

B-to-C Digital Marketing Plan for ONAR Studios

Mirjam Juvonen



Author Mirjam Juvonen	
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<p>Traditional marketing methods are losing their impact in this continuously more digital world. Most customers are online and businesses need to be there, too. Through a creative plan for digital marketing, businesses can gain an advantage over their competitors, which is highly needed especially in the extremely competitive fashion industry.</p> <p>The objective of this product-based thesis is to create a B-to-C digital marketing plan for the case company, ONAR Studios, a small Finnish fashion brand. By creating the plan, the aim is to increase the visibility of the brand and its sales. The outcome of this thesis is an action plan in the form of a handbook.</p> <p>A theory framework for digital marketing was conducted as secondary research and consists of three key elements: the platforms for digital marketing, the use of content marketing, engage customers, and the role of search engine optimization in marketing. The unifying element here is the content that plays a part in each stage of the theory.</p> <p>Chapter three studies how digital marketing affects the fashion business. The chapter also includes interesting companies for benchmarking that have been doing creative digital marketing and are successfully using various digital platforms.</p> <p>The digital marketing plan was created by using PR Smith's SOSTAC marketing planning model, which consists of first establishing the situation and the objectives, followed by strategy, tactics and actions and finally followed by control measures after a given period of an ongoing plan.</p>	
Keywords Digital Marketing, Content Marketing, SEO, Social Media, Fashion Marketing, B-to-C.	

Table of contents

1	Introduction.....	1
1.1	Project Objective.....	1
1.2	Demarcation.....	3
1.3	International Aspect	4
1.4	Benefits	4
1.5	Key Concepts.....	5
1.6	Case Company Introduction	5
2	Digital Marketing.....	7
2.1	Digital Platforms for B-to-C Marketing	7
2.1.1	Social Media	7
2.1.2	Email.....	10
2.1.3	Blogs.....	11
2.2	Content Marketing and Customer Engagement.....	11
2.3	Search Engine Optimization (SEO)	13
2.3.1	SEO Basics.....	14
2.3.2	Structuring URL and Website	15
2.3.3	Quality Content	16
2.3.4	Popularity and Links	17
2.4	Summary of Digital Marketing.....	17
3	Digital Marketing in the Fashion Industry and Benchmarking	18
3.1	Fashion Marketing	18
3.2	Method for Benchmarking.....	19
3.3	Benchmarking	20
3.3.1	Benchmarking: Burberry	20
3.3.2	Benchmarking: Hard Graft.....	21
3.3.3	Benchmarking: Acne Studios.....	22
3.3.4	Benchmarking: Everlane.....	23
4	Digital Marketing Plan	24
4.1	Situation Analysis.....	24
4.2	Objectives	25
4.3	Strategy and Tactics	26
5	Conclusions.....	31
5.1	Key Findings	31
5.2	Recommendations	31
5.3	Project Evaluation and Reflection on Learning	32
	References.....	34
	Appendices	39

1 Introduction

Having a good digital marketing plan in today's business world is crucial for the company's survival. Traditional media is gradually losing its power and businesses are more and more communicating with their clients and customers through digital platforms. Businesses need to adapt to the changing habits of the consumers and follow them to the digital world. In January 2015 globally the average time spent on the Internet was 4.4 hours with a computer, a laptop or a desktop, and 2.7 hours access through mobile devices (We are social 2015).

Still few years ago it was easy for a business to differentiate from competition by creating a blog to support their website, but now a majority of the companies do that and it is increasingly difficult to stand out from the masses. Now especially in the fashion industry traditional marketing methods and advertising are dying because of the digitalization and now brands need to refine their marketing strategies. Yesterday's magazines and supermodels are today's fashion blogs and bloggers.

The case company for this thesis is a young Finnish fashion brand that has already in a short time received some international attention and retailers but is still waiting for a big breakthrough. The time is right now for a clear digital marketing strategy to get more visibility and build the brand.

Chapter one will give an outlook to the thesis topic and the process, the reasons behind it and finally an introduction to the case company.

1.1 Project Objective

The objective of this thesis is to develop a low-cost budget B-to-C digital marketing plan for a small international fashion brand. By establishing the guidelines and a routine for the case company's digital marketing, the aim is to increase the sales revenue. The final product of this thesis will be a B-to-C digital marketing handbook that will help the company with the implementation of the plan. Below are the project tasks (PT's) with descriptions.

PT 1. Establishing the knowledge base for digital marketing.

This task is to create the knowledge base for creating the marketing plan, by studying books, journals and online sources on the topic B-to-C digital marketing.

PT 2. Analysing marketing in the fashion industry and finding brands for benchmarking.

This task is for analysing the fashion industry and to see what type of marketing fashion brands commonly use. This task is also for finding other brands for benchmarking that have been successful or creative in their digital marketing.

PT 3. Creating the marketing plan

This task is to create the actual digital marketing plan by analysing the current situation of the company and by establishing goals to be achieved with the marketing. The knowledge base acquired from PT1 and PT2 will be put into action in PT3.

PT 4. Creating digital marketing action plan for the case company

During this task the actual action plan that will be given to the company as a handbook to execute the marketing actions is created.

PT 5. Evaluating the project

In this task the evaluation of the entire thesis project and on learning will be done. There will be also discussion on the key outcomes and the recommendations for the case company.

Table 1 below presents the project objective, tasks and outcomes.

Table1. Overlay Matrix for project objective and tasks

Project Objective	Project Task	Subtasks	Outcomes
B-to-C Digital Marketing Plan + Handbook	PT1. Establishing the knowledge base for digital marketing	- Platforms - Content Marketing - SEO	Description of digital marketing methods
	PT2. Analysis of the fashion industry	- Industry analysis - Fashion marketing methods - Benchmarking	- Industry analysis - Used methods for fashion marketing
	PT3. Creating the marketing plan	- SWOT of the case company - Objectives - Strategy & Tactics	Descriptive plan for digital marketing
	PT4. Creating the handbook	- Establishing the design - Applying PT1. & PT2.	Handbook
	PT5. Evaluation of the project	- Key outcomes & Recommendations - Project evaluation - Reflection on learning	Discussion

1.2 Demarcation

The scope of this thesis will be B-to-C digital marketing plan that is tailor-made for the case company. More so this thesis will focus on the digital marketing methods that are used and popular in the fashion industry. All forms of marketing that does not fall in the category of digital will be left out. The case company requested for the plan to include only methods that can be operated with a low budget. The case company's customers are both domestic and international, therefore the marketing is not country related.

The final outcome of this thesis will be a digital marketing handbook for the case company. The handbook will include suggestions and ideas for the digital marketing and search engine optimization but not the actual marketing materials.

1.3 International Aspect

The case company was created in Helsinki Finland by Greek-Finnish designer and owner. The materials used by the company are sourced from Italy and Finland and the products are made in Finland and in Greece.

Finland is not the case company's primary target country even though they have some retailers in Helsinki. Target is the international market, thus the digital marketing plan will be also made international. Their online store has been from the beginning in English, which helps to attract international consumers.

1.4 Benefits

This thesis will have benefits for at least three different parties: the case company, consumers and the author of the thesis.

