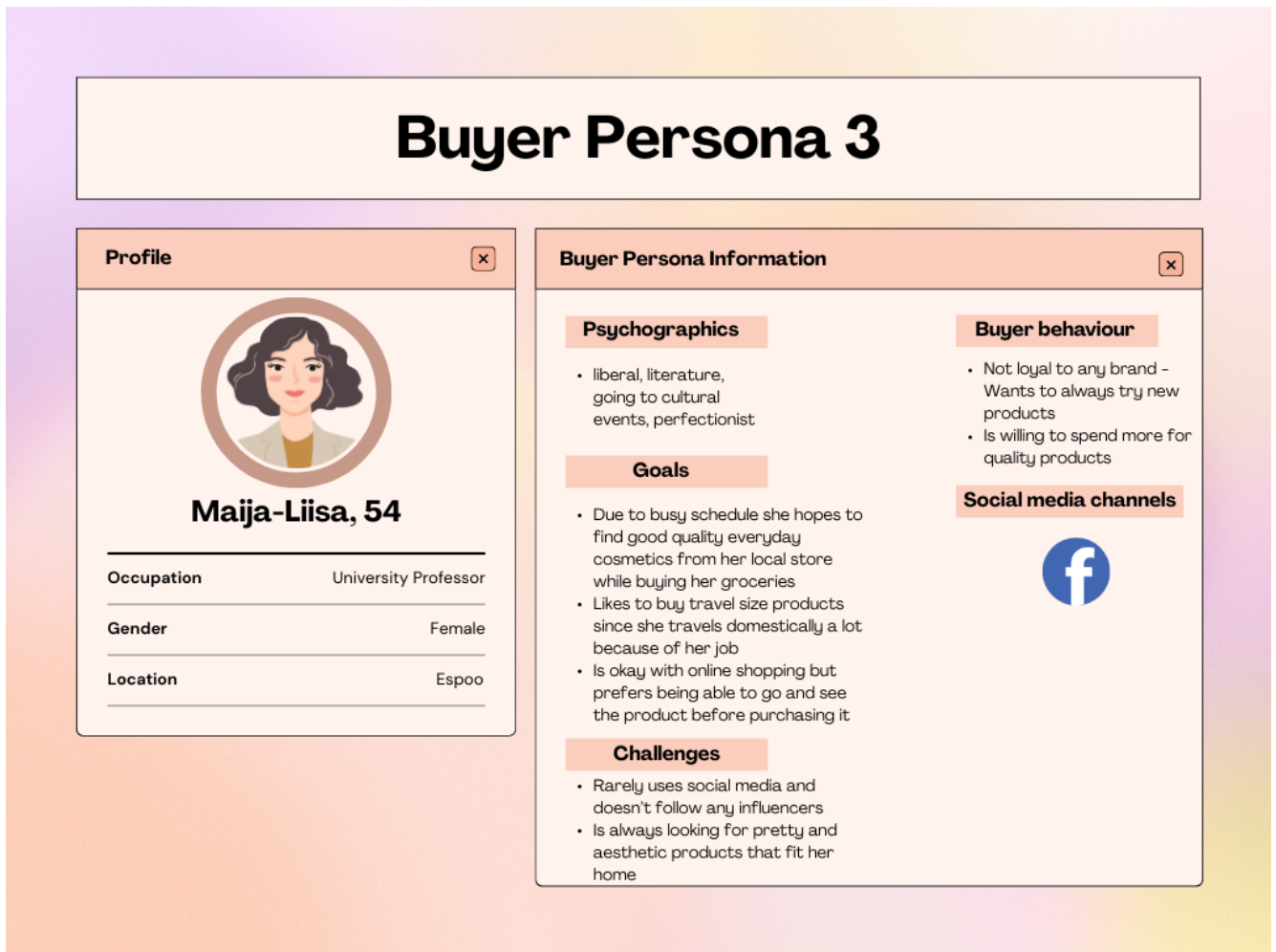


Figure 19. Buyer Persona 3.

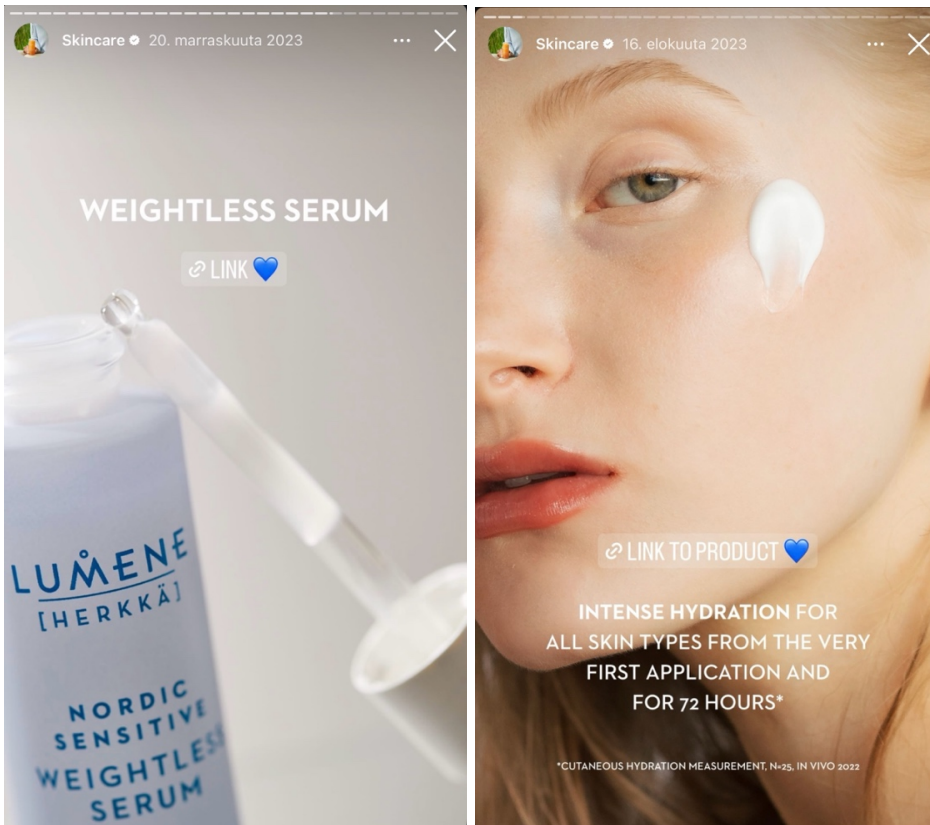
### 7.1.5 Utilizing the Buyer Personas in the Social Media Marketing Plan

