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SOCIAL MEDIA MARKETING GUIDE FOR NEW INTERNS
CASE EURASMUS

Degree Programme in International Business

2015

SOSIAALISEN MEDIAN MARKKINOINTIOPAS UUSILLE TYÖHARJOITTELIJOILLE - CASE EURASMUS

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Toukokuu 2015
Ohjaaja: Pirkanaho, Tapio
Sivumäärä: 43
Liitteitä: 1

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Tämä opinnäytetyö toteutettiin Eurasmukselle, joka välittää asuntoja ja harjoittelupaikkoja sekä käytännön apua pääsääntöisesti opiskelijoille Euroopassa. Opinnäytetyön tarkoituksena oli tuottaa opas uusille työharjoittelijoille, joka tutustuttaa heidät yrityksen markkinointiin sosiaalisessa mediassa heidän saapuessa yrityksen palvelukseen. Lisäksi tavoitteena oli tutkia, mitä sosiaalisen median palveluita yritys ensisijaisesti voisi hyödyntää markkinoinnissaan. Tässä kirjoittaja päätyi yhteisymmärrykseen yrityksen johtajan kanssa. Opinnäytetyön kirjoittaminen alkoi kesällä 2014.

Tutkimuksen teoreettisessa osuudessa käytiin läpi sosiaalista mediaa markkinointityökaluna, syvennyttiin tarkemmin valikoituihin sosiaalisen median palveluihin markkinointityökaluina sekä pohdittiin miltä tulevaisuus näyttää. Teoreettinen osuus pohjautui sekä internet-lähteisiin, että alan kirjallisuuteen.

Tutkimuksen empiirisessä osuudessa käytiin läpi mainostamista sosiaalisessa mediassa lähinnä kirjoittajan ja yrityksen johdon näkemyksen mukaan niin, että yritys tavoittaisi kohderyhmänsä mahdollisimman tehokkaasti. Näiden näkemysten pohjalta mietittiin sopivia keinoja mainostaa yritystä ja sen palveluita sekä mitkä sosiaalisen median palvelut toimivat parhaiten markkinointityökaluna. Edellä mainitut tutkimuskohteet pyrittiin kokoamaan yhteen jotta yritys saa oppaan, jolla uudet työharjoittelijat perehdytetään.

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Degree Programme in International Business
May 2015
Supervisor: Pirkanaho, Tapio
Number of pages: 43
Appendices: 1

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This thesis was conducted for Eurasmus which provides accommodation, internships and practical help mainly for students in Europe. The purpose of the thesis was to create a social media marketing guide for new interns which introduces them for the social media marketing basics to promote the company. The purpose was also to find the best social media services and tools for the company to use for marketing. In this case author discussed with the company manager for the best solutions. Writing of this thesis started in summer 2014.

The theoretical part of this thesis discusses social media as a marketing tool, one purpose was to immerse closer to chosen social media services as marketing tools, also some discussions about possible prospects. The theoretical part was based on online sources and professional literature.

The empirical part discusses advertising in social media mainly as author and the manager sees it should be done to be as effective for the company as possible. Based on these opinions, social media services were chosen which fits the best for the needs as marketing tools. The goal of research subjects mentioned above was to get those to clear guide mode which the company can use to orientate new interns when they arrive.

TABLE OF CONTENTS

1 INTRODUCTION

This thesis is a cross-section to the world of social media marketing basics targeted to young interns joining the case company. After problem setting and conceptual framework subject gets into case company and then theoretical part goes through segmentation and targeting via extended marketing mix and its 7 P's to social media marketing. The actual result of the thesis, social media marketing guide will be handled after theoretical part with expectations that new interns know at least some basics form the chosen social media networks.

The objectives for this thesis are to find the best social media services to advertise the company. Finding ways to reach their target audience, students worldwide. As a former intern of the company the author has had conversations and practical knowledge how the manager wants the company to be advertised, but also lets the author have some own visions as well.

The purpose is to create a realistic social media marketing guide for the new interns they will use as their preparation and maybe even while they are working in the office through their internship.

The theoretical part includes the history of chosen services, statistics, facts, ways of marketing and discussions about the future of social media and chosen social media services. The empirical part of the study consists the actual guide new interns will get as their preparation when arriving to the company. The conclusion part includes the recommendations and summary of the guide.

2   PROBLEM SETTING AND CONCEPTUAL FRAMEWORK

2.1 Purpose and objectives of the thesis

The purpose of the thesis is to create social media marketing guide for the preparation of new interns of the company. First the chosen social media services are presented but this thesis also finds out how and how often to use these chosen services to reach the target audience.

Main research tasks were to find out the target group for the company, what social media networks it should use, how and how often to use those chosen networks for advertising and which network reaches the best the target audience. As a result of all these, social media marketing guide should be created for preparation material when new interns arrive to work in the company.

After segmentation of the target group and choosing presenting social media services, services are presented as a marketing tools. Figures and tables are used to have some proof for the presented information and facts.

2.2 Conceptual Framework
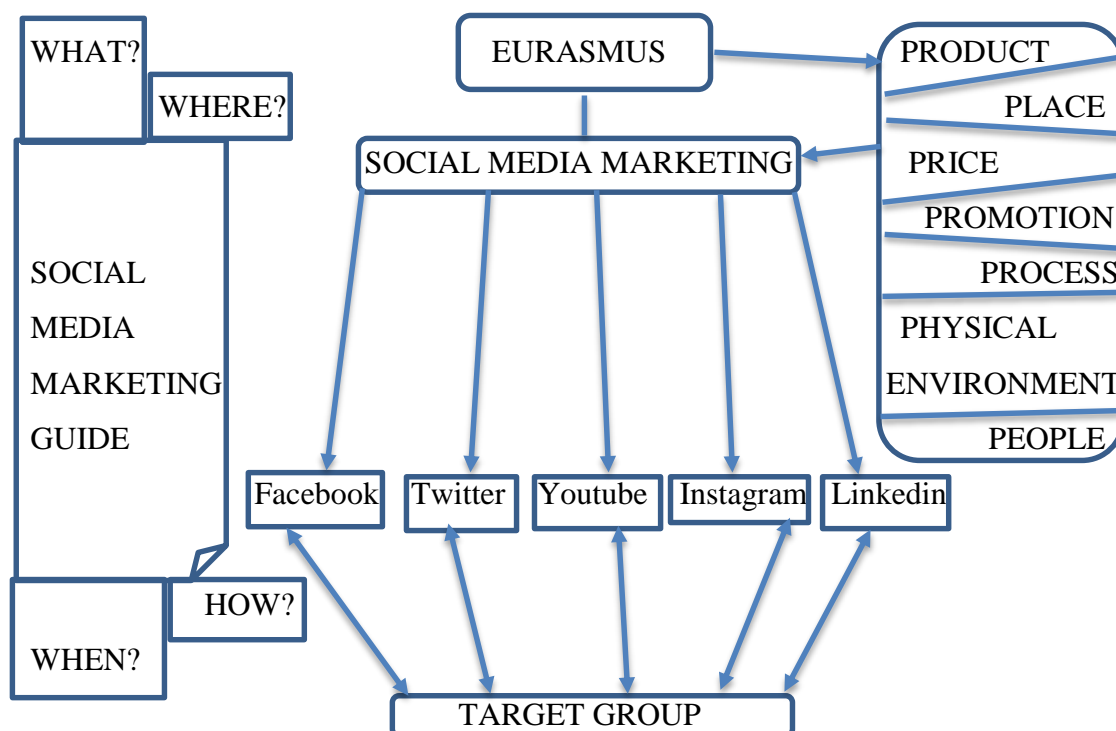
Figure 1. Conceptual Framework, Social Media Marketing Guide for New Interns. (Vuorinen 2015)

The conceptual framework is formed to support objectives of this thesis following structure of table of concepts. First the company Eurasmus will be introduced and then as a part of company's marketing plan, the subject of thesis, Social Media Marketing will be opened with different services and how those will reach students worldwide.

Comparison between services will be kind of a ranking with their usage and what is part and the proportion on reaching the target group users. This ranking should open which service should be used the most for advertising.

