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STRATEGY OPTIMIZATION AND RESEARCH FOR THE MODERN TRENDS IN THE DIGITAL MARKETING
Case company: Suur-Savon Osuuskauppa

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Strategy optimization and research for the modern trends in the digital marketing

Abstract

The marketing as well as the other business areas have faced significant changes. A new era of digitalization forces companies to review their operations. In order to be competitive, companies use various tactics and strategies. These methods allows them to proceed with their daily operations and increase the overall profit.
The goal of the thesis was to attract potential customers by applying digital marketing channels.

In this study I have used quantitative and qualitative research approaches. The primary data was collected from the questionnaire of different groups of people, from my personal observations and the interview with the company's representative. The survey was held during the research process and was carefully analyzed. The secondary data was collected from reliable resources: books, articles, and reliable websites.

I decided to use SOSTAC model as a core framework for the whole study. Each step of this model is described in detail and employed. To support this study, 4P model as well as SWOT analysis were used. These elements were selected in order to recognize the performance of the project. Some modern technologies were involved to get a clear view about the current situation in the project: the heat map and the waterfall chart.

In the conclusion I summarize all of the results and come to the conclusion that the digital marketing provides great opportunities to the project for the growth and development. I suggest to establish the digital marketing campaign which would utilize the social network implementation, the design and the usability of the website, as well as the work with the most popular search engines.

Subject headings, (keywords)

Digital marketing, tourism, strategy optimization, SMM, SOSTAC model, SEO

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CONTENTS

1   INTRODUCTION

Nowadays, in the century of high technologies, various aspects of human life have transformed and changed. Marketing is not an exception. To date, the traditional concept of marketing is changing, there are new tools for interaction with customers and more popular interactive marketing tools. The result of this transformation can be named as digital marketing. The most consumers have become active users of the Internet, which has forced companies to refocus their activities on the Internet sphere. The orientation change allows modern companies to choose precisely the target audience and to communicate effectively with it.

Therefore, the Internet marketing becomes the most effective tool to attract consumers and to promote products as well as being a good base for the future researches (Miller 2012, 20). The main advantages of digital marketing are considered to interactivity, the most direct targeting and ROI (Return on investment) of online advertising. The last but not the least advantage of the digital marketing is an ability to make a post-click analysis that leads to the maximization of indicators such as the conversion of the site. The term conversion means the number of visitors who have completed the analysis in any targeted action to the total number of the page visitors. These actions comprise a hidden or a direct guidance on advertisers, merchants, content creators - the purchase, registration, subscription, visiting of the certain pages, click-through links (Greenberg 2014, 213).

One more benefit of the digital marketing is a possibility to sell goods in a new market areas. For instance, producing goods in Europe and selling them in Australia. The digital marketing does not have limits and it allows customers to use companies' services worldwide, and for a company it gives an ability to develop more and more new markets. In addition, a new concept is a response to the consumers' desires. Today most of the consumers make purchases at online stores saving a significant amount of their time. It's convenient, fast and cheap. (Kotler 2014, 516). Nonetheless a traditional marketing still plays a huge role in advertising. The right combination of these two strategies, as well as an integration of new trends will lead a company to the success.

I had received the request from the company called Osuuskauppa Suur-Savon (part of S-Group) to research their marketing capabilities in the international sector, to improve the marketing operations and to increase the awareness about the "Kattaasavon.fi" web site. The company has requirements for the latest trends and new strategies that can be integrated into the existing project. During the research I will find out the most effective digital marketing tools for the specific web site. Furthermore, I will evaluate the resources needed for the integration. For this study quantitative and qualitative methods will be used. They are described in detail in the chapter about the theoretical framework.

S-Group is the largest Finnish retail chain. S-Group is engaged in 6 different business lines, where the retail trade is the biggest one. The company operates in the following businesses areas:

- Hotels
- Restaurants
- Car sales
- ABC filling stations

"Kattaasavon.fi" is a web site with the latest news and events of S-Group in the cities of Mikkeli and Savonlinna. The website does not have a lot of traffic yet. The reason is the customers' preferences for the traditional ways of interactions like billboards, coupons, TV ads and magazines.

The aim of this work is to find out the most effective ways of promotion in the digital marketing for the B2C segment in the S-Group company among European citizens. The company has specific needs and requirements that should be taken into consideration. The main research question of this work is supported by a number of sub-questions. All of them will be answered in the thesis and in the conclusion I will come to the final solution. The main research question is the following:

How to attract potential customers to the Kattaasavon.fi website with the usage of the digital marketing tools?

Additional questions will help to cover different sides of the research:

- What are the latest trends in the digital marketing?

- Which digital marketing methods are commonly used in a tourism sector for B2C companies?
- How to combine the traditional marketing methods with the digital ones in the most efficient and low-cost way?

At the beginning of the thesis, I will explain in details the most important tools in the digital marketing and the application of these tools in a real or a fictional environment. The following chapter will provide an insight into the analysis of the case and my own observations regarding the state of the project. I will analyze the most common methods in the modern promotion. In addition, SOSTAC model was used as an essential tool for the development of the strategy. As the basis of the data, I have created a survey and have conducted the analysis of the results, which assisted the planning of the campaign. Eventually, readers can find out the most important points during the creation of a marketing campaign, possible bottlenecks and the tools they should use during the development. I had also proposed ideas for a further development and for a versatile control over the project operation.

There are some limitations that should be considered during the research process. The company has limited human resources, as well as a limited budget, so the plan should be built in an easy-to-implement way and at the same time to be the low-cost for its holders.

2 SOSTAC

SOSTAC model was built in a logical way, it allows a company to organize the knowledge, goals, ideas and objectives that may be involved in terms of SMM (social media marketing). The SOSTAC model covers the most essential elements for building a great marketing plan.

2.1 B2C and B2B branches

There are two different branches of sales and marketing: B2C (business to customer) and B2B (business to business). Both of them are important when choosing the right strategy. B2C has multiple meanings. In general, B2C is the sector of a market-oriented economic interaction with the end user of goods or services. B2C is defined as

a form of e-commerce between legal entities and individuals as well as the type of online resources created for e-commerce. The B2C model enables retail sales without intermediaries or with their minimal participation. Due to the B2C sales, their effectiveness increases, competitive prices for goods and services are established, and a wider audience is reached. The B2C communications allow to liaise and inform customers regardless their geographic location, thereby expanding the area of sales (Kotler & Armstrong 2014, 588).

Another branch of marketing is B2B sales. B2B is the manufacturer whose end-customers are companies, businesses and legal entities. B2B refers to the market sector, which does not work for a typical consumer, it works only for businesses. In addition B2B sales can be an e-commerce system for online purchases. Thus, B2B is a system of economic relations, whose subjects are legal entities, or commercial organizations in all forms of ownership (Kotler & Pfoertsch 2006, 23-25). There are some differences between the digital marketing campaign for B2B and B2C businesses.

2.2 Social media, B2C and B2B marketing

The most popular channel at B2C marketers is the social media. Recently, it has become more popular than the traditional email advertising. Even though, an email marketing is still important for the B2B respondents. In terms of the social media channels share, LinkedIn is vastly used among B2B marketers, while B2C respondents stick to Facebook. According to the research, mobile versions of the services are mostly required by B2C respondents. For the B2B counterparts common desktop solutions are a solid choice, as well as having a blog. The video marketing is still one of the most popular technologies and it is commonly used by both groups. B2B marketers prefer to use infographics, while B2C respondents would less likely find them very effective. The marketing automation process is well adopted by the B2B marketers. The results are based on a survey of more than 600 US digital marketers (MarketingChatts Staff 2015).

2.3 Strategic marketing planning

Marketing is a rather complex phenomenon of a paramount importance for the success of any company. The main task of the development of the marketing strategy is

to reduce the degree of uncertainty and risk, meeting the needs of the market and to ensure a concentration of the resources on selected areas of tourism.

The essence of strategic marketing planning is an ordered set of steps and actions related to the environmental situation analysis, the formulation of marketing objectives (both strategic and tactical), the strategic planning (the development and the maintenance of the plan), the implementation of marketing and monitoring the implementation of the marketing plan. To achieve these objectives and to establish a system of strategic planning for marketing, there are six major stages of the development; it is schematically shown below (Figure 1) (Chaffey 2008, 3).

FIGURE 1. SOSTAC scheme

Situation: where are we now?

This step includes an analysis which takes into account the latest aspects of the company in terms of marketing; its strengths and weaknesses; a situation in which the company operates from the perspective of the potential opportunities and threats. The key factors that affect the future company can also be considered.

Objectives: where are we going?

This section specifies the company's mission; its long-term, medium-term, and short-term goals; marketing objectives (such as sales and market share); communication goals (e.g. consumer awareness, testing of products, product positioning) and the binding targets with the time required to achieve them.

Strategy: how do we get there?

This is the generalization of how the above objectives are achieved. This may include target markets (in terms of the marketing kit required for maintenance), costs, budget and time.

Tactics: The details of the strategy

It specifies which communication tools (communication set) should be used, what is the order of actions required to utilize them, when they should be involved from the external structures and their costs.

Actions: components tactics

Which steps should be taken to use each of the tools listed in the plan? What kind of internal activity must occur to create a communication tool and to use it in time? The answers to these and similar questions lead to the development of mini-projects using each communication tool, which may require an analysis of the critical path of the entire project and more detailed timing diagrams.

Control: measuring and testing

This stage is associated with a test of whether a company is moving to the target or not. Some of the forms of monitoring can help in a timely manner to monitor the extent plans, allowing to get the best possible results in the specific circumstances. Also included are the various areas of the market research (including testing models).

2.4 Situation analysis

The first "S" in SOSTAC abbreviation means situational analysis of the company. The analysis provides the information about the stage of the development of the campaign (Figure 2).
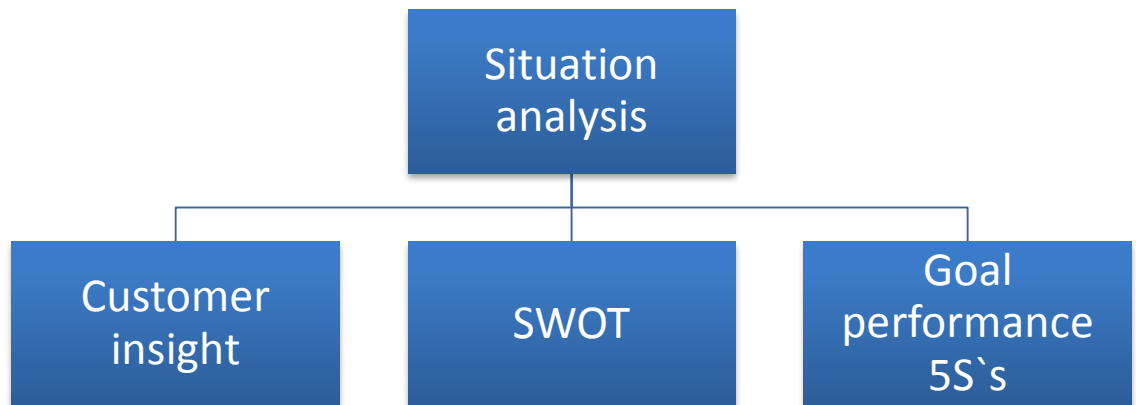
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                    │  Situation   │
                    │   analysis   │
                    └──────┬───────┘
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 │   Customer     │ │    SWOT    │ │     Goal       │
 │    insight     │ │            │ │  performance   │
 │                │ │            │ │     5S`s       │
 └────────────────┘ └────────────┘ └────────────────┘
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FIGURE 2. Situation analysis components

2.4.1   Customer insight

The first component of the situation analysis is a customer insight. The key to a success in any business is the ability to understand the needs and desires of the client. Before making a proposal for the customers, a manager must obtain the following basic information about them:

- The objective needs - the existing shortage of anything or finding ways to save the time or the money, for instance.
- Features of customers` identity. How customers behave in decision-making, in addition to their opportunities, goals and personal needs. (Weber 2014, 22).

Thus, I can identify the core needs of the website visitor which are presented below (Figure 3):
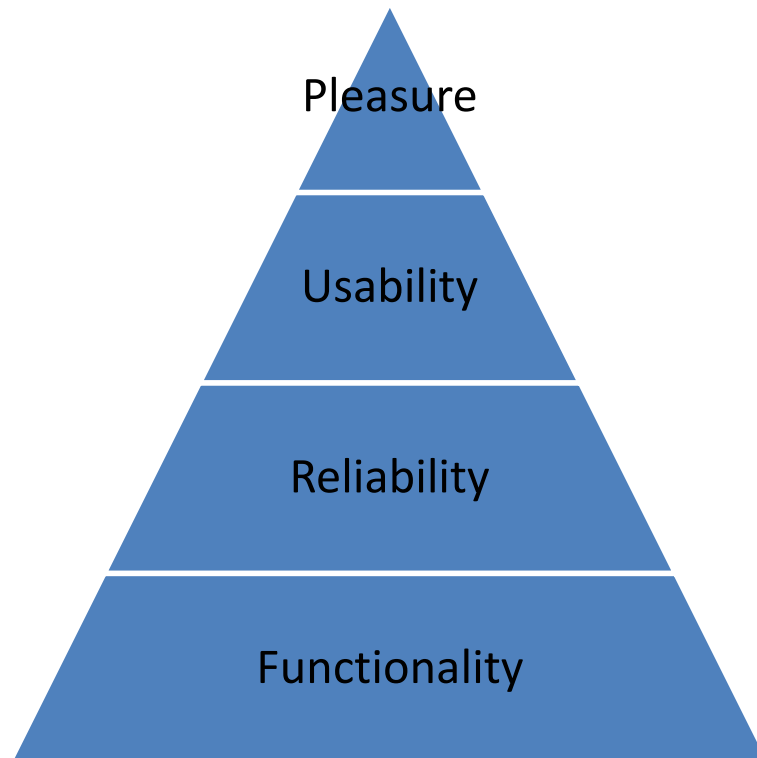
FIGURE 3. Core needs of the website visitor

Functionality

A modern effective website is a tool for achieving a large number of business objectives of the company, providing the customer with the relevant information about the company activities, opportunities and prices, as well as a method of communication between a company and a customer. These are the most common opportunities available with a good web page.

After the redirection to the site from a search engine, a user's attention is primarily drawn by a thematic design and an information content of the page - the text of the articles and illustrations. (Randhawa 2013). The visual component of a web page plays a huge role not only for the first impression, but for the convenience and ease of use for a common user, as well as the structure of the information provided on the page and the features offered by the service. An ease of use of navigation menus for intuitive movement to the inner pages and a quick search of the necessary information through the site map or a built-in search engine are essential components of a good and usable service. In addition, a customer also pays attention to the blocks of news and contact forms of communication and social media profiles. (Wax 2008)

Reliability

If we talk about the reliability of the site from a business perspective, the reliability of the site is the ability to be competitive with the other sites containing similar subjects in a specific period of time. (Crestodina 2012)

Usability

Jakob Nielsen says that the study of the user's behavior on the Web shows that they do not perceive the slow sites and sites with a complex design. People do not want to wait. Nor they want to learn how to use the home page. There are no such things as training website or user website. People want to capture the functionality of the site immediately after a cursory scan of the page. (Nielsen, 2015)

Therefore, it is important to make sure that the site is "user-friendly", with the respect to the future visitors:

- The structure of the site should be clear at a glance
- The user can clearly understand where to find the information
- The text should be aligned with the format used by the view

The content and the form of the presentation of the web site produce the organic whole, so that the user can easily navigate over the page. (McNeil 2012, 6)

Mobile interaction with the world is an integral part of the communication with customers. It means that companies have to use mobile promotions in their marketing strategy. According to the IDC research (IDC 2014), a typical customer uses his\her handheld device regularly throughout the daily activity. In fact, 79% of smartphone users keep them constantly, except for two hours a day. And four out of five of smartphone users are taking up their phones during the first 15 minutes after waking up. Responsive design plays one of the most important roles in mobile marketing.