When developing these personas, the author considered comments and feedback from followers during the social media research period and used some of those comments as inspiration. Of course, all customers cannot be categorized since they all have their own preferences, but the author noticed some similarities in characteristics, which led to the three buyer personas. When planning their future social media content, the commissioning company can think about how to take some of these aspects into consideration and how to communicate these to their followers. For example, the company could consider collaborating with an influencer on TikTok, and the influencer could highlight the fact that these products are vegan, not tested on animals, and are made in Finland. The influencer could also share a discount code for the online store and, this way, encourage their followers to try these products. This could work for the younger audience group who tend to follow many influencers. Or, the

company can share a post on Instagram and Facebook and ask their followers to share their feedback about a product in the comment section. This could be a better option for the audience who don't care that much about influencers but trust what other consumers think about the products. The company can start by finding the ideal content for all its channels and who is mainly watching that content so that they can know which customers to target on which platform.

## **7.2 Convert: Turning Followers into Customers**

The author recommends considering the following strategies in the convert phase of the RACE framework, which focuses on prompting your followers to become paying customers. The commissioning company could utilize sales and offers more, especially during big national holidays such as midsummer, etc., and as the author has mentioned previously, giving a try with influencer marketing could be really beneficial. Especially since the company doesn't have a lot of experience with using influencers in their social media marketing, it could be interesting to see what kind of results can be reached with it. Also, the company could try posting more on their Instagram and Facebook stories and adding links to products on their website, which would provide an easy way for potential customers to access product information directly from the story and possibly even add the product to their basket to purchase it. For example, if the company makes a post about the benefits of one of their shampoos, they could share this post to their stories or a photo of this product in the story and then add a link that would take the audience directly to the product page on their website. The author will add two example photos of this from Lumene's Instagram stories that the reader can see below (Picture 19).

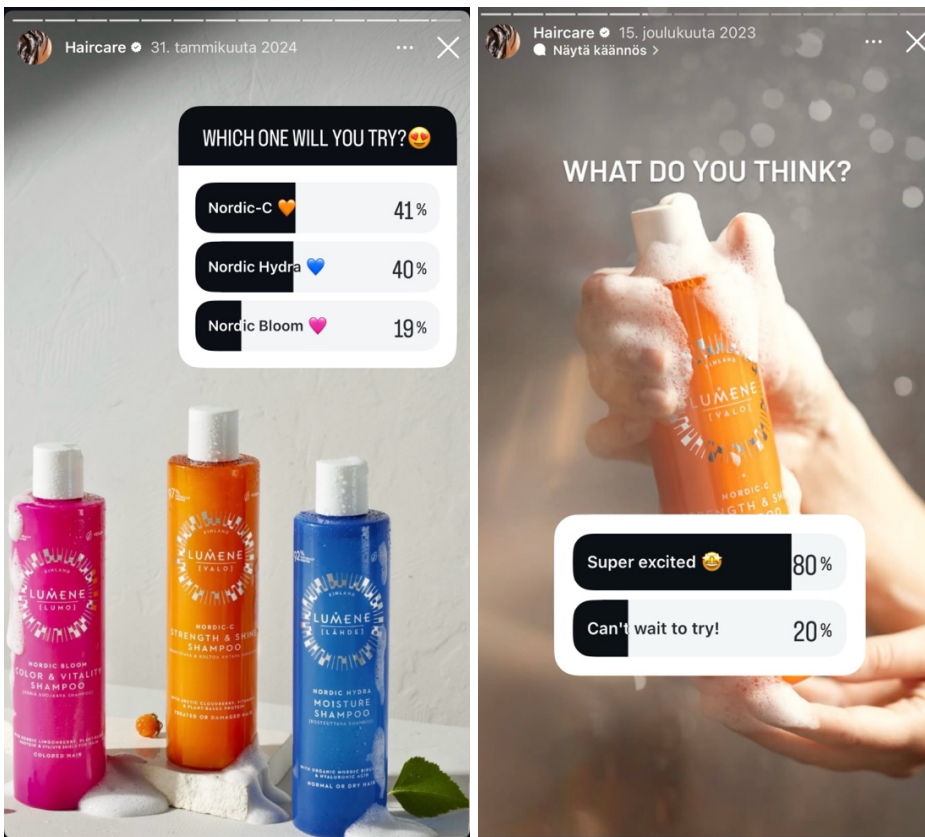


Picture 19. Examples of Adding Product Links to Stories (Lumene's Instagram).

### 7.3 Engage: Building Loyalty & Repeat Purchases

The final stage of the RACE framework is engage, which focuses on building lasting relationships and loyalty with first-time customers while leading them to make repeat purchases. A business can demonstrate its commitment to fostering customer loyalty through its social media activities and communication strategies (Chaffey, 2024b). On their social media marketing, the commissioning company can utilize the engage phase by using user-generated content (UGC), setting up a loyalty program for their customers who use their online store, using interactive content such as adding polls to their Instagram and Facebook stories, adding behind-the-scenes content such as a day in the life of a Lifehair employee or showing a certain product being manufactured, etc. According to Myers (2024), user-generated content (UGC) is an effective method for marketers to enhance brand awareness. The advantage of UGC is that it is produced by individuals other than the brand, such as advocates, customers, employees, or social media followers, making it more impactful as word-of-mouth marketing. UGC can take various forms, including videos, images, testimonials, blogs, live streams, reviews, or podcasts. The author will add

two example photos from Lumene's Instagram stories to show how companies can utilize polls and other interactive content on their social media (Picture 20).