The actual result of this thesis, the guide, is in a two-way relationship with social media services because services effect obviously to the guide and guide deals with the services.

3 EURASMUS

Eurasmus, as later referred also as the company, was founded in 2013 by young entrepreneurs to make student life abroad easier by aiming to cover all obstacles students may have and make mobility throughout Europe as easy as possible. Their office is located in Seville, Spain. They provide information from Erasmus destinations all over Europe, offer a safe way to book accommodation and students can also apply to internships on their website. (Website of Eurasmus 2014.) Company works in a complex of four different companies and with three permanent employees working for Eurasmus, there is a changing amount of interns around year.

The company's business plan is to offer services for students looking for an accommodation and, or, an internship in Erasmus destination. The company is the mediator between companies and students and also between landlords and students. Their provided services are free for students and universities, only companies and landlords are charged. From their websites students can also find information about the destination cities including information about universities, public transportation, nightlife, hospitals and emergency phone numbers. (Website of Eurasmus 2014.)

Co-operation with Erasmus +, the lifelong learning program, brings customers to Eurasmus as well. With Erasmus + over four million European students travel throughout Europe every year (Website of Eurasmus 2014).

4 SEGMENTATION AND TARGETING

According to Lovelock and Wirtz, "segmentation is one of the most important concepts in marketing." Companies may have different kind of customers, but instead of trying to get everyone companies should create strategy of market segmentation and this way find the best market to serve. (Lovelock & Wirtz 2011, 86) Riley defines main bases of segmentation as: geographic, demographic, behavioral and psychographic. Geographic segmentation includes customer location, demographic is more statistical

including age, gender occupation and socio-economic group. Behavioral segmentation measures rate of usage, benefits sought, loyalty status and readiness to purchase. Psychographic is about personality, lifestyle and attitudes. (Riley 2015)

Target segment is the one that company chooses after identifying market segments and has found needed attributes. This is the one company focuses their marketing on. For the future and continuity company can choose several targets and after time measure which has worked the best. (Lovelock & Wirtz 2011, 86-87) Defining the target audience may become dangerous because prospects cannot usually be known in advance, having an idea of potential target group naturally helps profiling. Well-targeted campaign may also be a breakthrough to measure the results of targeting. (Lovelock & Wirtz 2011, 193-194) For successful customer relationships company needs to know what they are looking for. All people out there do not fit to the policy and goals of the company. Employer and employees must pay attention on needs of both parties: the company and customers which both should at have a win-win situation. (Lovelock & Wirtz 2011, 346)

It takes time and resources to communicate individually through social media. Segmenting customers to focus group makes marketing and activities more effective. The goal is to get profitable results and find people who could be interested on the company and its services. (Grönroos 2007, 166) In social media it is important for the reputation and persona to reach and connect with as much people as possible and get them to follow you. Still connections should be the ones interested in the services of company and in that case potential new customers and more important for the reputation: old customers who can share their experiences. (Jimenez 2014)

5 EXTENDEND MARKETING MIX

Four basic marketing elements are usually addressed by marketers and those are: product, price, place and promotion. These four are often referred as the 4 Ps of the marketing mix, but this traditional marketing mix does not cover managing the customer

connection. When adding three more Ps: process, physical environment and people the 7 Ps of services marketing will be created. (Lovelock & Wirtz 2011, 44)

Figure 2. Extended marketing mix for services. (Adapted from Wilson, Zeithaml, Bitner & Gremler 2008, 20.)

5.1 Product

According to Lovelock and Wirtz, service products are in the core of a company's marketing strategy. Product creates a meaningful value to target customers and satisfies their needs. Service products are consisted by a core product that responds to the customers' primary need or needs and a group of complementary elements that are mutually reinforcing value-added improvements that help customers using the core product more efficiently. (Lovelock & Wirtz 2011, 44)

In last few years companies have talked about products even when talking about products and services. The term product has been previously associated with manufactured goods only, but now has become a meaning for a service as well. Service providers also easily offer products built around one core product. This creates situation that

most service providers have a line of products instead of just one. As a result of this companies must choose among different alternatives for branding their products. (Lovelock & Wirtz 2011, 117)

CORPORATE BRANDING ⟷ INDIVIDUAL PRODUCT BRANDING

"Branded House"   "House of Brands"
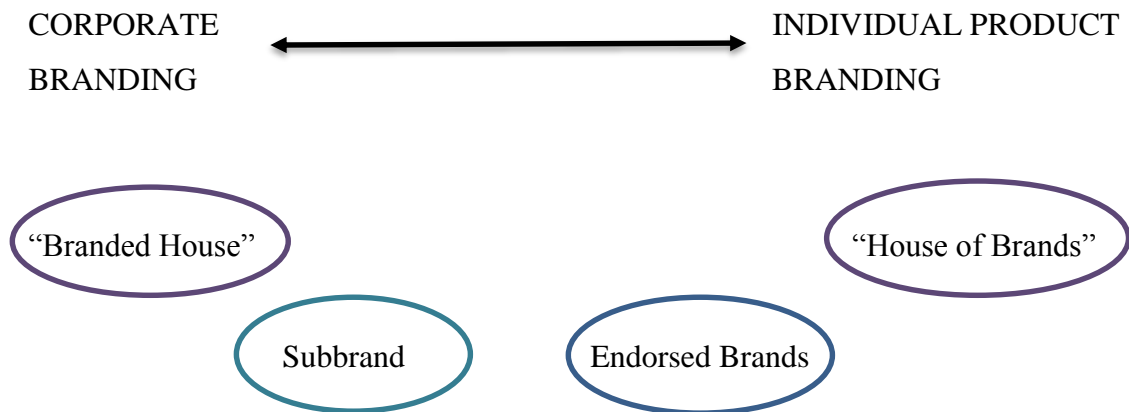
Subbrand   Endorsed Brands

Figure 3. The Spectrum of Branding Alternatives. (Adapted from Lovelock & Wirtz 2011, 118)

When branding the product by applying its brand name to several offerings in often unrelated fields. It is called *Branded House*, and its danger is that brand gets more weak and overextended. (Lovelock & Wirtz 2011, 117) *Subbrands* is the next alternative, "for which the corporate or the major brand is the primary frame of reference but the product itself also has a name of its own. This may contain changes in logo depending on needs. (Lovelock & Wirtz 2011, 117-118) *Endorsed brands* have the domination of product brand, but bigger corporate name is included. To succeed, each brand must make a promise for a distinctive value proposal, targeted at a different customer segment. (Lovelock & Wirtz 2011, 118) Last of these four service branding alternatives is the *House of brands*, promoting under own brand name being still part of one big corporation in lead. (Lovelock & Wirtz 2011, 118-119) Branding the product or service in social media is easy to work with Branded House alternative. Especially in the beginning when you are creating the reputation for the company.

Social media is the portal to find out if the product or service is working. It is easy to ask from the users via social media services what do they think about the product, is

there need for development. Creating conversation brings publicity and creating conversation in different sources but from the target group brings also trust between the company and customers. (King 2013)

5.2 Place

Service may involve both: physical or electronic channels. Information-based services can be send fast to devices that has Internet access around the world. When using internet access companies can deliver service to end-users directly or via intermediary companies. When sending content to customers it need answers for questions like: Where? When? What methods? Which channels? (Lovelock & Wirtz 2011, 44)

Social media can be used as a place to facilitate the selling to your customers, it can be used as a portal to the website or web store. It depends on the product is it better to sell in the social media site or is it better to lead customer to the company's site where the actual action happens. Low budget marketing is easy on social media site where you can upload content for free. (King 2013)

5.3 Price

The costs of providing service is depending on strategy and budget. Cost of service interests customers so it should be available to find out easily. Also even that the service itself may be free or low-cost, there can also be premium services which can be more expensive but it has to be able to answer that demand. (Lovelock & Wirtz 2011, 46) Advertised service may as well be a path to a commitment that requires payments from the customer.

