

# **Social Media Marketing Plan:**

**Enhancing the global positioning of the Finnish brand Havuka.**

LAB University of Applied Sciences  
Bachelor of International Business  
2025  
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## Abstract

Author(s) Maria Paula Quiroz Moreno	Publication Type Thesis, UAS Number of pages 73	Completion year 2025
Title of the thesis <b>Social Media Marketing Plan.</b> Enhancing the global positioning of the Finnish brand Havuka.		
Degree, Field of Study International Business		
Name, title, and organization of the client Havuka		
Abstract <p>This thesis aims to develop a comprehensive Social Media Marketing (SMM) plan to increase the global recognition of Havuka, a Finnish natural cosmetics brand renowned for its Nordic botanicals. The study begins by describing the importance of the brand's global positioning in the competitive skincare sector and establishing the main research questions focused on Havuka's differentiation potential, platform effectiveness, and consumer engagement.</p> <p>The study then presents the research and analysis of strategic models that guide the creation and implementation of the marketing strategy, including SOSTAC, STP, and the five A's of the customer journey. This provides a theoretical framework for understanding audience segmentation, engagement strategies, and digital marketing strategy aligned with consumer behavior.</p> <p>The research section employs a mixed-methods approach, integrating qualitative and quantitative data sources. Havuka's current position is assessed through SWOT and competitor analyses. Consumer data is collected through online surveys, social listening, and social media analytics to investigate platform preferences, content interactions, and follower motivations in global markets.</p> <p>The findings demonstrate the strategic value of prioritizing message localization and SEO, collaborations with micro-influencers, and a variety of content formats targeting specific audience groups such as France, Germany, and Japan. Based on these results, a content calendar, a KPI dashboard, and community management rules are some practical suggestions.</p> <p>In conclusion, the thesis provides a scalable and culturally sensitive social media management approach to help Havuka expand its global presence. This approach fosters brand visibility, engagement, and long-term international growth by aligning strategic objectives with platform trends and customer expectations.</p>		
Keywords Social Media Marketing (SMM), Havuka, Brand Awareness, Global Branding, Marketing Strategy		

## Contents

1	Introduction.....	1
1.1	Background .....	1
1.2	Thesis Objectives and Limitations .....	2
1.3	Research Questions .....	3
1.4	Thesis Framework.....	3
1.5	Thesis Structure .....	4
2	Theoretical framework .....	6
2.1	Definition of Social Media .....	6
2.2	Social Media as a Marketing Tool (SMM) .....	7
2.3	Global branding and positioning strategies .....	7
2.4	The role of influencer marketing .....	9
2.4.1	Influencer Marketing Strategies .....	10
2.4.2	Measuring Influencer Marketing Success .....	11
3	Marketing models Applied to social media .....	13
3.1	SOSTAC Model for Strategic Planning .....	13
3.2	STP Model for Segmentation, Targeting, and Positioning.....	15
3.3	5 A's model for Customer Journey.....	17
4	Research Methodology .....	20
4.1	Research approach .....	20
4.2	Data collection methods .....	22
4.2.1	Skincare consumers .....	24
4.2.2	Social media analytics and Competitor analysis .....	26
5	Analysis and Findings.....	29
5.1	Current social media presence and models of Havuka .....	29
5.2	Competitive analysis of global skincare brands .....	37
5.3	Consumer behavior and engagement on social media .....	40
5.3.1	Consumer Insights from Google Forms Survey: Exploring Skincare Habits and Social Media Preferences .....	40
5.4	Effectiveness of different content strategies .....	49
5.5	Key Insights and Identified Challenges .....	50
6	Strategic Social Media Marketing Plan for Havuka.....	53
6.1	Social Media Goals and KPIs .....	53
6.2	Platform selection strategy .....	54
6.3	Content strategy and content calendar .....	55

6.4	Engagement strategy and community management.....	57
6.5	Influencer partnerships and collaborations plans .....	58
6.6	SEO optimization and paid advertising strategy.....	59
6.7	Implementation roadmap.....	60
7	Conclusions .....	63
	References .....	66
	Appendices.....	71

Figure 1.	British Vogue features 2023.....	1
Figure 2.	SOSTAC® framework .....	3
Figure 3.	STP Model.....	15
Figure 4.	SWOT Analysis of Havuka (Briefly). .....	30
Figure 5.	Spruce resin ointment 30% .....	35
Figure 6.	Question 1 Google Forms Survey: <i>Exploring Skincare Habits and Social Media Preferences</i> .....	42
Figure 7.	Question 2 Google Forms Survey: <i>Exploring Skincare Habits and Social Media Preferences</i> .....	43
Figure 8.	Question 3 Google Forms Survey: <i>Exploring Skincare Habits and Social Media Preferences</i> .....	44
Figure 9.	Question 4 Google Forms Survey: <i>Exploring Skincare Habits and Social Media Preferences</i> .....	45
Figure 10.	Question 5 Google Forms Survey: <i>Exploring Skincare Habits and Social Media Preferences</i> .....	46
Figure 11.	Question 6 Google Forms Survey: <i>Exploring Skincare Habits and Social Media Preferences</i> .....	47
Figure 12.	Question 7 Google Forms Survey: <i>Exploring Skincare Habits and Social Media Preferences</i> .....	48
Figure 13.	Question 8 Google Forms Survey: <i>Exploring Skincare Habits and Social Media Preferences</i> .....	49
Figure 14.	Content Calendar for June .....	56
Figure 15.	Potential influencers for collaborations.....	58

# 1 Introduction

## 1.1 Background

Havuka is a Finnish brand founded on January 29, 2020, specializing in natural and artisanal cosmetics inspired by the natural landscape of Finland and the traditional Nordic remedies passed down through generations of the Lönnrot family. The products are based on the recipes of the 19th-century Finnish physician, botanist, and folklorist Elias Lönnrot, renowned for his medicinal expertise with Finnish herbs and botanicals. The cosmetics are handcrafted with raw materials collected from the forests and lands of Finland. The essential ingredient in their recipes is spruce resin, which is recognized for its antibacterial properties for skin infections, insect bites, cuts, eczema, burns, and even pet paws.

Brand recognition aims at its organic and traditional products. Figure 1 shows the features in international publications such as the fashion magazine British Vogue, which featured Havuka's natural cosmetics for three consecutive months in the Retail Therapy, Fresh Faced Beauty, and Ready Set Glow sections.

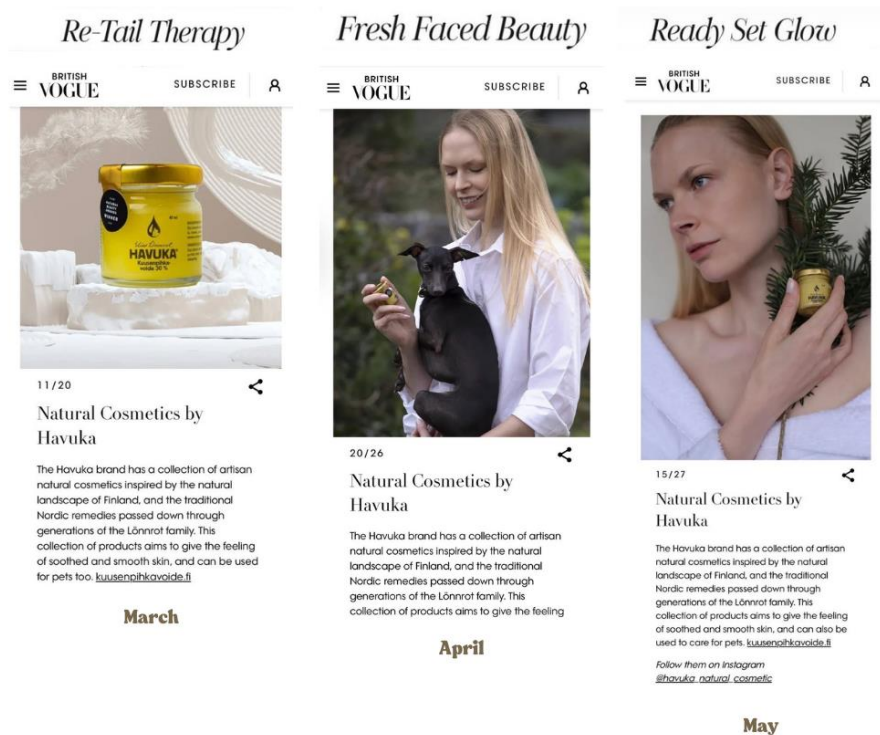


Figure 1. British Vogue features 2023.

An effective social media marketing plan (SMMP) allows the brand to expand its global reach, increase awareness, and boost sales. Social media is a practical and cost-effective way to penetrate new markets in specific areas with a high demand for natural skincare

products. The brand aims to communicate with its audience by building a community that shares stories and endorsements on social media sites like Facebook, Instagram, and TikTok, developing collaborations with influencers that promote sustainable lifestyles and beauty, and using targeted advertisements, looking to increase credibility and swiftly reach a larger audience.

SMM impacts search engine optimization (SEO) and brand reputation, increasing views and the likelihood of finding the company on Google. Thanks to the company's growing online brand visibility, it achieves better rankings and attracts free traffic when many users search for "best Finnish natural cosmetics" or "spruce resin skincare."

The main goal is to boost the brand's image in new markets focused on products with organic ingredients, natural skincare, and sustainability. Organic cosmetics are increasingly popular in countries like the US, Japan, and the UK, and potential markets are being segmented through influencer collaborations, sponsored ads, and content tailored to SMMPs.

## 1.2 Thesis Objectives and Limitations

### **Objectives**

The thesis aims to create a social media marketing plan that increases the brand's international traffic and conversions, connects with global audiences, and strengthens the brand image. Brands make a strong online presence through customized content strategies. The reputation and trust are strengthened by establishing credibility through collaborations with local influencers, enhancing authenticity, and increasing the brand's connection with its consumers, user-generated content, and experiences. Relevance is also ensured by adapting content to an international audience segment, where data analysis facilitates process evaluation and strategy refinement for greater engagement.

### **Limitations**

Despite its advantages, social media marketing presents several challenges. Language and cultural barriers create communication problems, while platform limitations and the laws of various countries hinder reach. Another challenge is adapting content to appeal to multiple consumers while preserving the brand's essence. Furthermore, international expansion is complex due to budgetary constraints for localization and promotion, and intense competition in cosmetics markets. To maximize impact, addressing these constraints requires a flexible and well-structured strategy.

### 1.3 Research Questions

The main question aims to find the optimal SMM strategies that enhance the brand's global positioning, developing sub-questions that guide the research and provide an efficient structure.

Studying the current brand positioning compared to competitors in the global skincare industry, finding the aspects that differentiate it, and finding the most effective social media platforms that reach target audiences. The key motivations for consumers to follow and engage with a skincare brand are exploring the most effective engagement of content, like influencer marketing, storytelling, UGC, and paid ads.

Furthermore, it explores the key performance indicators (KPIs) to measure the success of its SMM strategy and studies the future challenges of scaling its SMM internationally and how they are addressed.

### 1.4 Thesis Framework

A strategic social media marketing plan includes a step-by-step approach, critical theories, and models that drive brand engagement and awareness in global markets to improve Havuka's international position.

In Figure 2, the SOSTAC® technique (Situation Analysis, Objectives, Strategy, Tactics, Action, Control) offers a systematic, flexible, data-driven strategy that adapts to the challenges of entering foreign markets. This approach is ideal for improving Havuka's global position through SMM. It begins with assessing its current position, setting precise objectives, and determining strategies for entering international markets.



Figure 2. SOSTAC® framework

The SOSTAC® framework ensures an organized approach to global brand positioning through six crucial stages. The Objectives phase establishes smart goals for brand visibility and engagement in markets. The Situation Analysis phase assesses the brand's current presence, competition, and audience awareness. The Strategy phase defines the target audience, core messages, and differentiation through specialized content. In the Tactics phase, the ideal platforms, content type, and publishing frequency are decided for each market. The Action phase explores team responsibilities, content scheduling, and real-time engagement. Finally, the Control phase allows continuous adjustment by monitoring KPIs such as ROI and engagement rates.

The STP (Segmentation, Targeting, Positioning) model segments the global natural skin-care market, selecting the best markets and consolidating Havuka as a distinctive brand among international customers.

Additionally, a customer experience analysis is conducted, along with how social media influences consumer actions, from brand awareness to brand promotion, using the 5 A's paradigm (Awareness, Appeal, Ask, Act, Promote). Essential insights, such as the brand analysis, which examines Havuka's current brand positioning and identity, aim to provide the company with insights to differentiate itself from the competition. Analyzing the global market and competitors makes identifying trends, opportunities, and competitive advantages easier, and finally, determining the optimal channels for engagement and analysis in different areas that require social media understanding (such as Facebook, Instagram, and TikTok) and their usage.

## 1.5 Thesis Structure

The thesis starts by describing the brand, its industry, significance, and the role of social media in contributing to growing a global presence. It specifies the study problem, objectives, and primary research questions, such as social media strategies that increase Havuka's global awareness, engagement, and market penetration.

The theoretical framework gathers relevant academic information and industry reports. Examining current theories on global market strategies, brand positioning, and social media marketing, focusing on essential models such as SOSTAC, STP, and the 5 A's to frame the research, identify information gaps, and situate the study in a broader academic context.

The research methodology develops the best approach for the study's objectives. It defines the research plan and adopts a mixed-methods approach to collecting qualitative and quantitative data. The research includes surveys of global skincare product customers and ana-

lyzing social media data from Havuka's current platforms. The research methodology addresses the importance of the approaches and why they are the most appropriate for addressing the research questions and achieving the study's objectives.

The analytical process begins with a Google form, and inferential statistics are used to identify relationships between social media participation and consumer behavior, as well as descriptive statistics that synthesize the quantitative data from the surveys and social media analysis. To obtain and compare the final data with accepted theories and theoretical frameworks.

The findings and discussion presented the main research findings and their implications for developing Havuka's SMMP. They also include an analysis of social media to improve global positioning, comparing the results with the theoretical framework, identifying future obstacles, and offering ways to overcome them.

Finally, the conclusion highlights the study's main findings and practical suggestions for Havuka's SMMP, focusing on the strategies that improve its presence in the market, the customer brand relationship, and optimize its social media strategy.

## 2 Theoretical framework

### 2.1 Definition of Social Media

Social media refers to online communities where users interact, communicate, and exchange information. Platforms that changed the way individuals get and share information, enabling individuals to create online content, communicate openly, and connect with others worldwide. Social media significantly influences modern communication (Atherton, 2023), including networking websites like Facebook, Twitter, and LinkedIn, as well as content-sharing platforms like Instagram, YouTube, and TikTok. Social media reshaped communication as interactions among people, businesses, or organizations are done in real-time and without regard to a physical location. Social media is also an essential guide to aspects of daily life, like news, education, and business entertainment (Edwards et al., 2021).

The first internet forums and blogs marked the beginning of the development of social media, which later evolved into complex sites like Facebook, Instagram, Twitter, LinkedIn, and TikTok. These platforms serve different purposes, focusing on social networking, while others specialize in sharing content, networking, or real-time conversations. The accessibility of social media has contributed to its rapid growth, with billions of users worldwide engaging daily in various activities, including news consumption, entertainment, marketing, and global product promotion (Edwards et al., 2021).

Interactivity is one key advantage of social media, where users are passive receivers or active content producers. This characteristic activity differentiates social media from traditional media like television and newspapers, which use a one-way communication system. Additionally, social media facilitates individual customization, where users edit their preferences, interests, and even social networks.