Pleasure

A good customer is a happy customer. The more visitors fulfill their needs by using a website, the faster they will come back to the page. Moreover, they can recommend the page they liked to their friends, or share some of the news provided by the company on their social network profiles. This will greatly increase a brand awareness with no extra costs. (Rogers 2011, 14)

2.4.2 SWOT-analysis

These are four fundamental components of the customer insight in the campaign planning. After the thorough customer analysis and evaluation, the planning phase has to proceed to the next stage – SWOT analysis.

This is the analysis of the Strengths, Weaknesses, Opportunities and Threats. It is one of the most important stages of the marketing plan. SWOT-analysis is carried out for a firm as a whole, and for certain products, market segments and geographic areas. In the first case, the analysis is quite general and does not contain a plenty of useful information, and the second case gives a manager a food for thought. The methodology of the SWOT-analysis is very simple: a manager can focus on the facts, without wasting his\her time on some functional issues. The analysis itself consists of two parts. Opportunities and threats are an analysis of the environment: all the factors that may affect the company, but do not depend on it. Strengths and weaknesses is an internal analysis of the company or a product. According to Professor Philip Kotler, a good manager must specify at least five global external threats and opportunities that can both develop and destroy the business (Kotler & Armstrong 2014, 78). Such opportunities are always there, it is important to find them. The aim of the method is to study the current situation of the market and the correct structuring of data for the development of the marketing strategy. In this thesis the research will be conducted for the digital marketing campaign. It means that the SWOT analysis will be based on the research of the Internet site of the project. In the current project an eSWOT modification will be used. This is an extension from the original method, which uses the same principles but applies to the digital resources, such as a customer database analysis, mobile marketing, and the factors affecting the current digital marketing situation of the company (Chaffey 2008, 449).

2.4.3   Goal Performance- 5S`s

5 S`s framework is a useful tool that helps in building the right marketing strategy (Smith and Chaffey, 2006). This framework provides a complete set of five basic principles, which should be come up in advance before building up the digital marketing strategy. Based on these principles the direction and main goals of the marketing campaign can be defined. A short overview of each point is illustrated below on the scheme (Figure 4).

FIGURE 4. Sales strategy

The Internet gives a company the opportunities to expand business worldwide and to reach the key audience. One of the most important functions of the website is an ability to make profit for the company. In that case "Sales" apply for both: purchases and end-conversions. Purchases mean the actual selling of goods on the site while conversions imply that a user will be interested in products or services after visiting the website.
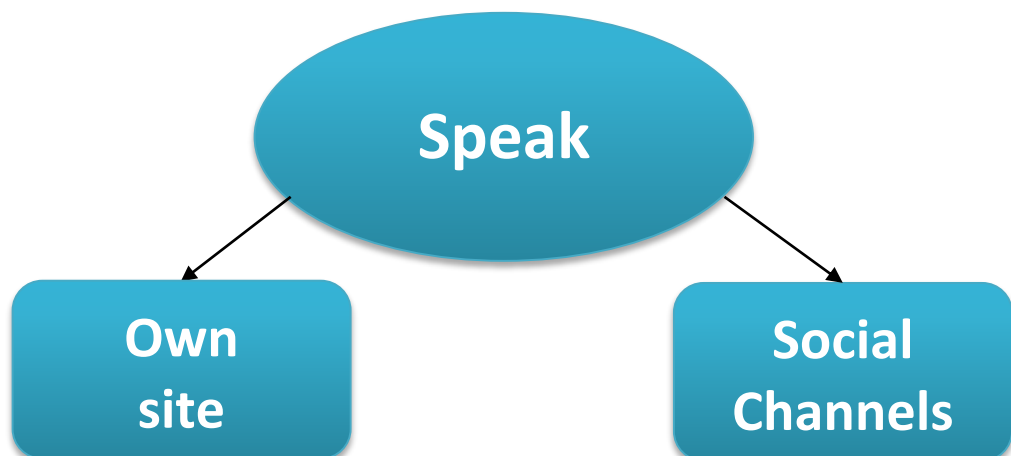

FIGURE 5. Speak strategy

The second stage to build the right strategy is "Speak" (Figure 5). It means the dialogue with a direct customer, and establishing a full-time support and assistance for the offered services. Digital communications are among the most convenient and fast ways to build up the relationships with customers. The speak channel can be provided via the own web site, such as built-in chat system or using the most popular social channels, such as Facebook, Twitter and Instagram (Chaffey 2010). The conversation with the target customer can be created either directly using private messages, or replying to Tweets and comments on Facebook (Lee 2010, 19).

To summarize, social media is an important tool in the modern industry of marketing. Professionals in the marketing field need to skillfully use the tool for the PR-activity in their companies.

In fact, diverse and well-targeted content is the driving force of the social networks. A community viability depends primarily on how the information meets the interests of the target audience. Therefore, it is important to post the upcoming events, post-release activities, to use videos, to post photos, to stay in contact with the community members, to track and respond to negative reviews, to promote the positive comments and to repost the information. The last but not the least is collecting ideas for the future development of the company.

The third "S" in the framework stays for "Serve". It means improving the customer satisfaction from using the web service or a web page. In other words, serving means adding a value to the service (Chaffey 2010). Gathering the feedback on a regular basis will help to evaluate the system and to find the shortcomings of the system usability. A user is the only human in the world who knows how the system should work. Therefore, a proper and fast response to the feedback is the right way to increase the usability of the service and to raise the customer satisfaction. Moreover, a good and responsive web site would motivate users to come back to the page, while some of them might even start using it on a daily basis and sharing news on their social network profiles.
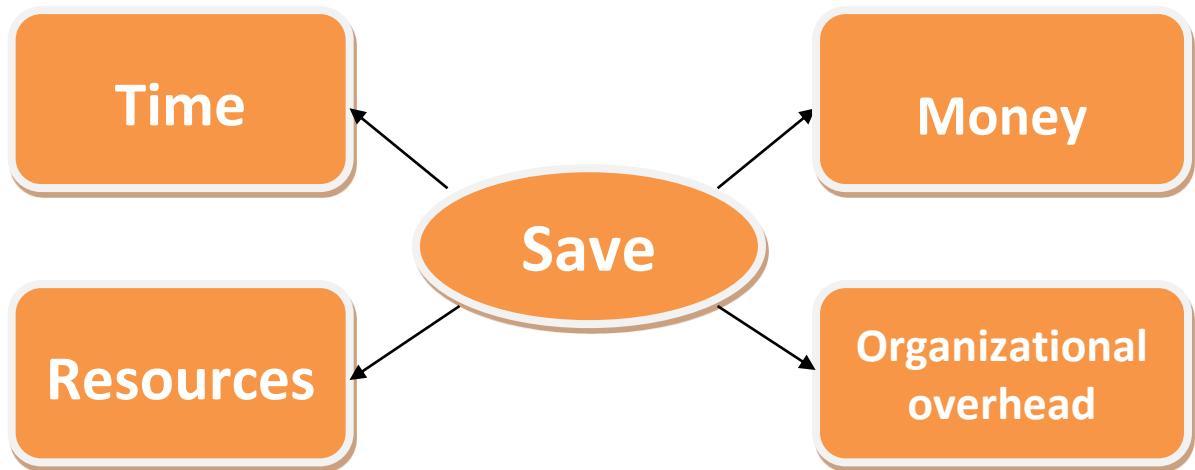
FIGURE 6. Save strategy

The next letter in the framework stays for "Save" - reducing the costs on printed materials, brochures and catalogues (Figure 6). Also, saving money using specific technologies means communication between branches and a centralized organization. Modern technologies provide multiple ways for collaboration. From the variety services of task and project management to the video conference equipment. Nowadays video calls have become an irreplaceable tool for meetings. (Chaffey 2010)

The last element in the framework is "Sizzle". Sizzle means creating a brand-awareness among the customers. In other words, highlighting the features superior in the company, which can be recalled by people in the future. For instance, the company can create an innovative mobile application, which will provide features for different groups of people and put the brand value into it. Sizzle is the way how a company can display its brand using the modern digital tools. (Chaffey 2010)

2.5 Objectives

A company should have an aim. While abstract objectives are specific for most of the companies, the vision and clearly stated goals are two elements of a good company. To create a proper strategy for future operations, a company should define major targets and clearly define the aims. When the goals are set and prioritized, the company can evaluate the possibilities and efforts, required to reach the target (Armstrong & Kotler 2014, 70).

When the planning and preparation are done, the development process can move on to the next stage – building the strategy.

2.6 Strategy

Success of any company depends on the built strategy. A good strategy is a complex of interconnected, coordinated actions developed to achieve the goals and address the problems of the enterprise. These actions are the result of the advertising plan for different but related to each other advertising messages placed in various media for a certain period of time (Armstrong & Kotler 2014, 76).

From the definition, I can identify the fundamental aspects for any advertising campaign:

- Advertising campaign is a process that involves several successive stages, which start from setting goals and ends with an analysis of the effectiveness.
- Advertising campaign involves the integrated use of an advertising media.

According to Kotler, the market consists of potential consumers with particular needs or desires. Those people are ready to fulfill their needs and pay for it. The basis of the marketing is the ability to identify a customer and to adapt to the consumer's perspective (Armstrong & Kotler 2014, 92-93).

STOP and SIT framework introduces the main principles of positioning and targeting (Figure 7):
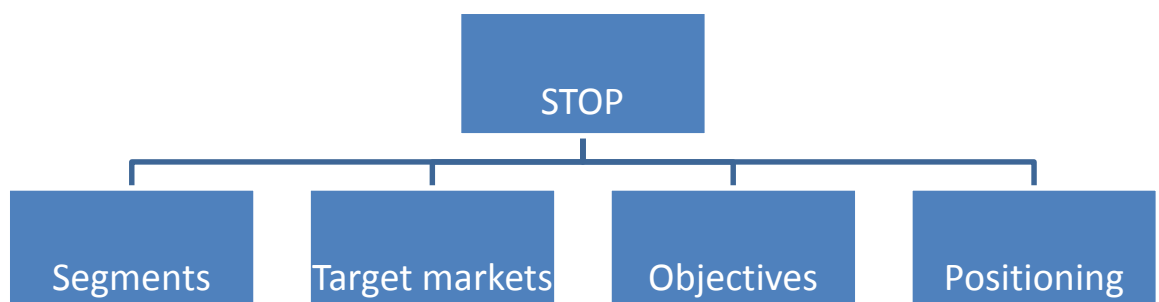

FIGURE 7. STOP framework

Segmentation

A market forms groups of customers with very different needs and desires. Each of those groups is a certain segment of the market with different characteristics of consumers. The process of dividing the market into such groups is called "segmentation" or "target marketing".

In a sense, segmentation is a strategy used by the seller for the concentration and optimization of the resources on the market (McDonald 2012). For this particular research I determine the following segmentation criteria:

Geographic segmentation - dividing the market into different geographical units: country, region, province, city, etc. (Middleton 2009, 110).

Demographic segmentation - dividing the market into groups based on the characteristics of customers, such as age, sex, marital status, family life cycle, religion, nationality, and race. (Middleton 2009, 110)

Psychographic segmentation - dividing the market into different groups based on the social class, lifestyle, or personalities of consumers. (Middleton 2009, 111)

These methods will help to recognize the target audience for the Kattaasavon project and to concentrate resources on the attraction of the key visitors. Dividing the audience into groups will help to evaluate the influence of the current web site and the brand itself on different people. Likewise, with the knowledge of the most "loyal" geographical region, the company can put more efforts into more specific services, based on the location of their customers. This approach helps to reduce costs on advertising and provides an insight which regions would be the most attractive to increase the number of hotels and restaurants, and which regions require more of them. Both the demographic and the psychographic segmentations will reduce the resource planning overhead, as well as narrow down the strategy planning, because eventually the company will have an idea about their target audience. Afterwards, they can specify the goals for the future development with more precision.

Target audience

Based on the described methods I can define the target audience. The target audience includes not only existing customers of the services, but also potential customers. To be the winner in the industry, it is important to attract them as well. (Armstrong & Kotler 2014, 78).

The modern marketing allocates two types of target audience - primary and secondary:

Primary target audience
A primary or basic target audience is a priority in the communication of the brand. This is a group of people directly taking a decision to purchase a product or a service. The primary audience is the initiator of a purchase. (Heckes 2010)

Secondary target audience
Secondary or indirect target audience plays a passive role, even if it can participate in the process of buying, and if it is not the initiator of the need to purchase a particular product or a service. The secondary target audience has a lower priority for the brand communication. (Heckes 2010)

Objectives

The major goal of the campaign is to increase the average amount of customers at hotels, restaurants and clubs owned by the company. The most effective methods to reach the goal are described in the study. As a result, this campaign will increase both the income and the number of potential customers for the company. Moreover, a good web site will attract more people, not only from the target audience, increasing a brand awareness among various groups of people (Armstrong & Kotler 2014, 66-67).

My objective for this study is to help the company to evaluate their current system and research the most appropriate methods on how it may be improved. I am also taking a closer look into the existing system, finding out the weaknesses and efforts required to fix or improve them.

Positioning

Positioning of the site is one of the most popular and effective ways to promote a website on the Internet. Positioning provides actions aimed on obtaining the highest positions in the Google search results for the specified site by specific keywords. There are a few ways to get a higher position in the search engine:

- Links to external sites
- Optimizing the shape and the content of the site to the requirements of search engines algorithms (i.e. called bots)

In fact, recently a more important and effective way appeared, requiring to post a unique and interesting content. Besides the high position in various search engines, a company should be able to attract customers with interesting advertising campaigns and well-designed emails. To establish a connection with a customer, a company can use a single, or multiple digital channels. This topic is described more detailed in the following chapter.

Digital channels

Internet marketing is a whole range of different methods used on the Internet in order to attract visitors. Today, the internet marketing has a wide variety of methods. Usually a company concentrates on some of them. Using this approach, a manager concentrates on the most usable channels and works with them (Chaffey 2008, 40). I suggest to use the following methods:

Search Engine Optimization. It is the most complex component of the internet marketing. SEO is a useful tool for every modern company. It demonstrates a site optimization for certain search queries which allow users to view web-based resources on the first positions in a search engine. (Fishkin 2013, 88). Attracting users to the site can be achieved by posting a unique original content on the web site as well as having relevant content. Constant updates stimulate visitors to monitor the web site. In competition with other equivalent sites usability plays an important role (Fishkin 2013, 6). The search engine evaluation uses the following criteria:

- Visibility - the number of requests that affect the presence of the web site in the search results
- The position of these requests

If the page is displayed in the first lines of the search engine after the user request, then the number of visitors and other important values will increase.

Contextual advertising. This method implies placing text ads on sites whose subject is related to the advertising site. The operating principle of the contextual advertising is simple: the ad with the advertised site is located on the other site, which is adjacent to the theme of the company (Anderson 2014).

The use of the content is repeatedly justified, especially if the site is not tied to a specific geographical area. Otherwise, it is important to pay attention to the promotion of the site in a certain region (Hoy 2014).

E-mail marketing. This approach is an inexpensive but very effective alternative to the direct mailing. An advertising proposal is sent directly to the recipient, recipient will more likely read a targeted ad than the publication directed to masses (Chaffey 2007, 15).