In social media it depends on used network what kind of budget you need, if that is even needed. Each site have their own charging policy, but usually putting money in marketing in social media pays back. Social media networks can also help company to determine the price for the product if it is under consideration. (King 2013)

5.4 Promotion

Effective communication is the key to success in marketing and social media does not make a difference in this. After the specific brand or service has been promoted customers need to know more. Promotion is in a way educating the customer about the product. Especially new customers may want to know feedback from previous customers, benefits and how service actually even works. Service can be difficult to understand or visualize first, but with effective introduction and explanations there should not be problems. Too complicated basic idea may drive customers away, so communication between the company and customer needs to be clear and informative. It is also company's duty to educate customer how to get the best out of the service. Customer trusts to another customer so having other customers participating conversation as well, it creates more trust to the company from the new customer. (Lovelock & Wirtz 2011, 46-47)

Social Media networks can be used as marketing tool and for successful marketing of course target group must be in company's knowledge and it helps if company also knows which channel the target group is using. People use social media sites to communicate with others, so the power of word-of-mouth is strong. This also requests company to create the content that matters. When promoting creates conversation it must be kept flowing. (King 2013)

5.5 Process

How company is doing its promotion and how the process goes on customer perspective is often as important as what the actual product is. So when creating content design and implementation matters. If content has problems on its design or implementation it most likely turn to ineffective marketing. Mistakes in content effect lack of trust and relationships with customers may suffer. Service becomes a failure. Wrong information, spelling mistakes, failures to keep promises and lack of interest in customer are examples what can go wrong if there is problems during the process. These need to be avoided and responsible people should be there to train employees to avoid these.

Standardized contents are one way to avoid mistakes. It is good to remember that customers are often involved in the process as another party. (Lovelock & Wirtz 2011 47-48)

Publishing content on company sites in social media can be used to marketing and as well for customer service. Creating conversation flow and keep it flowing is factor that customers appreciate. Social media networks has them own ways to show customers that their comments have been noticed. Even the bad ones. (King 2013)

5.6 Physical Environment

In social media, advertisements are usually a portal to the company's website where the actual service is. So the mission is to get customers to enter the website. What appears in contents: pictures, information, offers, competitions etcetera is a mirror introducing the company behind the publication for the customers. Customers may criticize bad content or share good content ahead. Design, clearance, quality and the degree of attractiveness are guide for customer through the service process. (Lovelock & Wirtz 2011, 48)

Social media has become so big and part of peoples life in last years when smart phones and other handheld devices have become as popular as they are. Could even say that those devices have become their physical environment where communication with others happens and where they follow what is happening in the world around them. So when reaching people when they are using social media sites to network with other people results are guaranteed. (King 2013)

5.7 People

Interaction between the company and the customer is in the hands of a person posting to social media in the name of the company. Attitude and skills of employee are in a big role to keep interaction going. This creates requirements to companies when hiring people. Selecting, training and motivating employees are precise tasks for the manager and also human resource department must know where the company is going. Positive

attitude to the work and interpersonal skills are key factors as well as technical skills job requires and knowledge about social media. Loyal, skilled and motivated employee who can work independently or as a part of a team is valuable and can be competitive advantage for the company. (Locelock & Wirtz 2011, 48)
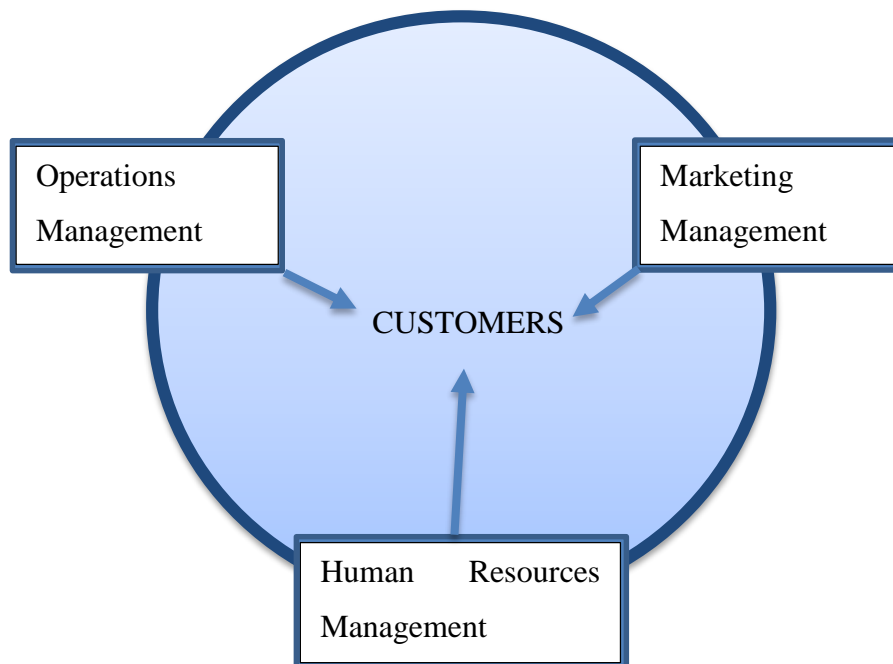

Figure 4. Marketing, Operations, and Human Resources Functions Must Collaborate to Serve the Customer. (Adapted from Lovelock & Wirtz 2011, 49)

In Figure 4 by Lovelock and Wirtz it shows that three management deparments: operations, marketing and human resources must collaborate to serve the customer. If these three are not working together in harmony it shows to customer.

Reaching the customers with right content is probably the most important element. Social media sites are an easy way to connect with customers, associations, public bodies, local communities, sponsors, stakeholders and even competitors. There can be employee(s) who focus just on social media. Company policies and goals cannot be enough highlighted when training them to become the voice of the company in social media. (King 2013)

6   SOCIAL MEDIA MARKETING

6.1   History of the chosen Social Media

According to Bennett, the history of social media goes a lot further than the most famous services at the moment like Facebook and Twitter etcetera. (Bennett 2014, 1)

According to Digital Trends Staff, the process began in the 1970s, a long time before social media got as commercialized mass information and entertainment as it is today, by enthusiastic people who knew that connected computers might make a great forum for networking with other people. (Digital Trends Staff 2014, 1)

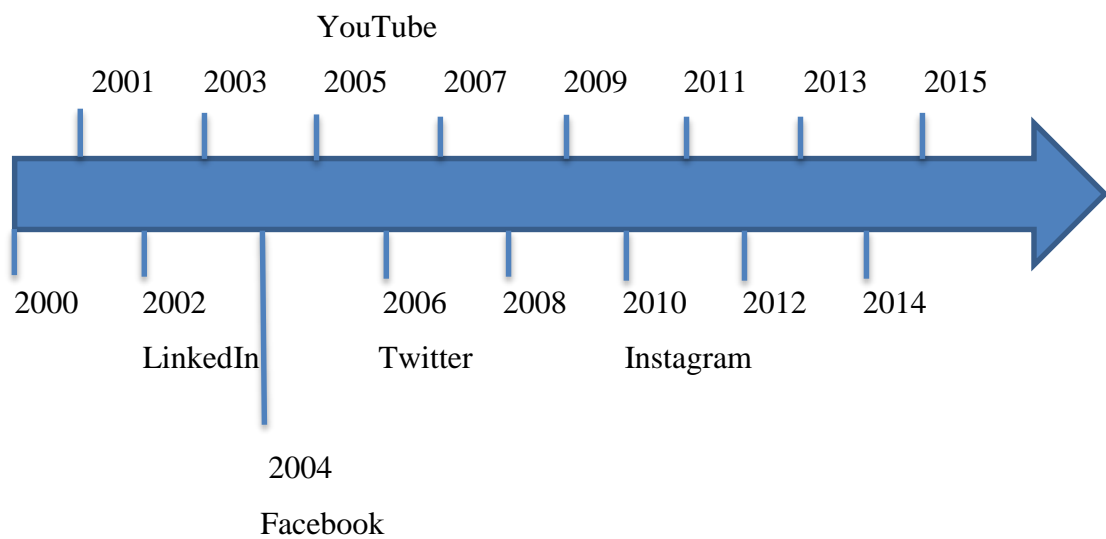Figure 5. Social Networking Throughout The Ages. (Bennett 2014, 1)