Additionally, social networks are platforms that seek to facilitate both communication and education. These platforms significantly impact political movements, community actions, and individual opinions; as users carry out debates on current affairs, social justice, and public policy, social networks act as a means of communication, developing activism, public dialogue, and cultural change and raising concerns about the diffusion of false information that harms trust in the digital and social environment (Herbert and Fisher-Høyrem, 2021).

In conclusion, social media is a dynamic and constantly evolving space influencing communication, business, and society. Its interactive and participatory nature makes it a powerful tool for personal and professional use, boosting global connectivity and interaction.

## 2.2 Social Media as a Marketing Tool (SMM)

Social media marketing (SMM) uses social media platforms to advertise brands, products, and services to a broader audience. Businesses use social media to interact with customers, build brand awareness, and boost sales through content marketing, influencer marketing, and paid advertising. Through SMM, companies can access a larger audience at a lower cost than traditional marketing methods (Edwards et al., 2021).

Social media platforms simplify communication between companies and customers, enabling real-time interaction through messages, shares, likes, and comments. This contrasts with the one-way structure of conventional marketing and encourages engagement, allowing businesses to establish more straightforward connections with their target audience, building trust and enduring loyalty (Atherton, 2023).

Content marketing is key in companies producing and distributing relevant and crucial content to attract and generate customer interest. Generating high-quality content, such as trending posts, videos, infographics, and interactive media, helps brands create and strengthen their presence in the industry, building a loyal community of followers (Edwards et al., 2021). Platforms such as YouTube and TikTok are particularly effective for video marketing, allowing companies to showcase their products through creative content by influencers that creates a strong connection with the audience. Furthermore, influencer marketing is a critical part of SMM, collaborating with social media personalities with large followings to promote their products, leveraging their credibility and influence to improve brand perception and seek to build closer relationships with their consumers.

Additionally, social media gives advertisers access to substantial analytics and performance evaluation tools. Brands track customer journeys, monitor engagement, and assess campaign results using real-time data from systems like Google Analytics and Meta Business Suite. These insights aid in strategic decision-making by highlighting user behavior trends and content efficacy. Businesses may enhance content, tailor communications, and boost return on investment by implementing data-driven strategies (Atherton, 2023). With current advances in artificial intelligence and machine learning, predictive analytics further enhances the ability to personalize marketing strategies, thereby improving the overall effectiveness of social media marketing campaigns.

## 2.3 Global branding and positioning strategies

Social media is an essential tool for building and improving a consistent brand presence in various regions of global branding. It enables businesses to maintain a consistent brand

identity while modifying material to satisfy regional consumers' language and cultural demands. This dual role allows firms to expand their reach and stay relevant in various situations (Herbert & Fisher-Høyrem, 2021). Companies such as Apple, McDonald's, and Coca-Cola are examples of brands that have effectively used social media to build strong global identities while catering to regional tastes.

Credibility and customer awareness are strengthened by preserving brand consistency throughout social media channels. Audiences are more inclined to trust and interact with a brand when they experience a consistent message, visual identity, and tone across geographical boundaries. Using techniques like social listening, which entails watching online consumer interactions and comments, social media helps companies stay flexible (Atherton, 2023). This enables marketers to modify their approaches to changing market conditions, audience sentiments, and developing trends. However, companies consider cultural differences. For example, McDonald's maintains its corporate identity by adapting its menu to local tastes, such as the McAloo Tikki in India and the Teriyaki Burger in Japan (Schaffmeister, 2015).

Global brands differentiate themselves by emphasizing and enhancing their value propositions. One effective strategy is storytelling, where brands use compelling narratives to generate emotional connections with consumers. For example, companies like Nike and Adidas use sports storytelling to inspire and engage their audiences and reinforce their brand values: determination and success (Edwards et al., 2021).

Social listening is an essential component of brand positioning. It describes the procedure for monitoring and deciphering discussions and exchanges on various social media sites. Businesses obtain important insights that guide their branding strategy and content creation by regularly monitoring what customers say about their brand, rivals, or pertinent industry subjects (Atherton, 2023).

Businesses provide real-time feedback and identify changes in consumer preferences through platforms like X (previously Twitter), Instagram, and TikTok. Helping to keep in line with changing social and cultural factors, improving client engagement, allowing companies to modify their messaging, address new issues before they become serious, and forge closer bonds of trust with their target consumers.

Global brands face obstacles in major emerging economies such as China, India, Russia, and Brazil, as these markets present different consumer habits, regulatory regimes, and highly competitive environments. Leveraging localization methods, such as adapting marketing to cultural norms or collaborating with local influencers, increases brand credibility (Schaffmeister, 2015).

In conclusion, social media allows companies to communicate with customers worldwide in real-time. Platforms like Facebook, Instagram, and WhatsApp allow companies to maintain an international communication radar, publish personalized content, and create communities around their products and services. According to Edwards, Paul & Sarah (2021), user-generated content (UGC) on social media increases the company's trust and visibility by allowing customers to post reviews and testimonials. Global branding and positioning require a balance between consistency and cultural adaptability. Companies invest in storytelling, digital engagement, and localization techniques to establish strong and lasting connections with foreign consumers.

#### 2.4 The role of influencer marketing

Influencer marketing is a crucial strategy for companies seeking to connect with their customers in an increasingly digital marketplace. Unlike traditional media advertising, influencer marketing involves leveraging individuals with large social media followings to promote products and services more personally and authentically (Belanche et al., 2021). This method is based on the premise that customers tend to trust recommendations from people they like or connect with (Brown & Hayes, 2008).

Congruence is one of the key aspects of influencer marketing, which involves alignment between the influencer, the product, and the customer. Landreth Grau (2022) believes that influencers generate favorable reviews, increasing purchases, recommendations, and generating a perception of social acceptance for specific brands and trends. However, when an influencer promotes a product that does not align with the expectations of their brand or audience, it contributes to poor customer perception, as observed in examples of influencers promoting irrelevant or counterfeit items (Belanche et al., 2021).

In the public health sector, this content contributed to the formation of healthy habits. According to research by Byrne (2017), 59% of participants sought health and nutrition advice from influencers, and 32% were encouraged to adopt healthier eating choices. Misinformation is an increasingly important problem in this field, as many influencers lack professional qualifications in health and nutrition, resulting in incorrect recommendations that harm public health (Byrne, 2017).

Influencer marketing success commonly depends on perceived trustworthiness. Belanche et al. (2021) believe that micro-influencers, with smaller engaged audiences, are more relatable and show higher levels of trust and engagement than macro-influencers, generating more effective recommendations. To achieve authenticity and credibility in campaigns,

brands must carefully analyze and identify influencers who resonate with their beliefs, audience, and content (Landreth Grau, 2022).

In conclusion, influencer marketing has transformed how companies communicate with customers by employing trusted social media personalities to convey brand messages more relevant and engagingly. To be truly effective, companies and influencers must prioritize authenticity, reliability, and consistency with audience expectations (Brown and Hayes, 2008).

#### 2.4.1 Influencer Marketing Strategies

Consumers trust the suggestions of influencers who share their opinions (Glenister, 2021). Successful lead-generation marketing strategies require careful analysis and identification of influencers, as well as developing engaging content, transparency, and quantitative performance indicators to determine their impact.

Choosing the right influencer for a company and producing content are essential. Influencers connect with audiences through various content formats, such as Instagram and TikTok posts, YouTube product reviews, live Q&A sessions, and behind-the-scenes looks. Landreth Grau (2022) states that the written word feels more authentic and genuine. Video content is highly effective for influencer marketing, creating emotional connections with viewers and improving brand recall (Glenister, 2021).

Transparency and ethical issues are increasingly impacting influencer marketing. As consumers have become more aware of sponsored content, regulatory authorities such as the Federal Trade Commission (FTC) require advertisers to disclose sponsorships and displays. According to Byrne et al. (2017), transparent incentives maintain greater trust, while hidden marketing damages an individual's reputation and brand image. Influencers use hashtags such as #ad or #sponsored to maintain credibility, provide honest reviews, and refrain from endorsing products that do not meet their content standards (Jayasinghe, 2021).

Influencers significantly impact fashion and beauty trends, especially on visual platforms like Instagram and TikTok (Landreth Grau, 2022). Health and wellness influencers promote exercise, nutrition, and mental well-being. However, their lack of experience leads to misinformation (Byrne et al., 2017). According to Jayasinghe (2021), companies in the technology and financial sectors collaborate with influencer experts to address complex issues of trust building and customer loyalty.

Finally, influencer marketing strategies develop and improve the relationship between influencers, companies, and target audiences. Authentic precedents, transparency, and storytelling enhance marketing effectiveness, while ethical considerations and industry-specific criteria contribute to overall success. Brands increase the impact of influencer marketing by periodically reviewing and modifying their methods (Glenister, 2021; Jayasinghe, 2021).

#### 2.4.2 Measuring Influencer Marketing Success

Companies evaluate their return on investment (ROI) and plan their strategies. This marketing involves a complex evaluation, considering engagement, customer sentiment, and direct conversions (Glenister, 2021). An effective measurement method is to track multiple key performance indicators (KPIs) to determine the actual impact generated by influencers.

One of the most commonly used KPIs is engagement rate, which includes likes, comments, shares, and saves on social media. High engagement indicates a stronger relationship between influencers and followers (Belanche et al., 2021). Micro-influencers with smaller followers tend to generate higher engagement rates than superstar influencers because their suggestions are considered more personal (Brown and Hayes, 2008). Another important metric is the click-through rate (CTR), which calculates the percentage of people who click on a link posted by an influencer, such as a discount coupon or product website. According to Landreth Grau (2022), a high CTR indicates that the influencer's content effectively captures audience attention. Conversion rate measures effectiveness by tracking the number of clicks leading to desired activities, such as purchases or signups (Glenister, 2021).

Beyond direct analysis, marketers conduct brand sentiment analysis, which assesses how the public perceives a brand after interacting with an influencer. Sentiment analysis examines comments, reviews, and discussions on social media to determine if an influencer campaign received favorable, neutral, or negative feedback (Jayasinghe, 2021). This qualitative assessment helps companies understand the emotional impact beyond quantifiable interaction metrics.

Companies also use earned media value (EMV) to assess the financial impact of influencer marketing. According to Byrne et al. (2017), EMV analyzes the cost of interaction and exposure generated by influencers compared to traditional advertising. A high EMV indicates that influencer marketing offers more value than conventional digital advertising. Brand loyalty and long-term customer retention need to be monitored to determine the effectiveness of influencer marketing campaigns. Some influencer partnerships generate instant sales, while others help maintain brand visibility and customer trust. Belanche et al. (2021) indicate

that collaborating with the same influencers generates better audience connections and a more substantial brand reputation over time.

Therefore, evaluating influencer marketing success involves reach and impressions. Businesses gain a comprehensive understanding of the effectiveness of their influencer campaigns by assessing engagement rates, click-through rates, conversions, brand sentiment, earned media value, and long-term brand impact. This information helps businesses improve their tactics, select the right influencers, and optimize the ROI of future marketing initiatives (Glenister, 2021; Jayasinghe, 2021).

### **3 Marketing models Applied to social media**

#### **3.1 SOSTAC Model for Strategic Planning**

The SOSTAC model, created by P.R. Smith in 1996, is a framework for strategic planning in digital marketing. It aims to provide an organized approach to develop, implement, and evaluate marketing strategies, ensuring that all campaign elements are thoroughly assessed (Reed, 2014). This model is carried out in six fundamental steps:

##### Situation Analysis: Where are we now?

The first step of the model is to analyze the brand's current state. This involves examining the internal and external factors that affect marketing tactics. Some essential components of this phase include analyzing and studying the competition, consumer behavior, market trends, and the effectiveness of previous campaigns (Reed, 2014).

This step is crucial in digital marketing, as digital tools have improved data collection capabilities. Smith points out that contemporary technologies like social media analytics, web analytics, and audience segmentation allow marketers to understand their audiences better and make more informed decisions (Chaffey & Smith, 2023). Furthermore, he suggests developing better customer profiles to understand consumer behaviors, demands, and tastes.

##### Objectives: Where do we want to go?

This step defines specific and quantifiable objectives. Smith suggests that these objectives adhere to the SMART methodology: Specific, Quantifiable, Achievable, Meaningful, and Time-bound (Reed, 2014).

Objectives vary depending on the brand and its industry. However, digital marketing generally includes increasing online traffic, optimizing customer engagement, increasing conversion rates, and strengthening brand recognition (Chaffey & Smith, 2023). These objectives align with overall business strategies, so each marketing strategy significantly impacts brand development.

##### Strategy: How to achieve it?

The strategy establishes the method for achieving the proposed objectives. Smith emphasizes the importance of using the STP (Segmentation, Targeting, and Positioning) process to ensure marketing messages reach the right audience (Reed, 2014).

To enrich the strategy, the TOPPP SITE framework is suggested, which includes targeting, objectives, proposition (value proposition), positioning, partnerships, sequence, integration,

tools, and experience (customer experience) (Chaffey & Smith, 2023). This strategy allows for personalizing campaigns, increasing the effectiveness of messages, and optimizing the user experience, ensuring that all measures are aligned with strategic goals.

#### Tactics: What tools and channels should be used?

Tactics refer to the concrete actions. Smith details several fundamental strategies in digital marketing, such as SEO (search engine optimization), social media marketing, email marketing, content marketing, PPC (pay-per-click) advertising, and influencer partnerships (Reed, 2014).

At this stage, consistency is considered a crucial factor, and implementation is necessary to ensure that each strategy is aligned with the overall objectives. Smith offers templates and checklists to assist marketers in effectively organizing their tactical plans (Chaffey & Smith, 2023). Additionally, it is essential to adjust strategies according to target audience behavior and market trends.

#### Actions: What to do and when?

This stage focuses on meticulously implementing the plan, establishing concrete responsibilities, setting timelines, and ensuring the availability of appropriate resources. Reed (2014) emphasizes the importance of using marketing automation and project management systems to ensure effective implementation.

Collaboration between different workgroups is essential to achieving the strategy's success in the digital world. This improves employee training, promotes department cooperation, and defines contingency plans for unexpected situations (Chaffey & Smith, 2023). Effective execution requires appropriate monitoring and seamless communication between all parties involved.

#### Control: How do we measure success?

The final phase focuses on performance evaluation and continuous improvement of the strategy. Therefore, monitoring key performance indicators (KPIs) such as conversion rate, return on investment (ROI), customer loyalty, and user engagement is crucial to the model (Reed, 2014).

Smith suggests using data analytics and dashboards to assess the campaign's real-time progress. This allows for identifying gaps and modifying the strategy to increase effectiveness (Chaffey & Smith, 2023). Additionally, A/B testing and customer feedback are fundamental methods for constantly improving the marketing plan's results.

In conclusion, the SOSTAC model is an organized, adaptable, and highly effective digital marketing strategy planning technique. Its method helps companies generate solidly informed campaigns, from initial analysis to implementation and evaluation of results.

Implementing models like this is essential for merging data-driven decision-making and real-time optimization. In this context, companies boost the efficiency of their strategies, increase customer engagement, and achieve their business goals more effectively (Reed, 2014; Chaffey & Smith, 2023).