At the same time, e-mail-marketing is a promising line of business, compared to the traditional banner ads, which had recently become a less effective tool. This stems from the growth of a barrage of banners in the recent times. Many users are forced to use tools that hide banners on web sites.

While talking about the marketing, it is important to mention a clear distinction between e-mail marketing and spam, which is definitely one of the greatest evils of the modern Internet. Spam is an intrusive, unwanted e-mail correspondence that promotes certain sites, products or services. A user cannot unsubscribe from it. Moreover a calculation of the spam is becoming increasingly difficult because spammers are easily counterfeiting senders' names (Chaffey 2007, 28)

Social networks will help to attract new visitors and to keep them updated with the latest news and events (Lee 2010, 19).

Video Marketing is a set of actions directed to the promotion of goods, services or a company with the help of video. The video marketing needs to be addressed on a long-term basis. In that case great results can be achieved. It is important to understand that the video is an asset of long activity, which implies systematic work in this direction. Video marketing is a great and very powerful tool, which helps to attract new customers to the service (Jarboe 2012, 33). First of all, video ads could be used on the most popular web resources like YouTube as the contextual advertising. Millions of people watch videos daily and the chances that the target customer will see the ad are very high. Another benefit of the video ad is visuals. We can easily perceive new information when it is presented in both visual and audio formats. In a well-done video, people can clearly see a descriptive overview of the product. Moreover, the better this video is done, the more people will like it, and most probably will share it on their social network profiles.

2.7 Tactics

The fourth step extends the strategy into a more specific set of tools and methods, required to create a successful marketing campaign (Chaffey 2008, 43). Tactics extend the strategy planning with a tool called "Marketing mix" (Armstrong & Kotler 2014, 510). This tool is widely used by the overwhelming majority of marketers in order to determine the brands' or products' offers. It consists of four crucial elements, or 4 P's: price, product, promotion and place. By now these four pieces have been transformed into 7 P's, to provide an expanded version of the tool, based on various services. The only element which is used in the study is promotion. This choice has been done because the other three elements are fundamental and will not change during the research. Using this tool the marketers can define the marketing activities in their campaigns, and provide step-by-step guides on how to implement them and apply to the specific situations. Moreover, this tool helps to differentiate various groups of people, based on their requirements and characteristics. The marketing mix accentuates the promotional and advertising activities in the study. I am combining both traditional and digital marketing channels, in order to reach the highest possible number of target customers.

2.8 Actions

At the "Actions" phase the plan has to be executed. During this step the company already has a list of tasks and actions which have to be done in order to implement all of the suggested improvements. Moreover, the plan without the resources is not enough. In order to start the working process, the company has to create a team, or to use the department to assign the tasks and prioritize them for the upcoming execution process. An important point here is to make a choice, where the company can provide all the necessary changes by using own resources, or when it needs help from the outside.

2.9 Control

Another step in a successful planning is control. In order to get the expected results, every action and step have to be organized and planned. Moreover, these actions should be controlled and evaluated with a feedback. With a proper evaluation, company executives will estimate the benefits and the drawbacks in their current development process to start planning and editing in the right direction. The importance of the control is in detail, the development process should be controlled on every stage to save the time on fixing misdirection errors afterwards. There are multiple ways to evaluate the progress and completed work – from a customer feedback during the testing phase, to the special software and qualified people or agencies that are able to find out weaknesses and positive aspects (Chaffey 2008, 472). After the web service is started, the headway can be measured with the customer feedback and the number of visitors. Those numbers will provide an important information about the success of the service, while the feedback will give some hints about the development possibilities (Smith 2012).

3   INDUSTRY BACKGROUND AND CASE COMPANY

I work on the study for one of the S-Group projects - Kattaasavon.fi. This website represents the latest events and discounts on hotels and restaurants of the S-Group. The scheme demonstrates the connections between the project and the case company (Figure 8).
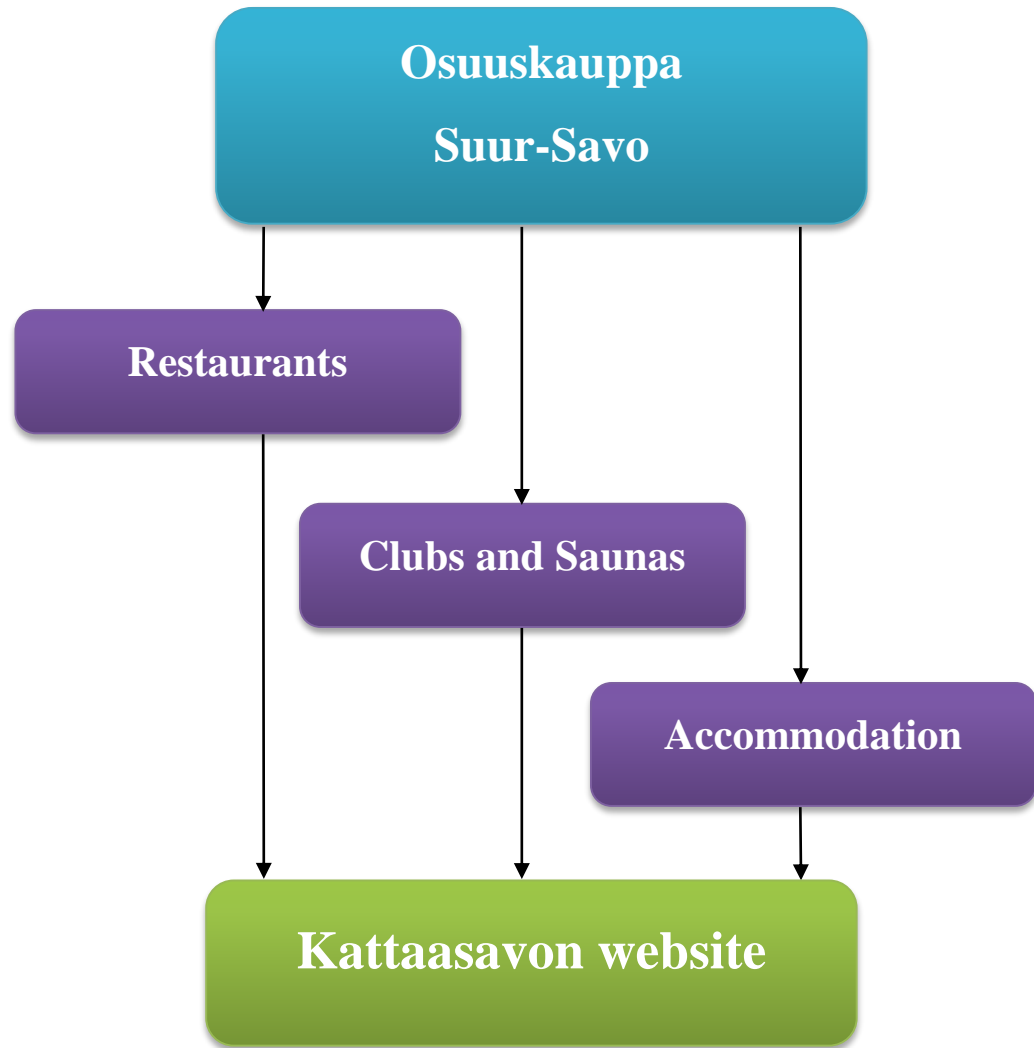
```
┌─────────────────────┐
│   Osuuskauppa       │
│   Suur-Savo         │
└─────────────────────┘
```

Restaurants

Clubs and Saunas

Accommodation

Kattaasavon website

FIGURE 8. Case company connections with the project

3.1 Industry Background

As a northern country, Finland is not the country of mass tourism such as the southern states of the Mediterranean. A Finnish tourism is associated with the safety and stability of the society, environmentally friendly nature, low population density, and a developed network of high-quality tourist services. The country specializes in the winter and summer holidays which are connected with the nature. Tourists from all over the world come to Finland to discover the nature from different sides: beautiful lakes, fresh air, exquisite fauna and flora will leave nobody indifferent. Moreover, Finland has a significant geographical location: it borders in the east with Russia, in the north with Norway, and in the west with Sweden. The Southern shore is connected to the Gulf of Finland and Gulf of Bothnia of the Baltic Sea. So, business related trips to Finland take place more often.

There is a huge potential for the development of tourism in Finland. This is a unique natural complex, which has one of the best roads in Europe, an international airport, according to global standards - all the major components of the good tourist infrastructure. Although the country of thousand lakes provides any possible kind of nature-related entertainment, at the same time it provides every convenience required for a good rest outdoors. According to the annual tourism statistics, the overall flow of tourists to Finland has increased by 4% in 2015 (Ministry of employment and economy, 2015).

The project gives information about the S-Group restaurants, where people can have a meal during their adventures or business trips and where they can try the real Finnish cuisine. To reach this goal, I will investigate the possibilities for different types of tourists and locals. The website provides detailed information about services and places where people can have a fast lunch, official dinner or a romantic evening.

3.2 The objectives of the project Kattaasavon.fi

The web site is organized mainly for tourists and local people who visit the cities of Mikkeli or Savonlinna. The main goal is to inform tourists about upcoming events and the latest promotions of Osuuskauppa Suur-Savon restaurants and hotels. The company proposes the web site as a platform where a user can easily find all the necessary information about the hotels and restaurants. The idea is that the web site will be in three languages: Finnish, English and Russian, so that people from different countries can use it. The purpose of the S-Group is to provide co-op members with competitive services and benefits in a profitable manner (S-kanava.fi). This statement is reflected on the web site: tourists with different goals can benefit from the Kattaasavon.fi by using discounts and attending interesting events.

3.3 Situation analysis

In this chapter I will analyze the current situation of the project Kattaasavon. In the analysis I use a customer insight, goal performance and SWOT-analysis. The analysis is based on the feedback from the company which was obtained during the meetings with the company representative. In addition, the assessment of the project relies

on my personal experience gained from various university projects, practical training in the marketing area in a Finnish company and from daily self-learning.

3.3.1 The customer insight of the web site

The success of the Kattaasavon.fi site depends directly on visitors of the website - whether they like the design of the site, whether they have the right information out there, and whether they are satisfied with the functionality. I will go through every aspect of the successful website.

Functionality

The visual appearance and unusual features play a significant role in designing any website. Visitors hope to find something special when they look at a page. In addition, flash animations is a favorable decision in some cases. They have to be done qualitatively and combined with plain text on the page. This will provide a good impression on visitors and successful promotion of the site in search engines. The design of the project is presented below (Figure 9).
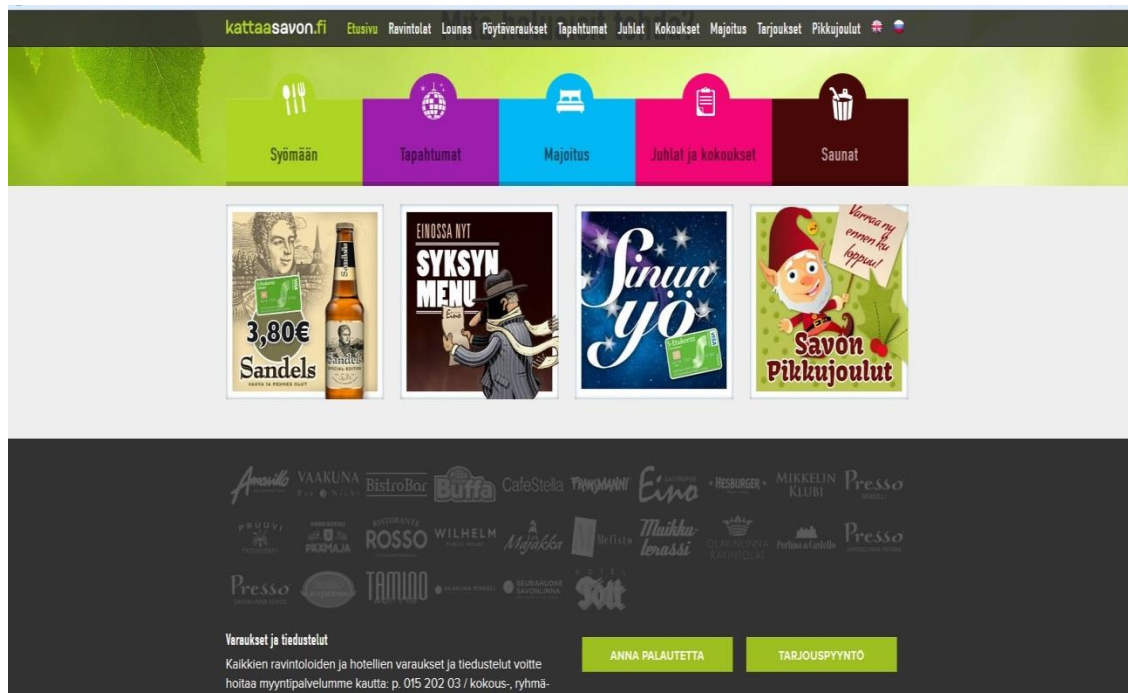

FIGURE 9. Main page of the site

The design of Kattaasavon web site is made in bright colors which attract visitors` attention. The top line consists of the all necessary links. Another useful feature is an ability to offer visitors to subscribe to the news. In the future they could get them by a mail without the need to visit the site regularly.

Kattaasavon website has an easy structure but there should be some changes in the navigation. It should be easy and convenient to use, so that a visitor can quickly receive answers to any questions on the page. If a user does not find a necessary information, he\she can just redirect from the page, and do not get a clear picture of the resource. Meanwhile, the navigation problem is easily solved by placing the button "site search" on the home page.

The quality of the content plays important role in the web site development. Primarily it should be unique, i.e. not copied from any external source and, of course, well written and designed. The content of the Kattaasavon site is clear and unique. There are no mistakes in the text, content is written in accordance to the theme of the site and the target audience. Fonts, size, and text formatting are also important. The font used in the top of the site has the same size with the font in the middle, located on the main elements of the site. Thus, the font has to be larger to catch an eye on the most important elements of the page.

The overall appearance of the web page could be reconsidered in another manner. My target is to analyze the situation and propose various improvement areas. Regarding the web site, the picture on the main page could be changed according to the season. For instance, a winter scenery during the winter time, spring flowers from March until May, beautiful lakes and green forests for the summer and golden leaves for the autumn. The whole web page design might be changed together with the season of the year.

The section with advertisements could be changed into a more detailed view. Currently there are four blocks with ads but without any additional information. This service works for two cities and it should provide thorough information about the place, the price and the description of the event. The main point here is to reduce the number of clicks for users to reach the data they would like to see. To achieve this, the advertisements could be displayed in a single block which will stretch to the width of

the page and show these same advertisements one by one every five or ten seconds. This interactive element would allow displaying more information in a single element and become more user-friendly.

Another important addition for the service is a possibility for the feedback. People usually have their opinions about everything. Some of them would even like to leave feedback about the service with either their thoughts or suggestions for the improvements of the services. For this reason, it would be a good idea to include the "Contact us" section on the web site.

A small improvement could be related to the animations on the pages. Some of the modern web services have complex transitions and animations everywhere on their web sites, but the trends are making designers create simple and clear transitions and animations. With moving elements on the page, the site would look more interactive and the users can feel more comfortable while using it.

Another suggestion is the possibility to choose the city from the very beginning. Since the service works for both Mikkeli and Savonlinna, the user could have a possibility to pick his\her own city when he\she first enters the service. It might help to display the relevant content for everyone. For instance, some people would not like to see the advertisements from Mikkeli, or offers from Savonlinna, when they are not living in one of the cities.