The benefits of this thesis are most clear for the case company. They will receive a digital marketing plan and are able to make improvements on their marketing actions based on it. A good marketing plan when properly implemented should show as great returns on investment, it should increase the visitors on the case company's web page and hopefully convert those visits into sales. Effective marketing will overall increase the case company's visibility.

The case company's current and potential B-to-C customers will receive more focused and engaging information about the company and its products. The customers will receive the kind of marketing that they wish to have and are used to consume. If the customer has never heard of the case company or just haven't made any purchase decisions, proper marketing could be the right trigger for them for either learning about the brand or to making the purchase decision.

In return for this thesis the author will gain theoretical views and practical experience on how to do digital marketing, what types of content should be created, how to do search engine marketing and what are the current trends in digital marketing.

1.5 Key Concepts

Below can be found the key concepts that help to form the frames for this thesis. Other concepts will be used as well throughout the project but they will be defined and explained when emerged.

Digital Marketing can be simply defined according to David Chaffey as achieving marketing objectives through applying digital technologies. (The Digital Marketing Room 2015.)

Content Marketing “is a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly-defined audience – and ultimately, to drive profitable customer action” (Content Marketing Institute 2015).

Search Engine Optimization means the marketing activities focused on increasing visibility in non –paid search engine results (MOZ 2015.)

Social Media “are the online means of communication, conveyance, collaboration, and cultivation among interconnected and interdependent networks of people, communities, and organizations enhanced by technological capabilities and mobility” (Tuten & Solomon 2013, 2).

Fashion Marketing includes all of the activities involved from designing a product to directing of goods from producer to the customer. Activities include the four P’s of marketing: product, place, price and promotion.

1.6 Case Company Introduction

ONAR is a Finnish fashion/design brand established by Irene Kostas in spring 2014. ONAR specialises in shearling clothes and accessories and leather bags and accessories. The collections are made only from ethically sourced materials such as Italian shearling, 100% vegetable tanned leather and vintage fur coats. (ONAR Studios 2015.)

The “headquarters” are in Helsinki, Vuorimiehenkatu 13, where is the office/ showroom. ONAR is a family business. The owner and the designer is Irene Kostas, with her in the business are her two brothers who handle parts the logistics and sales, and her father who produces the shearling pieces here in Finland. The leatherwork is handmade in Northern Greece by local craftsmen.

The inspiration for the designs and colours have become from music and arts, and each collection has got its influence for shapes and colours from a different artist. Each piece has been named after a song or album that has been playing in the background during the design process.

ONAR showcased their collection in Paris Fashion Week for the first time in Autumn 2014 and immediately sold it to an international retailer Opening Ceremony. Now their products are sold in selected stores in USA, China, UK, Russia, Finland and online. (ONAR Studios 2015.) They have also gained attention both in Finnish and international press; ONAR has been featured in newspapers and magazines like Helsingin Sanomat, Kauppalehti, ELLE, Vogue UK, New York Times and Harper's Bazaar.

ONAR has an outsourced PR office in Paris that takes care of the media contacts, but other than that they do not have a clear strategy regarding marketing. In all areas of business marketing is moving more and more towards digital, and especially in the fashion industry. ONAR already uses selected social media platforms and email marketing but they are lacking clear objectives. The objective of this thesis is to give them a clear vision for the digital marketing and give suggestions what could be made better and how.

2 Digital Marketing

Even though marketers still rely on traditional advertising, increasingly now and in the future digital channels play the primary role in the marketers' media choices, mostly because they have to go where their customers are and that is the digital world. One of the advantages with digital media is that it provides data, enabling analytics that were impossible before. Digital marketing is not only about huge reachability but also about creating engagement, understanding the customer and delivering the right content. (Anderson 2015.)

This chapter will cover digital marketing starting from the digital platforms then followed by theory of content marketing and customer engagement and finally focusing on search engine optimization. All these subcategories are related to one other and creating a successful digital marketing plan takes all the aspects into account.

2.1 Digital Platforms for B-to-C Marketing

This chapter will cover the digital platforms starting from social media and then followed by email and blogs.

2.1.1 Social Media

Social Media marketing has become increasingly important in the last 5 years. Businesses need to be where their customers are and that is the different social media networks. Facebook and Twitter have been used by businesses for a while but now there is a rise in social media networks that heavily rely on the visual like Instagram, Pinterest and Snapchat that are mostly platforms for photo or video sharing. This creates new prospects for businesses to create more visual content for customer engaging. Below can be found the social media platforms with biggest audiences and how to use them for business purposes.

Facebook:

Facebook is a free website for social networking, with more than a billion users worldwide, where registered users create profiles and can upload photos and videos, send messages and keep in touch with friends.

For companies Facebook offers a free platform to engage with their customers and raise brand awareness. Facebook is also a good and inexpensive platform for companies to advertise. By creating Facebook Adverts companies can choose to target the right people either by location, demographics, interests, behaviours and connections and with the budget they choose to (minimum five euros). Also by boosting posts with minimum of five euros on Facebook, companies can show their page posts to more of the people that like their page and new audiences. (Facebook 2015.)

Instagram:

Instagram is a photo and video-sharing application for social networking designed for use with smartphones. In August 2015 Instagram had 300 million active users (Statista 2015). For businesses Instagram is a platform for visual storytelling.

Brands are one of the most creative contributors on Instagram and users like to follow them for inspiration. With Instagram brands can share for example pictures of their collections and direct the users to their webshop with a link on their profile. Brands can also create adverts on Instagram through Facebook's self-service platform, Power Editor to reach users who are not yet followers of the brand. (Instagram 2015.)

Pinterest:

Pinterest is a visual bookmarking tool that helps to discover and save creative ideas from all around the Internet or other people using Pinterest. In September 2015 Pinterest reached the line of 100 million monthly users with 85 % of the users being female (DMR 2015).

Brands can create business accounts on Pinterest and by adding a "Pin it" button to their website Pinterest users can "pin" images they like to their own pin boards. This is a good way for companies to increase visibility because the pictures that get pinned by users are visible for others who are following those pinners and can be re-pinned for even bigger visibility. Also brands can post their own pictures and articles to Pinterest for users to get inspired.

Promoted Pins are a way to target the right people and to direct the users to the brands website. Rich Pins on the other hand include some extra information on the Pin itself. There are six types of Rich Pins: application, movie, recipe, place, article and product. (Pinterest 2015.)

Snapchat:

Snapchat is an application for sharing images and video clips but unlike on Instagram they can be viewed only for a matter of seconds. "Snapchat stories" are groups of images and videos that do not disappear after the usual one to ten seconds but are available for 24 hours and can be viewed multiple times. (Verizon 2015.) Snapchat was launched in September 2011 and in May 2015 there was already 100 million daily active users (DMR 2015).

According to an article by Sunjan Patel (2014) there are at least 5 ways for a business to use Snapchat: present new products, send out exclusive promotions, provide video answers to customer questions, show fun behind the scenes footage and stand out from competition.

YouTube:

YouTube is a platform that allows people to discover, watch and share originally created videos and it offers a big distribution channel for advertisers. YouTube has over a billion users. (YouTube 2015.) Users or businesses can create channels where they share their videos and other users can subscribe the channels they like and it allows them to see new videos every week.