### 3.2 STP Model for Segmentation, Targeting, and Positioning

In Figure 3, the STP (Segmentation, Targeting, and Positioning) model shows a strategic framework designed to identify and reach the right audience, focusing marketing strategies on specific consumer groups. This model is mainly used in digital marketing, where personalized communication is key to customer loyalty. By segmenting the market, selecting a target segment, and effectively positioning a brand, companies improve their marketing strategies and gain a competitive advantage (Chaffey & Smith, 2023).



Figure 3. STP Model

#### Segmentation.

This phase divides a market into smaller groups based on relevant aspects, such as demographics, geography, and behavior, to understand customer desires and preferences. This allows companies to offer specialized goods and services (Khandelwal et al., 2020). For example, a company looking to enter a new market may segment based on age, like teenagers, young adults, and seniors, as each has different tastes and purchasing habits.

Market segmentation encompass several aspects, including geographic segmentation, which seeks to segment by location; psychographic segmentation, which groups customers

according to their lifestyle or interests; demographic segmentation, which aims to segment by age, gender, or income; and behavioral segmentation, which groups by frequency of use, brand loyalty, and purchasing patterns (Luthfiandana et al., 2024).

Through this stage, brands seek to optimize resource allocation and develop marketing messages that connect with target audiences.

### Targeting

After market segmentation, brands analyze each segment's potential and select the most optimal one. This phase ensures that marketing strategies focus on the most attractive and accessible segments. During this stage, factors such as market size, growth potential, competitiveness, and alignment with business objectives must be considered (Chaffey and Smith, 2023).

There are three standard segmentation techniques:

- Undifferentiated segmentation, or mass marketing, involves creating a single marketing message for the entire market.
- Differentiated marketing seeks to adapt various approaches to different market niches.
- Niche marketing focuses on a specific market sector with particular needs (Khandelwal et al., 2020).

A premium fashion brand targets high-income consumers who value exclusivity and quality through specialized marketing, while a fast-food restaurant, on the other hand, may employ diversified marketing by offering specific dishes at multiple locations to cater to local preferences.

### Positioning

The final phase of the model consists of creating a unique brand or product perception in the market. When a brand is well-positioned, it is perceived as distinct and superior to its competitors. This is achieved by meeting customer expectations, having a strong brand image, and generating a clear message (Luthfiandana et al., 2024).

Strong positioning is based on highlighting the brand's qualities and advantages, generating a value proposition that ensures brand consistency and achieves a consistent message across all marketing platforms (Chaffey & Smith, 2023).

For example, Apple has established itself as a premium brand by focusing on innovation, elegant design, and a superior user experience. Similarly, low-cost airlines like Ryanair position themselves as budget-friendly travel options, prioritizing affordability over quality.

### 3.3 5 A's model for Customer Journey

This model traces the customer journey, providing a more optimal understanding of how customers interact with a brand, from brand awareness to brand advocacy. It was created by Philip Kotler, highlighting the importance of interaction, loyalty, and word-of-mouth marketing. The model offers information and subsequent analysis about consumer behavior in a digital world. Through the five stages, companies seek to improve customer experience and retention by enhancing their marketing activities (Adams, 2019).

#### Awareness: How do customers know about the brand?

The first stage of the 5 A's model looks to understand how potential buyers come into contact with the brand for the first time. Companies increase their visibility and attract the attention of their target audience through the use of various strategies, such as digital ads that seek to reach segmented audiences through platforms like Google Ads or social media; social media marketing to facilitate direct interaction with consumers; influencer recommendations that generate trust and credibility in the brand; and the use of traditional recommendations, such as word of mouth, which is considered one of the most effective strategies for generating trust in new customers.

In this process, it is essential to analyze peer-to-peer exchange, which refers to the opinions and experiences shared by other consumers on online platforms like social media and forums. Generating marketing initiatives, such as loyalty programs, user-generated content, and interactive campaigns, is also essential. Therefore, to leave a lasting impression on customers, brands must ensure their message and brand image are robust and consistent across all touchpoints (Chaffey and Smith, 2023).

In turn, omnichannel visibility is an essential factor. Research shows that customers who learn about a brand through various channels are likelier to follow through with the next interaction, i.e., purchase the product or invest in the service. Therefore, to increase brand awareness, companies incorporate SEO, content marketing, and social media into their digital marketing plans (Rosenbaum et al., 2017).

#### Appeal: What makes the brand attractive?

Once customers are familiar with a brand, they assess its appeal. Emotions, values, and perceived brand authenticity are the main drivers of this stage. Customers evaluate whether

a brand aligns with their lifestyle and goals and assess a product's or service's practical qualities. Therefore, a customer's brand opinion is heavily influenced by design, narrative, and customer feedback (Adams, 2019).

At this point, emotional branding is an important motivating factor. Generating strong emotional connections through a brand's language, values, and customer experiences tends to be more attractive. Luxury brands, for example, often target needs for exclusivity and status, while sustainable companies attract customers who value ethical and eco-friendly consumption (Rosenbaum et al., 2017).

Authenticity and social proof enhance brand appeal. Online reviews, influencer recommendations, and user-generated content impact customers more. Brands that actively engage with their audiences, respond to reviews, and are open to feedback are more likely to build stronger connections with their potential market. Companies focus on developing compelling brand narratives, building and maintaining a strong online presence, and consistently delivering on their brand promises.

#### Ask: How do customers look for more information?

Customers research a brand before making a purchase decision, so to gain information, they often browse company websites, ask others for suggestions, or read online reviews. Therefore, the answers, transparency, and easy access to information are essential (Chaffey and Smith, 2023).

A company can improve at this stage by optimizing its FAQ sections, providing detailed product descriptions, and participating in active social media discussions. Additionally, it can increase potential customer trust through live chat support, online forums, and customer reviews. For example, an electronics company incorporates how-to videos, AI-powered chatbots, and product comparison charts to address common consumer issues in real time (Rosenbaum et al., 2017).

The best current example is Apple's product websites, which include comprehensive specifications, user reviews, and interactive help to answer customer questions effectively. Companies that don't provide enough information risk losing potential customers to competitors with more complete information.

#### Act: What motivates customers to make a purchase?

This stage is the conversion point where customers make their purchasing decisions. Promotions, targeted offers, transaction convenience, and a seamless user experience primarily influence a customer's decision to purchase (Adams, 2019).

At this point, optimizing online and offline sales processes by developing features such as one-click purchasing, various payment methods, and engaging mobile interfaces generates a significant increase in conversion rates. Furthermore, companies that maintain price transparency and offer simple return procedures often gain customers' trust, encouraging repeat purchases (Chaffey and Smith, 2023).

E-commerce sites like Amazon, for example, excel in this regard, offering one-click purchasing, fast shipping, and easy returns, all of which increase conversion rates. However, companies with complex payment processes or hidden costs risk losing customers to their competitors, even if they offer a more straightforward shopping experience.

#### Advocate: How do customers become brand promoters?

The final step of the model focuses on turning satisfied customers into brand advocates who promote the brand voluntarily, sharing positive experiences through reviews, testimonials, and recommendations on social media. Since consumers trust recommendations more than traditional advertising, Rosenbaum et al. (2017) affirm that word-of-mouth marketing is one of the most effective strategies for attracting new customers.

Customers are encouraged to stay in touch with the company and share their experiences through personalized follow-ups, referral bonuses, and loyalty programs. Furthermore, user-generated content, such as social media posts and consumer reviews, increases the company's credibility and attracts new customers (Adams, 2019).

Starbucks, for example, offers a rewards program that encourages customers to share their experiences and rewards repeat purchases. Another example is Tesla, which often uses referral programs to promote its brand, rewarding both the referral and the new customer.

In conclusion, the model is based on studying and analyzing everything from initial brand recognition to promotion, resulting in a solid foundation for understanding the consumer experience. Therefore, to increase conversion rates, improve customer retention, and cultivate a loyal brand following, a customer-centric strategy must be implemented to optimize loyalty and long-term performance by carefully improving each step, such as ensuring brand recognition, creating emotional appeal, facilitating access to information, streamlining transactions, and promoting traditional word-of-mouth marketing.

## 4 Research Methodology

### 4.1 Research approach

Research methodology is the methodical process of collecting and analyzing data to obtain information that guides decisions. It is considered essential for understanding customer behavior, market trends, and the competitive environment, in this case, within social media marketing. Havuka must implement a data-driven social media marketing strategy to increase brand engagement, reach, and overall marketing effectiveness through an organized research method (Ketchen and Bergh, 2007).

Qualitative and quantitative research are the two main market research methods, as each offers specific benefits and functions when creating a social media strategy.

#### Qualitative Research Approach.

Qualitative research is exploratory and aims to develop a deep understanding of the target customer's behavior, motivations, and preferences. It is primarily used to understand the psychological and emotional elements that influence social media interactions. Companies use this technique to examine and analyze the tone of consumer interactions, brand perceptions, and content engagement trends (Ryan, 2015).

The techniques used in this method include interviews and gaining insight into the current perception of the brand among consumers, business leaders, and influencers. Focus groups involve talking to small groups of consumers about their social media habits, content expectations, and preferences. Social listening and sentiment analysis examine how consumers speak about Havuka on social media using tools such as Brandwatch or Sprout Social to identify sentiment patterns (positive, neutral, or negative). Finally, material analysis examines online forums, competitor marketing, and user-generated material to find relevant themes that appeal to the brand's target market (Zahay et al., 2021).

Companies use qualitative research to discover what messages or content most engage customers and to understand customer behavior on social media.

#### Quantitative Research Approach.

Quantitative research is based on the collection of numerical data and its subsequent statistical analysis, to analyze the performance of social networks, monitor current trends, and make decisions based on statistical results, which is why it is considered essential to evaluate the effectiveness of marketing plans and refine campaigns to obtain better results (Wang et al., 2017).

Traditional quantitative research methods include surveys and questionnaires to obtain structured information about consumers based on their social media preferences, purchasing patterns, and engagement levels. Using tools such as Google Analytics, Instagram Analytics, and Facebook Insights, key performance indicators (KPIs) are studied and analyzed, determining reach, impressions, conversion, and engagement rates. To determine the best alternative, companies then use A/B testing that compares various versions of ads, call-to-action (CTA) buttons, or social media posts. Finally, competitor benchmarking analyzes current data from competitors' social media channels to evaluate brand performance and identify best practices.

Therefore, companies must implement quantitative research to detect what works best, how consumers interact with information, and how to adapt campaigns to maximize impact.

#### The Mixed-Method Approach: Best Choice for Havuka

Considering the types of research explained, it is concluded that the optimal technique for Havuka's social media marketing campaign is a mixed-methods approach that develops qualitative and quantitative research. This strategy ensures that Havuka analyzes the campaign's engagement and effectiveness (quantitative analysis) and understands consumer behavior and brand impressions (qualitative analysis).

Therefore, the five steps of a mixed-methods approach are implemented for the development of Havuka's marketing plan:

Step 1: Specific research objectives are identified and defined, such as increasing the brand's international presence and improving engagement across social media platforms.

Step 2: Conduct qualitative research, using social listening tools to generate brand perception analysis. Focus groups are held with the brand's customers to study preferences. Finally, user-generated content is analyzed to identify common themes in customer interactions.

Step 3: Conduct quantitative research, using analytics tools to track key current social media metrics (engagement, reach, conversion rates). A survey is developed to understand potential customers' expectations and behavior. Finally, A/B testing, which look to compare two iterations of an application feature, website, or email to see which works better by the observation of user activity, such as clicks or purchases, and determines which version produces better results by randomly assigning version A (the original) to one group and version B (the variant) to another.

Step 4: Analyze and integrate findings. Qualitative information (e.g., customer emotions and brand perception) is connected with quantitative data (e.g., engagement metrics and sales figures) to create a comprehensive marketing strategy.

Step 5: Implement and track performance. Once the social media marketing plan is implemented, performance must be continuously monitored, and strategy adjustments must be made using data-driven insights.

Using a mixed-methods research approach, Havuka developed a highly effective and efficient social media marketing plan that generates an emotional connection with its audience and achieves measurable success in brand growth and customer loyalty.

In conclusion, the key component for implementing an effective social media marketing strategy for Havuka is a combination of the two research techniques. Quantitative research seeks to drive data-driven decision-making, while qualitative research explores consumer emotion and brand perception. Therefore, combining the advantages of both methods results in a comprehensive and optimal social media marketing campaign that helps the brand improve its online presence, develop stronger relationships with its customers, and achieve long-term success.

## 4.2 Data collection methods

One of the key components of research is data collection, which is carried out through the methodical gathering of information to analyze trends, test hypotheses, and make decisions. Therefore, choosing the proper data collection techniques is critical to obtaining accurate and helpful information for developing Havuka's social media marketing strategy. The collection approach depends on whether qualitative or quantitative data is being collected and whether ethical issues surround the collection of consumer information (Elswick, 2017).

### Types of Data Collection Methods

There are two main categories of data collection techniques: primary data collection and secondary data collection.

#### **Primary Data Collection Techniques**

First-hand information is obtained from direct sources such as customers, employees, and competitors. According to Groenland and Dana (2020), this approach is developed to get specific, contemporary, and brand-related information that can't be accessed through current data.

### Qualitative

This method collects non-numerical data that analyzes consumers' attitudes and actions, intending to understand why they make certain decisions on social media.

In-depth interviews involve structured conversations with customers, influencers, or industry experts, intending to reveal habits, perceptions, and content preferences on social media.

Focus groups generate discussions in which participants share their opinions about the brand, its products, and social media campaigns. This method aims to create dynamic conversations that teach insight into customer behavior.

Social media ethnography involves observing and analyzing customer interaction with brand content on platforms such as Instagram and TikTok to identify behavioral patterns and content preferences (Zahay et al., 2021).

Finally, content analysis seeks to uncover consumer trends by monitoring social media conversations, user-generated content, and brand mentions.

### Quantitative

Through this technique, companies evaluate the success of their social media strategy, focusing on numerical data and offering statistical information that improves marketing campaigns.

Online questionnaires, email campaigns, and social media surveys seek to gather consumer feedback on their brand perception, purchasing patterns, and social media activity.

A/B testing analyzes two versions of landing pages, articles, or social media ads to determine which offers better conversions, click-through rates, and engagement.

Social media analytics refers to the process of tracking key performance indicators (KPIs), such as reach, engagement, impressions, and conversion rates, using tools such as Facebook Insights, Google Analytics, and Instagram Insights (Wang et al., 2017).

Finally, competitive benchmarking examines competitors' social media data and identifies current industry trends and best practices.

### **Secondary Data Collection Methods**

This refers to collecting information using preexisting data based on industry reports, social media data, and public sources, allowing companies to gain valuable insights from large data sets (Tella, 2015).

### Qualitative

Through the development of industry reports and case studies, we analyze studies on consumer behavior, digital engagement, and social media marketing trends. We also use social media listening tools such as Brandwatch, Hootsuite, and other platforms that offer historical data on brand mentions, hashtag trends, and consumer sentiment. Finally, we analyze reports on competitor performance on social media to identify areas where a company excels and can improve.

### Quantitative

Market research reports from companies such as Statista and Nielsen are analyzed, seeking to provide numerical information about consumer demographics and social media usage patterns. Statistics from social media platforms are also studied, using information from Instagram Analytics, Twitter Insights, and Facebook Business Suite, to uncover market trends.

In conclusion, primary and secondary data collection techniques are best for Havuka's social media marketing plan. A mixed-methods strategy considers performance metrics (quantitative) and consumer insights (qualitative) to create a data-driven plan.