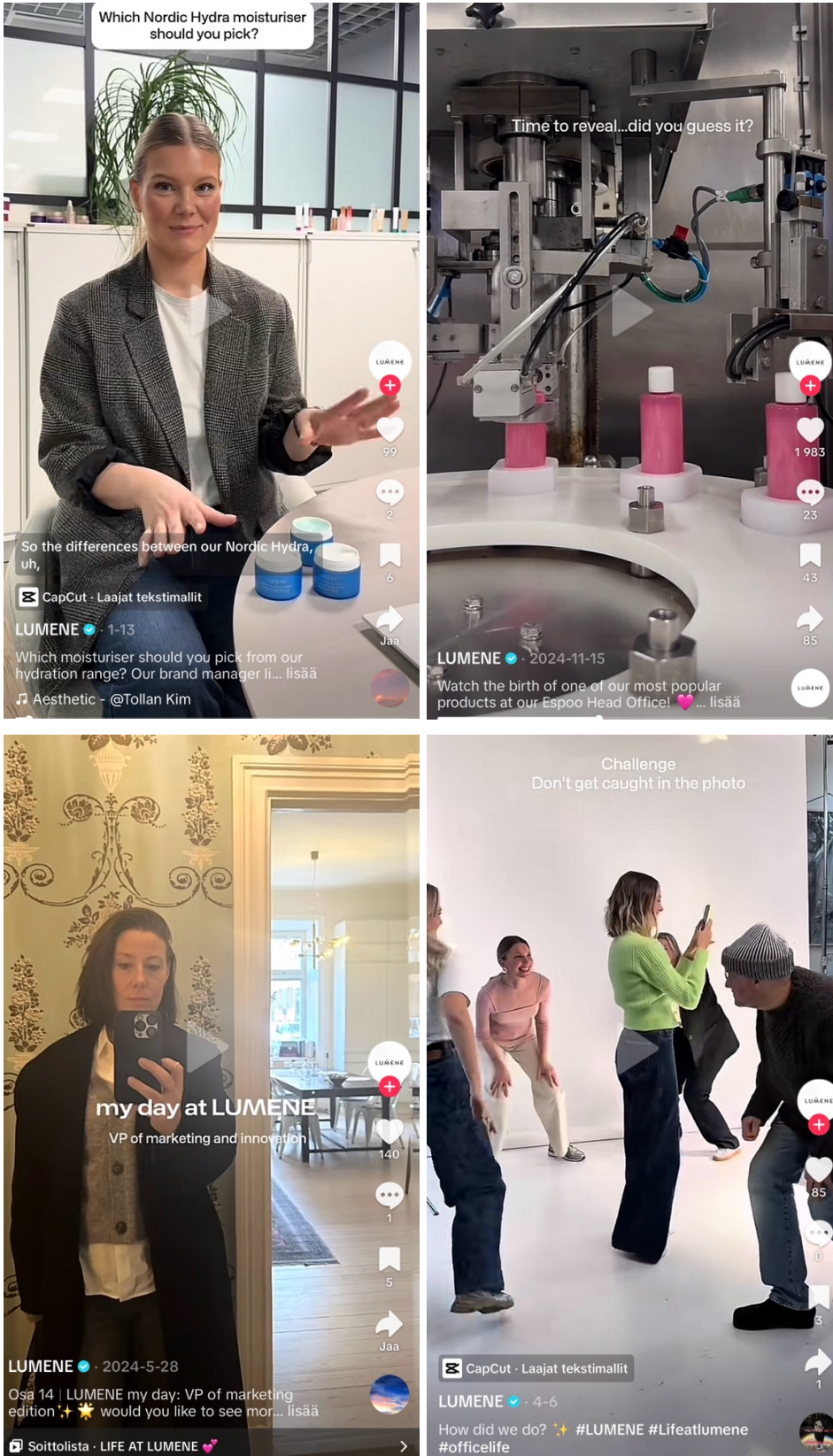


Picture 20. Examples of Using Interactive Content (Lumene's Instagram).

## 7.4 Strategy & Tactics

The next step of this social media marketing strategy is implementing the strategy and tactics phases of the SOSTAC® framework. In the author's opinion, now the main focus of the commissioning company should be ensuring that they post regularly on all three social media channels, which are Instagram, Facebook, and TikTok. As we saw in Table 3, which was presented in section 6.2, the company's social media posting schedule is quite irregular. Since the company wants to raise its brand awareness, a good way to start would be by posting regularly on all three channels. The company can look at the three buyer personas that were developed and use those when planning their future content and to which channels post which type of content. For example, the audience on TikTok tends to be younger, and fun content often works well there, such as participating in challenges and trends. However, people also seem to enjoy content like "Pack an order with me" or "Follow my day as an

employee of company X. " When planning content for Facebook, there is often an older audience, so having a 20-year-old influencer marketing the products may not be as effective on this channel. Therefore, the content should be tailored to the audience that follows the company on the different platforms. Just as the buyer personas represent three different age groups, which are the three largest age groups of the company's current audience, the company could consider collaborating with influencers from all three age groups and featuring them on different channels. This way, the focus would be on all the main target audience groups. Currently, the most inactive account is the company's TikTok account, and the author thinks that adding content more regularly could be great for the company's goal of raising its brand awareness due to TikTok's increasing popularity. It can be time-consuming to plan content as well as film and edit the videos to TikTok, so perhaps even hiring a content creator to take care of the marketing in TikTok could be an option now in the beginning to at least get more content regularly posted on this platform. Below (Picture 21), the reader can see some example photos of the content that Lumene has shared on their TikTok channel. They have posted educational content, shown behind-the-scenes types of videos on how their products are being manufactured, a day in the life videos, as well as participated in trending challenges.



