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DIGITAL STRATEGY FOR ABB OY, PROTECTION AND CONNECTION

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Tämän opinnäytetyön tavoitteena oli selvittää, miten ABB Protection and Connection voi tehostaa digitaalisen markkinoinnin keinot maksimoidakseen asiakkaan sitoutumista ja todellista 2-suuntaista viestintää. Tavoitteena oli selvittää, miten nämä markkinoinnin keinot tehdään tällä hetkellä ja miten sen suurimmat kilpailijat pienjännite markkinoilla tekevät oman digitaalisen markkinointinsa.

Sosiaalinen media ja sen vaikutus markkinointiin on yhä vahvempi, joka voidaan helposti nähdä kun katsotaan muutosta internetin osalta jossa Internet on merkittävä jakelukanava ja jossa asiakkaalla on enemmän ja enemmän valtaa valittaessa jakelijaa. Ensinnäkin, Sosiaalinen Media on viestintää yhdistettynä kommunikointiin ja että yritys tarvitsee oikeat kanavat toteuttaakseen viestintäänsä. Teoreettinen viitekehys tarjoaa laajemmin näkemyksiä sosiaalisen median sitouttamiseen ja merkitykseen tarjoamalla markkinointityökaluja.

Empiirinen tutkimus syväluotaa digitaalisen strategian merkitystä sen eri kanavien ja työkalujen kautta. Globaalisti menestyneimpien digitaalisen median vaikuttajia Disney ja Gilletteä on käytetty vertailussa, joka antaa suuntausta keinoista ja tekniikasta jolla saavutetaan haluttu sitoutuminen asiakkaaseen missä luontainen päivittäinen kommunikointi luo sitoutumista ja oppimisprosessin jossa molemmat saavat lisäarvoa.

Tutkimus toi esiin sen, että ABB Oy Protection and Connection:lla ei ole aloitus-sivua eikä sosiaalisen median kanavia ole hyödynnetty. Ainoastaan Google+, Youtube-kanava ja Twitter ovat käytössä. Linkitykset joilla lisäksi hakukone näkyvyyttä niin ikään puuttuvat, kuten myös blogit jotka luovat keskustelua, lisää seuraajia ja tykkäyksiä julkaisuista. Kilpailijoista Schneider Electric ja Siemens ovat hyödyntäneet nämä tehokkaasti luomalla sisältöä joka on hakukone ystävällistä. Design ja sisältö merkitsevät sosiaalisen median aikakaudella todella paljon (Käyttäjäystävällisyys ja käyttökokemus).

Avainsanat

Sosiaalinen media, Markkinointi, optimointi, analyysi

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ABSTRACT

Author	Marko Laukas
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The aim of this thesis was to discover how ABB Protection and Connection can improve their digital marketing efforts to maximize customer engagement and real 2-way communication. The objectives were to find out how these marketing efforts are done at the moment and how its biggest competitor on the low voltage market, Siemens is doing. Benchmarking with the world biggest Social Media influencers Disney and Gillette give insights and tools to rise to their level and be able to offer added value to the customer.

Social Media and its influence on marketing is more and more stronger which can be easily seen just looking the change of the internet as a distribution channel and where the customer has more and more power when choosing a distributor. Firstly, Social Media is all about communication and for that the company needs right platforms where peers and customers want to interact with your company. The theoretical framework offers further views on the importance of a Social media engagement and marketing tools and how they can be evaluated.

In the empirical study, the digital processes, platforms and marketing tools of ABB oy Protection and Connection, Siemens, Disney and Gillette were analyzed and compared in a benchmarking study. The evaluation of the digital strategy and marketing tools included a set of research questions related to the ease of use and the offered information. These questions were answered by a randomly selected respondent from ABB oy Protection and Connection and International Business students of Vaasa University of Applied Sciences.

This research concluded that ABB Oy Protection and Connection is lacking few important aspects to gain more followers and clicks: Landing page is missing, minimal use of links (Youtube, Google+), no SEO optimization, no blogs which creates conversations and much more personalization is needed to get where the company is targeting. However, they have a Twitter account. Schneider Electric and Siemens has done their platforms more visible in search engines and their design and approach are more customer friendly.

Keywords	Social Media, Marketing, optimization, Analyze
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Your genre?

1. Are you a Man or a Woman?

Social Media platforms

2. Which Social Media platforms you personally are using?

	Every day	Occasionally	Never
Facebook	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Pinterest	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
SnapChat	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Something else	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Market situation

3. ABB Protection and Connection has the edge in the market compared to competition. What are the reasons behind this fact?

4. Do you feel that ABB Protection and Connection have (time) resources to implement new digital strategy plan which require daily interactions with potential customers? and why is that?

5. In your opinion, which one of these competitors have the best presence in Social Media? _____

Socomec Eaton
 Siemens ABB Protection and Connection
 Schneider

Grading

6. Grade the current ABB Protection and Connection presence in digital platforms

	Excellent (5)	Very good (4)	Good (3)	Satisfactory (2)	Satisfactory (1)
Valuation of the current state	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

E-survey addressed to ABB Oy Protection and Collection personnel

Introduction

Hi you all! I would ask for you to give grades for these companies and their landing pages which helps me to finalize my thesis which is about Digital Strategy. I am grateful, if you could copypaste the link in the header for each company so that you can explore sites

Try to find information of Low Voltage Switches or other products/ services, this should give you the base of your grade

+ Look for content quality, service quality and technical quality.