Therefore, focus groups and in-depth interviews are used to collect primary data and understand customer expectations. A survey and social media analysis are conducted to obtain quantifiable data. A/B testing is also used to optimize post-publication performance. Finally, engagement trends are analyzed by monitoring social media metrics.

The secondary data collection strategy involves market research on new developments on social media, utilizing competitor benchmarking reports to develop comparative analyses. Finally, sentiment analysis tools assess how consumers perceive the brand.

#### 4.2.1 Skincare consumers

Skincare consumers have various demands, tastes, and purchasing habits, influenced by factors such as exposure to digital marketing, sustainability ideals, and opinions on a product's effectiveness. Consumer expectations have become more complex and dynamic in an ever-changing market, where social media is frequently used to define and communicate trends. Therefore, companies must understand how consumers interact with skincare information, what factors influence their product preferences, and what values, such as natural ingredients, transparency, and brand authenticity, are most important.

Brands must look beyond general market trends and assumptions to create effective marketing tactics and encourage genuine engagement. Their target audience must provide

them with immediate and actionable information. Therefore, data collection techniques, especially those prioritizing customer opinions and behavior, are essential to strategic planning. In this case, a Google Forms survey was implemented to collect quantitative and qualitative data directly from skincare consumers. This method allowed a better understanding of customer habits, tastes, and factors contributing to building trust. By asking specific questions about content preferences, influencer impact, social media activity, and sustainability, the survey yielded data-driven insights that can be immediately used to develop a personalized and effective social media marketing plan for Havuka.

### Customer Preferences and Needs

According to Piriyakul et al. (2022), people purchase skin care products seeking solutions that address specific skin concerns, the most common of which include sun protection, hydration, acne, and aging. Customers seek more individualized products, and most expect companies to offer specific suggestions based on their skin type and lifestyle. Therefore, consumer decision-making is heavily influenced by product formulation and ingredients, as many customers avoid hazardous compounds and opt for natural, organic, and dermatologist-approved ingredients (Chin et al., 2018). There is a growing demand for eco-friendly skin care products, with customers seeking cruelty-free and environmentally responsible products.

### Consumer Purchasing Patterns and Behavior

Consumer interactions with skincare products and their decision-making have changed over time, due to the significant impact social media, influencer marketing, and online reviews have had on consumer behavior. Furthermore, digital platforms and e-commerce have become the central purchasing channels (Dai & Pelton, 2018). Before making a purchase, most customers tend to consult user-generated materials, professional reviews, and recommendations from acquaintances.

Furthermore, brand trust and loyalty are crucial in the skincare industry, as customers are more likely to remain loyal to brands that consistently produce observable results and share their beliefs. As a result, product subscription services and customer loyalty programs have gained popularity.

### Among the new trends in skincare purchasing patterns

The growth of sustainable and ethical products, with customers increasingly choosing companies that use recyclable packaging, cruelty-free products, and sustainably sourced ingredients as environmental concerns increase (Chin et al., 2018). Furthermore, many companies now seek personalized skincare advice through virtual consultations and AI-powered

skin analysis tools (Piriyakul et al., 2022), increasing their preference for service-based skincare products. Likewise, social media and influencers have significantly impacted current product purchasing decisions, since people trust the content shared on platforms such as YouTube, Instagram, and TikTok (Dai and Pelton, 2018). Finally, there is a demand for multifunctional products, with customers often opting for time-saving, multi-component products, such as tinted moisturizers with sun protection or serums with multiple active ingredients.

In conclusion, skincare consumers are highly engaged and driven by innovation and research from scientific breakthroughs, social media trends, and influencer recommendations. Therefore, brands must prioritize sustainability, transparency, and personalization to establish lasting connections with their audiences. Companies effectively address changing customer expectations and improve their market position by leveraging data-driven insights and considering digital engagement strategies.

#### 4.2.2 Social media analytics and Competitor analysis

To study and analyze consumer preferences, market trends, and a brand's competitive positioning, a comprehensive analysis of social media and competitors uses analytical approaches to improve consumer engagement, optimize marketing strategies, and make data-driven decisions.

##### Social Media Analytics

Refers to collecting, evaluating, and interpreting helpful information, including customer behavior, brand perception, and engagement levels, using data from social media platforms (Lee, 2018). This allows companies to refine their content marketing strategies, strengthen customer relationships, and expand their international and national reputations.

Therefore, to evaluate customer satisfaction and brand perception, reviews, comments, and social media mentions are analyzed, classifying sentiment as positive, neutral, or negative using tools such as natural language processing (NLP) (He et al., 2016).

The engagement metrics are studied, measuring the success of the content and audience participation by monitoring metrics such as likes, shares, and click-through rates (CTR). High engagement indicates significant brand loyalty and resonance. Hashtags and keywords are analyzed, allowing the brand to improve its content and increase its audience by using trending hashtags and keywords in the skincare industry.

Finally, influencer marketing initiatives and brand visibility should be evaluated by continuously monitoring influencer collaborations and the frequency of Havuka mentions compared to its competitors.

Havuka continuously monitors consumer trends in real time and, based on these, changes its marketing plans using analytical tools such as Google Analytics, Sprout Social, and Brandwatch (Lee, 2018).

#### Competitor analysis to determine the market position

This analysis aims to identify the company's strengths and how it differentiates itself from its competitors. Studying the skincare sector requires monitoring and evaluating competitors' digital marketing ideas and content, product introductions, and customer interactions. Therefore, big data analysis is conducted, through which automated solutions provide comprehensive insights into competitors' advantages and disadvantages (Guo et al., 2017).

Four techniques employed for competitor analysis:

Social Media Performance Comparison: This involves comparing rivals' audience growth, engagement rates, and content tactics to identify what works and doesn't on social media. Havuka optimizes its strategy by studying its competitors' influencer relationship-building ideas, advertising tactics, and consumer interactions (He et al., 2016).

Competitor Content Analysis: Observe and identify trends used by competitors that attract customers, such as popular content formats, infographics, videos, and product tutorials. Havuka identifies its competitors' top-performing content and imitates effective strategies using tools such as SEMrush, BuzzSumo, and SimilarWeb.

Consumer Behavior Analysis: Havuka understands the tastes and preferences of rival brands' consumers through reviews and comments. It also presents its products as a natural and organic substitute for competitors' customers who tend to complain about harsh chemicals or products tested on animals.

Price and Promotion Monitoring: Havuka improves its market position by monitoring its competitors' pricing schemes, sales, and marketing initiatives, and scheduling promotional campaigns based on their expected sales release dates. This is done using predictive analytics, which uses statistics and machine learning algorithms to predict future events (Guo et al., 2017).

In conclusion, among the best practices for social media monitoring and competitive assessment, Havuka leverages AI-powered analytics to accurately track trends, competitor actions, and customer opinions in real-time. This identifies the type of content that has the

most significant impact on customers and allows for the development of social media marketing strategies. It monitors online conversations and brand mentions to identify pain points and emerging trends. Finally, by implementing data-driven strategies, Havuka develops the ability to boost its brand positioning, encourage customer engagement, and increase its market share in the skincare industry.

## 5 Analysis and Findings

### 5.1 Current social media presence and models of Havuka

Havuka is a Finland-based company that produces skincare products focusing on spruce resin. The firm has created a line of remedies and salves that align with local cultures, and there is an increasing need for organic human and pet care solutions. The company is focused on keeping the traditional and natural recipe of Elias Lönnrot's. The CEO, Henna-Mari Nyblom, works with her daughters, Laura-Linnea Nyblom and Ellen Nyblom. The first works in the legal, production, and international sales, and the second in the company's R&D, product portfolio, and marketing. Their mission is to use the healing properties of natural spruce resin to offer an eco-friendly and sustainable product (Kuusenpihkavoide, n.d).

The brand's current social media strategy is primarily active on Instagram, focused on product presentation, with nothing in the form of interactive or narrative content. Posts emphasize the distinctive natural components of the Finnish forest and mainly include photos, product descriptions, and the international recognition that the company has achieved.

Although Havuka's Instagram visual style fits nicely with its nature-focused branding, its limited usage of trendy formats like Reels and Stories and the absence of bilingual posts might make it more challenging to attract a worldwide audience. Additionally, the brand is not visible on high-impact sites like Pinterest or TikTok, which significantly influence skincare customers nowadays.

The following models are developed to organize the analysis and help to structure the marketing plan for Havuka's global expansion:

#### **SOSTAC Model.**

##### Situation Analysis: Where are we now?

Havuka's forest-based, natural skincare products, with roots in Nordic traditions, provide a distinctive value proposition. The brand is primarily active on Instagram and is comparatively unknown outside, except for the international publications of the fashion magazine British Vogue, which featured Havuka's natural cosmetics for three consecutive months in the Retail Therapy, the Fresh Faced Beauty, and the Ready Set Glow sections.

The brand does not use social media platforms, has low engagement, and has unclear influencer and content diversification strategies. Its drawbacks include restricted language accessibility and a lack of presence on sites like Pinterest and TikTok.

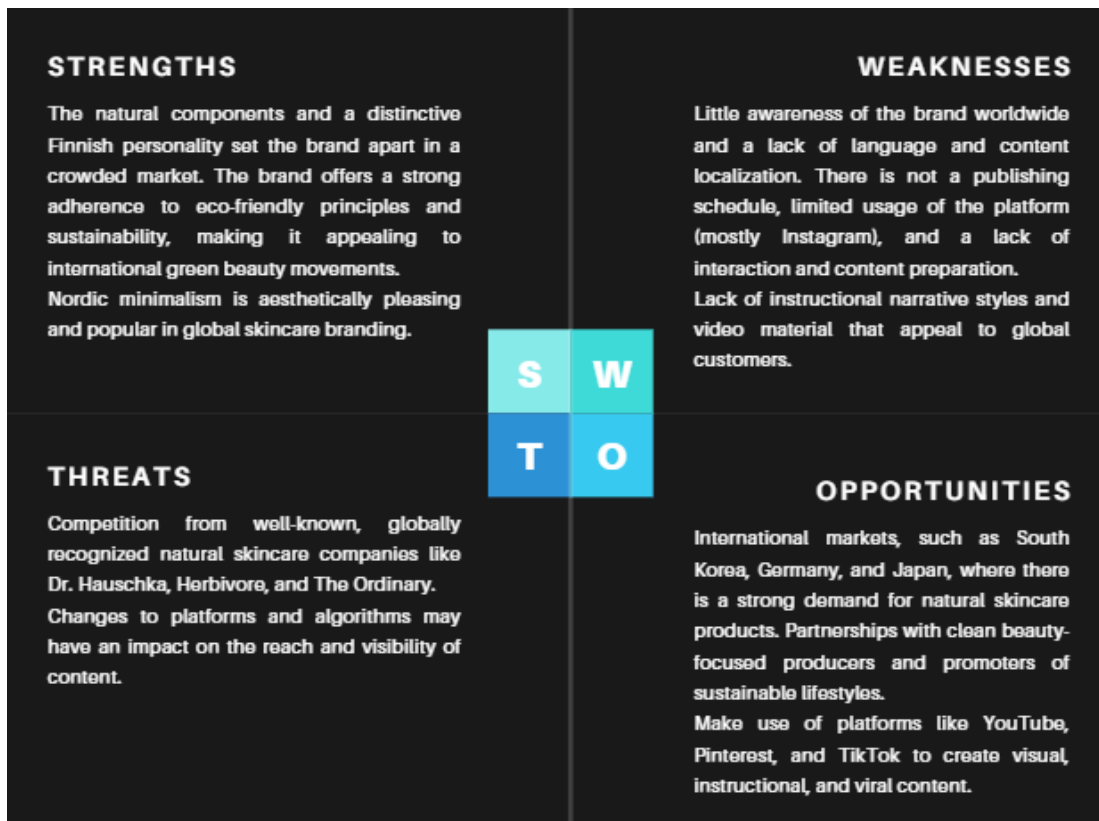


Figure 4. SWOT Analysis of Havuka (Briefly).

The strategic goals are determined through the Figure 4 Brief SWOT analysis that enhances Havuka's social media presence and grows globally by offering a clear and organized picture of the company's internal capabilities and external market situation.

Objectives: Where do we want to go?

The plan's main objective is to enhance Havuka's global position. To achieve this, the brand establishes quantitative goals.

Short-term (3–6 months): Get 5,000 new followers, update the website page and their social media platforms in two more languages, and focus on increasing the Instagram and TikTok engagement by 30%.

Medium-term (6–12 months): Increase sales conversions by 5% from international traffic, double monthly website traffic from social media, and extend content in platform use like Pinterest and YouTube.

Long-term (1–3 years): Make Havuka a leading Nordic skincare brand in three foreign and potential markets (France, Japan, and Germany).

### Strategy: How to achieve it?

The company's approach is focused on achieving global awareness through influencer partnerships, consumer education, content-driven interaction, and brand value promotion:

The brand focuses on creating content-driven engagement, sharing stories based on Nordic traditions and the benefits of properties. It develops instructive and visually stimulating posts that convey the advantages of Havuka's components and practices.

Collaborate strategically with micro and mid influencers to encourage relatability and authenticity. Choose content producers who share your ideals about fitness, the environment, and the beauty of nature. Creating brief instructional content like ingredient spotlights, skin-care guides, and forest-based routines to arm customers with product knowledge, that appeal to today's conscientious customers, and convey Havuka's gradual beauty philosophy, ethical sourcing, and eco-sustainability.

### Tactics: What tools and channels should be used?

Develop an organic social media presence, sharing content on TikTok and Instagram three to five times weekly and generating reels and stories that showcase nature videos, client endorsements, and seasonal customs. Furthermore, monthly live meetings with professionals should be organized to discuss skincare advice and the benefits of the spruce resin.

Launch a Havuka Ambassador Program with a carefully selected group of 10–15 influencers in France, Japan, and Germany as part of influencer marketing.

To promote co-created content, provide free product trials and affiliate links, generating narrative video creatives in conjunction with targeted Facebook and Instagram ads, considering that in specific markets, publicize significant product launches or holiday marketing.

Develop SEO and web content, creating a content center with keyword-optimized blog entries on lifestyle, ingredient in-depths, and forest skincare. Make sure to translate product pages and blogs into English.

### Actions: What to do and when?

The brand develops specific timelines, partners, and responsibilities:

Hire a strong team that employs a bilingual social media manager to focus on the intercultural dialogue and provide material for every target audience. Assign brand ambassadors or regional community managers to engage directly with audiences in the leading country (Finland) who look forward to the international market, like France, Japan, and Germany.

Generate content and edition, generating a six-month content calendar centered on ingredient knowledge, regional beauty customs, and seasonal skincare trends. Schedule weekly content sessions to assess engagement metrics and plan for current trends.

Collaborate and work with Influencers to find and maintain creator partnerships through a worldwide influencer marketing agency, or use platforms such as Collabstr, which helps develop influencer campaigns, clearly define the deliverables (number of posts, formats, hashtags, and call-to-action).

Convert essential product details, blog posts, and main website pages into the target market's languages. Localize images, allusions, and tone (e.g., skincare practices typical in Germany vs. Japan) for cultural relevance.

Finally, work on certifications and company trust to bolster the company's standing as a reliable clean beauty brand. Pursue international eco-certifications (such as COSMOS and Ecocert), forming alliances for co-branded projects with sustainability platforms or environmental NGOs.

#### Control: How do we measure success?

Havuka maintains its worldwide strategy's flexibility and responsiveness with regular evaluation:

I monitor followers, post reach, story views, engagement rate (likes, comments, shares, saves), and link clicks weekly and monthly. I also track KPIs unique to TikTok, such as user-generated content, trending sound usage, and viewing time.