Picture 21. Examples of Lumene's TikTok Usage (Lumene's TikTok).

To assist with the regular posting schedule, the author created two social media calendars: a monthly one and a yearly one. In the following sections, the author will explain more about the calendars and their benefits.

#### **7.4.1 Monthly Calendar**

For the monthly calendar, the author chose the month of May as an example. The goal for the company would be to post at least twice a week on either Facebook or Instagram. They could share the same content on both of these channels or share different content on the channels. The content could be either photos or videos, but on top of these two posts, the company should also share them or other content to their stories. For example, the company could post customer reviews on their Instagram stories or add a link to their newest TikTok video. The company could increase the amount they post since it's not uncommon for some companies to post something every single day, but for starters, the author thinks that a good goal would be to post twice a week. When it comes to TikTok, a good goal would be to try to post two times a month on TikTok and then keep increasing the amount. Some companies are very active on TikTok and might even post daily, but since for the commissioning company, TikTok has been the platform with the least amount of content, the author suggests starting slowly and really taking the time to plan the content for the right target audience and finding out what's trending at the moment to keep building the audience base. Once these are figured out, the company can keep posting more content and maybe use influencers on TikTok to get more audience and spread awareness of their brand.

Planning the content ahead for all of their social media channels can help to ensure that there is enough content being posted each month and there won't be big fluctuations each month. The content calendar doesn't have to be anything fancy; it can be written down on a piece of paper or organized into an Excel sheet. Once the content is planned for the next month, it would be good to select the photos/videos that are going to be used right away or to go shoot more new content that will be used and start planning the captions for all this content. The content can be scheduled in advance on Meta Business Suite, which is an easy way to ensure that it gets published on a specific day and time, without requiring someone to individually post the content each time. Below (Figure 20), the reader can see an example of what the monthly calendar could include.



Figure 20. Example of a Monthly Calendar for Lifehair Oy.

## 7.4.2 Yearly Calendar

For the yearly calendar (Figure 21), the author highlighted special days, holidays, and seasonal themes that the commissioning company can take into consideration when planning its content for a specific month. For example, in February, there is Valentine's Day, so the company could prepare a post full of their products with pink labels and use decorations with heart balloons, etc., and arrange a giveaway. The yearly calendar can be simple, like this, or the company could modify it with more specific information for each month. This calendar can work as a helpful tool when planning the monthly calendar since you can see all the main events happening in the following month.

# Annual Social Media Calendar

## JANUARY

- New Year
- Focus on hydrating products
- Promotion / Sale for the beginning of the year

## FEBRUARY

- Valentine's Day → Emphasising pink products in posts
- Valentine's Day Giveaway

## MARCH

- International Women's Day → Giveaway

## APRIL

- April Fools' → A fun post / prank
- Easter
- Earth Day

## MAY

- May Day
- Mother's Day → A post about gift ideas and a giveaway

## JUNE

- Midsummer → Giveaway
- Showcasing travel size products → Such as BioRich 100ml shampoos & Lacto line face cream

## JULY

- Summer posts

## AUGUST

- "Back to School" & "Back to Office" → Giveaway
- End of summer sale / discount code

## SEPTEMBER

- Fall posts

## OCTOBER

- Halloween

## NOVEMBER

- Father's Day → Giveaway
- Black Friday → Discount code

## DECEMBER

- Independence Day
- 12-day or 24-day Christmas calendar → Giveaways, gift ideas, tips & tricks, etc.

Figure 21. Example of a Yearly Calendar for Lifehair Oy.

## 7.5 Actions & Control

Lastly, there are the actions and control phases of the SOSTAC® framework. The actions part includes making a plan that includes who is responsible for X, when it should be done, and how it should be done. In the beginning, the author recommends that the commissioning company start by making sure that content gets posted to all three platforms regularly. She recommends using the monthly content calendar and planning the content ahead of time. For this, the company should hold weekly or monthly meetings to plan the content together and divide the tasks unless there is a certain person whose responsibility is social media. Person A could be in charge of shooting new content and coming up with ideas for posts, and then person B could be in charge of uploading the posts and answering all the comments and DMs, etc. When it comes to the monthly content calendar, the company could start always planning a month in advance, so in early June, they could plan and schedule posts for the month of July. This way, there would be enough time to brainstorm ideas for new content and plan ahead for special days and holidays. The workload could be divided so that one person is in charge of planning the content for the first two weeks of the month, and another plans the content for the rest of the month. To keep everything under control, everyone on the team should always know what's their responsibility so that there won't be any interruptions to the schedule.

The final step of the SOSTAC® framework is control, which answers the question, "How do we know we are getting there?" This phase includes measuring metrics to ensure that the plan is on track and making improvements to the plan if needed. Often, part of the control phase includes conducting surveys, usability testing, etc. (Chaffey & Ellis-Chadwick, 2016, pp. 188-189; Pr Smith, (n.d.)). For this phase, the commissioning company can utilize the Meta Business Suite to see and track their progress on social media. For example, during the monthly meetings, when planning the content calendar for the upcoming month, the company can come up with monthly goals, such as getting a certain engagement rate to the posts or getting at least 10 comments to 3 posts during that month. Then, in the next meeting, they can check Meta Business Suite and see how the content succeeded and if they reached their goals. Every now and then, the company can also ask their followers to fill out a survey if they want to get answers to specific questions, such as what kind of content the followers want to see, etc. For example, as a reward for filling out the survey, the company could offer a discount code to their online store.