In Figure 5, there is a timeline with the years of founding the social media services chosen to be used in this thesis as a marketing tools of the company. As shown in later figures this timeline shows that these services have increased their popularity to multimillions of users rapidly during the beginning of this century. (Bennett 2014, 1)
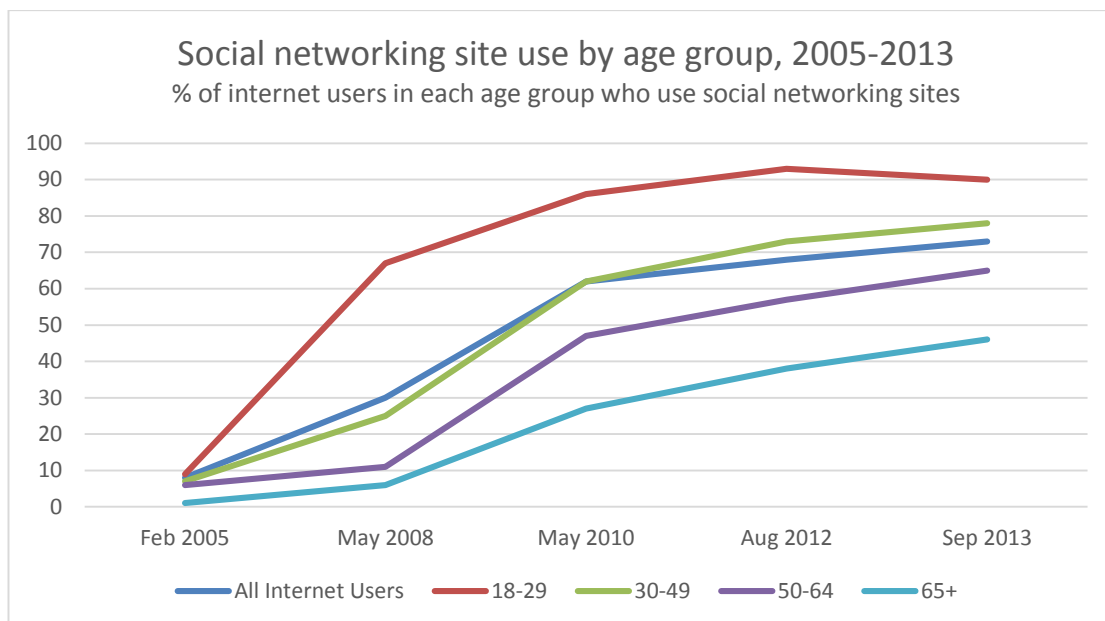
Figure 6. Social networking site use by age group 2005-2013. (Pew Research Center 2014)

In Figure 6 there is general social network usage by age groups from February 2005 until September 2013. According to Pew Research Center's chart 90 percent of people from age group 18 to 29 were using social networking sites in September 2013. (Pew Research Center 2014) This age group is the most important for this thesis because these are the people who usually are studying and in that way have opportunity to go abroad for exchange or for internship.

6.2 Social Media as a Part of Marketing Plan

Segmentation of the target group that the company has was easy. Students aged 18 - 30 years old. Because contacts come around the globe, it is important to find out which social media services works best in different continents. Co-operation with Erasmus +, the lifelong learning program brings customers to Eurasmus as well. With Erasmus + over four million European students travel throughout Europe every year (Website of Eurasmus 2014).

As Gunelius defines in Forbes, social media is a powerful tool for brand building that can drive long-term, organic growth which is lasting through any micro- or macro-

environmental risk. Brand value should be developed constantly and it is important to remember that customers are the ones building the brand, not the company. Consistency helps customers to perceive the development and avoids confusion with other brands. Persistence in communication is valuable and keeps expectations alive. The company policy is important to know to avoid going over the own field. Too much changes in content may confuse customers away from the actual point. (Gunelius 2013)

According to Gunelius, at least 80 percent of content should be targeted straight to the target group and the rest about 20 percent could be more self-promotional content. Focusing on target group avoids negative reputation. The goal is to reach target audience by content that amazes them and makes them think it as worth to share forward, quality and quantity do matter what it comes to publishing. Appearing in right social media networks demands identifying where the target group is spending time the most and so which are the best connect with them. The power of social media drives brand to success or to complete disaster. Timing and brand development support on achieving the long- and short-term momentum to success in social media. (Gunelius 2013)
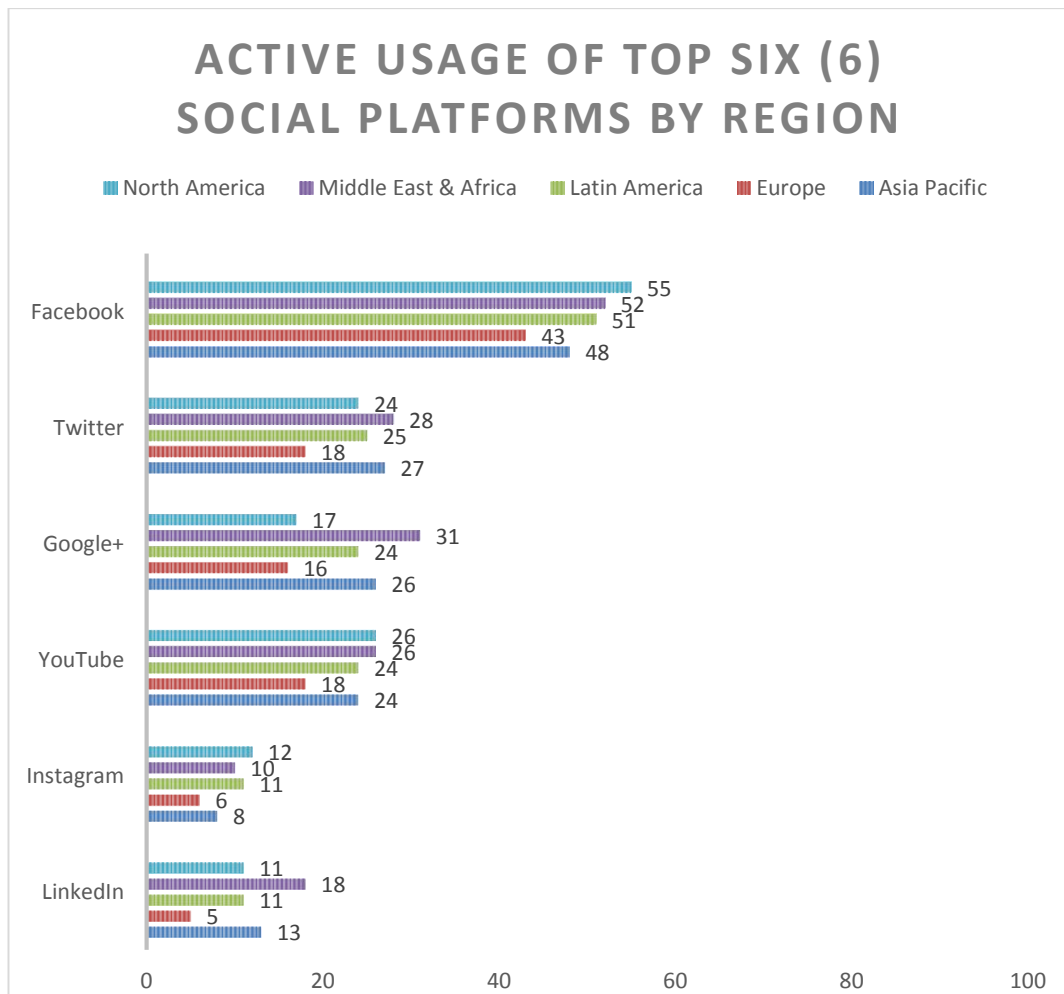
Figure 7. Active Usage of TOP Six (6) Social Platforms by Region. (TechCrunch 2014)

In Figure 7 above is ranked active usage of social platforms by region, one important country missing in this comparison is China, which has a lot of social media services of its own. North America is the center of consumer technology universe, despite that China is missing from Asia Pacific Asia is strongly taking second place on usage ranking after North America. (Website of TechCrunch 2014)