Use Google Analytics with UTM parameters to gauge traffic from every platform and campaign. Track conversions attributable to each content type, such as newsletter sign-ups, product page views, and purchases.

Compare the influencer engagement rate, sales uplift, and engagement metrics before and after the campaign, analysing the audience reactions and sentiment on material produced by influencers.

The brand receives qualitative information through feedback forms, social media surveys, and comment sentiment. By conducting quarterly customer satisfaction surveys, the brand maintains brand recognition, perception, and content relevancy in new markets.

Evaluate all goals every three months and modify strategies as necessary, relocating funds and resources after failing campaigns or high-performing content are identified.

Finally, for internal evaluation, create monthly reports that compile data into a dashboard, help modify plans, test new formats, incorporate market-specific insights, and schedule bi-monthly team strategy meetings.

### **STP Model: Segmentation, Targeting, and Positioning**

Through the STP model, Havuka understands its prospective worldwide clientele, their interests, and the establishment of emotionally and culturally meaningful connections with them.

#### Segmentation

Splitting up the target audience into several groups with similar preferences and motivations:

**Geographic:** Focus on the most accurate foreign markets, such as Nordic countries, London, Japan, France, and Germany, where there is a high consumer demand for eco-friendly cosmetics, clean ingredients, and ethical brands.

**Demographic:** Gen Z and millennials (those between the ages of 20 and 40) are digital natives who are active on social media and spend money on premium skincare products that reflect their ideals.

**Psychographic:** Focusing on consumers who like natural ingredients, wellness, and multi-functional products, that offer emotional connection, and narrative depth, perceiving skincare as a ritual and not just a practical necessity.

**Behavioral:** Focus on the niche based on skincare needs and preferences, including those seeking natural remedies and multifunctional products. Customers looking for a reliable gateway to sustainable skincare are drawn to clean, cruelty-free, and environmentally certified formulas.

Through these dimensions, Havuka gains a more detailed picture of its customers, allowing tailored product suggestions and communications that address each market segment's motivations.

#### Targeting

Social media campaigns satisfy practical and sentimental goals, converting segmented consumers into actionable marketing consumers:

**Eco-aware Gen Z and millennials:** Generate narratives through creative content, collaborating with influencers who promote sustainable characteristics. For example, Yuki, a 28-

year-old beauty influencer from Tokyo, is well-known for endorsing natural and sustainable products and introducing Havuka as a natural forest-sourced skincare brand with her voice.

Skincare and wellness fans like 32-year-old Maria, a yoga instructor and supporter of forest bathing from Berlin, promote the benefits of forest bathing through morning and evening routines that include the brand's products.

People interested in the Scandinavian lifestyle focus on eco-living and minimalist design. Ad content and images that promote Finnish products focus on the spruce resin and sustainable packaging.

Finally, specific SMM targeting criteria (age, location, and hobbies like eco-living, minimalism, and clean beauty) engage data from the original influencer partnerships to deploy look-alike audience advertising. To improve ROI, A/B test two creative variations: ingredient-focused marketing and emotion-driven narrative.

### Positioning

Positioning shapes all brand messages and establishes how the brand is seen in contrast with its competition, using visual identity, specific message, and brand voice.

Figure 5 shows an example of marketing content using tactical positioning to simplify design with images that reflect the brand's essence: "A skincare brand that promotes the Finnish forest heir." This defines the brand's aspirations, like natural purity that focuses on Nordic ethically obtained, openly stated, and eco-packaging.

Followed by a strong value proposition: "Take the gold of the north for your use."

Havuka makes a big impression on customers worldwide by combining segmentation information, accurate targeting, and emotionally compelling positioning to transform skincare products with a forest theme into a shared, lived experience.



Figure 5. Spruce resin ointment 30%

### 5 A's model for Customer Journey

Dissecting the customer experience, the 5 A's approach guides attitudes, encourages interaction, and develops devoted brand loyalists.

#### Awareness: How do customers know about the brand?

Using digital and experiential marketing strategies increases the brand's worldwide presence. Strong online content through social media sites like Instagram, TikTok, and Pinterest, highlighting the natural benefits, Finnish background, and eco-friendly principles, positively impacts customers worldwide. Havuka increases brand visibility in critical areas by forming strategic alliances with influencers who promote sustainability and wellbeing. To raise awareness, spend money on worldwide search engine optimization (SEO), ensuring its website appears highly in international searches for organic skincare products.

Attending global trade fairs and expos devoted to wellness and organic products, like Bio-Fach or Natural & Organic Products Europe, provides essential exposure to distributors, consumers, and media. Finally, forming partnerships with regional eco-conscious merchants in target areas will strengthen the company's position in international markets and establish it as a well-known force in the wellness sector.

#### Appeal: What makes the brand attractive?

Linking the brand with universally recognizable principles to develop an emotional bond with its customers. This stage focuses on creating a brand narrative that attracts the consumer's interest and cultivates desire and trust, using its Finnish heritage to emphasize dedication to sustainability. It further appeals by incorporating Nordic minimalism into product design and packaging, as this style is frequently connected to premium, eco-friendly goods. Using media platforms, including blog entries, videos, and ads, that promote the brand's narrative, strengthening emotional bonds with customers.

For instance, highlight the health and aesthetic advantages of Nordic herbs in regions such as Asia, where there is an intense desire for natural beauty products, or concentrate on ethical sourcing and environmental effects in Europe, where sustainability is a top concern—creating a robust and enduring bond with audiences by skillfully fusing emotive narrative, eye-catching imagery, and culturally appropriate content.

#### Ask: How do customers look for more information?

Emphasizes to prospective buyers learning more about Havuka, its goods, and its principles. To successfully engage customers, the brand provides chances for communication and instruction. The increasing desire for openness from consumers may be met by creating an educational, user-friendly website, offering comprehensive details on the components, sourcing procedures, and sustainability initiatives behind each product. The user experience is customized by adding interactive features like tests or tools for product recommendations, which direct customers to the goods that best suit their requirements. Hold live webinars or Q&A sessions with founders or product experts, establishing credibility and generating conversations with potential clients in real time.

Social media interactions are essential. The brand promotes discussions by posting behind-the-scenes material, holding surveys, and inviting people to contribute their stories. Additionally, releasing informative materials like blogs and films that emphasize the health advantages of spruce resin and the company's environmentally friendly operations increases interest. It provides a better understanding of the products, stimulating more research into the brand by making information accessible and promoting customer interaction.

### Act: What motivates customers to make a purchase?

Removing obstacles to purchase and guaranteeing an easy purchasing transaction and providing a smooth e-commerce experience, with multilingual assistance and local payment alternatives that fit the client's preferences, encouraging conversion, and using trial-size items, sample packs, and bundled discounts that attract first-time clients. These strategies allow customers to try various products without needing a more significant initial purchase. Furthermore, using time-limited sales, discounts, or unique seasonal collections instills a feeling of urgency in customers and motivates them to take immediate action. Customers touch and feel the items before purchasing, if the brand's retail presence is increased through collaborations with high-end wellness stores or pop-up shops in key cities throughout the globe.

Highlighting its return and exchange policies and offering prompt customer service to boost client confidence. Consumer enthusiasm transforms into a loyal client by making the brand widely available and simplifying the purchase process.

### Advocate: How do customers become brand promoters?

The objective is to use internet reviews and word-of-mouth to leverage consumer happiness to drive organic development. Establish a loyalty program that offers recurring clients exclusive discounts, first dibs on new items, and encourages advocacy, offering incentives to customers who make recommendations to friends or family, boosting organic referrals, and expanding the brand's reach. Additionally, as favorable evaluations are essential for gaining the trust of potential clients, it is necessary to seek out client endorsements and reviews on its website and third-party platforms. Increasing customer engagement and loyalty by fostering community among its clients through online forums where users can exchange stories, branded hashtags, or social media groups.

Customers appreciate and develop a closer emotional bond with the brand experiences highlighted in marketing campaigns. Finally, by motivating customers to become supporters, the company increases its worldwide visibility and grows its client base in marketplaces.

Improving its worldwide positioning, building a more extensive international client base, and establishing itself as a top brand in the wellness sector by implementing the tactics into practice within each step of each Model.

## 5.2 Competitive analysis of global skincare brands

L'Oréal uses a strategy drawn on Tournois (2013) that emphasizes brand diversity, market segmentation, and a localized global approach. This demonstrates the crucial importance

of striking a balance between having a strong brand identity and being able to adjust to local tastes. Furthermore, Estée Lauder's competitive and financial analysis (Zhang, 2023) emphasizes the brand's superior image positioning, innovative capabilities, and clever use of influencer marketing.

Therefore, Havuka stands out from international behemoths, highlighting its sustainable, natural Finnish components. It promotes skincare products with a consistent brand concept for various demands (such as anti-aging and sensitive skin). It targets environmentally concerned consumers worldwide, showing Finland's landscape and wellness culture in brand storylines through localized storytelling.

Table 1 shows a brief potential competitive brands examined:

The Ordinary (DECIEM): Minimalistic branding but scientific, which helped them carve out a position for themselves in the skincare industry. Its product names show active substances and concentrations, with a strong social media presence that conveys an open and instructive tone. Its trends are also featured in many recommendations on TikTok and YouTube. By regularly answering questions and demystifying skincare regimens, the company keeps up lively and engaging relationships with its fans.

CeraVe: An essential component of the brand's approach is its power on social media through its how-to content, which details skincare procedures. Its dermatologist-recommended content and condensed descriptions of how its products work on different skin types strengthen the brand's reputation, especially among Generation Z and Millennials seeking expert skincare advice. The brand strikes a friendly and educational tone, becoming essential for those new to skincare or struggling with sensitivity and acne.

Drunk Elephant: It stands out for its colorful, striking imagery and bold, fun, lifestyle-focused brand identity. It meticulously manages its social media content through user-generated content, influencer collaborations, and striking photography. Influencers frequently share their "#DrunkBreak" routines, promoting skincare as a form of self-care. Younger consumers value their well-being and uniqueness through the brand's emphasis on a clean, toxin-free mindset and personal and entertaining stories.

La Roche-Posay emphasizes reliability and trust, presenting itself as a dermatologist-recommended remedy for delicate and problem-prone skin. Its social media strategy focuses on real-life patient case studies, expert-led videos, and instructional content, often linked to broader skin health initiatives. It participates in awareness campaigns, such as those aimed at skin cancer prevention, reinforcing its reputation for corporate responsibility. The brand's

polished and understated image generates greater consumer confidence in the efficacy and safety of its products.

<b>Brand</b>	<b>Opportunity</b>	<b>Weakness</b>
<u>Ordinary</u>	Growth through science-based personalization using AI or quizzes that offer customized routines.	The lack of professional assistance makes it difficult for novice users to choose the best products based on clinical trials and numerous active ingredients.
<u>CeraVe</u>	It is highly popular among dermatologists and influencers, who promote their products through trending content that engages with Gen Z trends.	Younger, lifestyle-focused viewers might find the clinical, tutorial-based tone uninteresting.
<u>Drunk Elephant</u>	Growth in the lifestyle and wellness markets, thanks to the brand's vibrant and immersive aesthetic.	Although its products are attractive, their high price can discourage buyers, especially when cheaper alternatives with similar compositions are available.
<u>Roche-Posay</u>	Ability to lead initiatives and developments related to dermatology, such as teledermatology or skin diagnosis.	Users seeking ambitious or lifestyle-focused information find no emotional connection with the conservative brand image.

Table 1. Competitors' weaknesses and opportunities

In conclusion, Havuka maintains its Nordic character, eco-conscious manufacturing, and focus on traditional healing methods, even in the face of competition from multinational brands like The Ordinary, CeraVe, and La Roche-Posay, which dominate with scientific authority, dermatological backing, and extensive social media reach. The brand stands out in a global market increasingly interested in natural beauty and naturally derived formulas through social media content and its presence at skincare exhibitions focusing on wellness. However, to differentiate itself from other established companies, it must boost its online visibility, update its visual style in the international language (English), and emphasize its value proposition: forest-derived skincare with ecological responsibility and heritage.

### 5.3 Consumer behavior and engagement on social media

Al-Debei et al. (2013) assert that perceived usefulness, usability, and social impact are the three main elements influencing users' decisions to stay and engage with content on sites like Facebook. Consequently, people are likelier to engage with helpful, easy-to-use, and widely accepted material. Value and trust motivate people to follow, interact with, or invest in a company.

Following this, Rut and Muqarrabin (2024) emphasize that customer engagement is not passive in sectors like skincare, as it directly impacts people's purchase intention. Interactions such as likes, shares, and comments are potent indicators of interest and help consumers move from awareness to action on social commerce sites like Instagram and TikTok, where users shop while browsing.

Havuka practices these insights by creating techniques that foster engagement and perceived value. The brand uses interactive techniques, including polls, Q&A sessions, and live product experiences, to build trust with its audience. It also ensures that the material is easy to use and requires little effort, keeping communication simple through clear concepts and concise descriptions.

Havuka implements incentive-based user-generated content (UGC) campaigns to boost social influence further, encouraging satisfied customers to share testimonials and product recommendations. This peer-to-peer validation builds authenticity and increases brand credibility. The company primarily generates content for platforms like TikTok and Instagram, prioritizing visually compelling content and discovery tools that invite users to explore and interact with its products.

Finally, Havuka monitors the effectiveness of these initiatives using a weekly Excel dashboard. Key performance indicators, such as average engagement rate, click-through rate, and conversion rate, are regularly monitored to adjust and improve strategies based on user behavior..

#### 5.3.1 Consumer Insights from Google Forms Survey: Exploring Skincare Habits and Social Media Preferences

A two-week online survey called "Exploring Skincare Habits and Social Media Choices" was conducted using Google Forms to understand better potential customers' content preferences and social media activity. Rather than utilizing Havuka's current consumer channels, the survey was disseminated through personal and social media channels, resulting in

fewer responses from those already familiar with the brand and more from potential consumers. The questions, both multiple-choice and open-ended, examined how customers interact with skincare brands online, what factors influence their purchasing decisions, and their opinions on sustainability. Participants from various countries provided a total of 85 responses, representing diverse points of view. Question by question, the results are examined and their applicability to Havuka's social media marketing plan is discussed.

### **Which social media platforms do you use most often to follow skincare brands?**

Any social media marketing plan must consider the audience's online activities. This section aimed to determine which platforms customers most frequently use to find and engage with skincare content. According to the results shown below in Figure 6, TikTok, Instagram, and Pinterest were the most popular platforms among respondents.

The distinctive features of each platform influence how skincare content is produced and distributed. TikTok is known for following trends through short, concise videos that frequently go viral. It works exceptionally well for delivering how-to skincare routines, tips, and product demonstrations engagingly and naturally. On the other hand, Pinterest is a visual search engine that allows people to search for ideas, such as beauty photos and skincare routines. Through carefully curated images and stories, Instagram is a digital platform where users can follow trends, influencers, and skincare companies.

Finally, these findings indicate the need for Havuka to customize its content for each channel, including short educational videos on TikTok, engaging images and daily boards on Pinterest, and lifestyle photos and narratives on Instagram. This platform-specific strategy ensures greater relevance and exposure in the digital spaces where the audience is most active.