Reliability

There are not so many web site competitors in this field in the South-Savo region. The site operates in two cities: Mikkeli and Savonlinna. In Mikkeli, there is a Mikkelinyt.fi site that demonstrates all the events and exhibitions in the city (Figure 10). The page consists of sliding advertisement with ongoing activities. There is a big difference between Kattaasavon.fi and Mikkelinyt.fi sites. The Mikkelinyt.fi website is the project supported by the government which does not aim at competitiveness.
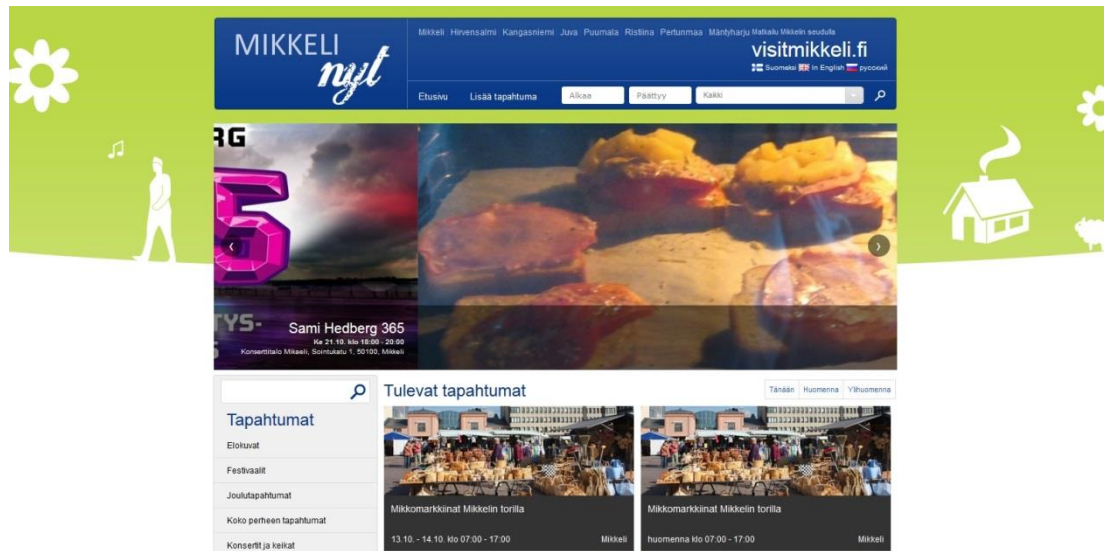
FIGURE 10. Main page of the mikkelinyt.fi site

Usability

There are some web tools that can help to identify some mistakes on the website. For example, GTmatrix. Using this tool I was able to check the download speed of the pages. The part of the report is presented (Figure 11). The following chart shows how fast the site can load its pages. The average speed is approximately 1.5 seconds. Comparing this value to the average page loading speed over the European countries I can summarize that the overall web site performance is acceptable.

Waterfall Chart

The waterfall chart displays the loading behavior of your site in your selected browser. It can be used to discover simple issues such as 404's or more complex issues such as external resources blocking page rendering.
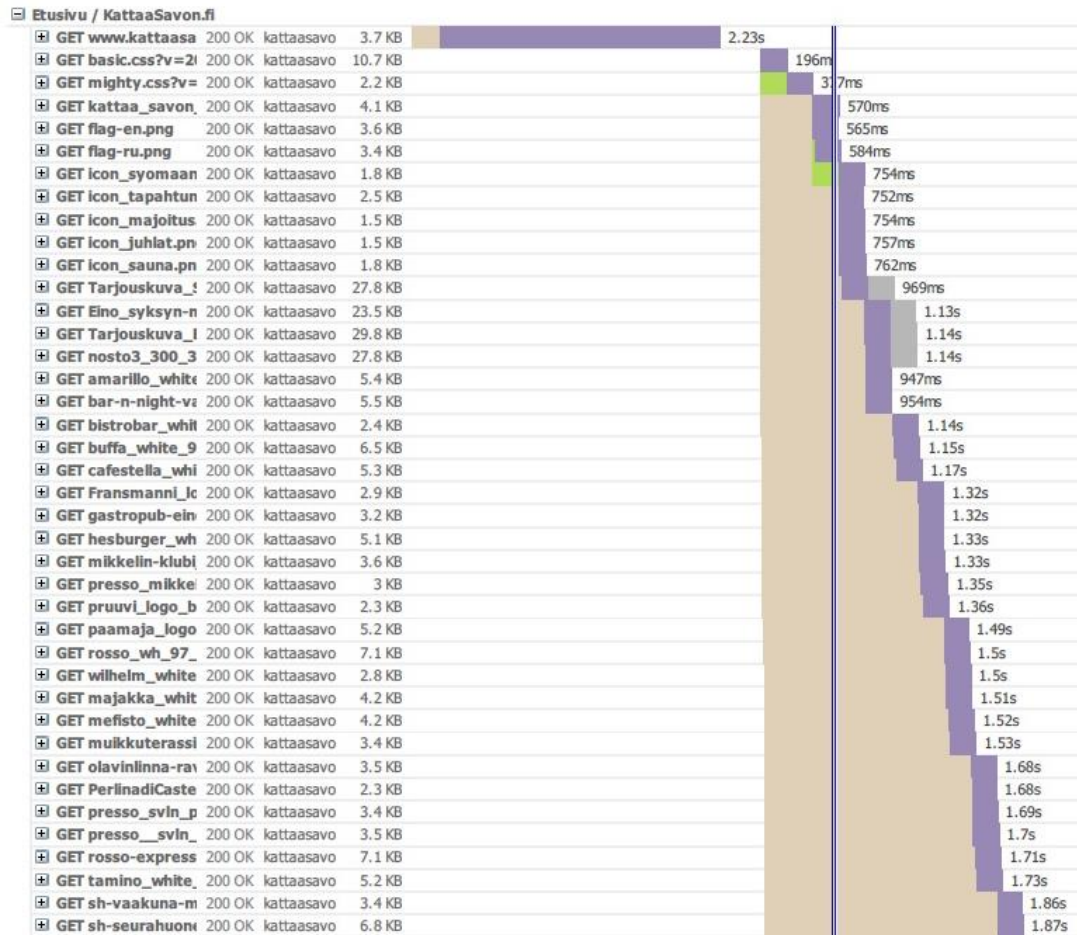
FIGURE 11. Waterfall chart of the site

Click map

The most important information should be visible on the page, and the details may be "inside" of the site. For example, the "Specials" or promotions can be positioned on the main page. This makes it easier to find important sections, besides constantly and promptly updated information gives the impression of a stable and dynamic project. It should be noted that people do not like to be forced to read large amounts of unnecessary information, therefore short overviews with links to the full articles and offers should be available on the main page. There are certain useful tools that help to recognize the most clickable elements on the page. A heat or click map helps to see where a user will click to when he\she visits a page for the first time. I conducted a small research to determine these elements. It can be seen from the screenshot (Figure 12) that people prefer to use the middle line of objects. Also, some people put their attention to the language button. Based on the heat map, the following can be concluded: the site should be translated and interactive sliding ads would be a good

tool to attract new customers. The research was provided with the help of https://usa-bilityhub.com service.
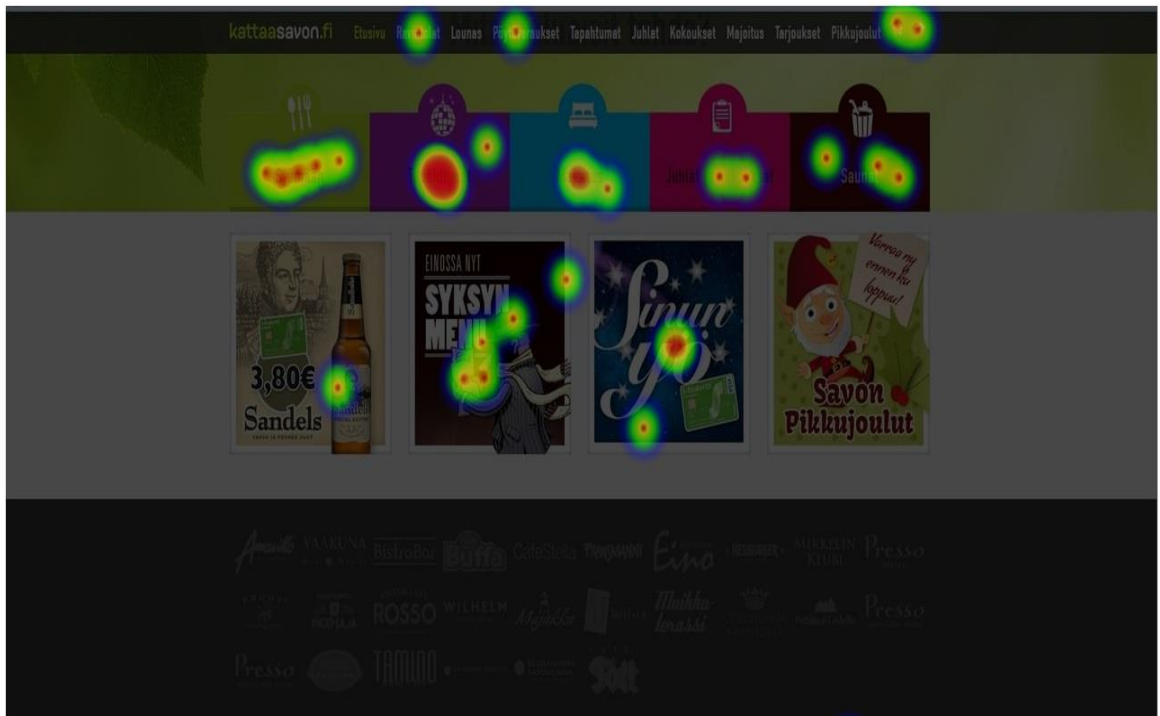
FIGURE 12. Heat map of the site

Pleasure

The design and colors of the web page look appealing to visitors. Pleasant colors and a modern design help to leave a nice first impression, which is important. The page loading speed is affecting the users' grade as well. Both feelings and impressions from the web page should push the user to return to the service. Questions or confusions should not arise from the common web surfing, as well as the context misunderstandings. The navigation between pages and various elements should be simple and straightforward. The web page should include the search and a feedback form, as mentioned above.

3.3.2 SWOT

S	W
Useful and relevant content Responsive design with full mobile support Easy to navigate through the website Strong brand On the first page in a search engine Unique content	No subscription No possibility to search No English version of the site
O	**T**
New technologies to improve user experience (feedback) More effective Internet marketing tactics New design trends for a better message delivery Loading speed New ways to encourage repeat visits	Changing customer needs Emergence of new competitors

TABLE 1. SWOT analysis of the project

Strengths, weaknesses, opportunities and threats of Kattaasavon project are listed in the table (Table 1). The SWOT analysis helps to reveal the drawbacks and the benefits of the project. Both threats and opportunities would support the building of the correct strategy, which will help to prevent the threats and to take the most from the available opportunities. For instance, the feedback from a customer would help to find out the missing parts and features which users would like to see on the service. Fortunately, most of the drawbacks can be fixed in a very short time. However, social network advertisements will take longer, because getting the target audience always take a plenty of time and efforts.

3.3.3   Goal Performance 5 S`s

Sales

Kattaasavon.fi project does not directly trade goods or services on the web page. Nonetheless it is possible to visit the pages of restaurants, hotels and clubs on the web site. The service itself is a comfortable resource containing information about events and discounts of the S-Group services. It helps to save time and to make a buyers' decision. The correct advertising, mainly the content, the design and the position of elements can influence on a customer decision.

Speak

A dialog with a customer is the key part of a successful advertisement campaign for the project. The user should not feel "lonely". If he\she had any questions, they should not be ignored. Timely customer support and the way how the company reacts on their requests will both leave nice feelings after visiting the web site and motivate a user to return to the service. The sense of a dialog should arise inside the user`s head. The user makes a request while the web page reacts and produces the response. If the user has a question, he\she will get a response. If the user is unsatisfied with anything on the service, his\her request will be processed and actions are taken. The possibility to comment on news on the web site allows users to share their opinions and experience. Some of the comments may contain feedback as well, which will assist in the further service development.

SMM (Social Media Marketing) literally means drawing the attention to the company using brand promotion in the social networks. The goal of this marketing type is to increase the traffic by attracting the visitors from the social networks. This type of promotion becomes more and more popular these days. It happens because the social networking has become vastly popular and because of steady decrease in effectiveness of the classic internet marketing methods. One of the most important features of social network users coming to the service is their "devotion". The majority will definitely return to the web page more than once if they have started following the group of the project or even added the group to their bookmarks. The development of the social media channels does not only increases a number of customers,

but also increases a project awareness. Links and mentions in the social networks significantly affects the Google search suggested pages. If the support and the development of the project are aimed for a long-term, the company should look at the perspectives. Social media projects will obviously produce a greater impact on the internet marketing in the future. Therefore, the appropriate space in this area should be occupied right now. The project kattaasavon.fi has only one social channel on Facebook. For the further development they should cover all the most popular channels, such as Instagram, Pinterest, YouTube, Twitter and Google Plus. All of the chosen channels should be supported and developed for a stable project operation. Each of them should be supplied with the relevant information and the users' requests should be responded to. A more detailed overview of every channel is provided in the chapter "Digital channels".

Serve

The addition of interactive features to the web site will arouse more interest with visitors. Processing a feedback is essential to find out which features are desired by the user but still missing from the service. One of these features is a social networking widget. This is not just a button – it is an interactive element containing small photos of the groups' participants. The widget itself is a small improvement which noticeably increases confidence in the resource. It allows to subscribe in different social networks to the group and to see the other participants of the group. The most important part here is that the visitors' friends would be visible on the first places in the widget.

Sizzle

The company can think about the idea of creating a mobile application. It will be kind of a news channel showing the latest events and discounts of the company. An advanced setting will lead to set alerts for a certain restaurant or hotel.

3.4 Objectives

The purpose of the project is to attract more locals and customers from Europe, increasing the total amount of visitors and loyal customers afterwards. Finally, these actions will lead to a profit increase which is essential in any commercial project.

The more people visit the web page, the higher a possibility that any of them will use one of the available offers. There is one important point, the user should not just visit the web page and close it later on. He\she should find the relevant information, something valuable and new on the service.

4   EMPIRICAL STUDY AND ANALYSIS

This chapter contains detailed information about the design of the survey and an accurate analysis of the data collected. To provide a better insight into the survey process and the following processing of the information, a detailed description and conclusions are provided for every question.

4.1 Survey design

Before the actual data collection has started, I have to decide whether I will use the observing method to gather the information, or I should go with a communication approach. In order to provide a detailed statistics based not on my own observations, it was decided to use a communication method, which involves surveys and interviews as the main approaches to collect the data.

The popularity of electronic devices and a variety of communication methods has increased greatly nowadays. It is easier for the people to fill in documents using web forms, purchase goods over the Internet, and respond to mails using software on their mobile devices. This leap towards new technologies has made things easier. When previously people had to type hundreds of copies of surveys on paper, to find people and asking them to fill these forms in, not to mention processing of all the paperwork afterwards, now the process has simplified greatly. Various tools were developed in order to provide handy platforms where researchers could create and customize their own surveys and send them to customers as electronic forms. The "receivers" can fill in these forms as fast as drinking a cup of tea. Moreover, they can easily do it at home or at work when they have enough time. As a result, the survey processing and the designing process simplified greatly allowing anyone to create his\her own survey and easily process the results, which can be presented as colored graphs and percentages. Survey designing process is a difficult task, which requires complex and systematic approaches (Wilson 2006, 162).