## 7.6 Summary of the Strategy

To sum up the strategy, the author will briefly mention the stages of this social media marketing plan. In the beginning, the author introduced the three buyer personas created for the commissioning company to showcase their target customers. These three personas were created using real audience data obtained through the author's social media research to clarify to whom the social media marketing should be directed. The plan's next step included utilizing offers and sales more, especially during the holidays, to attract more customers. The author also recommended utilizing stories more on Instagram and Facebook and adding links to the product page on the company's website to make it easier for customers to see the product information and perhaps that way to even purchase the products. Adding more interactive content, such as polls, to their stories could be a good way to interact with the followers. Following this, the author recommended that the company's priority should be to ensure regular posting of content across all social media platforms while considering the target audiences so that the content on each channel aligns with the interests of its specific followers. The author also created two content calendars and recommends that the company utilize these when planning their future content. The last part of the strategy includes ensuring that everyone in the company who is working on social media knows their tasks on a monthly basis. This way, everyone can be certain that there is a clear schedule for all social media related tasks. Additionally, applying methods such as surveys can help ensure that the plan is on track and that the content resonates with the followers.

## 8 CONCLUSION

To conclude, the goal of this thesis was to provide the commissioning company with a strategy that they could follow when planning their future social media marketing. At the beginning of this thesis, the commissioning company was introduced, which followed an extensive theoretical framework that introduced digital marketing channels as well as methods. The theoretical framework continued by explaining different frameworks used in the digital marketing field, such as the 4Ps of marketing, the RACE Planning framework, the SOSTAC® framework, and the SWOT analysis. Also, comprehensive benchmarking was conducted to see how the commissioning company's competitors are managing their social media. For the research part of this thesis, the author organized a two-week social media research period, where she posted content to the company's social media platforms and afterward analyzed the results obtained during this research period. The final part of this thesis involves building a social media strategy for the commissioning company. Both the RACE framework and the SOSTAC® framework were used when building this strategy. The author combined the information regarding the social media strategy in the form of a presentation that was presented to the commissioning company (Appendix 4).

When it comes to the research questions introduced at the beginning of this thesis, the author's goal was to find answers through the social media research that was conducted. The research questions were the following: "How to increase Lifehair's brand awareness through social media?" and "What are the most effective digital marketing actions for Lifehair in social media?". A secondary question was: "What is the main target group of Lifehair in social media?". Based on the research as well as on the theory, the author was able to provide recommendations for the commissioning company on the next steps to take when planning the future of their social media marketing. Regarding the first question about increasing Lifehair's brand awareness through social media, the author recommends that the company start posting content more regularly on all of its social media platforms since there are big differences in the current posting schedule. Also, utilizing paid advertisements more often can be helpful. The author created examples of monthly and yearly social media calendars that she thinks would be helpful to the company and clarify the process regarding what to post and when. In terms of question two, which was about the most effective digital marketing actions for Lifehair in social media, the author suggests that the company start using paid advertisements more to ensure that their content reaches more people, and collaborating with influencers is something that the author recommends trying. The company should also focus on

aspects such as email marketing and SEO. Lastly, the research shows that the main target group of Lifehair in social media is women between the ages of 35 and 44.

As the final part of this thesis, the author recommends a few ideas for future development that the commissioning company could implement. Firstly, developing different social media campaigns with goals and, afterward, measuring the metrics obtained from the campaigns to see if the goals were reached. For example, when launching a new limited edition product, the company could decide to make a few different paid advertisements for this, and in the advertisements, they could offer a discount code for their online store and set a goal of at least 20 people using this discount code on their online store. When looking at the results, the company can evaluate whether the campaign was a success or not and what can be done in the future to reach the goals or improve them. This way, the company can improve their actions and see what works with their followers. For the second suggestion, the author encourages the company to consider hiring someone to manage their social media. With the assistance of a social media manager, the company could achieve its goals more quickly, particularly in raising brand awareness on TikTok. Producing content for TikTok can be very time-consuming, so having a dedicated employee for this role could be very beneficial.

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## **APPENDICES**

Appendix 1. Email interview questions with Lifehair Oy CEO

Appendix 2. Social Media Analysis Chart

Appendix 3. Paid Advertisements Chart

Appendix 4. Social Media Marketing Plan Presentation for Lifehair Oy

## Appendix 1. Email interview questions with Lifehair Oy CEO

1. Brief history of the company
2. How is the company conducting its marketing currently, and what are the current marketing goals? Also, what is the plan for marketing in the future (to focus on digital marketing in social media or also use ads in newspapers, etc.)?
3. The company products are being sold on your website and in many retail stores around Finland. Is your goal that these products could be sold overseas one day? (Nordic countries, entire Europe, etc.)?
4. Who are your biggest competitors? (Frantsila, Saaren Taika, Lumene, Four Reasons, Sim Finland?)
5. Are you using any paid advertisements, for example, on Instagram or Facebook
6. During this thesis, content will be created for the company's social media channels over a two-week period, and then the type of content that would work best for the company will be analyzed. Is there a specific goal or wish that you want to focus on primarily? For example, do you want to focus on gaining more followers or having the followers comment on and like the posts more, or is there another goal?
7. Have you ever used/ are you considering using influencer marketing? For example, a paid advertisement on TikTok, where a social media influencer advertises your products and offers a discount code for their followers for a limited time on your website.
8. Are you sending email newsletters? Have you considered mentioning on your website that if a person subscribes to your newsletter, they get, for example, 15% off of their first order?
9. Have you considered that Lifehair Oy would have a booth at the I Love Me - trade fair someday?

10. What certificates do the products have?
11. How ecological is your packaging/ have you thought about transitioning to ecological packaging?
12. Are you sending PR packaging, for example, to social media influencers?
13. In your opinion, who is your target customer? Who are your products designed for, and who is the marketing targeted for? For example, Finnish females over 45 years old or anyone who appreciates domestic products that are not tested on animals, etc.
14. Is the plan to extend the range of products? For example, different skincare products such as serums, eye creams, etc.
15. What is your most popular product/ the product that sells the most?
16. What do you want/ what is your goal that people can see from your social media channels? For example, domesticity, being natural, company values, etc.