Twitter:

Twitter is an information network mobile application where users can make up messages with maximum of 140 characters called "Tweets". Users get the latest news related to the topics they are interested of. Twitter is also a social network where the users see tweets from other users they choose to follow and can reply to them or "re-tweet" the messages they like. (Twitter 2015.) In August 2015 Twitter had over 316 million monthly active users (Statista 2015).

Twitter is efficient way for businesses to communicate because the users who see the Tweets are already engaged in some level, in addition re-tweeting brings the message to even bigger audience. Twitter offers also the possibility for targeted advertising campaigns for businesses to build bigger audiences, increase website traffic and sales or just to rise brand awareness (Twitter 2015).

Vimeo:

Vimeo is a video sharing platform that was founded in 2004 by a group of filmmakers to share their creative work and personal moments and now Vimeo has over 14 million members. For differentiation from YouTube, Vimeo is specifically known for creative artistry and it doesn't have advertisements the same way that YouTube has, no banners and no commercials before the video starts. (About Tech 2015.)

For businesses there is a VimeoPro platform that costs 159 € per year that gives more storage space, unlimited plays and views and bigger reach to customers. Also VimeoPro gives to the business more advanced statistics, ability to sell videos and full SEO visibility. (Vimeo 2015.)

2.1.2 Email

Email is an easy way to reach customer directly and it can be targeted to the right user. It offers different ways for a business to create content to customers in forms of newsletters, press releases, news alerts, order confirmations, invitations, event updates, product announcements, apologies and reminders (Lieb 2011, 73).

What makes emails efficient is that the business sending messages usually already has some sort of a relationship with the recipient. B-to-C companies usually send the messages only to those people who have specifically opted-in to receive messages, i.e. either people who have signed up for a newsletter or who have already purchased products from their online store.

The challenge in email marketing is to get recipients to actually open and read the messages. Today people receive so many emails per day that unless there is not any value in the message for them it will go straight to the trash. The challenge for a business is to create interesting and valuable content that is sent in the right time for their customers. According to a survey conducted in the United States by TechnologyAdvice Research "43 % of subscribers would like businesses to email them less frequently" and at the same time "48 % of the subscribers would like the email content to be more informative" (Watson 2015). Because most businesses communicate with their customers by email it is necessary for them to have an email content strategy (Lieb 2011, 73).

2.1.3 Blogs

Blogs are publishing platforms or web logs that are updated regularly by their authors. Blogs can be related to some specific topic or more like personal diaries. This gives the opportunity for the author to write unique content and to interact with the readers of the blog. Blogging has become extremely trendy and businesses can take advantages of blogs in many ways.

One way is to create a business blog. By writing engaging and/or educating content on the blog will not only increase the company's visibility on search engines but also it will direct readers to the company's website and lead to sales and it will give the reader a reason to come back to read new blog posts. "Companies who blog receive 97 % more links to their website" (Allen 2015).

Other way is to use popular bloggers who can be highly influential on consumers. Bloggers are these days considered as opinion leaders and they "represent a powerful group in the market place because they are able to influence consumers via word of mouth" (Marketing Conference Services 2012, 2). Especially in the fashion business bloggers have outcome fashion magazines with consumer base. Popular bloggers can have hundreds of thousands or even millions of followers. For a business or a brand to get their products showcased by a blogger could have much higher return on investment than advertising in a magazine.

Tumblr

Tumblr is a blogging platform with over 230 million active blog users (Statista 2015) on its site. Tumblr is also a social media platform and even though it relies more on the visual aspects, users can post on their blogs basically what ever they want from photos, stories, videos, links and so on (Tumblr 2015). What makes it social is that users follow the blogs they like and can comment and like other posts. Tumblr, like the other platforms discussed in the social media chapter, offers the possibility for brands to have sponsored posts that will be more visible than regular posts and can be targeted by gender, location and interests (Tumblr 2015).

2.2 Content Marketing and Customer Engagement

Content Marketing Institute (2015) has defined content marketing the following way: "Content marketing is a strategic approach focused on creating and distributing valuable, rele-

vant and consistent content to attract and retain a clearly defined audience – and ultimately, to drive profitable customer action.”

The idea of content marketing is to create value and helping customers and prospects without selling, even though that is the ultimate goal. The main purpose is to attract and retain customers but content marketing can have other purposes too such as getting exposure, help in brand recognition, create trust and give credibility (Lieb 2011, 2).

Content marketing is already the present and it will also be the future of B-to-C marketing. A study made in 2015 in North America stated that 37 % of B-to-C marketers have a documented content marketing strategy where as in 2014 only 27 % reported so. In addition 40 % of B-to-C marketers stated that they do have a content marketing strategy but only it is not documented. (Pulizzi & Handley 2015, 10.) No matter what kind on marketing strategy a company has, quality content should be part of all forms of marketing e.g. social media marketing, search engine optimization and email marketing.

In order to start creating a content marketing plan a business needs to know where their customers are and what are the sources they use for getting content from. When the sources are known then the next step is to create suitable content for those platforms in order to be accessible for those customers and prospects. (Lieb 2011, 172.)

Communicating well without a specified goal is difficult. The first question that needs to be clear for the marketer is, what is the goal to be achieved with the message. Weather the message is about a survey, engagement, new product improvement, announcement or a newsletter they all have different goals. Successful updates and newsletters are often fast and easy to read and casual without a big promotional aspect. (Intercom 2015.)

Messages that do not consider their recipient will fail. It does not make sense to address all the customers at once and the more specific the targeting the message is the more successful it is. (Intercom 2015, 15.) If the message is written to all the users/ customers/ subscribers it means that every time the company needs to be presented and it might be tiring for those who have been using their products for years and already know what the company is all about. When actually writing the message a few things need to be kept in mind. The message should be personal and possibly personalized, always polite, getting to the point, relevant and using the right tone and voice (Intercom 2015, 29-45).

There are few ways to get people’s attention. One good way is telling either the company’s or the writer’s story. Stories should teach people something new or inspire them to

take action and get involved. The marketing message is important. The marketer should think about the company's defining characteristics. How the products improve people's lives? What ideas should the reader take away from the website? These aspects form the marketing messages because they tell people how the company is different from others. (Fenton & Kiefer Lee 2014, 101 & 104.)

It's not just where and how the message is delivered. Questions like when and how often are equally important. Few distinct aspects of frequency need to be considered such as frequency, local time and calendar time.

Creating too much content makes people start ignoring the messages and start marking it as spam. Where as messaging too infrequently make people forget about the company. Messaging the customers once a week is considered acceptable and makes the recipients want to wait for it. (Lieb 2011, 172.)

The time of the day when someone gets a message can have a big influence on its efficiency. It would be helpful to be able to segment recipients according to geography and if that is not possible then to optimize the time of day the message is sent. (Intercom 2015, 89.)

Calendar time affects also how the message is received. Shopping related messages are well received under Christmas and other holidays and for example sending a message during weekend probably will not reach a lot of people. (Intercom 2015, 89.)

2.3 Search Engine Optimization (SEO)

Search engine optimization is a marketing function that focuses on increasing exposure of a website in organic (non-paid) search engine (Google, Bing and Yahoo) results. This usually means making small changes to parts of a website, such as optimizing key words, making accurate and descriptive page titles, improving page structure and optimizing content. These small changes on a website can have a big impact on the site's user experience and performance in organic search results. (Google 2015, 2.)