6.3 Choosing Social Media Services

There are plenty of growing possibilities in the world of social media. Advertising in social media is an inexpensive marketing portal possibility, but even that there are not

a lot of expenses the benefit can be ruined. Building own forum which reaches cus-
tomers, needs focusing and open mind to work both ways, from the company to the
customer and from the customer to the company. (Mayar & Ramsey 2011, 151-155)
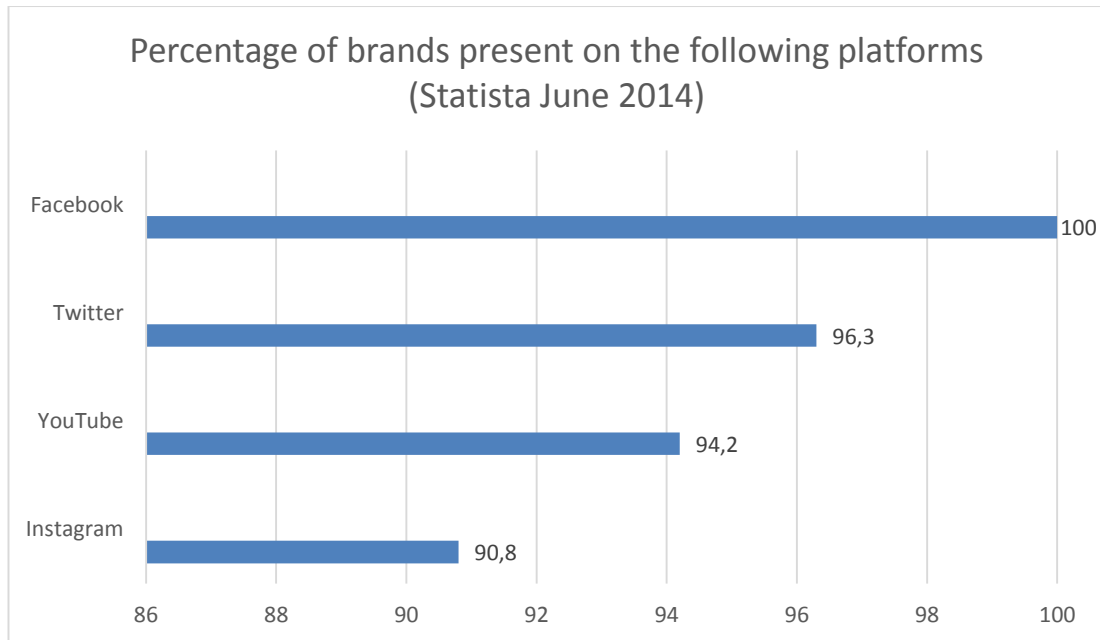
Figure 8. Percentage of brands present on the following platforms (Statista 2014)

When social media services were chosen it was important to have those that are suc-
cessful and popular. In Figure 8 above there is presented top four platforms where
different brands are presented on Statista research 2014. Also in Figure 9 below Face-
book really shows that it cannot be left outside. Twitter, YouTube, Instagram and
LinkedIn were the others that were chosen, mostly because the company has accounts
for these, but these four were the ones that has not been so active.

Facebook monthly users

SOURCE: FACEBOOK

1m 2004
6m 2005
12m 2006
58m 2007
2008   145m
2009   360m
2010   608m
2011   845m
2012   1,056m
2013   1,230m

Figure 9. Facebook monthly users. (Sedghi 2014)

When continuing to the marketing in social media organization should have strategy, audience, commitment, content, staff, identity, metrics, policy crisis manag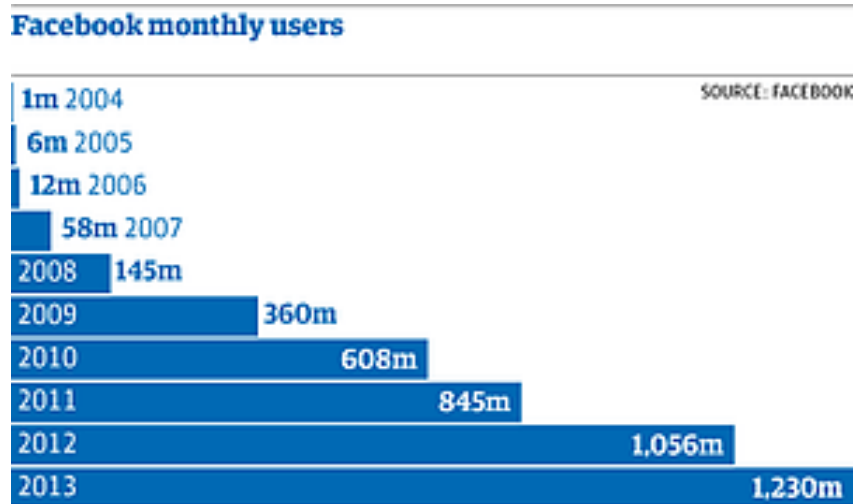ement and fortitude. With these, the company can think itself as a serious social media marketer. These of course are always important in marketing and should not be forgotten. Later in this thesis these will have a touch on in the actual guide. (Lovett 2011, 17-19)

6.3.1 Facebook

With over 1.32 billion monthly users (Latka 2014, 1), Facebook provides features that are useful for consumers and businesses. Since it fits for needs of both parties, Facebook has become an attractive platform for companies to increase brand aware-ness, launch new products, sell products and services and even have customer service online. Consumers use Facebook to connect with friends, share photos and thoughts, reunite and to get recommendations of products and services. These make Facebook one huge word-of-mouth forum for businesses. (Haydon 2013, 8-10)

As the biggest social media platform at the moment, Facebook is also the most effec-tive social media service to advertise in. Company creates a profile and page, can ar-range competitions or actual ads. The goal in Facebook marketing is to get com-ments, likes and shares to posts and people like or follow the company page. Face-book also has possibility to see measurement of results which helps to have insight how ads are performing. As a marketing tool making advertisement in Facebook is

easy, because they have simple guidance for that. It is just about is the company willing to pay, how much or going without payments. (Website of Facebook 2015)

Even that acting in internet it is important to show your personality in social media. Sharing pictures and having humor in postings are good way as long as it does not make company look unprofessional. Focusing on getting into news feed with posts that are interesting to followers may help getting traffic to company's website. Posting can happen even out of office hours by timing them, taking part of starting conversation becomes more difficult, but that should be negotiable inside the company. (Vahl 2015)

Getting started with advertising company in Facebook first have to set up a page. After that audience identification can be chosen, then creating interesting content leads to advertising. Measuring and adjusting can be done whenever it feels like there is need for that, it is good to measure results regularly so time is not wasted. (Website of Facebook 2015)

Facebook ads can be targeted to which makes it easy, at least if target group is in knowledge. Some budget to Facebook advertising is recommended, but not necessary. Targeting ads can be focused on location, age, gender and interests any many other factors, depending on company's business goals. No matter if it is large, medium or small business same ways are possible according to budget of course. As figures proof, Facebook is the biggest social media service at the moment reaching the big audience worldwide. (Website of Facebook 2015)

6.3.2 Twitter

For companies Twitter gives a platform to communicate, increase brand recognition and manage reputation. With Twitter you can connect quickly with other users by micro-blogging with maximum of 140 character per tweet. Because of its limited number of character it is common to use links and screenshots. One thing to put an effort on is the username, it should be easy to remember just like company name in general. Attracting clients on Twitter can be related through the images the username sends to

other users. Reputation management in Twitter is basically keeping username in the conversation so that it is not going to be forgotten. (Micek & Whitlock 2008, 89-90)

With what mentioned above Twitter gives a platform to build network with influencers, customers, colleagues and partners and also attract new clients. Big amount of followers allows big amount of users to see what is happening in your business. After people are attracted to follow username is the time when the advertising begins and when people are gathered in one place and how active the place is, more opinions and feedback is given to products or services (Micek & Whitlock 2008, 90-95)

Writing compact, easy-to-read but still content full tweets is one form of art. Even that using Twitter even when traveling is easy with mobile phone, tablet or lap top it is the content that matters when advertising a product or service. With 140 characters to use for one tweet the point of the message must be available to reach fast without wasting time. Using same hashtags makes it easier for followers and people interested in subject to follow. (Micek & Whitlock 2008, 101-102)