## Appendix 2. Social Media Analysis Chart

Social Media Analysis 1.10.2024 - 15.10.2024		Amount of followers on 1.10.2024: Facebook 1649, Instagram 1322, TikTok 102			Amount of followers on 15.10.2024: Facebook 1764, Instagram 1738, TikTok 142						
ACCOUNT	DATE & TIME	WEEKDAY	TYPE OF POST	REPOSTED TO STORY	AMOUNT OF EMOJIS USED	AMOUNT OF HASHTAGS USED	PAID ADVERTISEMENT	REACH	LIKES & REACTIONS	COMMENTS	ENGAGEMENT RATE
1. TikTok	1.10.2024 4pm	TUESDAY	Video	Yes	0	0	YES	41,220	N/A	1	Not available
2. Instagram	1.10.2024 10am	TUESDAY	Picture	Yes	3	10	NO	356	39	0	2,24 %
3. TikTok	1.10.2024 11.50am	TUESDAY	Carousel, Giveaway	No	4	10	NO	958	43	66	76,76 %
4. Facebook	1.10.2024 12pm	TUESDAY	Picture, Giveaway	Yes	11	9	NO	307	218	251	26,87 %
5. Facebook	1.10.2024 4pm	TUESDAY	Picture	No	3	7	NO	611	32	16	2,72 %
6. Facebook	2.10.2024 3.30pm	WEDNESDAY	Picture	No	3	9	NO	302	17	0	0,96 %
7. Instagram	2.10.2024 3.30pm	WEDNESDAY	Picture	No	3	9	NO	366	33	0	1,96 %
8. Facebook	2.10.2024 5.30pm	WEDNESDAY	Picture	No	3	8	YES	6,615	20	0	1,19 %
9. Instagram	2.10.2024 5.30pm	WEDNESDAY	Picture	No	3	8	YES	2,855	50	0	2,88 %
10. Instagram	3.10.2024 6pm	THURSDAY	Picture	No	2	10	NO	360	35	2	2,13 %
11. Instagram	4.10.2024 5pm	FRIDAY	Picture	No	4	7	YES	6,060	62	4	3,91 %
12. TikTok	5.10.2024 1.50pm	SATURDAY	Video	Yes	4	11	NO	756	5	0	3,52 %
13. Facebook	5.10.2024 3pm	SATURDAY	Picture	No	7	10	YES	855	87	11	5,56 %
14. Instagram	5.10.2024 3pm	SATURDAY	Picture	No	7	10	YES	3,696	75	9	5,35 %
15. Facebook	6.10.2024 10.30am	SUNDAY	Picture	No	6	9	NO	335	7	2	0,51 %
16. Instagram	6.10.2024 10.30am	SUNDAY	Picture	No	6	9	YES	22,869	235	8	14,90 %
17. Facebook	7.10.2024 10am	MONDAY	Picture	No	4	9	A/B Test *	489	62	2	3,63 %
18. Instagram	7.10.2024 12.30pm	MONDAY	Picture, Giveaway	No	9	11	NO	1,850	422	1,075	88,26 %
19. TikTok	8.10.2024 1pm	TUESDAY	Video	No	2	9	NO	751	5	0	3,52 %
20. Facebook	8.10.2024 5.30pm	TUESDAY	Picture	No	2	10	YES	2,184	10	0	0,57 %
21. Instagram	8.10.2024 8pm	TUESDAY	Picture	No	5	11	NO	476	28	2	1,78 %
22. Facebook	9.10.2024 9am	WEDNESDAY	Picture	Yes	4	10	YES	1,485	191	3	11,17 %
23. Instagram	9.10.2024 9am	WEDNESDAY	Picture	Yes	4	10	YES	3,235	38	0	2,36 %
24. Facebook	9.10.2024 12pm	WEDNESDAY	Picture	No	6	11	NO	216	7	0	0,40 %
25. Instagram	9.10.2024 12pm	WEDNESDAY	Picture	No	6	11	YES	6,527	70	0	4,26 %
26. Facebook	9.10.2024 6pm	WEDNESDAY	Picture	No	0	3	A/B Test *	613	74	0	4,25 %
27. Instagram	10.10.2024 7pm	THURSDAY	Picture	No	5	9	NO	391	39	7	2,70 %
28. A/B Test	11.10.2024	FRIDAY	Picture A	No	4	9	A/B Test	913	275	0	15,59 %
29. A/B Test	11.10.2024	FRIDAY	Picture B	No	4	3	A/B Test	1,165	267	0	15,14 %
30. TikTok	11.10.2024 1.45pm	FRIDAY	Video	No	4	12	NO	758	21	0	14,79 %
31. Instagram	11.10.2024 2.45pm	FRIDAY	Picture	No	5	9	NO	302	27	0	1,61 %
32. Instagram	12.10.2024 4pm	SATURDAY	Picture	No	2	9	YES	6,951	79	5	4,89 %
33. Facebook	12.10.2024 6.45pm	SATURDAY	Picture	No	2	11	NO	238	4	1	0,28 %
34. Instagram	12.10.2024 6.45pm	SATURDAY	Picture	No	2	11	NO	317	30	1	1,84 %
35. Instagram	13.10.2024 3pm	SUNDAY	Picture	No	4	11	NO	263	20	0	1,15 %
36. Instagram	13.10.2024 6.30pm	SUNDAY	Picture	No	11	9	NO	321	27	0	1,55 %
37. Facebook	14.10.2024 9am	MONDAY	Picture	No	4	10	NO	279	6	1	0,40 %
38. Instagram	14.10.2024 11am	MONDAY	Picture	No	5	10	NO	228	21	0	1,21 %
39. Instagram	15.10.2024 3pm	TUESDAY	Picture	No	4	10	NO	183	16	0	0,92 %
40. Instagram	15.10.2024 5pm	TUESDAY	Picture	No	2	12	NO	192	18	0	1,04 %
41. Instagram	15.10.2024 6.30pm	TUESDAY	Story, Video	N/A	0	0	NO	107	1	0	0,06 %
42. Facebook	15.10.2024 7.30pm	TUESDAY	Picture	No	2	10	NO	165	8	0	0,45 %
										<b>AVERAGE:</b>	<b>8,33 %</b>

A/B Test \* = The two pictures were first posted normally to Facebook, and afterwards they were used for the A/B test, that is why they are twice in the chart.