SEO is a needed element of a company's digital marketing plan. Even though social media and other types of marketing can generate visits to a website, usually search engines are the first choice for Internet users when looking for information. Ranking high on search engines gives the company credibility and provides great amount of traffic on the website. According to a study conducted by Slingshot SEO in 2011, a company ranking 1st in

Google's search results gets 18.2 % of the click-through traffic. The click-through traffic with second position was at 10.05 % and third position at 7.22 %. (Search Engine Watch 2011.)

2.3.1 SEO Basics

The basic things when optimizing a website are creating unique and accurate page titles and using "description" meta tags (Google 2015, 4-5). Page titles are indicated by using title tags. Title tag tells both users and search engines what is the topic of a particular page (Google 2015, 4). The title tag always shows at the top of the internet browsing software, e.g. Google Chrome, Firefox, Safari. The <title> tag is placed in the <Head> tag of the **HTML** document. HTML is the Internet language that is used when describing web page documents. This means the key elements of web pages, like the document text and any hyperlinks and images that are included.

The content of a page title is the one showing in the search results. This means that when creating the title tag it should precisely describe the page's content and each page on the website should have its own title tag to separate them from others. The title should be both short and informative and important keywords should be in the front. (Google 2015, 5.) If the title is too long, search engines will only show a part of it in the search results, and if so would happen that the keywords were at the end of the title, the page would not be found in the search results.

The description meta tag is a page description that shows in search engines under the title as a kind of a summary of what the page is about. A page's title is usually only few words or a phrase whereas description meta tag could be a sentence or two or a short paragraph. The description meta tag is placed inside <head> tag of the HTML document the same way as the <title> tag. (Google 2015, 6.)

Description meta tags are important. A search engine can use them as **snippets** for web pages. Snippet is a text that shows beneath the title of a corresponding web page on the search results. Snippet is a web page summary and/or parts of the page that match the keyword search when performing a search on Google for example. When writing a meta description it should both inform and interest the users and the information should be in relation with the website's content.

Below is a screen shot taken from Google with search query "Hotels Helsinki" (Figure 1).

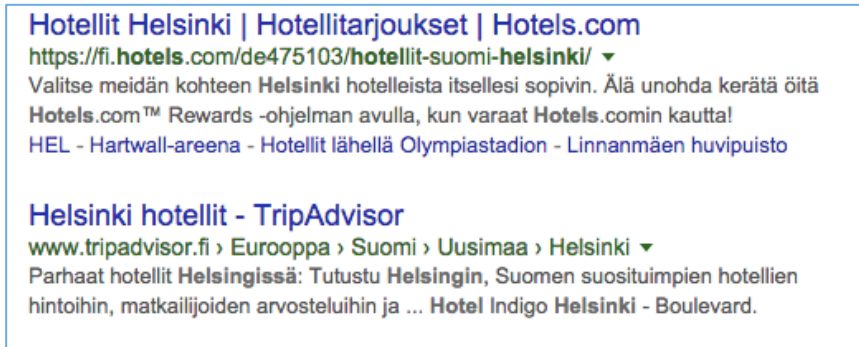


Figure 1. "Hotels Helsinki" results in Google

In Figure 1 text in blue indicates the title tag where as text in green is the URL of the website and text in grey below URL is the description meta tag.

2.3.2 Structuring URL and Website

When doing SEO two components need to be structured well: firstly the URL of the website and secondly the actual site needs to be made easy to navigate in.

A properly named URL on a website helps to reveal the content of the site without even opening the page. Descriptive categories and filenames will not by them selves help to keep the site better organized, but it could lead to better **crawling** of documents on search engines. Crawling is the exploration of websites by search engine software to better show their content. (Google 2015, 8.)

It is recommended to use actual words when creating the URL and to keep it reasonably short. This also makes people more willing to link the page to their own site if the URL is clear and short enough. The URL is part of the search results and is displayed in search results between the title and the description.

Good navigation through a website is important for search engines because it helps them to understand what content the creator considers important. Easy navigation also helps visitors to easily find the content they are looking for. (Google 2015, 10.) To ensure easy navigation all pages should have a "home" page or a "root" page from where a visitor can go to a page that contains more specific content. For example in case of a web shop all products are not usually in the home page but they are divided into descriptive sub categories and clicking through them the related products to the category can be found.

2.3.3 Quality Content

Good quality and useful content has the biggest impact on a website. Good and engaging content attracts users to a website who are also likely to direct other users to it. This could happen through social media, blogs, email, forums and other means. “Organic or word of mouth buzz is what helps to build a site’s reputation with both users and search engines” (Google 2015, 14).

When creating content for a website the writer should keep in mind what kind of words a user might search for in order to find the content. Different users might use different keywords in their search queries and expecting these different behaviours while writing content creates positive results.

“Keyword research is one of the most important, valuable, and high return activities on the search marketing field” (Moz 2015). There are few things that need to be considered when deciding what are the important keywords for a specific site:

1. Keywords need to be relevant to the site.
 - If the site is an online store, will it get more visitors searching for “leather jacket” or a “black blazer”.
2. How used is the keyword and is it difficult to rank high using it.
3. Longer keywords have better conversion rather than using single words, e.g. black leather boots vs. shoes.

There are tools to help to find keywords and discover what keywords are already used for a specific site: Google AdWords helps to discover new keyword variations, Google Trends informs what are the current search trends, Ubersuggest is tool that suggests new variations for a given keyword.

In order to create engaging content to a website the text should be well written and easy to understand. The text should be well organized and stay in the topic. Best way to keep the old users and to bring new ones is to create fresh and unique content that they cannot find elsewhere, and also by making sure that the content is primarily designed for users instead of search engines. (Google 2015, 15.)

2.3.4 Popularity and Links

The more there are backlinks to a website the better the site is noticed by search engines and “link building is one of the top tasks required for search ranking and traffic success” (Moz 2015). Backlink means that there is a link to a website on another website. Below are four ways to start building links.

1. Getting partners or customers to link to your website
 2. Creating a company blog (both link building and content strategy)
 3. Creating content which inspires viral sharing and natural linking
 4. Being newsworthy and gaining attention of the press, bloggers and news media.
- (Moz 2015.)

2.4 Summary of Digital Marketing

The golden triangle for digital marketing is a combination of choosing the right platforms, creating quality content for the chosen platforms and optimizing the company website. For the optimal results one cannot live without the others.

The decision for the right platform is affected by the nature of the company and by who are the customers. The company need to be visible where their potential customers are. There are multiple social media platforms to choose from and the trend in the consumer businesses is relying on those that focus on the visual content. On most of the social media platforms, companies may choose to target their messages to their target segments even with a low budget.

Especially email marketing and company blogs, but also social media, are part of the company’s content plan where engagement and value creation are the key words. When creating content the business should always have a clear vision about the purpose of the message and keep in mind for who it is targeted. Quality content is a factor that helps to optimize a website in search engines.