For this study the platform "Typeform" was selected. I compared multiple popular survey and form creation tools, and decided to use this one for a number of reasons:

- A free version supports an unlimited number of questions and the reports
- Template support
- Data export to the common Microsoft Excel format
- Reporting of the results

Also, the service offers a creative way to create the surveys. With the interactive elements in the survey respondents are more likely to answer the questions. The links to the survey questions were sent to the respondents via email. The major goal of the survey is to find out the features which users would most likely use on the service and the social networks they use most of the time. This information will provide a better understanding of a customer preferences regarding the web services and social network integration. With the help of the online survey an information on the following topics was gathered:

- Basic profile information
- The features proposed for the service and how often respondents use them
- How do people prefer to communicate on the Internet
- How much attention do they pay to the overall look of the web page

The survey was sent to 100 respondents at ages of 18 – 55. People were chosen randomly from the communities of the cities on Facebook. The feedback was received from 63 people. There were sixteen questions in the survey. While the most of them had pre-defined answers, a few questions had open forms so that the respondents could provide their own opinion about the question. There were participants from different countries: Finland, Germany, France, USA, Hong-Kong, Poland and Belgium. All these people had visited Mikkeli or Savonlinna at least once. I use a sampling method to evaluate the results. It means that a fixed number of people is randomly chosen from the whole number of tourists and the final result will be based on the chosen sample. Various nationalities were used to increase the accuracy of the results. Otherwise, if the sample would have been taken from Finland only, it would

have been biased by local people, while the company would like to attract new customers from other countries as well.

Besides the online survey, an interview with the representative from the company was held. The interviewee person was chosen based on her position in the company. She is responsible for the sales. Therefore, she had a clear vision about the requirements for the project and their expectations from the research process. The remarks and the most important points were written by hand. The interview is the best way to collect the data because during the interview the respondent can be asked some tricky questions and he\she will not have much time to think about the answers. Therefore, the data will be more precise and the information will be taken straight from the person who has an insight on the company's business.

A couple of interviews were held with the representative of the company. During these interviews I was able to cover most of the questions about the project. In order to conduct a high quality interview I had prepared a set of open questions for the respondent. These questions should reveal the current situation in the company and the resources the company can provide for establishing a marketing campaign required for the project. The interviews were not recorded in digital form and the response from the representative was noted by hand. The data collected through the interviews was used to analyze the potential improvements for the project.

After the interview I have noticed that the company have the only one social media channel. The company's representative mentioned that they use Google Analytics in order to control the number of visitors of the resource. She told that the average number of people is lower than expected. In addition, the company is ready to implement more social channels if needed. They want to improve the SEO as well as the website optimization. During the research process 3 meetings were held. After each of them I provided the careful observation of the possible tactics and then discussed them with the company's representative. When we came up to the final proposals and defined the strategy, I have started to work on the practical part of the research.
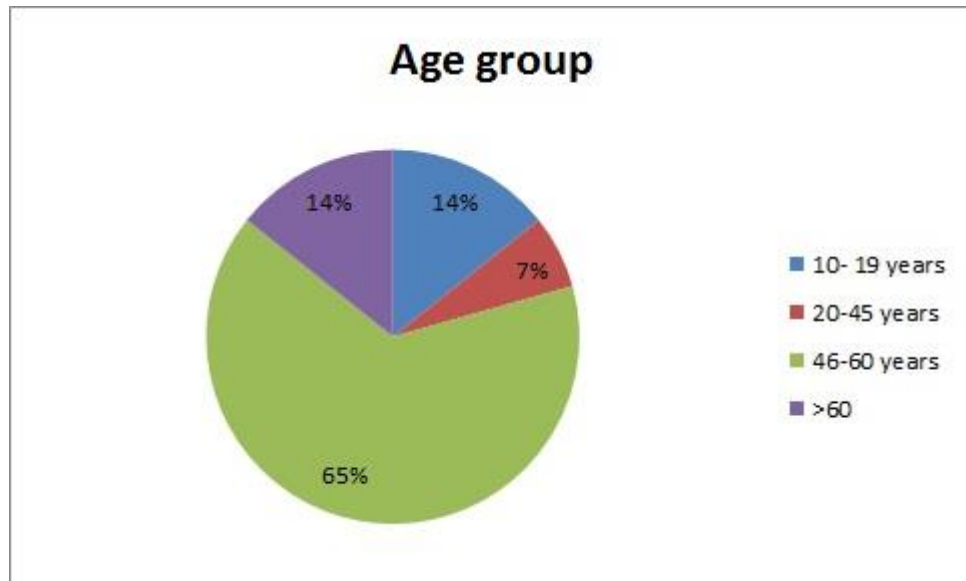
FIGURE 13. Age group of respondents

The following diagram (Figure 13) provides the information about the age of the respondents. The majority of participants are people from 20 to 45 years, because most of the respondents are students and employed people.
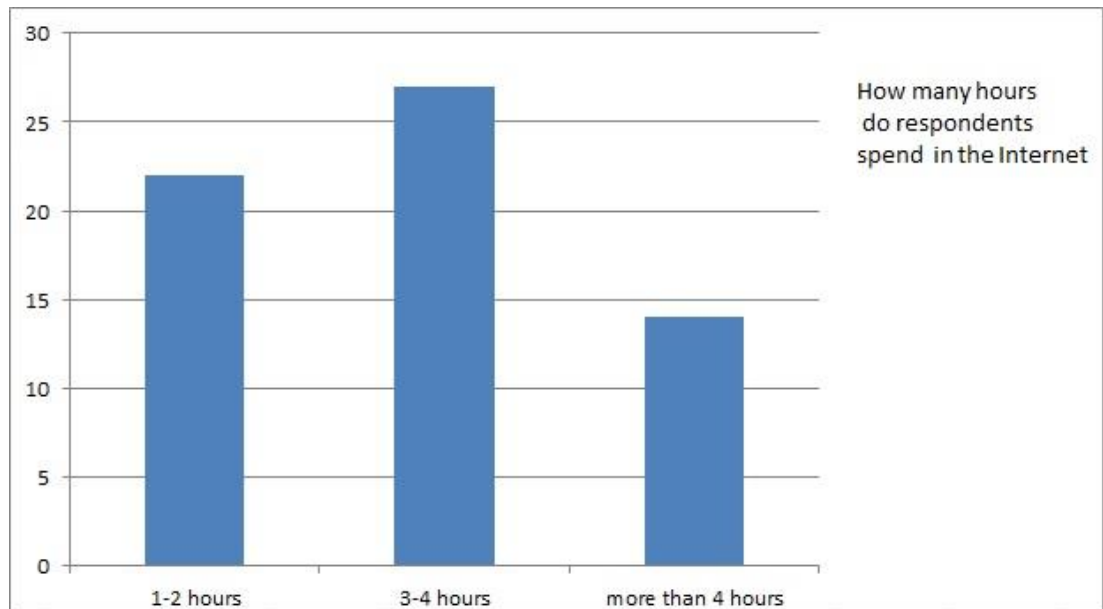
FIGURE 14. Hours spend in the Internet per day

The respondents spend a plenty of their free time on the Internet, therefore thorough the development and improvement of both the web service and related social networks are essential (Figure 14). Moreover, according to the data which was collected with the questionnaire I can say that the group of people from 20 to 45 years spend

online more than three hours per day. Based on the results, young students tend to be online for more than four hours every day.
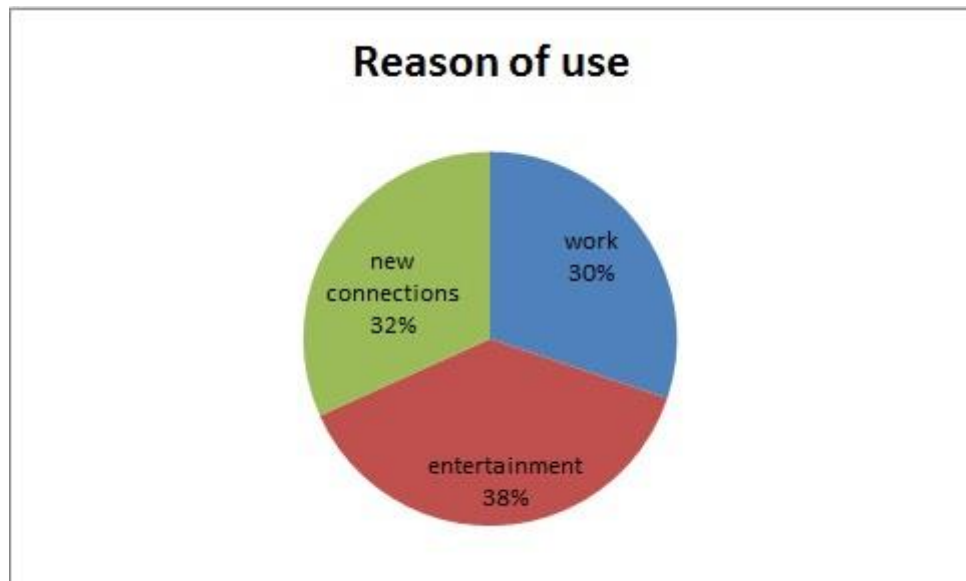
FIGURE 15. The reason of the Internet use

Respondents spend their time on the Internet due to various reasons (Figure 15). Some people use it for work and study, some people utilize the power of web for entertainment, while the rest of people prefer chatting and searching for new friends on the Internet. In this question opinions were shared almost equally, although most of the people use it for entertainment and communication. It means that the social networks and informative articles are among the most popular sources on the web.
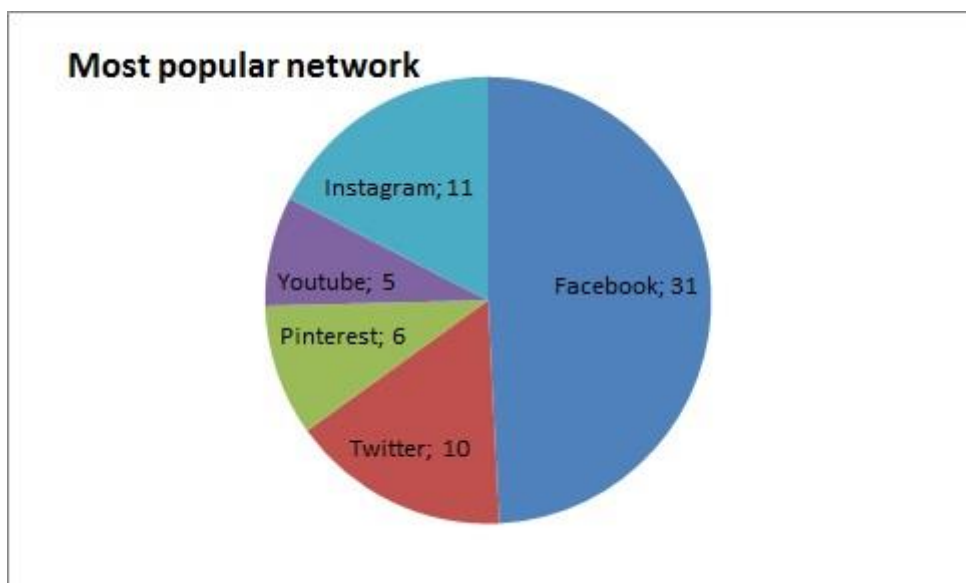
FIGURE16. Popularity of social networks between respondents

Most of the respondents are usually using Facebook. The next in the list of popularity among the users of the social networks follows Instagram, Twitter and the rest of the social channels (Figure 16). It means that the development should be focused on the most popular channels in the presented order. People usually use multiple social networks, therefore every channel should be developed equally.
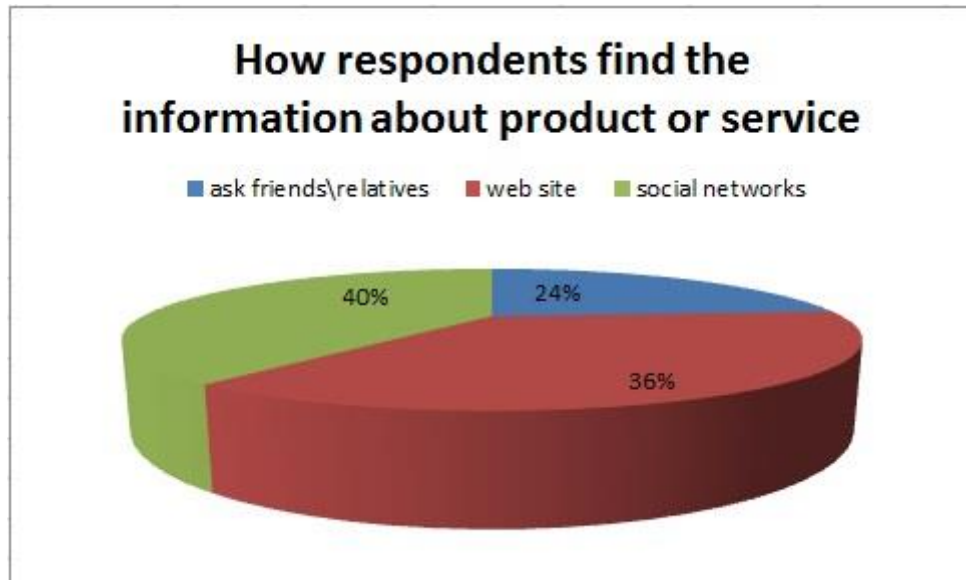
FIGURE17. Source of the product information

The respondents were asked the question about the source of the information about a product or a service (Figure 17). Most of the people voted for the social networks, where they could both search for the communities for a selected product or a service and find out some additional information from a feedback of the other users. The next group is the people who prefer to look deeper into the website and find out all the relevant information there. However, I have noticed one interesting pattern. The Finnish people had chosen the option to ask from friends and relatives, while the results of the people from the other countries were different in many aspects. It could be connected to the mentality of people from different countries, and despite the fact – the development steps towards the Internet marketing should be done, because this is the thing of the future.
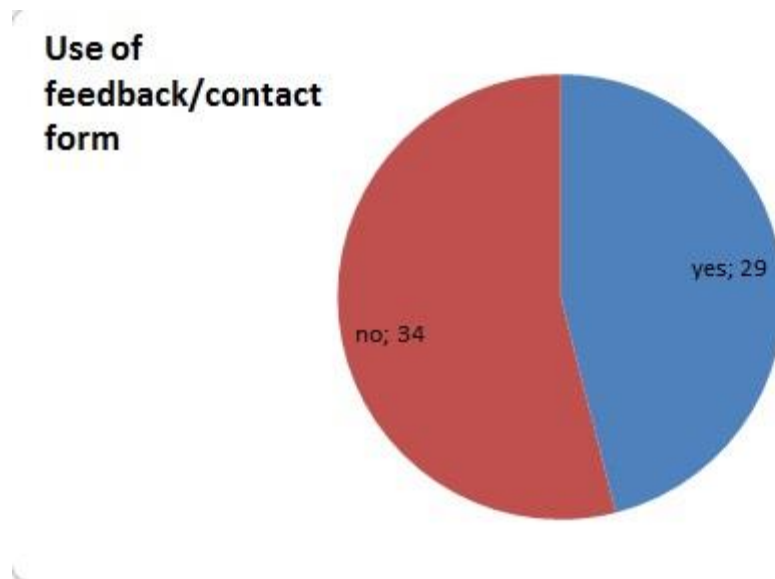
FIGURE18. Use of a feedback form on the website

The question about the feedback forms usage split respondents into two almost equal categories. According to the data in Figure 18, almost half of the respondents are using the possibility to leave feedback to the service they are using. It means that the users should be able to leave a feedback, or at least to contact a representative of the service.