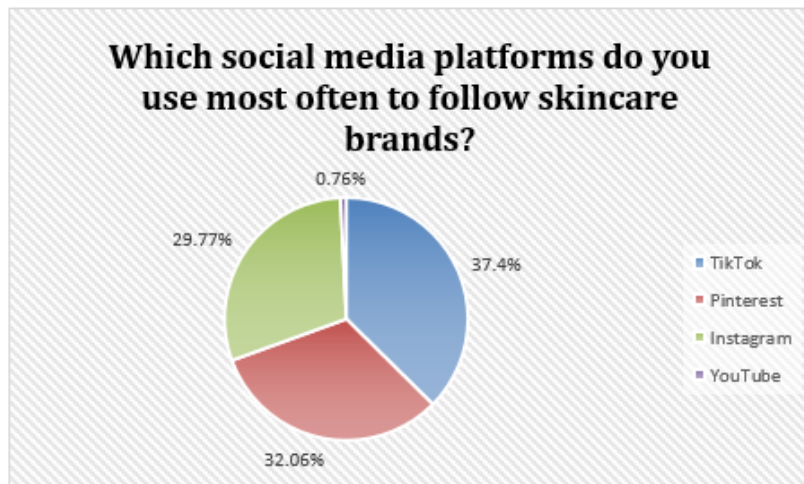


Figure 6. Question 1 Google Forms Survey: *Exploring Skincare Habits and Social Media Preferences.*

**How often do you engage with skincare content on social media (likes, comments, shares)?**

This question measures the degree of customer interaction with skincare materials, which directly impacts engagement strategies. Figure 7 shows how the frequency of engagement varied considerably, with some users interacting daily and others sporadically or infrequently.

These questions reflect the multiple roles that skincare plays in people's lives. Some consider it an essential component of their daily self-care and well-being, leading them to engage with relevant information frequently. In contrast, others view engagement as temporary and linked to specific skin concerns, such as aging, dryness, or acne.

For Havuka, this involves a two-pronged approach: creating specific content that addresses issues for less frequent users and consistent, motivating content for skincare enthusiasts. This strategy can capture attention during crucial decision-making moments, such as product research or seasonal changes in skincare, while helping to maintain consistent engagement.

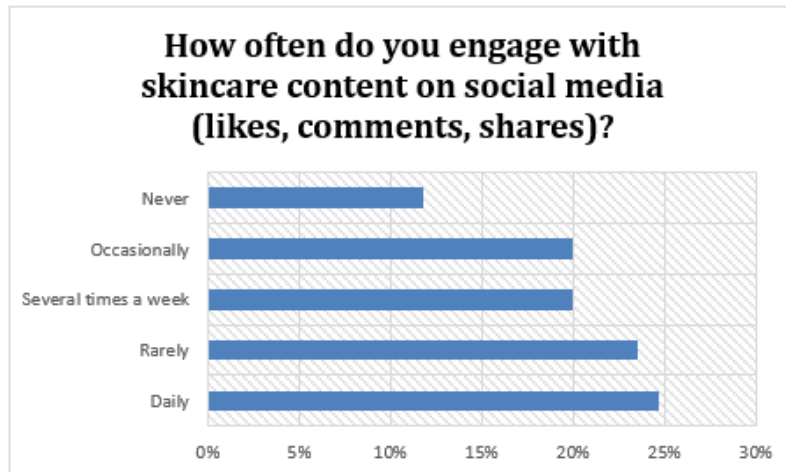


Figure 7. Question 2 Google Forms Survey: *Exploring Skincare Habits and Social Media Preferences.*

**What type of skincare content do you find most helpful or interesting?**

The main objective of this question is to find the most appropriate information to capture attention and build trust. Figure 8 shows the most popular content categories: customer reviews, skincare routines, and how-tos.

These preferences emphasize the importance of honesty and clarity. The abundance of skincare options overwhelms many customers, who need clear and practical advice. Routines and tutorials explain product usage and build confidence in its application. On the other hand, customer reviews serve as social proof, letting potential customers know that others have successfully used the product.

For Havuka, this emphasizes the importance of offering transparent, informative, and experience-based content. Including before and after photos, step-by-step instructions, and genuine customer reviews in your content strategy helps increase credibility and build trust with potential customers.

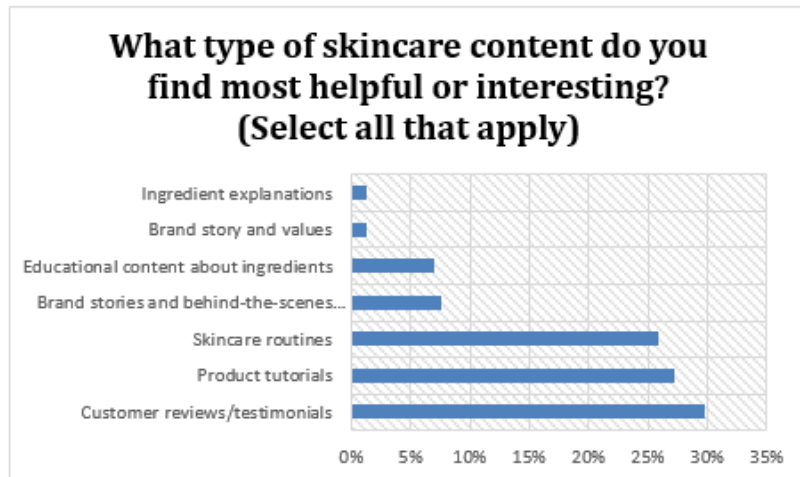


Figure 8. Question 3 Google Forms Survey: *Exploring Skincare Habits and Social Media Preferences.*

**How important are influencers or recommendations when deciding to buy a skincare product?**

The beauty and skincare industry relies heavily on influencer marketing, and this section seeks to examine how much customers value peer recommendations and influencer opinions. As shown in Figure 9, many respondents stated that word of mouth and influencer content are essential to purchasing decisions.

Younger customers tend to view influencers as empathetic mentors rather than corporate marketers, and are particularly affected by this trend. Since an influencer's authenticity is more important than their follower count, micro-influencers and niche content producers are particularly good at building trust.

For Havuka, collaborations with modest, values-driven influencers, particularly those promoting a sustainable and natural lifestyle, can have a more significant impact than conventional advertising or celebrity endorsements. Furthermore, collaborations should align with the brand's core principles and be presented naturally and narratively, more like a sincere suggestion than a paid advertisement.



Figure 9. Question 4 Google Forms Survey: *Exploring Skincare Habits and Social Media Preferences.*

**How likely are you to buy skincare products from a brand that highlights sustainability and natural ingredients?**

This section assesses the fit of Havuka's brand identity with customer goals. As shown in Figure 10, most respondents prioritize sustainability and natural ingredients when purchasing skin Care products.

This aligns with the brand's purpose, prioritizing ethical sourcing, environmentally friendly practices, and forest-derived ingredients. As ingredient safety, environmental impact, and ethical manufacturing practices have become common expectations, the beauty industry is particularly impacted by the global trend toward eco-conscious shopping.

These findings support the assertion that the target market closely identifies with the brand's core principles. To strengthen this connection and attract eco-conscious customers, the company should continue to emphasize local ingredient sourcing, sustainable methods, and the connection to Finnish nature in all its marketing materials.

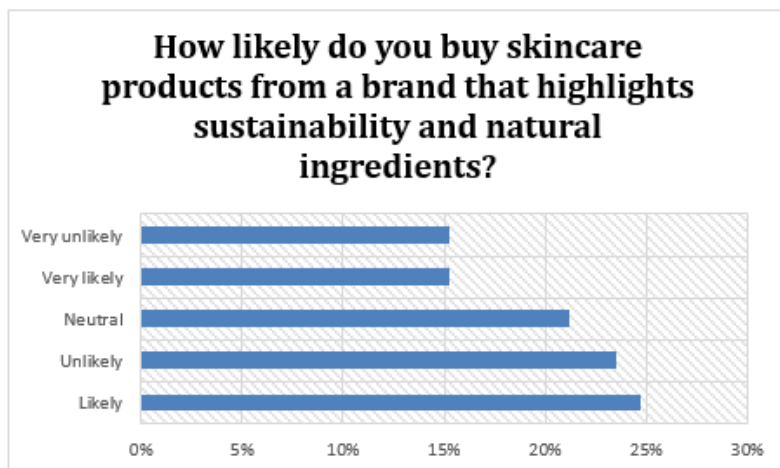


Figure 10. Question 5 Google Forms Survey: *Exploring Skincare Habits and Social Media Preferences.*

**Which of these factors most influences your trust in a skincare brand?**

One of the most important factors when purchasing skincare products is trust. When asked what elements were most crucial for building trust, respondents indicated they preferred ingredient disclosure, dermatological approval, and genuine customer reviews, as shown in Figure 11.

Today's consumers are more cautious and research-oriented. They are curious about what a product contains and why. Furthermore, they are more likely to trust expert recommendations and other customers' experiences than ambiguous marketing promises.

This fact reaffirms for Havuka the importance of open communication, transparent labeling, and scientifically backed product information. Requesting third-party certifications, sharing customer reviews, and detailing ingredients increases credibility and builds lasting trust.

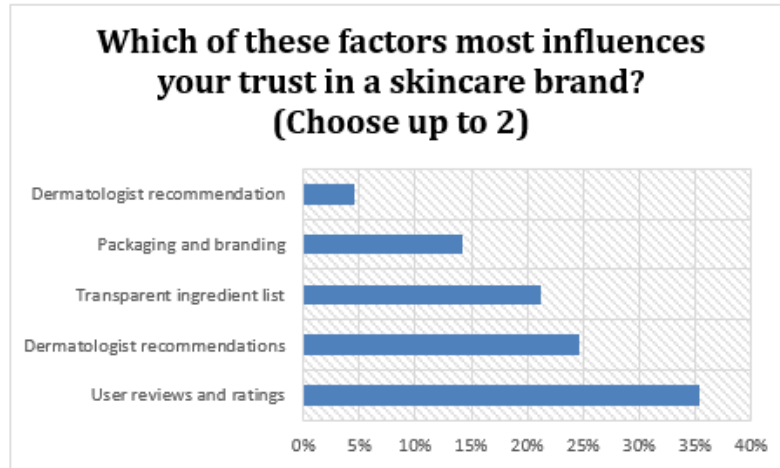


Figure 11. Question 6 Google Forms Survey: *Exploring Skincare Habits and Social Media Preferences.*

**Have you ever discovered a skincare brand through a paid advertisement?**

This part of the survey examined the number of users who discovered new skincare brands through advertising to assess the effectiveness of paid media in this sector. As shown in Figure 12, many respondents acknowledged having learned about a company through sponsored social media marketing.

This implies that aesthetically appealing and well-targeted advertising strategies are valuable resources for brand discovery. Narrative ads that address everyday issues or evoke strong emotions perform better than static ads, especially in the beauty sector.

This suggests that investing in sponsored social media ads could be a robust growth strategy for Havuka. However, when generating this content, user-centric narratives, forest imagery, and understated styles that integrate seamlessly with users' feeds should be used to convey the brand's organic and genuine identity.

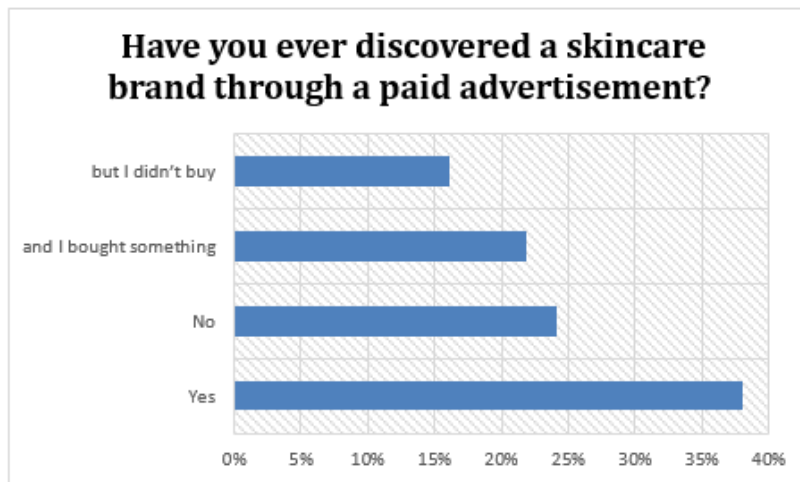


Figure 12. Question 7 Google Forms Survey: *Exploring Skincare Habits and Social Media Preferences.*

**Would you like to try a Finnish skincare brand, Havuka, focusing on forest-based, natural ingredients?**

This final part of the survey measured interest in trying Havuka's distinctive value proposition. Respondents showed great interest in trying a skincare brand that embodies Finnish ideals such as simplicity, purity, and nature, as shown in Figure 13.

This positive result demonstrates that a receptive audience finds Havuka's distinctive identity appealing. Many contemporary consumers want to learn more about smaller, morally conscious companies that offer more than just products, seeking connections, values, and stories.

This feedback confirms Havuka's current brand orientation and provides a clear guideline for emphasizing the company's Finnish forestry roots, dedication to the environment, and genuine, wellness-focused attitude. This distinctive stance could represent a strong competitive advantage in a saturated market.



Figure 13. Question 8 Google Forms Survey: *Exploring Skincare Habits and Social Media Preferences.*

#### 5.4 Effectiveness of different content strategies

Hollebeek et al. (2014) assert that brand engagement on social media is a complex concept with behavioral, emotional, and cognitive components. Interactivity, perceived value, and brand identity influence this engagement, affecting consumers' reaction and interaction with a company. Khan (2017) provides evidence by noting that websites like YouTube thrive when their content meets users' desires for entertainment, trendiness, social interaction, and education. Based on these findings, Havuka's content approach prioritizes emotional storytelling, community engagement, and educational value.

One of Havuka's main components of content production is brand storytelling, which is leveraging it to increase organic engagement. These include offering behind-the-scenes glimpses into the harvesting of fir resin and the manufacturing process of its natural skincare products, as well as humanizing the brand through the publication of the biography of its creator, Elias Lönnrot. In addition to communicating its corporate identity, Havuka creates an emotional connection with eco-conscious customers by showcasing sustainability activities and environmental principles (Hollebeek et al., 2014). Weekly series such as #Forest-Friday and #MindfulTuesday offer consistent and predictable content that encourages frequent user engagement, highlighting the health benefits of nature-based skincare and fulfilling the need for wellness tips. Khan (2017)

Havuka creates relevant and visually compelling content for platforms such as Instagram and TikTok to better connect with people on a cognitive and personal level. This includes the "From Our Forest to Formula" series, which describes the manufacturing process of each product. Testimonials and shared experiences from real consumers help build trust

and support for the brand, while the company's distinctive colors and logo strengthen the visual identity of these items (Hollebeek et al., 2014).

Influencer collaborations are also essential to Havuka's social media activity. The brand develops small collaborations with micro-influencers from skincare communities with fewer than 50,000 followers who promote eco-consciousness. This strategy ensures authenticity and fosters a stronger emotional connection with target consumers. Examples of collaborations include live sessions, group videos, and co-produced materials that encourage learning and engagement (Khan, 2017). A selection process is implemented to select the right influencers based on their reliability, engagement rates, and compatibility with Havuka's ideals.

Havuka uses Hollebeek et al.'s (2014) advertising funnel model for paid advertising and SEO strategy, which divides content according to user intent: conversion through special packages or limited-time offers and awareness through engaging video ads. To optimize return on investment (ROI), Facebook and Instagram ads promote high-performing organic content, particularly influencer reels or user-generated testimonials. By producing optimized content with keywords like "Top 5 Nordic Ingredients for Dry Skin" or "Why Birch Sap is Good for Sensitive Skin," a blog approach simultaneously boosts SEO goals. High-intent searches like "Natural Skincare from Finland" or "Organic Lubricant for Dry Skin" are also targeted in Google Ads.