Most often when trying to find some service or product, people use search engines as a first option and therefore it is important for businesses that they can be found easily on those search engines. Improving the company’s position on organic search results includes a few actions the company need to do for their website such as using the right key words, using accurate and descriptive page titles, including quality content and increasing backlinks to the page.

3 Digital Marketing in the Fashion Industry and Benchmarking

Chapter 3 is all about fashion and fashion marketing. The first part, 3.1, covers the current trends in fashion marketing. The second part of this chapter 3 is benchmarking brands that have been successful in their digital marketing and taking notes on what practices could be transferred to the case company's marketing.

3.1 Fashion Marketing

“In the fashion and luxury industries, selling a lifestyle and tapping into the aspirations and dreams of consumers can be as significant a motivation to purchase as product innovations and quality” (The Business of Fashion 2015). As a result, marketing has been an important cornerstone of any modern fashion business. When before marketing concentrated on print media and one-sided broadcasts by a brand, now the goal is to create a dialogue between brand and consumer. (The Business of Fashion 2015.)

Even though these traditional marketing methods will probably never completely die, in today's Internet-era consumers have more power than they have ever had before and they can choose to communicate with those brands only they think are worthy of their time through number of new channels. With the fast growth of digital and social media, the rise of “on-demand” content and services, and the possibility on micro-targeting techniques, people more and more expect products and services to speak directly to their individual needs. (The Business of Fashion 2013.) Ultimately the distinctive factor between successful fashion business and the rest is how the brand's story is communicated, and understood by the consumer.

In the fashion world there has been a growth of influencers with big numbers of likeminded followers who are breaking the norms of fashion marketing. Designers are using celebrities to raise awareness of their brands. Especially for new emerging designers having a famous celebrity to wear their garments can raise their brand to another level. Since 2010 fashion bloggers have fast become the new influential force in the fashion industry (Marketing Conference Services 2012, 1). Popular fashion bloggers can have followers from tens of thousands to millions. Their power cannot be overlooked by the designers and this is why they have become the new regulars in the front rows of fashion shows. This is all result of the new digital era.

Quite recently retailers have discovered the power of the Millennial Generation also known as the Generation Y, generation born between the early 1980's and early 2000's. Millennials are a generation that pride themselves on their individuality, and shop accordingly to that. As shoppers they are less attached to brands and like to create their own style. This generational characteristic is forcing retailers and brands to rethink everything from merchandise and marketing to dressing rooms and logos. (The Business of Fashion 2014.) Only in United States the millennials spend \$600 billion a year and the sum is estimated to grow \$1.4 trillion in 2020 according to Accenture. Millennial men spend twice as much on clothing per year than non-millennial men and millennial women outspent other generations by a third. (The Business of Fashion 2014.)

An other reason why retailers need to acknowledge this group of shoppers is that because of the Internet and smart phones, millennials are more informed shoppers than older generations. More that 70 % of 18- to 34-year-olds research options online before going to a store and about 25 % of their purchases are made online. (The Business of Fashion 2014.) In order for brands and retailers to attract this generation of shoppers they need to pay attention to inviting websites and easy payment methods but also to make shopping more exiting.

3.2 Method for Benchmarking

Benchmarking was conducted in order to analyse the competitor's performance in digital marketing and to see how the marketing strategies of successful brands could be implemented to the case company's new plan. A secondary research method was used for benchmarking.

The author selected the following four brands for benchmarking (Table 2).

Table 2. Benchmarking brands

Brand name	Offering selection	Location	Benchmarking reason
Burberry	Clothing, accessories, fragrances, cosmetics	UK	Innovative digital marketing plan
Hard Graft	Leather goods	London, UK	Sustainable material choices, content strategy
Acne Studios	Clothing, accessories	Stockholm, Sweden	Similar price point with ONAR, similar consumer base, promot-

			ing lifestyle
Everlane	Clothing, accessories	San Francisco, USA	Transparency of business, similar values with ONAR, content strategy, customer engagement

When researching brands for benchmarking, the author was looking for options from fairly young companies that have grown fast because of their creative marketing strategies and innovative designs, because that is the path that the case company is striving for. An exception for this is Burberry, a company with a long legacy that was chosen for benchmarking because it has been the leader of innovative digital marketing strategies in the luxury fashion business. Other demarcating factors were that the benchmarking brands should share similar ethical values of sustainable production that the case company or have similar consumer base.

The goal was to look into the digital marketing strategies of these brands and what they actually included. The following factors affected the considered strength of the digital strategy of the brands:

- Versatile use of digital platforms.
- Creative digital campaigns.
- Quality and quantity of content.
- Customer engagement

3.3 Benchmarking

3.3.1 Benchmarking: Burberry

Burberry is a British luxury design house established in 1856. Burberry is most famous for its trench coat and its distinctive tartan pattern has become one of the most copied trademarks. Burberry is also leading the digital innovation of luxury design brands. (The Business of Fashion 2015.) Burberry has established innovative content marketing and social media engagement and more than 60 % of their marketing budget is directed to digital (Dyakovskaya 2014).

Digital Strategy:

1. Art of the Trench – campaign. People can upload pictures of them wearing Burberry trench coat to Burberry’s website or use #artofthetrench when posting pictures to social

media like Instagram or Twitter. This is a great way in turning fans of the brand into a loyal community of supporters. (Burberry 2015.)

2. Burberry Acoustic – project. A short film series that feature emerging British musicians performing acoustic versions of their music. Videos are featured in YouTube and on Burberry's website. (Burberry 2015.)

3. Twitter. During London Fashion Week February 2015 people were able to receive live time pictures of Burberrys runway show by tweeting @Burberry with #TweetCam. Burberry was also the first luxury design brand to sell products through Twitter's Buy Now feature.

4. Snapchat. In September 2015 just before London Fashion Week Burberry showed a preview of their Spring/ Summer 2016 collection on Snapchat. The preview let Snapchat users to follow the brand's story, which featured pieces from the collection as well as a look inside the make-up choices for the runway show. (Mashable 2015.)

Take away ideas for ONAR:

1. Engage fans to show pictures of them wearing ONAR and create a group of loyal supporters.
2. Building anticipation and creating excitement by giving previews of collections and showing behind the scenes actions on Snapchat or Twitter.

3.3.2 Benchmarking: Hard Graft

Hard Graft is a brand for accessible luxury leather goods from United Kingdom and their products are handmade in Italy. The company was established in 2007 and they describe themselves as having “ a strong dedication to design, immaculate and consistent quality, pushing the possibilities and surprising with new ideas that travel between the traditional artisan and future aesthetics”. (Hard Graft 2015.) Hard Graft products are only sold online.

Digital Strategy:

On Hard Graft's website/ e-store can be found their story about how the company was established and who are making their products. They emphasise the quality vegetable tanned leather used in their products and openly tell about the manufacturing process and

about the people behind the products. Each item in the store has a nice description of how it can be used and in addition material information and details of the product.

Besides having the website Hard Graft is visible on Instagram, Facebook, Pinterest, Twitter, Tumblr and Vimeo and they send a weekly newsletter for subscribers. On each platform Hard Graft has a different style for communicating reflecting the style of the platform but how they are cohesive in those platforms is that they are very interactive with their customers and being responsive to them. Hard Graft has established a hashtag, #myhardgraft, for people to use in social media to inspire and to create a buzz. They also use Vimeo, a video-sharing platform, for showing how their products can be use and the versatility of them.