FIGURE19. Frequency of use devices

Figure 19 provides information about the usage of two major device types – laptops or PCs and mobile devices such as mobile phones, smartphones and tablet PCs. According to the following data, the most of the users use their mobile devices to surf on the web. The rest of people use 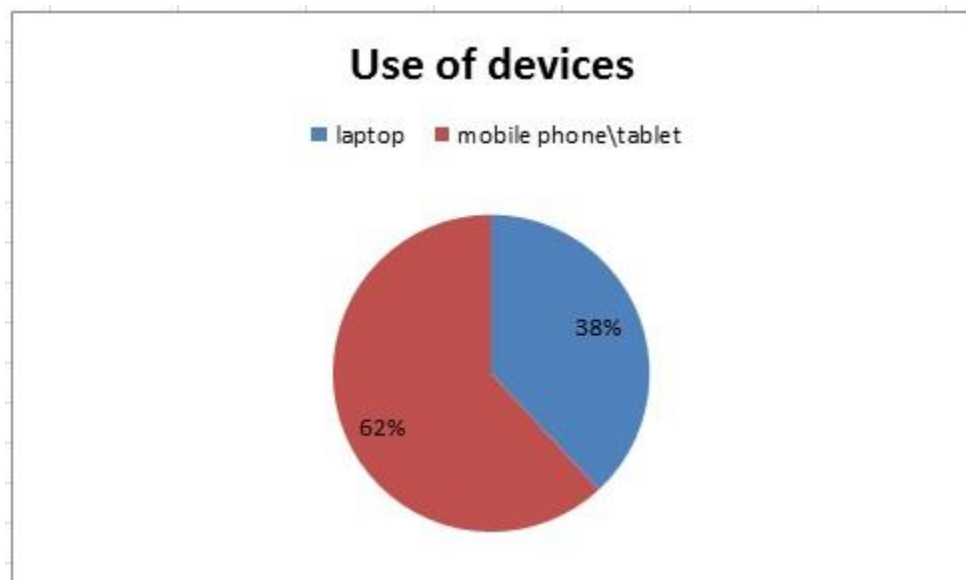their laptops to connect to the Internet. The information displays an importance of a high-quality adaptive design of the service. Both the overall display of the page and the speed of the page load are important for mobile users.

5   DETAILED ACTION PLAN

This chapter contains a detailed information about the action plan concerning the establishing of the marketing campaign. For the best results, it should include four major elements: the strategy, tactics, actions, and control. Executed in the correct order, these steps will lead to the desired results.

5.1 Research Method and Data Collection

The main components of the research process are the data collection and data analysis. To conduct a high-level research, an appropriate method should be used. Currently there are two major research methods: qualitative and quantitative. They both provide the data about the product, brand or a service, based on different assessment methods.

Qualitative

This type of research provides very detailed behavioral data, opinions, views, attitudes of a very small group of individuals. The data cannot be quantified (with rare exceptions), but it gives a good idea of the customers` mindsets (Cooper & Schindler 2014, 146). A qualitative research is essential in the development of new products, advertising campaigns; it is an integral part when studying the company's image, brands and solving the other similar problems (Marshall 2006, 3). The main methods of a qualitative research are focus groups, in-depth interviews and analysis protocols. A qualitative research method is the most flexible from a variety of experimental techniques, and at the same time it encompasses many established methods and

structures (Wilson 2006, 105). Sociological studies, interviews and surveys are the most commonly used methods.

Quantitative

This type of research provides quantified information on a limited range of issues, but taken from a large number of people that can handle its statistical methods and disseminate the results to all consumers. Quantitative studies help to assess the popularity of a company or brand, to identify the main consumer groups and the market size.

The main method of a quantitative research is always a rigorous statistical model which uses a large sample. This enables the most accurate quantitative indicators of the subject, not only for studying the opinions and suggestions. This method is more important because the hypothesis about buyers' behavior is already formulated. Therefore, quantitative methods of planning and decision-making would apply (Wilson 2006, 135).

The described methods provide different results. They are more detailed and more statistically-oriented. To provide the best insight into the study I use them both during the research process. The unstructured interview is held with the representative of the company, where the most important aspects of the company activities and the current situation of the company on the market were explained. To support the study the survey for tourists visiting the city is conducted. These methods helped to look into a specific activity of the company and evaluate the situation from the point of view of a usual customer. Alongside with the official and statistical data, personal notes and my own thoughts are used in the research.

The major goal of the study was to provide proper guidelines which would help to increase the number of customers as well as to raise the overall number of visitors of the service. The SOSTAC model will help to build the correct strategy to reach the initial goal. Besides six essential components, the model itself includes Three M's model: Men, Money and Minutes (Smith PR, 2011).

5.2 Strategy

After the marketing research stage and setting goals, it is time to develop a strategy of the advertising campaign. I will go step by step with the detailed explanation of each stage.

Segmentation

While segmenting the market a company has to dig into the meaning of the process. The segmentation is not about how to distinguish different consumer groups; it is about the search of the target market area, where the product is well-fit for the company at this place, at this time and under these conditions. This process will allow the executives of the company to pay more attention to the particular needs and requests of their customers, to build up appropriate marketing and production strategies, likewise the promotion and sales of the product in the market.

The tourists in Mikkeli and Savonlinna can be roughly divided into three major categories: Finnish families, young couples and students. The majority of the tourists from all over Europe are families, elderly couples and business travelers. The number of the tourists from China has grown notably for the past few years, based on the statistics (Yle.fi, 2014). Most of them are elderly couples. Tourists from the USA are middle age couples and elderly people. Kattaasavon.fi project is targeted on the Finnish and European market. The majority of the tourists coming from Europe are citizens of Russia, Sweden and Germany. The investigation of each of the markets is of high priority. The analysis based on the source of 63 people from all over the globe is described above. For a more precise study and more precise results a larger group of respondents should be used.

The Finnish people arrive to Mikkeli or Savonlinna with the purpose of ecological recreation and to visit unique monuments in Finland. People would like to discover something new for themselves in an unknown city or a small local town, therefore they always try to select new places which they can visit to obtain a new and unique experience. The S-Group restaurants are present in almost every city in Finland, as well as the Sokos hotels. From one point of view, a current regular customer will most likely prefer to stay in a well-known hotel in Mikkeli or Savonlinna, when new

customers should be attracted by exclusive offers and events, presented for the surrounding region.

The development of the company should flow in multiple directions – equally for young students, families and elderly couples. Each of the groups has own needs and requirements. For instance, based on the questionnaire provided, students tend to spend more time on the Internet. Elderly people rely on their personal experience and the information from the printed sources. However, the number of elderly people using the Internet increases, hence they should be considered as potential web service visitors. Families tend to trust the reviews left on popular sources and social networks. Young couples and students are searching for the information on the web and pay attention to the manner in which it is presented.

Target markets

I can highlight major social groups on which the marketing campaign is headed: students and young couples, families and elderly people. The campaign will be targeted mainly on the European market, as well as the Asian markets and the US. The essential step is to divide each of the groups precisely, to define their key features and differences, and to arrange the most appropriate strategy.

Positioning

The web site ranking in the search engine is an integral part of a successful marketing campaign. I have decided to split the SEO (search engine optimization) into three stages. The schematics is presented in Figure 20.

Internal optimization

Competitor analysis

Outside optimization
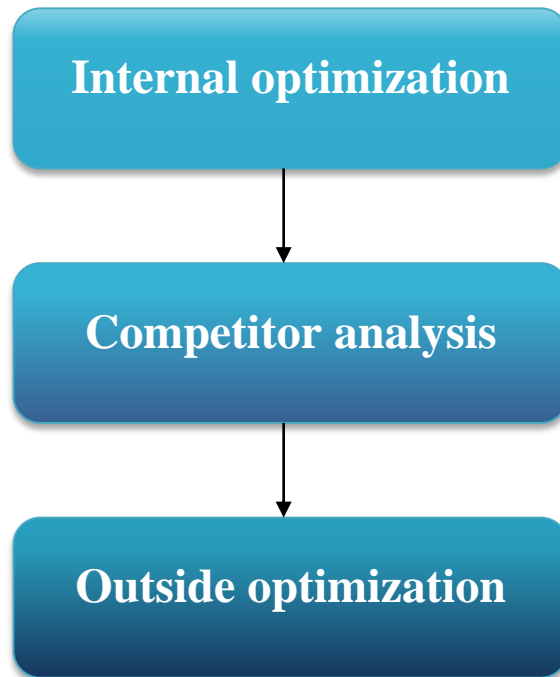
FIGURE 20. Stages of the SEO

The first stage is related to the internal potential of the resource. The company has to know how to use this power, because due to the internal optimization the service can move to the top rankings in various search engines. Therefore, this stage should be well thought. The second stage is based on the research of the competitors or web pages on a similar subject. During this stage most of the possible bottlenecks usually become noticeable, their further emergence on the service can be prevented and some of the useful features and good ideas could be found. The goal of the last stage is to work out the external optimization of the resource. This stage involves the process of creation of links to the service from other pages, which will help to increase the overall rating of the web site.

Algorithms which organize the rankings over the search engines are developed and changed monthly. Therefore, we can never define precisely the way how the engines order links in their ranking systems. There are multiple common methods which can affect the position of the service in the rating. I had studied widely known SEO methods offering the following strategy which would help to raise the rank of the web page in the most popular search giants like Google and Yahoo.

Internal optimization

Search engine results are not important during the internal optimization of the web site. Most of the attention should be paid to the contents of the web pages. If the visitor of the service cannot find what he\she was looking for, he\she will not stay any longer. It can negatively affect various behavioral factors considered by search engines in their algorithms. First of all, the optimization should be done on the core contents (keywords). The consistency of the keywords with the subject of the service and their spread over the key pages should be thoroughly studied and evaluated. The next step is to analyze all the titles and headers on the main pages, although this process should be done by the developers of the service. My task is to highlight the key points which should be taken into consideration during the development process.

At the same time the contents of the web site should be examined. A successful promotion of the service among the search engines involves unique content. The amount of the text on the page should be checked thoroughly. Kattaasavon.fi is not intended to bring too much text. The amount of text on the pages is within the normal range. The text is easy to read and understand. It could be a good idea to insert pictures and/or videos into the text. Pictures on the service should always have "alt" and "title" attributes. The usage of tags for headings (h1-h6) is another important point for the development. The h1 tag should be used only once for the article – it is the main header, while for the rest text headers from one to six should be used.

Competitors' analysis

The project Kattaasavon.fi does not have competitors in the surrounding region, as mentioned above. Pages with similar contents could still be found on the web. For instance, Tripadvisor and Foursquare both contain the information about hotels, restaurants and clubs from all over the world. Aside from the basic information, their main effort is done towards the feedback and reviews for the presented properties. This particular feature can be used in Kattaasavon.fi. Users can grade any of the restaurants from one to five, or create a separate page with the reviews for every property. The only drawback of this approach is the overload of the service. This fact could be noticed and prevented during the development process.

External optimization

Another side of the optimization process is an external optimization. The external optimization means a proper web site rating from the point of view of a search engine. This type of optimization means increasing the number of links to the page from the external sources. When pages on similar topics or from the same area contain links to the target web site, the credit of the service among search engines will greatly increase, granting it a higher place in the search engine rankings based on a variety of different requests. When the company needs to grant Kattaasavon.fi a higher rating among search engines, they should include the link to the page in as many resources from the similar area as possible. For instance, the website visitmikkeli.fi already has the link to kattaasavon.fi, but if a better result is expected, the link should be present on multiple web pages. It could be located on the page related to tourism, or on some of the services of the Finnish tour operators. The link could be placed on the pages of some of the Finnish bloggers, who in their turn, can have a discount on a future stay at any of the SOKOS hotels in Mikkeli or Savonlinna, likewise the ticket for a free dinner in one of the restaurants. Using this approach the company may attract additional customers to the project. A list of the most popular blogs in Finland is presented below:

- http://tuntemattomaanjatakaisin.pallontallaajat.net/
- http://www.rantapallo.fi/destinationunknown/
- http://tamamatka.pallontallaajat.net
- http://pingviinimatkat.pallontallaajat.net/

The link to the resource can be placed on some of the resources containing information about the restaurants in Mikkeli and Savonlinna, and on the resources which provide information about various events in these cities. The competition for a higher ranking in the search engine databases is immense and the analysis of the web site contents itself is not enough. It is justified by the fact that plenty of the pages are optimized for the most popular user requests and the search algorithm cannot make the decision without fear or favor. Therefore, each search engine has its own algorithm to evaluate the importance of the web site as a whole and the importance of every page.

Digital Channels

This chapter contains an example of the marketing strategy in the social networks. To make the task of the reader easier, every channels' strategy is described in detail. The following social networks will be selected for the advertisement campaign: Facebook, Instagram, Twitter, Pinterest, YouTube and Google+. Moreover, the email marketing and the contextual advertising marketing will be used.

Facebook

Timing plays a huge role in both everyday life and in the network. An interesting and useful content should be published at the appropriate time. Otherwise written and well-thought articles will run out of readers. Based on the questionnaire, students spend most of the time in the social networks. Usually students tend to be always online and to check their mailbox constantly trying not to miss notifications. However, the most of the Internet traffic is generated from sixteen and until the midnight. Thereafter, posts for these users should be created at the mentioned time frame. Working people, especially single people and families spend more time during their lunch break from 11 until 15 in the afternoon and from 19 until 21. Posts for these categories should be created at the given time frame. Elderly people do not often use the Internet and their time frames vary greatly, thus it is hard to predict precisely the time when they might be online. The posts for this group of people can be created at any time of the day. Figure 21 represents the scheme of the publication of the posts.

Students from 18 to 26 years old	→	4 PM -12 PM
Families and single People (Labor)	→	11 AM-15 PM, 19-21 PM
Elderly people	→	8 AM- 8 PM
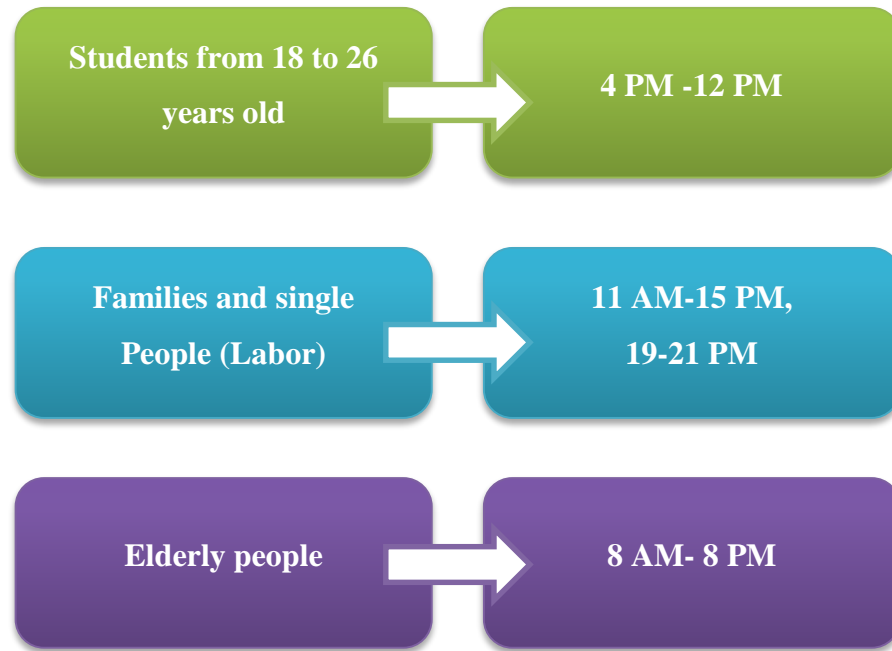
FIGURE 21. Plan of the publications

Free to use web tools called HootSuite and Buffer will help to analyze the activity of the Facebook page and to create an appropriate schedule for new publications, which will best fit different target groups. In addition, these tools can help to set the time frames for messaging, in order that these posts will not appear too often in the news feeds.