In Twitter one goal is to connect with people with same interests. Same industry, customers and partners etcetera. You can follow who your followers are following to maybe find new people matching to your values. Instead of just random participating company should follow what actually happens in tweet stream and take part when appropriate. When company works with office hours, it may not be the best time for tweeting globally. Tweets can be scheduled and when the best times to post can be found in Twitter that does not lock tweeting just to office hours. (Ganguly 2015)

Hashtag, mentioned above, is a symbol (#) used to categorize relevant keywords or even phrases. In Twitter Search, users can use hashtags in front of the word to find interesting tweets and conversations, hashtagged word itself in a tweet is already a link which shows all tweets with that keyword. Trending topics usually become trending with popular hashtags. (Twitter 2015)

Today holding different kind of contests is getting more and more common in social media and Twitter is not an exception on that. When having a contest possibilities are pretty much propose to follow, commenting on a subject, retweeting or adding contest

tweet to favorites. Starting discussion is one way to get visibility in the tweet stream as well as when contestants retweet the contest tweet. Then the actual tweet stays in the stream and it is easier to find for people who may not even follow the company arranging the contest. Adding the contest tweet to favorites or following proposal are not seen for people outside your network unless they do some research. So having at least one effective requirement is enough, but clients will work a little for a contest. That is just human nature. (Micek & Whitlock 2008, 201-203)

6.3.3 YouTube

YouTube is a video sharing website owned by Google. After registration, users can upload videos there and most of videos are there for non-registered users to watch. (Lovelock & Wirtz 2011, 204-205) Over 1 billion visitors reach YouTube every month. Informative videos can be used in marketing just like written sales letters, video clip can reach huge amount of customers if it is done correctly. From YouTube, consumer can find even television commercials, but there is also videos that has not been seen in any other platform. Video is easy way nowadays when television is losing its mightiness. Success is measured by the clicks and by how many time video has been played. Creating YouTube channel for marketing purposes is not just adding one video where the company is presented, that is just beginning. (Website of Small Business BC 2015)

Using music in videos launch emotions in the audience, the right song can make it magical as long as it is used in a correct way. Music can also destroy the video and no one will see it again. YouTube allows advertising for people who may like the presented content for free. This way company can get regular viewers. Advertisements should be short but effective, five first seconds grab the attention. Company can add link to its website to description of video or even to pop up on the video as well as the link can be in the video. (Macarthy 2014)

Testimonials by customers, video tutorials and behind the scene clips are ways to promote the company. Customers telling own experiences of the company and its products or services creates trust which can bring new customers. Behind the scenes give a look

to life in the office or field and shows how business runs, it can show that the company is not hiding anything from the customer. Video tutorials can be filmed to show customers how to get all possible out of the product or service. (Website of Small Business BC 2015) All available videos can also be shared in several other social media networks.

6.3.4 Instagram

Instagram is based on sharing photos and short videos. All starts from creating account and choosing username that works. Advertising product or service in a picture is a challenge, but on impossible. Hashtags, which was presented above with Twitter, work and have a big role also in Instagram with same function. Pictures with certain theme can be found with keywords that has the symbol in front. Getting followers and photo likes is important in Instagram and contests are usual there as well. People can post a picture with hashtag the company is known for and win a prize. (Website of Social Media Examiner 2015)

Balancing with what sort of videos to post on Instagram should be balanced between business and funny pictures. Following and liking from others pictures or videos may increase the amount of followers as well as using popular hashtags that should be relevant with the content. Posted photos should inspire potential customers, having tempting photos from your products or services attracts target market. Visual eye is rewarding as the company promotes itself, attractive photos and related hashtags create wholeness that gets likes. (Hemley 2013)

Instagram is owned by Facebook, which bought it in year 2012. Because of this acquisition logging in to Instagram can happen with Facebook profile. (Website of Forbes 2012) Promoting business on Facebook and Instagram is easy and company can optimize service and use both to promote the other. (Hemley 2013)

6.3.5 LinkedIn

When introduced to public in 2003, LinkedIn took more serious approach to the social networking. Instead of being platform to network with friends and family, LinkedIn became a platform to connect and network with business people who want to connect with other professionals. (Website of Digital Trends 2014)

In LinkedIn company can have sponsored updates to help its content on the front page of target group users. It is also possible to advertise with same goal. Blogging in LinkedIn is one way to get people find the company, connects can see it and having them to react to that makes word-of-mouth happen. (Website of LinkedIn 2015)

Visual content is always important in social media. Getting connections means having relationships with people targeting to connect, risk of getting reputation as a spammer is real. Valuable content blog posts can be success if the topic finds the right audience. People want to find out what is happening in the industry and get tips to success, this kind of blogs are easy to find and people really search for those. LinkedIn is not just online curriculum vitae. Being personal makes difference and marketing the company more effective. Updating company information is important for the relevancy of the profile. (King 2014)

7   METHODOLOGY

7.1   Method approach and Information collection

7.1.1 Method approach

Observation happens all the time when monitoring people and making questions. Observations work as a clues leading to the result. (Hirsjärvi, Remes & Sajavaara 2007, 178) In this thesis research has been qualitative. Research has been finding information from different sources and also practical situations have been considered. Valuation of

sources has been deliberated by the author. Figures are used to visualize and make understanding easier, also practical experience of the author has made an effect on this thesis which the author has trusted. Participating observation happened when the author was in the case company in 2014. Research plan lived a bit during the process, but any extreme changes there were not. (Hirsjärvi etc. 2007, 157-158, 160)

7.1.2 Information collection

The necessary used databases to gather information for this thesis has been internet websites, blogs and professional literature (Hirsjärvi etc. 2007, 89). The necessary information and answers gathered to build the social media marketing guide have been found from the library or internet and also conversations during and after author was having his internship in the case company. Participant observation and situation information acquisition author had in his own practical internship in the case company. It is typical for participant observation that to make field observations and get into the group observations are done from, getting into group like this usually creates a role for the observatory (Hirsjärvi etc. 2007, 211). Although being an intern in the company makes author perfect participant, but as employee for several companies it may allow to use the term participant observation. When working in the company author tried to get all possible information available.

7.2 Reliability and validity

The reliability refers to theoretical information found from reliable references and author's capability of avoiding informative mistakes. With many resources showing same results it can be held as reliable information as well as it is valid. Information is valid until new ways are presented, becoming active and competitive or when the case company requires updated version. Methods used in sources may have some mistakes, but when finding quite same factors from different measurements can those be valid sources. When social media is getting more important, people measuring results want to do as precise as possible, to get the most trusted reputation. (Hirsjärvi etc. 2007, 226-228)

8 SOCIAL MEDIA GUIDEBOOK FOR NEW INTERNS

When posting something in social media using company's accounts, it is important to remember that at that moment the person is presenting the company so social media behavior must be on company's side and no posting should be done unless the person is 100 percent sure that it is relevant to post. Competitions mentioned below are subjects that always have to be negotiated with the management first. (Jimenez 2015) There is also a schedule (Appendix 1) as an appendix of this thesis on how often should each social media network be posting.

8.1 Segmentation and Targeting

The target group for the company are 18-30 year old students and graduates around the world studying in higher education institution or recently graduated from one. The marketing will be focused in Europe, North America, East Asia, Southeast Asia, Australia and New Zealand. Other regions are under less focus by the company.

Target is in students interested in having their exchange period with Erasmus program or an internship and work experience abroad in Europe. Field of studies does not matter, as long as there is places provided in Erasmus destination.

8.2 Extended Marketing Mix

8.2.1 Product

The products of the company are services provided. So the marketing will include accommodation, internship, student job, city guide and student search marketing. It is company's mission to help students find accommodation, internship and information in provided destinations and be worth of trust with quality. Company also advices with necessary documentation and questions if there becomes need for that kind of activities.

8.2.2 Place

Marketing will happen in social media so company needs to get to the students, universities and internship providers networks. Daily use and following different social media networks brings results and taking part to interesting conversations and creating those is something to go for. Schedule with posting should be considered with the manager, and with timers these social media services provide posting can happen outside office hours.