Take away ideas for ONAR:

1. Creating personal hashtag to be used in social media.
2. Engagingly communicating their story and emphasising the quality materials and how they are sourced.

3.3.3 Benchmarking: Acne Studios

Acne Studios, established in 1996, is a fashion house based in Stockholm with a multidisciplinary approach. Because of the versatile interests of the Creative Director and founder Jonny Johansson Acne Studios is creator of ready-to-wear, magazines, furniture, books and exhibitions. (Acne Studios 2015.) What plays part in Acne's success is that they don't try too hard and there is a bit of mystery around the company. The founder Johansson has stated that in the beginning he had an idea of not to explain everything to everybody, and the company has kept that idea. (Yaeger 2013.)

Digital Strategy:

Acne Studios keeps their digital marketing quite minimal, which is in line with their collections, minimal approach focusing on the lines and quality. Acne's digital strategy includes the most common platforms on social media: Facebook, Twitter, Instagram and Pinterest combined with email newsletters. The use of social media is quite straightforward almost only promoting selected pieces of Acne collections. Most actively Acne is using Facebook and Twitter where they make posts daily or at least every other day. Twitter and Facebook

are their main media still because of their main customer base, which is women and men in their 30s, who are still actively using Facebook and Twitter.

Take away ideas for ONAR:

1. More intensive use of Twitter. ONAR has quite similar customer base with Acne, even though smaller still.
2. Keeping a bit of mystery around the company, by keeping some information exclusive to some customers.

3.3.4 Benchmarking: Everlane

Everlane is a US based fashion brand, founded in 2010, focused on selling high-quality clothing at lower prices than traditional designer brands. Selling directly to consumers through their website and mobile application allows Everlane to save costs that shows in their prices to consumers. Everlane is best known for its idea of “radical transparency”. On Everlane website there is information about all the factories used to make their products and they also reveal the true costs of their garments and the profit margin they add to it. (Everlane 2015.)

Digital Strategy:

Everlane very much focuses on content marketing by for example creating a Tumblr blog where they both promotes products and tell behind the scenes stories about life at Everlane and creating content on their website about their transparency practices. Also they produce videos they share on Facebook and Snapchat. Everlane takes time to answer each comment that is posted on their Facebook, which helps to create a positive brand image and shows that they care for their customers. Besides having a transparent website, using Tumblr and Facebook, Everlane utilises well other social media platforms such as Twitter, Instagram, Pinterest and Snapchat.

Take away ideas for ONAR:

1. Tell about the producers and create more transparency towards the products.
2. Versatile use of various social media sites.
3. Make it all about the customers.

4 Digital Marketing Plan

In order to create the marketing plan for ONAR the author decided to use and PR Smith's SOSTAC marketing planning model. SOSTAC stands for:

- **Situation** – where are we now?
- **Objectives** – where do we want to be?
- **Strategy** – how do we get there?
- **Tactics** – how exactly do we get there?
- **Action** – what is our plan?
- **Control** – did we get there?

(Chaffey 2015.)

Situation analysis, objectives and strategy and tactics can be found in their own subchapters below. For the actions plan see Appendix 1.

The situation analysis and the objectives chapter were done in collaboration with the designer and director of the case company Irene Kostas. Irene's thoughts and ideas are marked with colour **red** to separate them from the authors.

4.1 Situation Analysis

The TOWS Strategic Alternatives Matrix was used to analyse the current situation and possibilities of ONAR (Table 3).

The definitions of strategic alternatives are:

SO: Strategies that use strengths to maximize opportunities.

ST: Strategies that use strengths to minimize threats.

WO: Strategies that minimize weaknesses by taking the advantage of opportunities.

WT: Strategies that minimize weaknesses and avoid threats.

(Mind Tools 2015.)

Table 3. Tows Strategic Alternatives Matrix

	Opportunities <ul style="list-style-type: none"> - Lot of interest in the markets - Growth potential - Accessories provide easy entrance to markets - Marketing - Branding 	Threats <ul style="list-style-type: none"> - High competition - Niche market - Not breaking through with ready-to-wear collection - Production capacity & quality changes - Changing fashion trends
Strengths <ul style="list-style-type: none"> - Strong concept - Flexible production - Transparency of processes - Ethical fabrics - Accessories are selling well 	SO <ul style="list-style-type: none"> - Strong concept easily translated with good marketing - Easier entry with accessories - Ethicality provides strong marketing opportunities 	ST <ul style="list-style-type: none"> - Using transparency & ethical aspect to fight competition - Enter with accessories and slowly bring ready-to-wear - Accessories stay in fashion
Weaknesses <ul style="list-style-type: none"> - Scarce human resources - Brand unknown - Lack of clear strategy - Seasonality - E-store not attracting customers - Need to explain the brand 	WO <ul style="list-style-type: none"> - Directing people to e-store with good marketing - Raise knowledge - Creating stronger brand minimizes need for explaining it 	WT <ul style="list-style-type: none"> - Focus on online sales to minimize production issues - Seasonality makes the brand less prone to changes in fashion trends

4.2 Objectives

The B-to-B sector is not an issue for ONAR and they have been successfully getting new retailers buy their products to their stores. This has been the result of actively participating the Paris Fashion Week and having a PR office to handle some of the business relations.

Now the future objective is to:

1. Turn ONAR into a big brand recognized worldwide.

2. Get new customers.
3. Engage people who have already purchased from ONAR and turn them into loyal customers.

Increasing the sales through ONAR's own web shop is a must because it would show as bigger sales revenues when they would get the whole sales margin instead of selling to a retailer with lower prices and the retailer taking the margin. To succeed in this the website needs to be optimized for search engines and the brand promoted the right way in various social media channels and through newsletters.

The director of ONAR Irene Kostas has also set some goals she wants to reach with the brand:

1. Grow the brand in its category of contemporary and sustainable fashion.
2. To be sold at "Lane Crawford".
3. Participate in the New York Fashion Week.

In order to achieve these goals ONAR needs to raise brand awareness and get a lot more customers to be acknowledged by the New York Fashion Week and such a luxury brand store like Lane Crawford.

4.3 Strategy and Tactics

Strategy 1:

Directing more visitors to the website by increasing its visibility on search engines.

Tactics:

1. Modifying the description meta tag.

A description meta tag is in most cases the short introduction text under the title on search engines. Below is a screenshot from Google with a search query "onar" to demonstrate the current description meta tag (Figure 2).

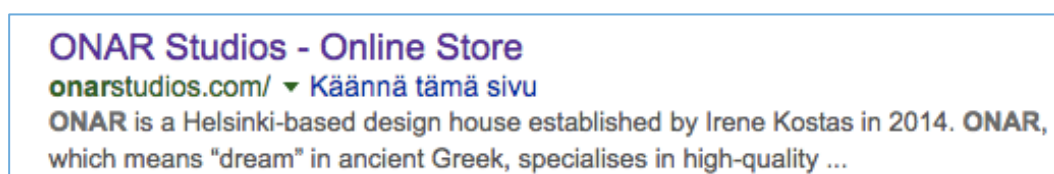


Figure 2. ONAR in Google search results

The description meta tag could be changed to be more descriptive of the products ONAR is selling. The author's suggestion for first sentence is "ONAR is a Helsinki based design brand for ethical shearling and leather accessories and clothing established by Irene Kostas".