Depending on the contents of the Facebook page, different content types can produce distinctive results. The main goal is to figure out the most appealing part of the page: pictures, videos, text links, questions or amusing observations. Social marketing cannot exist without a proper testing. Different publication styles and types should be tested, while the feedback from users can be evaluated in the process. The information gathered from these observations will greatly help further content optimization.

The number of "Likes", "Shares" and comments under the posts defines how many people will see this publication. All these actions are displayed in the news feeds of the people who had done these actions (and their friends); they increase the rating of the publication and increase the visibility of the post to a higher number of users.

People can be asked to press the "Like" button and share the posts from the community, or mention some friends in these posts. Users will be glad to like posts and share them if a high quality content is provided.

The usage of hashtags is an essential part of any advertisement campaign in the social networks. The hashtags assist in classifications of the post and increase its visibility during search requests. Hashtag addition helps to increase the number of users who will see the post, especially while using one of the most popular hashtags. The most important part of this tricky process is to use same hashtags less frequently, otherwise some of the users the company tries to reach can get annoyed by the usage of the same tags. As a reference, some of these popular hashtags can be used: #mikkeli, #finland, #suomi, #visitmikkeli, #tourisminfinland #sgroup, #finnishnature, #finnishrestaurant, #finnishhotel, #weekend, #tourismlife, #loppu, #loppuviikko, #hellomikkeli, #mikkelissa, #savonlinna, #visitsavonlinna, #suomifinland, #huomentasuomi, #finnishsauna, #finnishwinter, #visitfinland, #loves_finland, #ourfinland, #discoverfinland. If the improvement of the posts on the social network is needed, their effectiveness can be tracked. Facebook Insights is a built-in analysis tool. Paid context advertisements in Facebook will increase the amount of interested users. Moreover, better results can be achieved only after a considerable investment into this type of marketing. In addition, the company can put a hashtag and a website link on leaflets or banner, or offer a subscription in return for a compliment from the company (discounts or souvenirs).

Instagram

Almost 7.3 million visitors enjoy using Instagram on a daily basis, and the platform can serve as a great way to advertise a business online. Instagram helps companies to attract potential customers with interesting photographs. The most effective way to promote products or a service is to post creative and attractive photos. I suggest to create a profile on Instagram and post photos from the latest events of the S-Group. In addition, ads with the restaurants and the hotels activity can also be published. Moreover, people would be interested to see the work "behind the scenes". It implies to show the creation of the service advertised. For example some pictures from the kitchen or pictures taken in the office. One of the most significant things is to post hashtags together with photos and ads. The list of the popular hashtags was presented

above. Everyone likes surprises and rewards. The interaction with the followers is the key to a successful campaign, so arranging the polls and votes will allow people to feel more important. One more useful feature is to allow visitors of the website to go directly to the Instagram. It will be possible in the Instagram Feed program. Therefore, the visitors of the service can participate in competitions held by the company and take a closer look at the photos.

Twitter

Initially, we have to figure out why Twitter has acquired such a popularity and why do people always return there. Most of the time Twitter is called as the microblog service, because the size of the message in Twitter does not exceed 140 symbols. This particular size for every message was not selected accidentally: the size of a common SMS message does not exceed 160 symbols. In the beginning Twitter was developed as a service where people could communicate using their smartphones and tablet PCs. Currently this type of communication is a great benefit because the number of people using mobile devices is already tremendous. This service has very handy features, because it can be set to send new messages from the users' profiles directly to their mobile device allowing them to follow the newsfeed continuously.

Twitter has its special format that makes it really dynamic. An average user of Twitter usually corresponds to the age group from 20 to 40 years old, wherein the number of men prevails the number of women. The great integration with mobile devices has led to the increased traffic from the various gadgets, especially smartphones and tablet PCs. Business people are one of the most common visitors on Twitter. The proper use of hashtags is really important.

With Twitter the service can have a promotion from new followers, who will receive new messages and redirect to the links if the tweets are interesting enough. The account in Twitter should be created to publish the information about upcoming events and possible discounts. In addition, a dialog with the followers should be taken into consideration to know their personal opinions and carry out the questionnaires.

Pinterest

While Instagram is targeted on mobile users, Pinterest is oriented towards the PC us-ers. Despite the fact, the number of users of these popular networks is relatively close. A common user is a young man (or a woman) at the age of 24. The majority of people of this network are advanced users, mainly locates in big cities. By parity of reasoning with Twitter, Pinterest provides a fast and easy hashtag access.

Pinterest is a simple platform for the creation of albums with images on different top-ics, which allows to upload, publish and share pictures and photos with others. Users can also upload pictures in the albums of other people, follow other people based on common interests such as tourism or tasty food. It is possible to create an interactive album with an open access, where every user can post the picture of him/herself eas-ily. Like in any other social network it is possible to follow the users, share their con-tent, leave comments and mention other people. Similarly to the news feed in Twit-ter, the user receives updates from the people he\she follows on a regular basis. In addition, Pinterest has a feature allowing to share publications via Facebook and Twitter.

With the help of this resource, the events from kattaasavon.fi can be shared as pic-tures and have a link referring to the web page. Pictures with hotels` room, meals from various restaurants and their interiors may be posted. In the description of the picture the price for a meal will help people to estimate their budget and know the prices in advance. Additionally, pictures of the landmarks from the city, picturesque nature will attract even more possible followers. The highest number of "Pins" is pinned for medium-light colors. Black and dark Pins fall behind greatly from their light competitors. Pins in red and orange colors are more desirable by the other users to pin it to their pages than blue-colored pictures. To gain a rating on Pinterest, the user has to write comments to the other Pins from "Popular". Three comments per day is more than enough. Otherwise, these comments can be marked as spam and the account will be suspended. Promotion of the most popular personal desks is more important, than the promotion of the whole account. The Kattaasavon.fi project is oriented on the tourism, therefore the accounts on similar topics should be followed. Moreover, according to the statistical data (RJmetrics research 2014), the users from Pinterest love publications of food, thus the pictures of meals will be highly popular

in this network. The account should have multiple desks; each of them should be created for a particular topic. For instance, the given account can have a desk related to travelling, a desk with food and a desk related to Finland. Pinterest is a great tool, which helps to increase the traffic to the web site. Moreover, the web site can include a "Pin It" for even deeper integration with this resource.

YouTube

The popularity of YouTube on the Internet grows incredibly fast annually and nowadays the monthly audience of the selected video hosting is around 50 million people. Generally, the platform has localizations in 75 countries and provides great possibilities to cover a huge audience in the foreign markets. However, YouTube will less likely attract a lot of new visitors to the web site. Even hundreds of thousands of views of a video with a couple of thousands of "likes" might bring a small amount of new visitors to the web site. With a few know-hows it can become a powerful tool for business promotion over the web.

Video marketing gains the popularity every year. Small and medium sized businesses have a plenty of possibilities to create appealing visual content, including the viral ones. Benefits from this marketing do not come only from the communication with users: videos on the YouTube positively affect the ranking of the brand in search engines. Two-minute advertisements shot specially for Kattaasavon.fi will raise additional interest from users. These advertisements can include a new service in the hotels or the restaurants, or they can show the beauty of the Finnish nature with the "Kattaasavon.fi" label in the end and the names of the cities. The Finnish people value their nature a lot, and for the foreigners it would be a great experience to dive into it for a couple of minutes, to see the beauty of the local landscapes. To reduce the amount of budget spent on these video advertisements, the job can be assigned to the students from the IT program with the task to create a proper advertisement for a hotel or a restaurant of S-group. For instance, a competition can be held and the best ad will be placed on kattaasavon.fi and in the YouTube profile. In this case, both sides will benefit. This project will be a valuable experience for the students, while the kattaasavon.fi will get a ready-made advertisement. However, simply publishing

the video on the channel is not enough. A proper optimization of the video is required in advance. I provide the key points which have to be considered before publishing the video to the service (Figure 22).

Key words

Words used to promote the web site. A project manager can also conduct an additional research to find out which words are used to promote videos in the industry and among the competitors.

Heading

Search algorithms give importance not only to the content, but also to the order of the words, which means that the most "significant" ones should be highlighted at the beginning of the title. Tags and descriptions should be filled using the same rules.

Transcription

Transcription is a text copy of the video. Since crawlers cannot listen to the video, adding transcript will "pass" them all the words and dialogues. A text should be written in the Notepad or another text editor, and saved in UTF-8 encoding. A transcription of the video can be useful for the description of the video, and for the generation of subtitles.
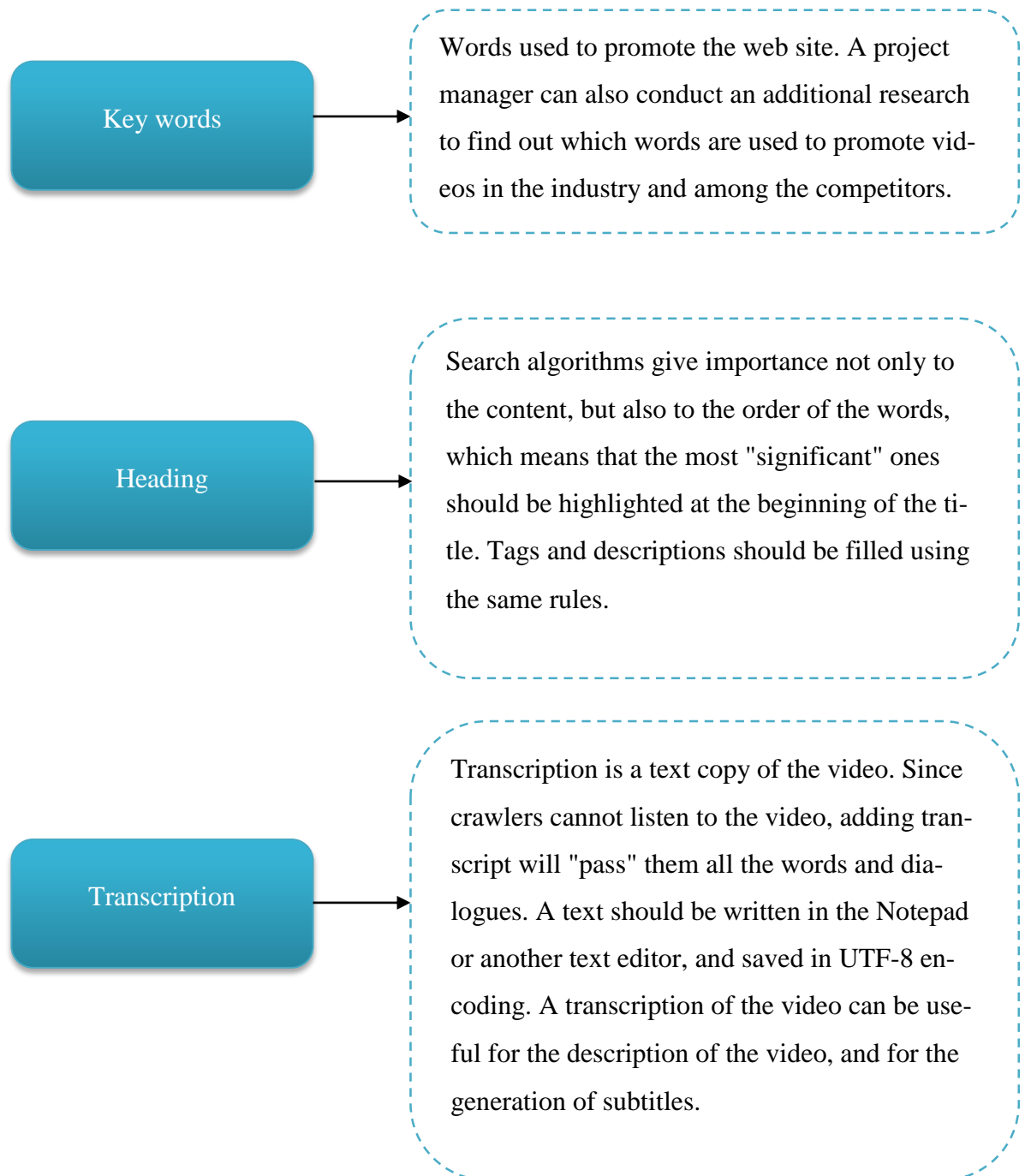
FIGURE22. Key points of the uploading a video on Youtube

The next step is actual upload of the video. Here I give some useful advice that will help to promote the video on YouTube (Figure 23).

Title

Title is one of the most important ranking factors. It may not be too different from the file name, but it should be as informative as possible, include clear and relevant keywords (preferably at the beginning).

Description

The more detailed the description, the faster search algorithm YouTube "understand" its contents. Users will see the search results in the first two lines, so it is important to explain them the most important thing. At the end of the description a manager can add links to the website and social networking accounts.

Tags

Tags make the video indexing process easier, pointing out the most important topics. It is important to use the same keywords and do not forget to add the name of the project.

Subtitles

In fact, it is the same transcript is divided into fragments. The idea is that it can be generated automatically, but for accurate results it is better to do it by hand.
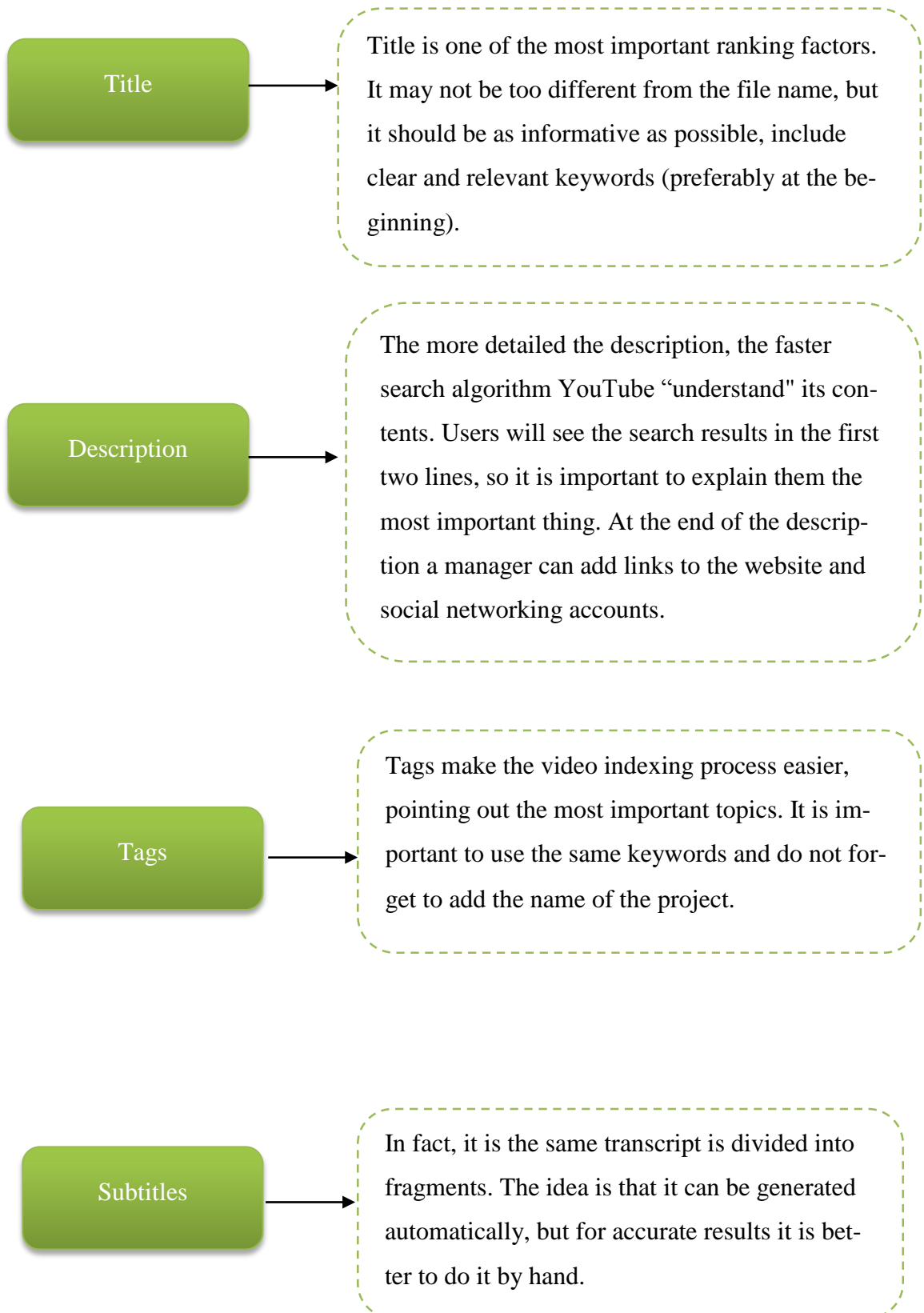
FIGURE 23. Advices for video promotion

After taking into account all features mentioned above (Figure 24), the video can be uploaded. The video marketing plays a huge role in modern advertisements. It is a good tool that adds interactivity and arouse the Interest among users. I definitely advise to use YouTube as an effective marketing instrument.