8.2.3 Price

Even that the services are free for students and universities, as Eurasmus uses social media as a marketing tool there might come some costs. These are always subjects to negotiate with the manager. In the beginning of every yearly quarter, there will be given guidelines for the social media marketing budget.

8.2.4 Promotion

Promotion will happen via Facebook, Twitter, YouTube, Instagram and LinkedIn. In every network goal is to connect with the universities, future customers and employers providing internships as well as with former customers, and landlords if possible.

Social media is effective way to promote and target marketing to target group. It is important to promote the company's website www.eurasmus.com. Private messages are easily considered as a spam so focus will be in posts including relevant content.
As the biggest social media network at the moment Facebook will have the biggest attention. It will also be used as marketing other networks. Microblogs in Twitter will have imagination because only 140 characters are able to use for one tweet, so it has a role to guide customer to company's website, Facebook page or starting conversation and answering to questions.

YouTube channel needs to get activated. Adding videos regularly makes an effort in the beginning, office located in Seville can be used for testimonials and teaching videos. Instagram users should be activated to use hashtag Eurasmus (#Eurasmus) in their pictures while they are in destination via company, to get more perspective on company's actions. In LinkedIn office workers should update themselves to work in Eurasmus, the company's profile must be kept updated and blogs should be written regularly. Also some advertisements are possible to be used.

8.2.5 Process

The process of social media marketing is posting relevant and interesting content in different social media sites. Four out of five posts per social media network should be targeted straight to the target group and one out of five can be more humor oriented, though this is just a guideline and common sense should be used when posting anything in the name of the company.

8.2.6 Physical Environment

The main physical environment where the potential customers should be guided is the company's website where the services are located and is the main impression creator for the customers. Website should be updated and look professional and reliable, so social media marketers should contact the ones in charge on that and the manager if some changes should be done.

Physical environment social media marketer is in charge of is the company's profile in social media site. It must be updated constantly when there are changes and content published when logged in with company's account must be relevant and active, but not spamming.

8.2.7 People

People of this process are the interns using company's social media accounts. Because students do not have specific come and go schedule the minimum internship time in the company is three months. There should be at least three interns focusing to social media, but doing other tasks as well. This guide was ordered to be made to avoid intern-to-intern preparation that used to take long time. Also social media interns will get information and guidance from the manager and teaching lessons are kept to all interns twice in a month.

8.3 Social Media Marketing Tools

8.3.1 Facebook

When posting updates, photos, videos and more, focus on what target group founds interesting and inspiring. Different kinds of posts are useful and have different kind of results, still content must be relevant and advertise company in a good way. Posts that are about the company, its services, or student life in destinations are relevant and should get target customers interested, when a post gets a good reception make it even bigger and try to get more people to see it. It is also good to share content from other companies like if there is an events in customer destinations that can be important information for the customers. When someone comments on a post or there is even conversation going it gives a good picture from the company that there is reactions from the company as well. (Website of Facebook 2015)

Regularity brings more possibilities to connect with people and with schedule posts can appear outside the office hours. Creating scheduled post is possible by adding content on company's profile page's timeline section. Next to the post button there is a submenu and by opening that there is option Schedule. By clicking Schedule time can be chosen to the post to be posted for public.
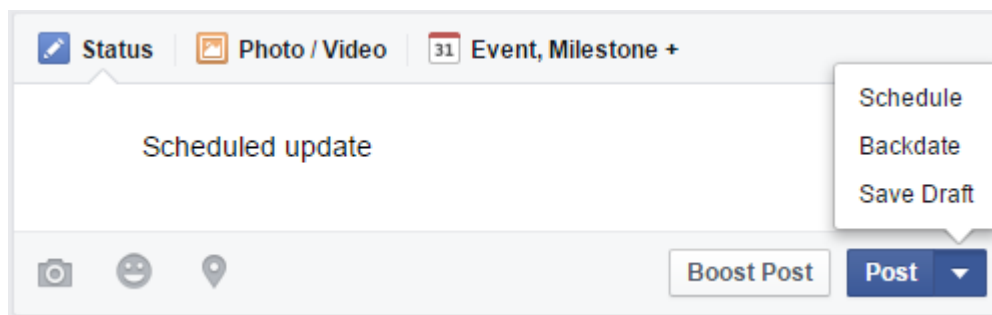
Figure 10. Screenshot from Scheduling Facebook Update. (Website of Facebook 2015)
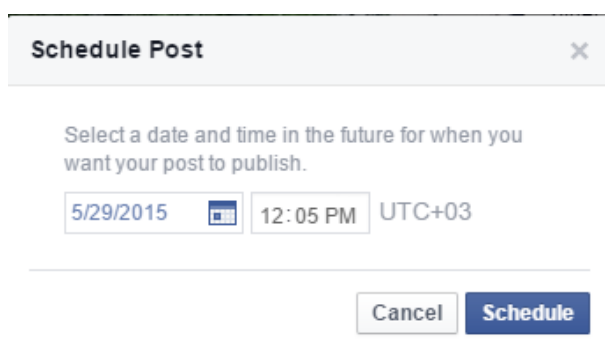

Figure 11. Screenshot from Scheduling Facebook Update 2. (Website of Facebook 2015)

Good ways to promote the company itself or its services is by getting clicks. From the right top corner there is a menu that opens and there are sections: Create Ads and Advertising on Facebook. By clicking Create Ads, opens a page with clear, easy to follow instructions to advertise starting from the purpose of advertisement.

Campaign advertisements costs, but company can choose how much money to put. More money usually brings more results, but always when there is expenses the manager should be informed. There is a possibility to choose amount of money to invest or choose how much to pay for a received click. (Jimenez 2014) The big advantage on Facebook advertisements is that you can direct those to the target group by location, demographics, interests, behaviors and connections.

But if avoiding campaigns that are charged getting people to know the company and its services and basic textual posts and photos are already seen the chance is to arrange for example competitions. Free attendance to something interesting and inspiring where there is a prize is something people cannot resist. Adding traffic to the company's website is possible by putting a link that leads the competitor to the website. Possible ideas for competition activities are getting people to like, share or both of a post by the company account or asking their opinion something and rewarding the best comment.

These quite typical competition starters with relevant content with realistic prize that is realistic to implement helps getting the company to news feed of contacts and get some new ones. Prizes are again something to negotiate with the manager. More action that competitors has to target to company's social media site or even to the website brings more visibility for the company.

The results are available via Page Insights, where company can follow: how many likes the site has and where those come from, how many people are having actions with sites content, where people are from who have visited on the page, what kind of posts are successful, and finally what kind of people are liking the site. (Website of Facebook 2015)

8.3.2 Twitter

After checking that the profile is completed and information is updated next thing is to start following people. When this happens their tweets will appear on news feed. This happens by opening the profile and clicking Follow button. Best solution for company account is to follow universities, business partners, employers, students, competitors and former employees. In Twitter, active users tweeting about current topics get followers, their tweets re-tweeted and marked as favorites. Reputation becomes from tweets, 140 character microblog messages, and people that are followed, not the ones who are following.