Finally, performance monitoring is crucial. Havuka analyzes click-through rates (CTR), cost-per-click (CPC), reach, and return on investment (ROI) every two weeks using Excel dashboards and reports. This ensures that sponsored and organic content continues connecting with target customers and fostering meaningful engagement, gaining insights to improve future strategies.

## 5.5 Key Insights and Identified Challenges

Several vital insights for skincare product marketing have been discovered by analyzing customer behavior, platform dynamics, and social media engagement tactics. The main factors influencing brand growth and loyalty are sincere collaborations, poignant narratives, and consumer engagement. Rut and Muqarrabin (2024) and Hollebeek et al. (2014) demonstrate that influencer trust and social commerce success are closely related to perceived value and emotional involvement. Customers are more likely to engage cognitively and behaviorally with a brand when they feel connected to it, whether through stories, recommendations, or similar values. This ultimately increases their propensity to purchase and recommend the brand. Khan (2017) supports this view by noting that educational, engaging,

and emotionally impactful material often strengthens audience relationships and brand loyalty. Considering that each social media platform serves a distinct purpose, it is imperative to consider the importance of each platform's specific content. Instagram and TikTok are the most popular platforms for discovering beauty products and generating viral engagement. YouTube is for extensive educational material, such as skincare lessons or detailed product descriptions. Therefore, a multi-platform approach is taken, adapting to the user's purpose and the format of each platform: instructional on YouTube, artistic and inspirational on Instagram, and trend-oriented or fun on TikTok.

Havuka must anticipate and overcome several obstacles despite these advantages. Low brand awareness is one of the main challenges, especially outside of Finland, resulting in decreased organic engagement and consumer trust. Budget and staffing constraints can also make it difficult for the brand to maintain a regular posting schedule and engage with the community on time, as a small, developing business struggles to allocate the resources, planning, and creative effort required for regular content development. Developing distinctive, high-quality content that stands out, informs, and emotionally connects with the target audience presents another challenge: content uniqueness.

A methodical and systematic marketing approach is developed to overcome these obstacles and strengthen brand recognition. This includes creating awareness-focused campaigns that combine sponsored ads with influencer-led user-generated content (UGC) that tells an engaging and relatable story, maintaining relevance and user interest year-round by facilitating the use of trend-based and seasonal content topics, such as spring skin detox ideas or winter skincare routines.

AI-based solutions such as Canva, Magic Write, or AI platforms are used to streamline the content production process and ensure efficiency. This facilitates the creation of large amounts of content, which can be planned with Later or Buffer. This also ensures consistency, reducing the daily effort of marketing staff. Reach, impressions, and weekly follower growth are key performance indicators regularly monitored to determine the most effective types of content and guide future decisions. Likewise, it's necessary to optimize the conversion path for each platform, including compelling calls to action (CTAs) in profiles and descriptions, such as "Try it now," "Limited Edition," or "Get your free sample." Follow-up marketing can be more targeted and efficient by encouraging customers to submit their contact information with incentives such as a free ebook, a subscription to a skincare newsletter, or a personalized skin type test.

Finally, participating in specialized online organizations and micro-communities is one of the most promising long-term tactics. These include skincare discussion threads, eco-

friendly living websites, forums, and hashtags related to sustainable beauty on Instagram or TikTok. Participating in discussions, responding to comments, and sharing brand information in these forums creates genuine connections and increases local awareness. Havuka can keep up with changing customer tastes and constantly adjust its messaging through a data-tracking system, such as an Excel spreadsheet that records qualitative feedback, popular topics, and community interests.

## 6 Strategic Social Media Marketing Plan for Havuka

### 6.1 Social Media Goals and KPIs

The social media strategy will be based on quantifiable KPIs and well-defined objectives to drive Havuka's expansion. Each objective is developed to align with corporate goals and brand values, ensuring that all social initiatives produce significant results.

Step by step:

1. The first objective is to increase awareness of Havuka among its target market, comprised of nature lovers and consumers seeking products for problem skin. The main goals will be to reach new audiences and increase Havuka's brand visibility. The key KPIs for this objective are improving post reach (a 35% quarterly increase), follower growth (a 25% increase in six months), and reaching more than 10,000 impressions across all platforms each quarter.
2. Building a dedicated community around Havuka requires engagement, so the second goal is to encourage more likes, comments, shares, and saves. KPIs for this goal include producing at least eight user-generated content (UGC) posts showcasing Havuka products monthly, increasing the number of comments and shares by 20% quarterly, and achieving an average engagement rate of 15% on each post.
3. Social media must direct followers to Havuka's website so they can discover its products and make sales, increasing its visibility. Therefore, the third objective is divided into two parts: First, the entire website is translated into the international language (English), and second, the website traffic increases. The goal is to achieve and monitor an average session time of at least two minutes, keeping the bounce rate for social media visits below 40%, and receiving more than 1,000 visits to the website per month from social media.
4. Converting social media followers into customers is essential. Therefore, the fourth goal is to increase revenue through sponsored ads and organic posts. KPIs include measuring revenue generated directly from social media, ensuring that social media accounts for at least 15% of total sales, and achieving a 2% to 4% conversion rate due to social media initiatives.
5. Increase the loyalty of current customers by encouraging repeat purchases and brand advocacy. The fifth objective seeks to foster these connections by offering unique activities and interesting information. Success will be determined by launching at least one quarterly loyalty or referral campaign, achieving a customer satisfaction rating of

80% or higher based on social media feedback, and getting at least 20% of consumers to make repeat purchases through social media.

6. Finally, Havuka seeks to establish itself as a high-end, environmentally conscious company, strongly associated with wellness and nature. Therefore, the sixth objective aims to improve the brand's reputation and perception. Maintaining a favorable sentiment rate above 75% on social media, forming at least two quarterly partnerships with brand ambassadors or niche influencers, and generating more than 175 brand mentions quarterly are the key performance indicators for achieving this.

In conclusion, the six chosen objectives seek to develop the Havuka brand methodically and meaningfully. These objectives include increasing brand awareness by ensuring more people know about Havuka, and building a loyal and dynamic brand community by increasing engagement. They also increase sales conversion and website traffic by helping convert followers into actual customers, driving business expansion. They also increase customer loyalty by promoting word of mouth and encouraging repeat customers. Finally, they improve brand positioning by contributing to Havuka's reputation as a trusted, high-end, and sustainable brand in the skin and care sector. These objectives, developed based on the brand's current positioning, cover the entire process, from awareness to purchase and loyalty, ensuring long-term, sustainable success.

## 6.2 Platform selection strategy

Selecting the right social media platforms is essential to successfully reaching your target market. Each platform will be chosen based on where your brand can be most effectively showcased and where the audience engages the most.

Instagram is the most visually compelling and perfect platform for promoting natural, lifestyle, and wellness products. Therefore, this will be Havuka's primary platform. Instagram's Stories, Reels, and Shopping features help increase brand awareness, creative audience engagement, and direct sales. The focus will be on collaborating with influencers in the health and sustainability sectors, utilizing storytelling and designing a powerful feed with a natural theme.

Facebook will contribute to Instagram's efforts by reaching a broader audience, particularly older consumers interested in natural and healthy products. Therefore, blog posts, product announcements, customer recommendations, and event promotions are best shared on this platform. Paid ads are also being developed to increase targeted traffic to Havuka's website and online store.

With short, entertaining, realistic, and educational videos, TikTok offers a fantastic opportunity to connect with younger consumers more creatively and dynamically. Havuka will publish natural lifestyle videos, homemade wellness recipes, product usage tips, and behind-the-scenes videos on TikTok. The goal is not only to generate sales, but also to develop brand identity and establish innovative connections with a new generation of potential customers.

LinkedIn has established itself as a significant force in the health and wellness sector, particularly by pursuing B2B (business-to-business) opportunities such as joint ventures, retail partnerships, or wellness events. Highlighting the brand's narrative, sustainability initiatives, commercial successes, and thought leadership in natural wellness.

Likewise, to attract customers interested in wellness, natural remedies, and healthy living, Pinterest will be tested as a specialized platform. Over time, the goal is to increase website traffic by creating engaging pins about products, recipes, and health tips. This will also include developing evergreen content that captures attention long after publication.

In conclusion, the brand will modify its content style for each platform, keeping its message clear. Short videos and visual storytelling will be the main focus on Instagram and TikTok. Facebook will prioritize advertising and educational posts. Professional updates will be shared on LinkedIn, and evergreen visual content will be shared on Pinterest. This ensures that Havuka engages with its audience across multiple channels efficiently and genuinely.

### 6.3 Content strategy and content calendar

Develop a solid content strategy to connect with your audience, convey your brand values, and inspire action. This includes developing a monthly content calendar that reflects consistency, structure, and alignment with corporate objectives.

Content for each platform is developed based on four pillars: product education, natural wellness tips, brand storytelling, and sustainability advocacy. This ensures a balanced mix of inspirational, educational, and promotional material that fosters audience interest and trust.

Therefore, a combination of content is being implemented, including photos, short videos (especially Reels and TikTok), blog-style content, customer recommendations, influencer collaborations, and how-to infographics. Thirty percent of the material will be direct marketing (product launches, discounts, special offers), 30% will be brand development (storytelling, behind-the-scenes, team highlights), and 40% will be trending content (tips, tutorials, inspiration).

Figure 14 shows the weekly posting content plan, specifying the best days to create and post each marketing piece based on each platform and considering that each calendar shows different content and schedules to develop innovative, unique, and trending content.

- ✓ Instagram: 3 – 4 times weekly on Tuesday, Wednesday, or Thursday, posting product content every Wednesday between 10 am and 2 pm.
- ✓ Facebook: 2 weekly posts on Monday, Wednesday, or Friday between 9 am and 1 pm.
- ✓ TikTok: Three posts per week. Every Tuesday and Friday, the company develops a series, such as #ForestFriday and #MindfulTuesday, and creates a promotion or collaboration post between 6 and 9 p.m.
- ✓ LinkedIn: 1 – 2 posts per month updating the company's profile and sharing some news between 8 and 11 am.
- ✓ Pinterest: 10 – 15 monthly posts focusing on creating wellness, skincare, lifestyle inspiration content between 8 and 11 pm.

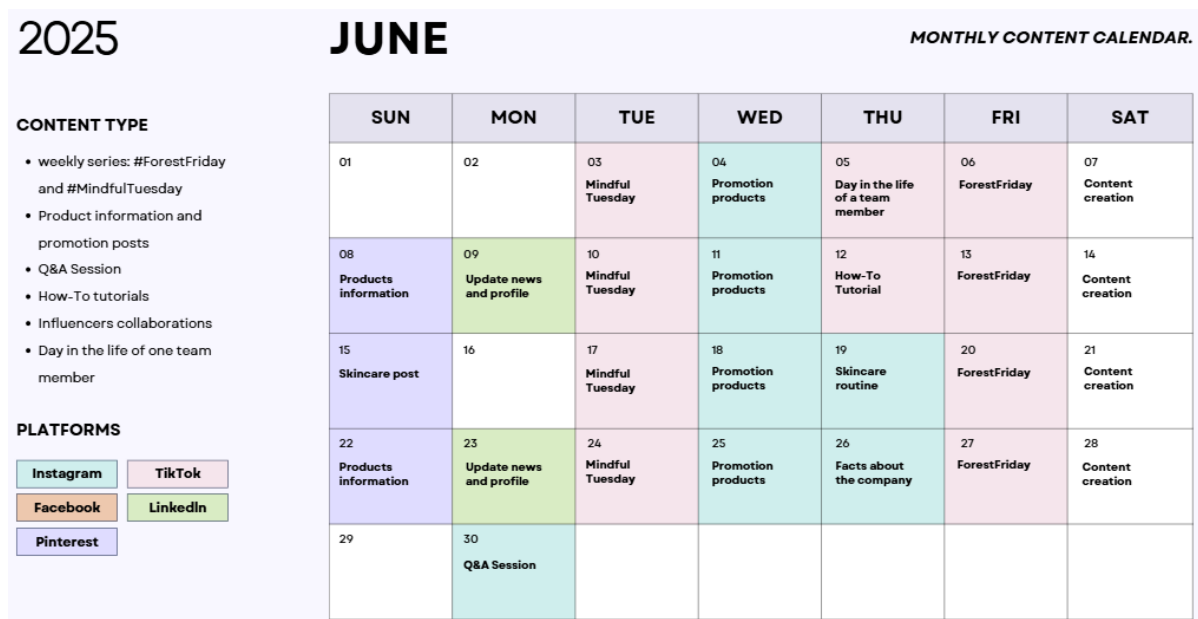


Figure 14. Content Calendar for June

In conclusion, this calendar ensures that marketing initiatives are timed to maximize reach, interaction, and brand visibility across all platforms during periods of high engagement. It is simpler to plan campaigns, coordinate with product releases, and continuously maintain a strong online presence each calendar month, providing clear guidance for content generation and scheduling.

## 6.4 Engagement strategy and community management

Developing active community management and a solid engagement strategy is essential for fostering two-way communication, boosting brand loyalty, and building trust between Havuka and its audience. Therefore, the brand builds relationships and fosters discussion, not just disseminating content.

Havuka develops a system that facilitates responding to all mentions, direct messages, and comments within 24 hours. This demonstrates the brand's value for its consumers through prompt and courteous responses delivered in a friendly, attentive tone consistent with its inherent image of trust. Therefore, to maintain a favorable reputation, even unfavorable comments must be responded to professionally and constructively.

Frequently using open-ended questions, polls, or powerful calls to action (CTAs) such as "Tell us your favorite," "Tag a friend," or "Vote in the comments" to promote greater engagement. This encourages greater follower engagement and helps the brand understand consumer preferences.

User-generated content, such as images or videos of consumers using Havuka products, is promoted in the brand's feed and Stories. Using branded hashtags, encouraging engagement and community through monthly user-generated content (UGC) campaigns, giveaways, and challenges.

Additionally, we will work with nature and wellness advocates and relevant micro-influencers to initiate natural dialogues. In addition to promoting products, these ambassadors will interact with followers in the comments section and serve as trusted community representatives.

Stories will be used daily for real-time interaction on social media platforms like Facebook and Instagram. Interactive encounters and a closer connection with followers will be achieved through Q&A sessions, polls, behind-the-scenes videos, and product demonstrations via Stories or live streams.

Therefore, we regularly monitor brand mentions, hashtags, and comments across various platforms to stay on top of people's words and current trends. Analyzing positive, neutral, and negative opinions using social listening techniques can modify communication tactics. This facilitates performance measurement and strategy improvement over time through periodic reporting on engagement metrics.

## 6.5 Influencer partnerships and collaborations plans

Havuka reaches a broader audience, building trust and engaging with niche markets that value sustainability, wellness, and natural products through influencer marketing. The way the company finds, works with, and leverages strategic connections with influencers will be guided by a well-organized five-step approach:

1. Focus on working with renowned micro-influencers (between 5,000 and 50,000 followers) and nano-influencers (less than 5,000 followers), as Figure 15 shows potential influencers that share the eco-lifestyle, wellness, health, and nature communities. These influencers typically have highly engaged followers and offer authentic, relatable content. Therefore, several factors should be evaluated and analyzed when selecting, such as audience relevance, engagement rate (ideally 5% or higher), content quality, and compatibility with brand values.