Google+

During the recent years, more and more companies have created accounts on Google+ and use them in the SEO-strategy. The purpose of the developing Google+ is to create the brand awareness among the search engines. I suggest the instructions for creating an account in Google+ channel. All the instructions were written considering the modern trends in the digital marketing.

It is important to start with editing the information on Google+ (after the creation of the account) and make it more accessible for indexing Google. In addition, a manager has to write the title and the description of the project on the page "About Us", including a couple of keywords in the end. It is important to use relevant links in the description, for example, a link to the main page of the site or any other source of information associated with the company. The promotion of the page on Google+ is not enough; the Google+ button should be placed on the site and the others marketing channels as well. The content of the page is the most important part of the optimization site using Google+. The content should be updated regularly, at the same time it should be interesting and well composed. The text should be renewed at least two times per week and be unique, not just copied from the main website. It is important to use keywords in the records related to the activities and services provided by Kattaasavon.fi. Attractive images attached to the test can encourage potential customers to subscribe to the channel or visit the website.

Hashtags always play an important role when it comes to the search engine optimization, this also applies to Google+. All records should contain references to the main page of the site, as well as to other sources. Hashtags have to be added to each post, so that search engines can easily categorize them. Hashtags help to improve the visibility in the all search engines. Therefore, posts will be shown to the target audience with relevant interests. The case company can post articles about the latest season

menus with high quality photos as well as useful information about the cities and articles about the tourism in Finland. Google+ communities unite people with similar interests, such as "tourism", "education", "food", etc. On Google+, there are tons of active communities, the most popular of which is composed thousands of people. Being active in relevant communities, project can establish itself and attract new subscribers to the page. This will lead to the increased activity on the page and increase its visibility in the search results.

Therefore, the utilization of every mentioned social channel would eventually lead to increased traffic to the web service. The number of active users would be directly connected to the uniqueness of the content, as well as its update frequency and the activity in the other communities. News should not be published every minute. People will not be able to read them with such a speed. A constant dialog with a user plays an important role. His\her personal opinion should be heard and considered during the development of the project. The person who will control the flow of information over the social media should create questionnaires and react ably to the opinions from the users. Following the presented approaches the number of visitors will increase in no time, while a brand awareness will grow not only among the search engines, but also among real people.

5.3 Tactics

This part covers the Promotion part of 4 P`s framework. The main goal of this study is to attract new visitors to the site, and as a result, increase the number of customers. In this chapter all the necessary promotional tools will be presented.

Promotion

The promotion for the resource will be conducted among every category of users. The methods affecting active and passive users have a few differences. Thus, I provide the schematics demonstrating the difference in the approaches for each group.

Active users		Passive users	
Traditional media	Digital media	Traditional media	Digital media
Publications	Main website	Word-of-mouth	Main website
	Social net-works	Letters	
	E-mail mar-keting	Magazines	
	Blog		

TABLE 2. Dividing people on the basis of the Internet use

Based on the Table 2, the web site is the main interaction method between the company and users. The company should focus on the context and the design of the main page, as well as on the development of multiple social channels. A high-quality translation of the resource, appealing pictures, and unique and interesting content will hold a user on the page. The constant work on the social media resources should not pause, because it will ignite its most active users to share the news coming from the service and attract new users to the service. The usage of the keywords will increase the web site ranking among the search engines. The active users of the service would likely be interested in newsletters with the latest offers and deals of kattaasavon.fi. Another important aspect is to include the feedback form and some contact information, in order to allow the users to leave feedback and some suggestions regarding the operations of the service.

I do not recommend to invest a lot of money into the Internet advertisements. Valuable results can be reached without considerable expenses. A lot of time and efforts have to be done for the social media marketing to reach its full potential, not stopping the operation at some random point. Otherwise, it will end up as a wasted time and efforts.

Traditional advertisement methods should be recalled too. These methods will help to have an effect on the passive users of the Internet. Colorful and shiny brochures, placed wisely in different S-group hotels and restaurants will attract more visitors. The S-group is already using such advertisement techniques which operate in a proper way. If the estimated budget allows, printed banners all over the cities can be placed. The context advertising in printings (newspapers, magazines and leaflets) will assist in attracting the additional users which are not used to spend much time on the web.

5.4 Actions

I suggest the following schedule for the implementation of the campaign (Table 3). The successful implementation requires a cooperative work of the marketers and programmers teams.

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Define target visitors	■	■						
Developing home page content as well translation	■	■						
Developing the design of the page			■	■				
Launching new e-channels				■	■			
Developing the existing channel-Facebook	■	■	■	■	■	■		
Writing articles and updating information (constantly)	■	■	■	■	■	■	■	■
Start up a blog and give lead to the person who will be responsible for it					■	■	■	■
	Marketing team		■	■				
	Programmers		■					

TABLE 3. Implementation plan of the strategy

This schedule is just an example, which can be taken as a re   al plan. With the help of the programmers, the site can be modified with proposed changes. The team

of marketers is responsible for carrying out a marketing campaign of the project kattaasavon.fi.

5.5 Control

Control of the process and post-analysis of the campaign should be carried out by the marketing team and administrators. There are many different programs and resources that help to analyze results. For example Google Analytics which shows the traffic to the site. The social networks also give an opportunity to check the traffic. Modern technologies allow to see the countries and regions of the followers. Ranking, according to the age, gender and status of the follower can help to determine how well the targeting of the campaign was done. Moreover, the team of marketers should provide a report to track activities in the social channels, and be aware of the latest news and trends in the digital marketing. It is necessary to maintain a connection between the marketers and the programmers, so that the site is carried out smoothly and without any interruptions. The increase in the traffic and a flow of customers means that the campaign will lead to positive results.

6   CONCLUSIONS AND SUGGESTIONS FOR FURTHER RESEARCH

This chapter contains the results and ideas for the future development. All the results and findings will be presented and analyzed. The following pages provide the answers to the research questions stated in the beginning of the thesis.

What are the latest trends in digital marketing?

Articles, newsletters, and the content of the site have a really high relevance. The algorithms of search robots known as search engines are developed day by day. Nowadays it is easy to check whether plagiarism was published on the website or not. Thus, when a robot detects a "stolen" material on the site, its rating in the ranking system significantly diminishes. So a website cannot get a top position in the search results. The content should be purely individual, reflecting the company's activities with attractive videos and photos. Based on the data collected during the survey, 64% of the respondents pay attention mainly to the first page in the search results. Therefore, an important improvement point in the development of the service is to keep it

high in the ranking of various search engines. In addition, SEO will lead to the high position in the search engine. So, it is important to work in different directions and develop different channels of communications with customers. Well-planned strategy will give positive results in the future.

What methods of digital marketing are commonly used in tourism sector for B2C companies?

The use of social networks will attract a lot of potential customers. Moreover a manager has a possibility to choose and direct ads to the target audience. In addition, the social networks are an excellent platform to create communities – the analogues of the site on the Internet. The company can use them to inform their subscribers and followers about new offers and promotions. The brand awareness will grow with the number of visitors. SMM is one of the most powerful ways to influence the active users of the Internet. In addition, key words as well as advertising links on the partner sites will allow a site to get high position in the search engines. It means that users more likely to visit a web site.

Digital marketers should never forget about SEO. It provides a great number of unique visitors from the search engines. A properly optimized website corresponding to the standard of the quality resources has a good chance to get into the top of the first 10 search results. This will provide a significant increase in "natural" site traffic. The use of video marketing will serve as an interactive way to attract additional audience. A well-organized web site will allow users to find answers to all the questions and inquiries. The interesting informative blog will be the useful tool for both the local residents and tourists from other countries. Communication with a customer is one of the most essential issues in tourism as well as an ability to offer them a high-quality service. Modern marketing models which are created and developed by well-known marketers allow to organize and build a strategy to achieve an increase of the number of customers.

How to combine the traditional marketing methods with the digital ones in the most efficient and low-cost way?

The effective and low-cost advertising campaign requires more time than a paid one. However, even without huge investments, the company can implement an efficient strategy. The traditional marketing requires much more costs than digital. For example, the printing of leaflets requires the design, material, printing and distribution costs, while filling the content of the site and attraction of the audience through social networks will be much cheaper. Filling the site and social channels is not enough, marketers have to monitor it constantly, respond to the user requests and update information. However, the digital marketing will be more effective if it is combined with the traditional one.

How to attract potential customers to the Kattaasavon.fi web-site by using digital marketing tools?

I suggest to improve the web site significantly. According to the heat map analysis, people selected the language switch button. Therefore, a relevant translation into the English and Russian languages should be provided. It will attract new visitors from other European countries. Forty percent of the respondents consider that the design of the web page is an important part of a service. It means that it is also necessary to work on the design of the site and make some changes in the presentation of the upcoming events and discounts (interactive sliding advertisement).

Based on the response from the interviewees, 62% of the respondents use their mobile devices, while 38% still operate on their desktop PCs. To support differ types of devices and cover larger number of users, the website should be adapted to the different kinds of devices. The loading speed should be the same on both mobile and desktop versions.

Moreover, it is important to work on the existing profile on Facebook and to create profiles on such social networks as Twitter, Pinterest, Instagram and YouTube, following the most commonly used social media websites selected in the survey. Timely update of the news will allow users to keep track of the events. E-mail news-

letters among permanent visitors of the site will give them an ability to check for updates. The correctly built strategy directed to the target audience will lead to a new flow of visitors. However, the case company should not forget the passive users of the Internet. Although elderly people spend less time on the web (one to two hours per day, according to the collected data), they are the users and they should be considered during the development process. For these people, it is important to influence through the traditional methods of marketing. As described above, the successful combination of the two approaches will cover the whole target audience.

7 SUMMARY

As mentioned at the beginning of the work, I do not include financial costs which may take place during the campaign. The survey presented in this study, was carried out with a limited number of respondents. For more accurate results a larger sample should be involved. The conduction of the large-scale survey will give concrete results which will allow a company to build a more developed plan. A survey directed to existing visitors can help to identify their needs and wishes.

Based on the infographics from the Ministry of employment and the economy of Finland, despite the drastic decrease in the overall number of tourists, the number of people spending their vacations in Finland is still on a positive side. The project Kattaasavon.fi is unique in the surrounding region and it does not have any similar competitors in the field. Therefore, it has great opportunities for a further development and growth. The main goal of the study was the development of the effective internet marketing strategy, relying on the latest trends in the field.

The deductive method allowed to conduct the required analysis, assisted by both qualitative and quantitative research types. The data used in the thesis was collected directly from the interview with the representative from the company and from the questionnaire made for a selected target group of people. The secondary data was collected from books, magazines, articles and trustworthy sources on the Internet. I was able to analyze and select the adequate strategy based on my own observations, experience and knowledge, gained through university courses and from the practical work in a Finnish company. The theoretical part references multiple sources, increasing the validity of the contents and providing unbiased information. Finally, I had

made proposals and suggestions based on the data collected from the questionnaire. Most of the people were reached during the data collection process, although the sample was not large enough to view the whole population. Therefore, the reliability of the provided results is quite high to provide authentic conclusions.

The strategy is primarily based on the SOSTAC model, which allowed to work out every step for the forthcoming development and improvements. SOSTAC consists of six stages: situation analysis, objectives, strategy, actions and control. Through this model, I was able to organize a suitable marketing plan which would allow to attract new audience to the project and the properties of the company. However, the study was limited to three major factors: financial, human resource and timing. I took into account the described limitations and was able to build up an adequate strategy, allowing to get the desired results with the least possible costs.

I described the speed of the advertisement development at the beginning of the thesis. It was followed by the description of new methods in the modern marketing and how to embody them. The new ways of interaction between customers were described based on the clients' requirements in the area. The questionnaire was conducted in order to figure out the requirements and demands of the potential visitors. The respondents were European citizens, both males and females from different age groups. Eventually, the overall picture about the preferences of the people from different parts of Europe has formed.

With the help of the data collected during the research process, I was able to create the marketing plan and to organize the appropriate time frame when the campaign can be developed. I pointed out how the process can be controlled and how to avoid possible mistakes during the development stage. In the last part of the study, I wrote the sources which were used and offered to conduct a further, deeper research aimed at the exploration of customers' requirements among a larger amount of people. Holding a separate research is also possible, allowing to calculate the potential costs.

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APPENDICIES

APPENDIX 1 (1). Survey Questions

1) What is your home country?

2) What is your social group/status?

    a) Student

    b) Employed

    c) Unemployed

    d) Retired

3) What is your age group?

    a) 10 – 19

    b) 20 – 45

    c) 46 – 60

    d) > 60

4) How many hours you spend on the Internet?

    a) 1 – 2 per day

    b) 3 – 4 per day

    c) More than 4 per day

5) Why do you use the Internet?

    a) Entertainment

    b) Work/Study

    c) New connections

6) Which social network do you prefer?

7) When you want to find more information about the company or the service, what do you prefer to use?

    a) Website

    b) Social networks

    c) Ask my friends

8) Do you use feedback or contact forms?

    a) Yes

    b) No

9) Do you pay attention to the design of the website?

    a) Yes

    b) No

APPENDIX 1 (2)

10) Which device do you usually use?

    a) Mobile phone/Tablet PC

    b) PC/Laptop

11) Do you pay attention to the loading speed of the page?

    a) Yes

    b) No

12) Do you leave comments to posts in social media?

    a) Yes

    b) No

13) Do you prefer simple and clear design or complex transitions and animations on the website?

    a) Simple and clear

    b) Complex

14) How many pages do you check in the search engine to find out the desired result?

    a) I use just the first page

    b) First and second pages

    c) I check three pages

    d) More than three pages

15) Do you trust the reviews and feedbacks left by the other users on a website?

    a) Yes

    b) No

    c) I do not read feedbacks or reviews

16) Would you rather check news and updates from the group of the service in the social media, than on the official web page?

    a) Yes

    b) no