When talking to specific Twitter user, targets Twitter name should be in the tweet so that he she, or the company will get notification on that. In Twitter keywords are high-lighted with hashtags. Creating relevant hashtags for company and using those to tell followers what is happening and where, makes it more clear. #Eurasmus in tweet tells that the company is related to the message. Also in this kind of service it is good to announce present location. If an intern sends tweet in the office in Seville there could be #Eurasmus and #Seville announced in tweet to tell details (Jimenez 2015).
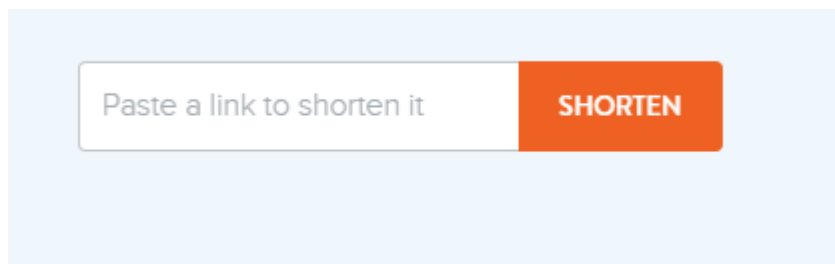

Figure 12. Screenshot from Bitly URL Shortener. (Website of Bitly 2015)

Tweets are a great way to get traffic to another page like to company's website. Build-ing a tweet with a link leads people to click their way to company's website or where ever the link leads. URL shortener is valuable tool to make the links shorter, Twitter itself does not provide it but those are easy to find from the internet. When there is 140 characters to use for a tweet, the link cannot be too long. Smart, relevant and interesting arguments and links are key to success and can create conversation in Twitter. (Jimenez 2014) Because people follow a lot of tweeters it is important to be present in the stream. Pictures can also be tagged to tweets and positive about pictures is that they do not take limited characters away. In figures 12 and 13, a YouTube link with 43 characters has been shortened to 21 characters.
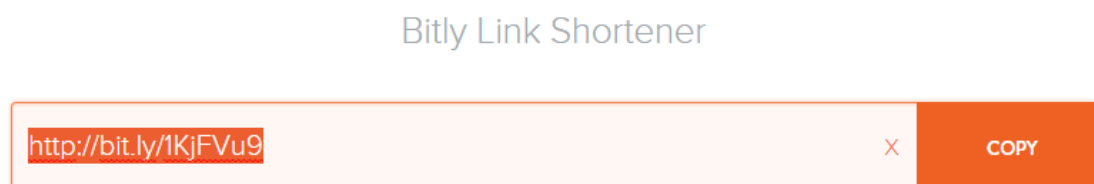

Figure 13. Screenshot from Bitly URL Shortener 2. (Website of Bitly 2015)

One way to get content to the tweet stream is competitions, as mentioned above tweets can be built around links. Those links can lead to the site where the actual competition is or company can focus to get followers, re-tweets and favorites to competition tweets and that is the way it keeps going in the stream of contacts and amounts get larger.

8.3.3 Youtube

YouTube is a place to share videos. To the company's YouTube channel there should be filmed videos including testimonials from former customers telling their experiences, teaching videos how to get the best out of the company's services and clips from life and tips how to survive in destinations. This process is possible by activating customers in different destinations that are able to produce quality videos. Then they could send videos to the office in Seville where the manager can choose the best ones to publish. As the main operations happen in Seville, which is located in Southwest of Spain the company can borrow video camera for interns and customers traveling around Spain, Portugal and in Morocco, also the manager travelling around Europe in different conferences can take video clips when on the road. One way is to get a professional camera persons to film events like parties and culture. All the videos does not have to be launched to YouTube at once, videos can be sprinkled regularly as long as there are videos available.

When launching the videos, link to the company's website should be at least in description. Other possibility is to create external link on the video choosing video and editing it by adding annotation on it, with short message where it is leading. Annotation appears to the video at chosen time and goes away when chosen and by clicking that link customer opens the company's website. (Scott 2013)

8.3.4 Instagram

One picture can tell more than a thousand words and a short video can tell even more. Instagram was created for a forum to share pictures and later short maximum of 15 seconds lasting videos. Branding the company happens with pictures, videos and hashtags. Again it is important to have relevant basic hashtagged keywords for the

company like #Eurasmus to make it easier to find. Instagram pictures can be shared also in other social media networks which gives a possibility to share a picture in multiple sources to the audience. Shared pictures can be from the company's office,from parties and other events, general life pictures etcetera. As long as pictures could be related to the company behind the account.

Picture has description area where picture can be opened for the audience, also keywords and links should be added there. Links are one way to lead customers to company's website and other interesting sites and there is no limitation in characters. Still again, spamming is not relevant. Pictures does not need to be added every day to avoid spamming. Also in this network it is possibility to activate customers around the Europe to use company and locations hashtags to make stream bigger and more effective. Other users can find pictures randomly when they may pump into company's pictures or via relevant and right used hashtag search.

In Instagram goal is like in social media usually, to find followers and get likes and reposts. Like mentioned in Facebook and Twitter sections, competitions are effective way to add brand awareness in Instagram. Getting people to use relevant hashtags in different locations brings visibility and other users can see destinations that are available via company.

8.3.5 LinkedIn

For the company it recommendation for interns to update working to their LinkedIn profile. That shows to their connections and company gets advertisement. (Jimenez 2014) Native advertises are for target group. As LinkedIn is more professional meeting forum than place to share pictures, it is a place to advertise open vacations. Using sponsored updates in LinkedIn leads the wanted contain to eyes of meaningful people. Invested amount of money can be selected depending on what goals are trying to achieve. Targeting to people by location with matching interests and skills. Creating wide range of connections cannot be spamming connection requests to everyone you may know. Getting clicks and conversation are the keys, so blogging occasionally is one way to share content with connections and interest new people. Connections may

later become deeper developed relationships with less connections than adding multiple connections which may lead to valuable results later.

In discussion groups subject should have value, so joining discussion groups of own industry is one key factor. Avoiding large discussion groups may be good to stay in and on top of conversation, but active presence in large discussion group with valuable content can pay it back some day.

9   SUMMARY AND SUGGESTIONS

Social media is large wholeness and this thesis is just a scratch. The goal is that the case company can take this social media marketing guide to use in 2015 and start preparing new interns with this.

Social media is a growing marketing area with many different ways to come up as a marketer. Generally it is a cheap way, but with a big budget company can naturally get more out of it. Active usage in focused social media networks brings visibility and results for the company and this allows networks to be used as a portals to the actual service, usually company's website. Facebook as a biggest social media network at the moment reaches the audience the best. Twitter's microblogs with limited characters are effective, though challenging way to promote. There are a huge amount of videos in YouTube so showing up there is a challenge. Instagram is getting bigger and more and more brands and companies are finding it as a marketing platform. Pictures are effective way to show up. LinkedIn is not just a curriculum vitae but it is a place to contact with professional people interested in same values.

One goal will be activating social media networks that haven't have so much attention lately, even that the company is young it should start processing properly and not left anything behind. So improvement should happen in YouTube, Instagram and LinkedIn. Visual presence could be bigger and more active, still without effecting to

old habits. Company should also divide tasks clearer and have interns targeted straight to social media ant not have too many people using company's accounts.

Because social media is developing rapidly this guide should be updated maybe in three to five years from now. Small updates can be done with faster schedule, but in five years some networks may have changed vitally. New networks may have come, but those should not be conquered before old ones are in order.

10 SELF-ASSESSMENT

The author was having a six month long internship partly in the case company and while working in the office asked thesis subject. The manager gave this idea and even that working for several companies at the same time author was able to start draw contours for the thesis subject already during the internship in the end of the summer 2014. Even the subject changed from the original idea and even that the changes to the subject were quite big, it did not become a problem and there was no effect on the result. The final subject was interesting and a lot of information was found easily. Schedule of finishing thesis lived along with the project, but no harm was born. Finishing thesis finally during spring 2015 did not become a problem for author nor the case company.

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SOCIAL MEDIA POSTING SCHEDULE

Facebook
- When there are new accommodations available
- When there are new internships available
- Major events (Independence days, Christmas, Easter, parties…)
- Competitions
    o Once in three month period, if possible
- Video links, when there is a new video in YouTube channel
- Others, funny and interesting topics
    o weekly or once in two weeks

Twitter
- When there are new accommodations available
- When there are new internships available
- Major events (Independence days, Christmas, Easter, parties…)
    o Creating conversation about events, facts…
- Competitions
    o Once in three month period, if possible
- Video links, when there is a new video in YouTube channel
- Others, funny and interesting topics
    o Weekly or once in two weeks

YouTube
- New video when available
    o Goal to have at least two to four videos per month

Instagram
- Goal to have weekly pictures

- When employees or management traveling to destination where actions
- Reposting #Eurasmus pictures from different destinations
    o twice to five times if possible and classified pictures

LinkedIn

- Blogging
    o At least once in a month
- Advertising
    o One week in the beginning of quarter of the year.