2. Optimizing key words.

In order for ONAR to rank high in search results the content of the website needs to include the possible key words that people might use when searching for similar products they have. On ONAR website this would mean optimizing the "About" page, of which the top part also shows as the description in the search results (see Figure 2), and the descriptions of the products.

Author's key word suggestions:

- Ethical shearling accessories
- Shearling coat
- Ethical shearling
- Vegetable tanned leather bag
- And other key words the case company would see as being relevant.

Strategy 2:

Raising brand awareness, and getting new customers by promoting the brand on social media channels.

Tactics:

First needs to be decided which social medial platforms would be optimal for ONAR. Currently ONAR has accounts in Facebook, Instagram, Tumblr, Pinterest and Twitter and actively used from these are Facebook, Instagram and Twitter. The author suggests keeping the current accounts and possibly later on when ONAR is more familiar to bigger audience to incorporate Snapchat to the social media mix. Suggested use for each social media platform:

Facebook: All news related to ONAR and new collections should be posted to Facebook. Also whenever there are promotions or campaigns (Christmas, sample sales, 2 for the price of 1 etc.) they should be posted to Facebook. For occasional campaigns it could be extremely profitable to create Facebook Adverts. By investing a small amount of money (minimum of five euros) to create an advert, new people from ONAR's target group could be reached.

Instagram: ONAR's Instagram account should only have good quality images related to the brand. This would include collection images, images of the products, behind the scenes pictures. Postings should be made daily to stay in mind of the followers and whenever posting a picture of a specific product there should be a note under the picture "to shop this look / piece press link in bio" or just "link in bio" which means that there is a link to the online store on the Instagram account. The authors suggestion is to create a personal #hashtag to engage followers to post images of them wearing ONAR, e.g. #MYONAR, #Iheartonar, #myonarmoment. The hashtag could be promoted in Instagram and Facebook but also in ONAR's website and newsletters.

Twitter: On Twitter could be tweeted all the same materials than in Facebook and collection images from Instagram. Because tweets have a short lifespan of 2 hours, it makes sense to tweet the same thing for example multiple times a day to increase the chances to be noticed and to reach different time zones.

Pinterest: ONAR already has a Pinterest account and "Pin it" button added to their website, so now they should focus on adding regularly pictures and modifying their pin boards. Adding images to Pinterest should happen as often as often as possible and the images should be collection images or pictures of people wearing ONAR.

Good time slots for postings on Instagram, Facebook and Twitter are:

Mornings, 7am - 9am: Most people usually check their phones in the morning and when going to work.

Midday, 11am - 2pm: around lunch hour when people get the chance for a break and start loosing their focus.

Evenings, 5pm - 7pm: After school and work.

(Moreau 2015.)

Strategy 3:

Engaging customers through content to increase sales.

Tactics:

1. Sending a weekly newsletter.

Newsletter always needs a goal and in the case of ONAR it could be e.g. staying in top of mind with customers, rewarding loyal customers with exclusive discounts, getting lapsed customers to come back and introducing new collections.

The author's recommendation is to send the newsletter once a week so that it is often enough to stay in minds of the customers but not too often to be considered as spam. During holiday seasons and big promotion campaigns newsletters could be sent more frequently than once a week. According to a survey by MailChimp (2014) the optimal day to send newsletters is Thursday between 9.00 and 14.00 and again at 20.00.

Timing the message is tricky since ONAR has target markets in Hong Kong, Europe and US east coast. Ideal situation would be to divide the recipients in the groups according to geographical location and time the messages to be received in the afternoon so that it would be seen during lunch break or after work, basically when people have time of to think other things besides work.

To get more subscribers to newsletter ONAR could create campaigns that would show on their website and social media sites. The message of the campaign could be for example "Sing up for our newsletter and get 30 % discount for your next purchase".

2. Modifying content on the website.

Transparency of production and materials seems to be a growing trend in the clothing and fashion industry and since all the processes and materials ONAR uses are already sustainable they should take advantage of it. On ONAR's website "About" page there is a small chapter explaining the origins of the products (Figure 3) but there could be a lot more.

ONAR draws from the traditional craft of Finnish and Greek artisans. All items are handmade in Finland and in Northern Greece, in areas which have taken pride in their skilled leatherwork for centuries. ONAR uses only ethically produced Italian shearling and 100% vegetable tanned leather.

Figure 3. Capture of the "About" page on onarstudios.com (ONAR Studios 2015.)

The authors suggestion is to have three sections on the "About" page and divide it into story about ONAR, materials and producers. This way the visitors on the website would not have to guess what the "ethical" means.

3. Encouraging fashion bloggers to wear ONAR and write about the brand in their blogs.

Getting influential and likeminded fashion bloggers to feature ONAR in their blog posts would both create backlinks to ONAR website to increase the visibility on search engines and make the brand more recognizable.

ONAR has already been able to have few bloggers to post about their products and now they should find a few more bloggers that share the same aesthetic views and have a wide reachability, and to deepen the level of collaboration with the existing ones. The goal is to have the bloggers to wear ONAR in their blog posts and write about the products and to have them posting images wearing ONAR to Instagram.

The problem is that a lot of the famous bloggers, with massive follower base, want monetary incentives in exchange for featuring products and it could get quite expensive for a brand, but some of the bloggers take also product gifts for exchange and those are the ones ONAR needs to find until they have a bigger budget for marketing.

5 Conclusions

This chapter concludes the thesis and the process behind it, starting with key finding and then followed by recommendations for the case company and finally closing with a project evaluation and reflection on learning.

5.1 Key Findings

The outcome of this thesis, the B-to-C digital marketing plan for ONAR, is a result of the following key findings.

1. In B-to-C marketing, content seems to be the string that ties everything together. Content is an important part of social media marketing, sending newsletters, search engine optimization, blogging, etc. For businesses and brands, it is recommended to first think what they want to say to their customers or what their marketing message is and only after to decide on the suitable platforms.
2. Fashion is all about selling a lifestyle and that explains the huge popularity of fashion bloggers and why they should be incorporated into a marketing plan. It also gives a justification for why it is advisable for fashion brands to focus on visual marketing platforms such as Instagram and Pinterest.
3. Since 70 % of 18-34 year olds research their options online before making a purchase decision, it is important for a business to have a proper website that is engaging and performs well in search engines.

5.2 Recommendations

After reviewing the theory chapter and the strategy sector, the recommendations for the case company are the following:

1. Make a customer analysis. Currently there might be a slight gap between who are imagined to be the target or potential customers and who actually is the buying customer. Finding out the customer profile helps to target the marketing, and better-targeted messages correlate in better conversion.
2. Make every customer feel special and appreciated. This could mean addressing the customer in a newsletter, answering quickly to their messages in Facebook, making them feel that their opinions are valued and other things.

3. Decide whether to emphasise the sustainability factor of the brand. At the moment there is confusion in the audience what does the sustainability of ONAR mean, which materials are used and what makes them sustainable. The author recommends that it would be a good idea to make sustainability a part of the marketing strategy. Opening more the idea behind ONAR and the manufacturing process makes it more approachable and creates good content.