\* = This color means that the same picture was posted on both Facebook and Instagram at the same time and date.

**Appendix 3. Paid Advertisements Chart**

Paid Advertisements 1.10.2024 - 15.10.2024							Total budget given 600€		PERFORMANCE				AUDIENCE*	
ACCOUNT	DATE & TIME	WEEKDAY	TYPE OF POST	AD DURATION	AD BUDGET	ACTUAL AMOUNT USED (€)	REACH	POST ENGAGEMENTS	LINK CLICKS	POST REACTIONS	PEOPLE	PLACEMENTS	LOCATIONS	
1.	TikTok	1.10.2024 4pm	TUESDAY	Video	8 DAYS	50€	50€	41,220	N/A	117	N/A	Female 18-24	TikTok	Uusimaa
2.	Instagram	2.10.2024 5.30pm	WEDNESDAY	Picture	7 DAYS	21€	20,86€	2,322	71	47	24	Female 35-44	Instagram Feed	Uusimaa
3.	Facebook	2.10.2024 5.30pm	WEDNESDAY	Picture	6 DAYS	50€	50€	8,754	156	135	20	Female 65+	Mobile app Feed	Uusimaa
4.	Instagram	4.10.2024 5pm	FRIDAY	Picture	7 DAYS	49€	48,88€	5,590	131	99	28	Female 25-34	Instagram Feed	Uusimaa
5.	Instagram	5.10.2024 3pm	SATURDAY	Picture	5 DAYS	25€	24,94€	3,191	98	64	31	Female 35-44	Instagram Feed	Uusimaa
6.	Facebook	5.10.2024 3pm	SATURDAY	Picture	5 DAYS	25€	25€	1,755	423	1	409	Female 18-24	Instagram Feed	Uusimaa
7.	Instagram	6.10.2024 10.30am	SUNDAY	Picture	7 DAYS	200.20€	200.15€	22,756	591	381	195	Female 35-44	Instagram Feed	Uusimaa
8.	Facebook	8.10.2024 5.30pm	TUESDAY	Picture	4 DAYS	8€	8€	1,875	54	52	2	Female 65+	Mobile app Feed	Uusimaa
9.	Instagram	9.10.2024 9am	WEDNESDAY	Picture	4 DAYS	20€	19,97€	2,797	64	48	15	Female 25-34	Instagram Feed	Uusimaa
10.	Facebook	9.10.2024 9am	WEDNESDAY	Picture	5 DAYS	20€	19,98€	1,254	192	N/A	169	Female 65+	Mobile app Feed	Uusimaa
11.	Instagram	9.10.2024 12pm	WEDNESDAY	Picture	4 DAYS	40€	39,98€	5,966	137	101	35	Female 25-34	Instagram Feed	Uusimaa
12.	A/B TEST**	11.10.2024	FRIDAY	Picture A	4 DAYS	25€	25€	913	277	N/A	275	Female 18-24	Instagram Feed	Uusimaa
13.	A/B TEST**	11.10.2024	FRIDAY	Picture B	4 DAYS	25€	25€	1,165	275	1	267	Female 65+	Instagram Feed	Uusimaa
14.	Instagram	12.10.2024 4pm	SATURDAY	Picture	3 DAYS	45€	44,93€	6,589	156	99	52	Female 25-34	Instagram Feed	Uusimaa
						603,20€	602,69€							

\*Only the top result is mentioned

\*\*Ads will be shown on multiple different platforms

Appendix 4. Social Media Marketing Plan Presentation for Lifehair Oy

SOCIAL MEDIA  
MARKETING PLAN

Lifehair



# TABLE OF CONTENTS

Social Media Research  
Research Results  
Buyer Personas  
Social Media Plan  
Content Calendars  
Examples





## ABOUT THE SOCIAL MEDIA RESEARCH

- The research was conducted  
1.-15.10.2024
- During this time 40 posts were created  
→ 5 on TikTok, 21 on Instagram & 14  
on Facebook
- Paid advertising was used on 14 posts
- Advertising budget was 600€
- 18 posts out of 40 were chosen for the  
research → Posts were divided to  
different categories

# RESEARCH RESULTS

## GENERAL

- Most popular posts included a giveaway
- Best times to post around noon on weekdays
- Popular captions included questions such as: “Comment which product is your favorite”

## PAID ADVERTISEMENT COMPARISON

- Instagram Ad → 7 Days → 21€ budget =  
Reach: 2322, Engagement: 71
- Instagram Ad → 7 Days → 200,20€ budget =  
Reach: 22,756, Engagement: 591

## TARGET AUDIENCE

- 3 main target groups

- Women 35-44
- Women 45-54
- Women 25-34

- Top cities

- Helsinki
- Tampere
- Espoo

# Buyer Persona 1

## Profile



**Juuli, 25**

**Occupation** Student

**Gender** Female

**Location** Tampere

## Buyer Persona Information

### Psychographics

- Politics, animal rights, vegan lifestyle, nature, thrift shopping

### Goals

- Find good quality cosmetics but with a student budget
- Only wants to use vegan friendly products with no animal testing
- Wants to support Finnish businesses

### Challenges

- Limited budget
- Limited selection at brick-and-mortar stores that meet her criteria

### Buyer behaviour

- Looks for product reviews from social media
- Does not want to spend a lot of money on everyday necessity cosmetics

### Social media channels



## Buyer Persona 2

### Profile



**Minna, 42**

Occupation	Nurse
Gender	Female
Location	Helsinki

### Buyer Persona Information



#### Psychographics

- Exercising, traveling, yoga, human rights, spending time with family

#### Goals

- Find efficient products with no strong scents
- Prefers products with simple ingredients that her whole family can use
- Hopes to use products manufactured in Finland