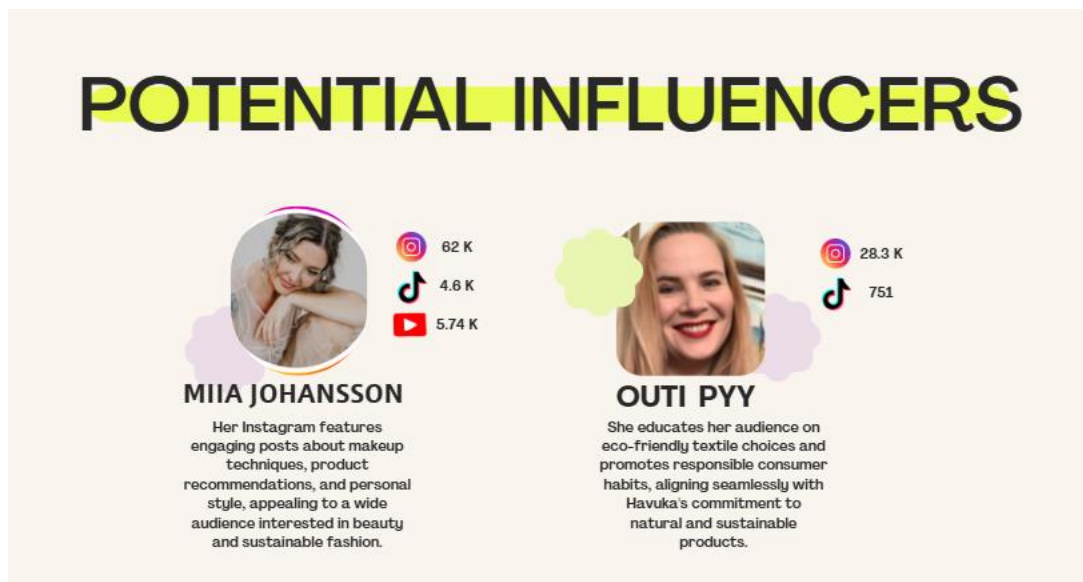


Figure 15. Potential influencers for collaborations

2. Prioritize establishing long-term partnerships with a select group of influencers rather than one-off sponsorships. For example, collaborations lasting between two and four months offer a more genuine narrative, recurring visibility, and greater audience trust. As a result, influencers who generate benefits for the company through participation in campaigns, product launches, and events will be hired as brand ambassadors.
3. Havuka will initiate connections by providing a personalized message, creative brief, and free articles (product seeding) to select influencers. Through these, influencers can

try the product before recommending it, thus strengthening the bond and creating original material. In addition, they will offer additional experiences such as health seminars or behind-the-scenes factory visits.

4. Collaborations will focus on generating content that showcases Havuka products and the influencer's unique voice and style. Reels, life-in-life videos, unboxings, product reviews, and tutorials are some examples of formats. Content standards will allow for flexibility, maintaining focus on the brand's core themes, as the goal is to inspire followers and not just promote products.
5. Discount codes, UTM links, and engagement statistics are used to track and evaluate each influencer's collaboration. Reach, impressions, engagement rates, visits to the Havuka website, and sales conversions are the KPIs that will be monitored and evaluated monthly. The goal is to enhance the influencer portfolio and explore future collaborations to achieve a higher return on investment (ROI) based on results.

In conclusion, influencer collaborations are crucial in boosting brand visibility and reputation in a social media-driven world. By collaborating with trusted micro-influencers who share the brand's principles, genuine and engaging content can be produced that builds awareness, fosters trust, and drives consumer action. Long-term collaborations and jointly developed campaigns guarantee measurable results and lasting influence.

## 6.6 SEO optimization and paid advertising strategy

Havuka conducts search engine optimization (SEO) and paid advertising to ensure its online presence is competitive and easy to find. These initiatives will increase visibility, attract relevant traffic, and boost conversions and brand recognition.

### SEO strategy

Havuka conducts keyword research and optimizes its website content to find relevant, high-traffic search phrases associated with its products (such as "natural pine ointment," "Finnish herbal remedies," and "organic skincare"). These keywords will be carefully included in product descriptions, blog posts, meta tags, and website pages to improve their organic rankings.

Additionally, the website will feature a blog section where targeted, search-engine-optimized articles on wellness tips, the benefits of natural ingredients, and Finnish forestry customs will be published, increasing organic traffic and cementing the brand as a leading authority in natural wellness.

Finally, since Havuka is based in Finland, local SEO strategies, such as optimizing Google Business profiles and integrating Finnish keywords, will help domestic customers find and trust the brand more effectively.

### Paid Advertising Strategy

Google Ads (Search and Display) reach highly motivated people searching for relevant products. Display ads increase brand visibility through compelling banners on health and lifestyle websites, while text-based search ads appear for commercial keywords (e.g., "buy natural ointment in Finland").

Facebook and Instagram Meta ads are based on demographics, interests, and habits, focusing on health.

Additionally, retargeting ads will be used on Meta and Google platforms to reach interested visitors who didn't convert. This will encourage purchases by reminding consumers of products they've already viewed and offering exclusive incentives such as free shipping or discounts.

Finally, ad performance is monitored and optimized using Google Analytics, Facebook Ads Manager, and UTM tracking. Campaign performance will be continuously improved through the use of KPIs such as click-through rate (CTR), conversion rate, cost per acquisition (CPA), and return on ad spend (ROAS).

In conclusion, you can increase your online presence, attract quality visitors, and gain new customers by combining organic SEO with targeted paid advertising while adhering to long-term marketing goals and brand identity.

## 6.7 Implementation roadmap

Havuka's social media marketing plan must follow a precise and actionable roadmap. Ensuring that each element of the plan is executed effectively and in line with corporate objectives, this roadmap outlines the essential stages, tasks, and timelines across five phases:

### Phase 1: Setup and Preparation

This focuses on infrastructure and planning. This includes the selection of the leading social media platforms (Instagram, Facebook, TikTok, LinkedIn, and Pinterest), the establishment or enhancement of Havuka's corporate accounts on each network, such as the translation of its website into English, and the achievement of social media goals and key performance indicators (KPIs). Design templates and brand standards will be created for visual consistency, along with the development and continuous improvement of the content calendar.

During this phase, initial outreach to influencers will begin, kick off the selection process, and focus on micro-influencers who share Havuka's beliefs.

#### Phase 2: Content Creation and Testing

The content team will begin creating all types of content, including user-generated content campaigns, how-to blogs, videos, behind-the-scenes vlogs, and images. Test posts will be run to evaluate audience reaction and engagement levels across different platforms. Additionally, paid advertising accounts (Google Ads and Meta Ads) will be established, and the first low-budget test campaigns will be focused on increasing website traffic and brand awareness.

#### Phase 3: Campaign Launch and Engagement Priorities

After preparing its advertising accounts and essential content, Havuka will formally launch its first significant social media advertising campaign. This includes community-building initiatives, product-focused posts, influencer collaborations, and giveaways that promote and engage audiences. Engagement tactics such as posting user-generated content, hosting Q&A sessions, and responding to comments are frequently employed. Additionally, monthly SEO posts are conducted to encourage natural growth.

#### Phase 4: Improvement and Growth

Performance metrics are examined during this stage to improve post-scheduling, ad targeting, and content. Paid promotion will enhance high-performing posts, while unsuccessful tactics or content will be modified. Consideration will be given to increasing collaboration with other influencers or brand advocates. A second wave of content aligned with new product launches or seasonal trends will be created and distributed.

#### Phase 5: Ongoing Operations

Monthly KPI analysis and monitoring are conducted. We publish according to the content calendar, closely monitor engagement, and provide monthly performance reports throughout all phases. Through continuous learning, the goal is to adapt and develop, ensuring a sustainable, data-driven marketing strategy.

In conclusion, by analyzing essential factors such as the competitive environment, target audience reach, and current brand performance, this study determined the best social media marketing (SMM) tactics to improve the brand's overall positioning. The analysis identifies Havuka's distinctive qualities and opportunities for differentiation from the competition, examining its position in the global skincare market. Furthermore, it reveals the reasons for customer engagement, highlighting the importance of content formats such as influencer

collaborations, specialized narratives for each platform, user-generated content (UGC), and targeted paid advertising to promote visibility and audience connection.

The results also highlight the importance of monitoring key performance indicators (KPIs), such as follower growth, engagement rates, and conversion metrics, to evaluate the performance of SMM strategies. Furthermore, the study highlights potential obstacles as Havuka contemplates global expansion, such as cultural disparities, platform-specific patterns, and maintaining a consistent brand identity across multiple locations. Therefore, adaptive tactics, continuous performance evaluation, and a strong emphasis on genuine engagement are required to overcome these obstacles and successfully develop social media initiatives globally.

## 7 Conclusions

Users create and consume real-time information thanks to social media's evolution into a dynamic, interactive, and global communication environment. Social media impacts all aspects of life, including news, education, entertainment, and business, making it a vital tool for contemporary communication. It provides organizations with unparalleled reach, cost-effectiveness, and immediacy, enabling rapid dissemination of brand messages and direct customer interaction.

Companies seek to increase return on investment (ROI), adapt their messages, and boost brand awareness through strategic tools such as influencer marketing, content production, and AI-based analytics. By increasing their visibility through platforms like Instagram, TikTok, and Pinterest, analytics enable real-time modifications based on audience behavior and performance statistics. Furthermore, social media facilitates brand consistency across international markets through customized modifications that respect regional languages and cultural norms. Social listening further increases flexibility, allowing companies to react quickly to new trends and changes in customer perception. The current approach relies heavily on influencer marketing, especially for micro-influencers seeking to foster engagement and trust among specialized groups. However, preserving customer loyalty and brand reputation depends heavily on authenticity and transparency. Clear communication and ethical cooperation contribute to the long-term success of these collaborations.

Therefore, rigorous measurement frameworks are essential to assess the effectiveness of campaigns. Qualitative indicators such as customer loyalty and brand sentiment should be used alongside quantitative metrics such as engagement rates, click-through rates (CTR), conversions, and earned media value (EMV). Combined, they provide a comprehensive view of performance, ensuring that tactics are tailored to immediate results and long-term brand value.

Three fundamental marketing models—SOSTAC, STP, and the 5As—are integrated into Havuka's approach. From SMART goal setting and scenario analysis to real-time performance tracking, this provides an organized approach to campaign creation. Through mixed-methods research, decisions are based on customer behavior, combining quantitative tools such as surveys, A/B testing, and analytics with qualitative insights such as focus groups, interviews, and social listening.

Analysis of Havuka's social media presence shows that the company has a strong brand grounded in Finland's natural heritage, but also identifies gaps in platform diversity, engagement, and content variety. While lacking interactive formats (such as Reels and Stories),

multilingual accessibility, and expansion into high-impact channels like TikTok and Pinterest, Instagram maintains a consistent and environmentally responsible ethos. A SOSTAC-led approach highlights Havuka's distinctive value proposition (Nordic spruce resin remedies) and suggests strategic improvements in content, audience reach, and platform usage to address these gaps.

Short-term objectives are defined, seeking to increase followers by 5,000 and engagement by 30%, and medium-term aspirations focus on a 5% increase in international conversions through well-defined, time-bound strategic goals. The long-term objective is to position Havuka as a leading Nordic skincare brand in potential countries such as France, Japan, and Germany. This is achieved by leveraging e-commerce optimization, collaborations with targeted influencers, micro-influencers aligned with their values, and promotional incentives to support these objectives.

Market segmentation is based on demographic (Generation Z, Millennials), psychographic (eco-conscious, interest in wellness), behavioral (natural remedy seekers), and geographic (Nordic, Western European, Japanese) characteristics. From minimalist aesthetics and natural healing to ethical sourcing and product performance, enabling personalized marketing that addresses a variety of objectives. The competitor analysis shows how Havuka distinguishes itself from companies like The Ordinary, CeraVe, Drunk Elephant, and La Roche-Posay in the market for sustainable skincare products made with forest resources. However, it must increase its digital presence through bilingual content, improved SEO, and a more distinctive value proposition to consolidate its position ("The Gold of the North"). This will enhance its messaging and make it more relevant through real-time data and AI-powered social listening.

The implementation strategy establishes a phased roadmap, beginning with content creation and testing, continuing with campaign launches, and ending with operational continuity and incremental improvements. Product education, wellness tips, brand storytelling, and sustainability advocacy are the four content pillars highlighted by the approach. Trusted voices such as micro-influencers, community management, and interactive features generate engagement. Paid initiatives (such as Google, Meta, and SEO campaigns) support organic efforts by ensuring short-term visibility and long-term expansion. Havuka is well-positioned to grow its presence and foster lasting brand loyalty with a customer-centric, data-driven strategy in the global skincare sector.

Finally, Havuka's strategic social media marketing plan combines platform-specific tactics, a dynamic content calendar, proactive community management, authentic influencer collaborations, clear and measurable objectives, and complementary SEO and paid media

initiatives. It is overseen by strict KPI tracking and a phased implementation roadmap. It ensures that each campaign is data-driven, audience-centric, and responsive to real-time insights, while leveraging Havuka's distinctive Nordic, forest-based story and sustainability mindset. Havuka is well-positioned to increase global visibility in the competitive skincare market, generating meaningful interactions and conversions, and fostering lasting customer loyalty by aligning tactical execution with overall brand values and corporate objectives.

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## Appendices

Appendix 1: Google Forms Survey *Exploring Skincare Habits and Social Media Preferences*.

### ***Exploring Skincare Habits and Social Media Preferences***

We are conducting a brief poll. Your suggestions will assist us in enhancing Havuka's worldwide strategy and online presence. Havuka is a Finnish company that specializes in natural skincare products derived from forests. The survey takes less than three minutes to complete.

Thank you for your time!

*\* Indica que la pregunta es obligatoria*

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1. **Which social media platforms do you use most often to follow skincare brands?** \*

*Selecciona todos los que correspondan.*

- Instagram
- TikTok
- Facebook
- YouTube
- Pinterest
- Otro: \_\_\_\_\_

2. **How often do you engage with skincare content on social media (likes, comments, shares)?** \*

*Marca solo un óvalo.*

- Daily
- Several times a week
- Occasionally
- Rarely
- Never

3. **What type of skincare content do you find most helpful or interesting?** \*
- (Select all that apply)

*Selecciona todos los que correspondan.*

- Ingredient explanations
- Product tutorials
- Skincare routines
- Customer reviews/testimonials
- Brand story and values
- Influencers content

4. **When deciding to buy a skincare product, how important is influencers or recommendations?** \*

*Marca solo un óvalo.*

- Very important
- Important
- Not very important
- Not important at all

5. **How likely do you buy skincare products from a brand that highlights sustainability and natural ingredients?** \*

*Marca solo un óvalo.*

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

6. **Which of these factors most influences your trust in a skincare brand?** \*  
(Choose up to 2)

*Selecciona todos los que correspondan.*

- Transparent ingredient list
- User reviews and ratings
- Dermatologist recommendation
- Social media presence
- Packaging and branding

7. **Have you ever discovered a skincare brand through a paid advertisement?** \*

*Marca solo un óvalo.*

- Yes, and I bought something
- Yes, but I didn't buy
- No

8. **Would you be interested in trying a Finnish skincare brand call Havuka that focuses on forest-based, natural ingredients?** \*



*Marca solo un óvalo.*

- Definitely
- Maybe
- Probably not