4. Create two separate Instagram accounts, one for ONAR and one for the designer. This will help separating those pictures that are promoting ONAR from pictures that more reflect the individual preferences of the designer. This would also make the brand seem more professional and make it clearer to the followers if it is the brands or a private person's Instagram account.

5.3 Project Evaluation and Reflection on Learning

The thesis process started in the beginning of September 2015 with a "Thesis Planning" course, which ended in mid October. The course was very helpful. It helped to clear the mind and organize the thoughts that concerned the thesis process. Making a clear plan on how to proceed with the thesis writing process also helped to save some time during the actual writing process. The topic for the thesis was received at the same time as the course started and it was agreed on as mutual decision between myself and the designer and director of the case company Irene Kostas.

The plan was to have everything ready by Christmas, which means two months for writing the thesis, but that was not achieved. Some parts took more time e.g. creating the actual plan for ONAR and the handbook and combining that with the holiday season the time expanded with three weeks. Other parts were finished during the prescheduled time.

The outcome of the project, B-to-C Digital Marketing Plan, came out quite well. The plan for the case company is quite straightforward, it is simple enough and easy to execute. The plan gives the frames for digital marketing but the company can decide on the actual content regarding on their evolving situation. If the case company follows the plan and devotes a little bit of time on planning their weekly marketing actions, they can benefit a lot from the plan.

During this process I have learnt how to be a more efficient worker. With a busy schedule it is important to focus on each task one by one in order to get anything done. Also I have

learnt to be better in doing secondary research. Even though it was sometimes difficult to work together with a commissioning company because of time issues, I was still able to grow professionally and co-operate well enough with ONAR. The topic of the thesis is not something that is taught at school but is extremely relevant in the marketing business sector, therefore I gained a lot of useful information and because of my thesis topic I was able to get a job at a marketing agency.

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Appendices

Appendix 1. ONAR B-to-C Digital Marketing Action Plan

ONAR

B-to-C Digital Marketing Action Plan

Mirjam Juvonen
January 2016

Digital Marketing Goals

Increase brand awareness and acquire new customers through SEO and active social media participation.

Engage customers with content and by participating in social media and make them active buyers.

1. Actions for Raising Brand Awareness Through Social Media

Being active and creative on social media is a cost efficient way for raising brand awareness and attracting new customers. The social media platforms chosen for ONAR are Facebook, Instagram, Twitter and Pinterest.

Facebook

What?

- All news related to ONAR
- New collections
- Promotion campaigns (Christmas, sample sales, Valentine's Day, 2 for the price of 1 etc.)

When?

- Aim for three times per week
- Timing: 7am - 9am, 11am - 2pm, 5pm – 7pm

+PLUS

- Create Facebook Ads for campaigns
 - Target the right audience (gender, age, location)
 - Minimum investment from 5 euros and up
- Boost important posts
 - Reach bigger audience
 - Cost: min. 5 euros

Use Facebook Analytics to see which posts engage and get the most likes

Instagram

What?

- Collection images
- Product pictures
 - Always add to the comment section "link in bio"
- Behind the scenes
- Bloggers/ famous people wearing ONAR
- Use a few appropriate #hashtags as keywords in comment section

When?

- Postings daily
- Timing: 7am - 9am, 11am - 2pm, 5pm – 7pm

+PLUS

- Create a personal hashtag to motivate customers to post pictures wearing ONAR
 - Promote it: Facebook, Instagram, newsletter, online store
 - Examples: #MYONAR, #1<3ONAR, #myonarmoment

Twitter

What?

- News related to ONAR
- News related to sustainable fashion
- Collection releases
- Product promotions

When?

- Tweet daily if possible but at least three times per week
- Same tweet twice or three times a day to reach larger audience
- Timing: 7am - 9am, 11am - 2pm, 5pm – 7pm

Pinterest

What?

- Pictures
- Pin boards: one for each collection, people wearing ONAR, news articles

When?

- Post whenever there is new material
- Timing: **Thursdays after work is best time for outfit posts**

2. Actions for Engaging Customers Through Content

Content is the key to engage and tell the customers what the business is all about. Content can be written text or images.

Newsletter

When sending a newsletter, there should always be a clear goal for the message. The content of the message varies according to the goal. Ask: What does the customer get out of the message?

Goals:

- Staying in mind
- Rewarding loyal customers with exclusive discounts
- Getting lapsed customers to come back
- Introducing collections

When?

- Once a week
- Best time: Thursday between 9am - 2pm and 8pm (local time)
- During holidays and campaigns send newsletter twice a week: Thursday & Sunday
- For better timing divide recipients into groups according to geography

+PLUS

- Create a campaign for getting new subscribers

- Promote on social media on online store
- Example: "Sign up for our newsletter and get 30 % discount for your next purchase."

Website Content

ONAR should take advantage of the growing trend of transparency of production. A good way to start is by modifying the "About" page and divide it into three parts:

1. About ONAR: Bring insight on how ONAR started and where the inspiration comes from
2. Materials: What materials are used, what makes them ethical, who is the provider
3. Producers: Introduction of the places where the products are made or fabrics dyed.

Engage Fashion Bloggers

Goals:

- Make the brand more recognizable
- Increase the number of backlinks to ONAR's website to improve the search engine rankings

How?

1. Deepen the level of collaboration with the bloggers who have already posted about ONAR
2. Encourage bloggers to write about ONAR in their blogs and always have them to link ONAR's website to their posts
3. Constantly search for new bloggers who would be willing to write about ONAR.

3. Actions for Search Engine Optimization

Search engine optimization means making small changes to parts of a website and it helps a business to be discovered in organic search engine results.

Modify the Description Meta tag

= The short introduction text showing under the title on search engines

Google takes the description from ONAR's "About" page's first two lines and it could be changed into more descriptive for the search results. Either change it on the "About" page or add the description meta tag into the HTML document by placing it inside the <head> tag of the HTML document

Example for a good description meta tag:

"ONAR is a Helsinki based design brand for ethical shearling and leather accessories and clothing, established by Irene Kostas."

Optimize Keywords

Proper keywords help the web page rank higher on search results. Keywords are words or groups of words people use when looking for something from search engines. The whole website needs to be keyword optimized including the “About” page and product descriptions

Examples of keywords to use:

- Ethical shearling accessories
- Shearling coat
- Ethical shearling
- Vegetable tanned leather bag

An Example Calendar Week

local time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7am-10am							
11am-2pm	Facebook post (collection promo) Instagram post (same as on FB)	Tweet (article on sustainable fashion)	Instagram post (product pic) Tweet (article on ONAR)	Newsletter (introduce a piece) Instagram post (related to newsletter)	Facebook post (collection promo) Tweet (collection promo)		Instagram post (special discount for a piece, "only today")
3pm-4pm							
5pm-7pm		Instagram post (someone wearing ONAR) Tweet (same article as above)	Facebook post (article on ONAR) Tweet (same article)	Pinterest (outfit pin)	Instagram post (Behind the scenes) Tweet (collection promo)	Instagram post (someone wearing ONAR)	
8pm->							

The table above is an example week for social media posts.