#### Challenges

- Prefers online shopping due to busy work schedule
- Due to her work she wants to use unscented products

#### Buyer behaviour

- Doesn't read reviews online but often makes purchase decisions based on her coworker's recommendations
- Searches social media for discount codes to online stores

#### Social media channels



## Buyer Persona 3

### Profile



**Maija-Liisa, 54**

**Occupation** University Professor

**Gender** Female

**Location** Espoo

### Buyer Persona Information

#### Psychographics

- liberal, literature, going to cultural events, perfectionist

#### Goals

- Due to busy schedule she hopes to find good quality everyday cosmetics from her local store while buying her groceries
- Likes to buy travel size products since she travels domestically a lot because of her job
- Is okay with online shopping but prefers being able to go and see the product before purchasing it

#### Challenges

- Rarely uses social media and doesn't follow any influencers
- Is always looking for pretty and aesthetic products that fit her home

#### Buyer behaviour

- Not loyal to any brand - Wants to always try new products
- Is willing to spend more for quality products

#### Social media channels



# STEPS TO TAKE WHEN PLANNING FUTURE SOCIAL MEDIA CONTENT



# SOCIAL MEDIA

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## PLAN

1

First step is to ensure that content gets posted to all social media platforms regularly → Content calendars were created for this

2

Utilizing the stories feature more on Instagram and Facebook → Using interactive content such as polls. Also, sharing product links

3

Focusing to target audiences and marketing to them → Different kind of content posted to Facebook vs TikTok

4

Utilizing giveaways, influencer marketing, surveys, having a social media manager / content creator → Would be beneficial especially for TikTok

---

# MAY 2025





Monthly Social Media Calendar

MON	TUE	WED	THU	FRI	SAT	SUN
28	29	30	01   May Day	02	03  Aesthetic visuals	04
05  Reviews	06   Educational content	07	08  Behind the scenes	09   Sharing the link to a new TikTok video	10	11   Mother's Day Post
12	13  Giveaway	14   Reminder about the giveaway	15	16   Tips and tricks	17	18
19	20   Present a new product	21	22  Reviews	23	24  How-to tutorials	25
26   Limited time offers	27	28	29  Educational content	30   Day in the life of a lifehair employee	31	01

### Content Type Examples

- How-to tutorials
- Tips and tricks
- Educational content
- Behind the scenes
- Limited time offers
- Giveaway
- Reviews
- Aesthetic visuals

### Content Type

-  Photo
-  Video / Reels
-  Story
-  TikTok

## Annual Social Media Calendar

### JANUARY

- New Year
- Focus on hydrating products
- Promotion / Sale for the beginning of the year

### FEBRUARY

- Valentine's Day → Emphasising pink products in posts
- Valentine's Day Giveaway

### MARCH

- International Women's Day → Giveaway

### APRIL

- April Fools' → A fun post / prank
- Easter
- Earth Day

### MAY

- May Day
- Mother's Day → A post about gift ideas and a giveaway

### JUNE

- Midsummer → Giveaway
- Showcasing travel size products → Such as BioRich 100ml shampoos & Lacto line face cream

### JULY

- Summer posts

### AUGUST

- "Back to School" & "Back to Office" → Giveaway
- End of summer sale / discount code

### SEPTEMBER

- Fall posts

### OCTOBER

- Halloween

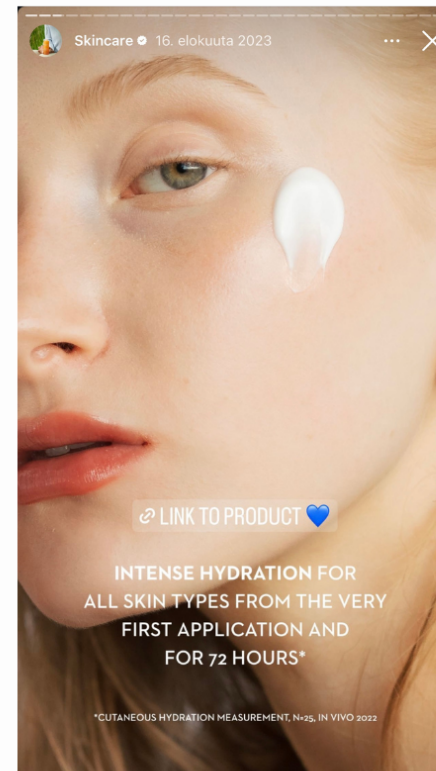
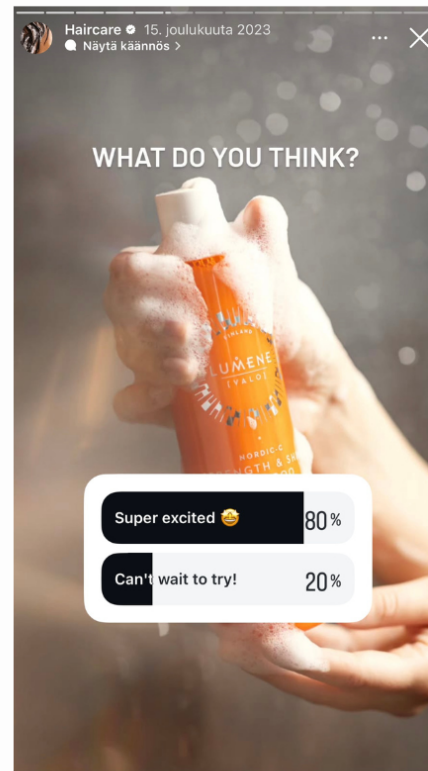
### NOVEMBER

- Father's Day → Giveaway
- Black Friday → Discount code

### DECEMBER

- Independence Day
- 12-day or 24-day Christmas calendar → Giveaways, gift ideas, tips & tricks, etc.

# EXAMPLES



THANK YOU!