ABB

<http://www.abb.com/>

Siemens

<http://www.siemens.com/entry/cc/en/>

Schneider

<http://www.schneider-electric.com/ww/en/>

Socomec

http://www.socomec.com/Home_en/

Proceed

E-survey addressed to VAMK International Business students

1. INTRODUCTION

The idea of this thesis came into being in collaboration with ABB Oy, Protection and Connection, which is a part of global business unit. This thesis focus more on Product Group Switches and Fuse gear which is located in Vaasa.

The research is looking for solutions to effective customer interaction through digital solutions to build relationships in B2B situations, which results growth in sales and build a commitment/ added value to parties. The aim of this Thesis is to explain the research problems and the objective of the research. My research method is to study all the necessary information regarding Low Voltage Supply Chain with qualitative tools. This qualitative research has two main areas to focus on which are efforts in ABB Oy, Protection and Connection and its business partners and having a clear picture of the current stage and compare these findings with their competition (Siemens, Schneider and Socomec) and world leading brands regarding social media awareness (mainly companies called Gillette and Disney). Additionally, benchmarking is used with top social media brands to identify the key aspects of a launching a successive internet campaign.

There has been a significant growth in Social Media/ digitalization and also growth in possibilities what this has meant especially in B2B marketing. Marketing communications have changed from product oriented outbound marketing towards more integrated marketing in the form of inbound marketing

Business interactions may begin with simple transactions and evolve into the interdependence between a buyer and seller, attaining loyalty-based relationships according to the performance of the products and services offered (Williams, Khan, Ashill, & Naumann, 2011). I would like to show with this thesis how ABB Oy Protection and Connection is following their current digital marketing plan and how effective it is compared to their com-

petition in the market. This gives analyses of the current situation about the level of social media awareness and how that can be a part of marketing plan.

Due to the emerging social media, marketing efforts have been under revolution during the past decade. Social media and search engine marketing have replaced traditional marketing. According to the We are Social (2015) report, over 2.08 billion people worldwide have social media accounts. The average time spent on social media platforms such as Facebook, Instagram and Twitter is 1.72 hours per person per day. This represents approximately 28% of all online activity (We Are Social 2015; Mander 2015). The figures show the marketing potential that lies in social media. The figures represent people and therefore more focused on B2C marketing, but the explanation why this is not the case also shows, how marketing have really changed. The explanation is simply that social media is all about communication and exchanging information and networking in so many levels that those who are in deciding positions, use their power also to benefit B2B from the efforts in B2C situations. Meaning in social media that there is a huge amount of information and you have only that short timeframe for getting someone interested on your company and your product, or not.

1.1 .Background of the study

The starting point of this research is to have a working digital marketing plan to build awareness and have more leads that result an increase in revenue and customer satisfaction with time management as the ultimate added value in this time when new platforms and software solutions come every day. ABB Protection and Connection want to do better as their competition in this niche market. Customer engagement is a process that evolves over the course of a relationship. On the basis of a survey of 200 business decision makers in companies across the world, Forrester Consulting (2008) defines customer engagement as “creating deep connections with customers that drive purchase decisions, and participation over time” Social media with its ability to facilitate relationships may help realize the promise of the marketing concept,

market orientation, and relationship marketing by providing the tools to better satisfy customers and build customer engagement.

1.2. Problem statements

The aim of this study is to research some key questions: 1) what are the places and channels where ABB Protection and Connection customers are, where should they be more active? 2) ABB Oy, Protection and Connection videos don't get so many views as they would like to have. Is there a way how to get more attention to them? 3) What our competitors do in the social media? How successful they are and what do they do in a different way than we do? Lastly this Thesis should propose ways to have more appearance in the social media. All these questions give us the answers which helps build ABB Protection and Connection digital marketing strategy. This research should be ongoing process because social media is also constantly changing and evolving. Only through some level of automation and personalization we could get the outcome what we are looking for which connects customers and supplier better so that it benefits both.

1.3. Study limitation

This research is focused on building a platform with digital strategy implementation to ABB Oy Protection and Connection. It is not compatible with any other division in ABB. Qualitative research is done by a questionnaire directed to employees of ABB Oy Protection and Connection so it gives only a perspective of the case company.

1.4. Structure of the thesis

- | | |
|-----------|---|
| Chapter 1 | The study is introduced, including the purpose, research questions and the limitation. Also the case company is introduced, including the ABB Group, ABB in Finland and ABB Oy Protection and Connection. |
| Chapter 2 | The classification of social media, the history of social media, social media sites and the seven functional blocks of social media, social media management and automation. |

Chapter 3	Social media analysis tools and engagement
Chapter 4	Research methods, research process, reliability and validity of the research.
Chapter 5	The digitalization strategy framework is explained.
Chapter 6	Empirical study of benchmarking, methods of benchmarking, comparison tables, benchmarking process, objectives, target organizations, information and data requirements, comparing and analysing the results.
Chapter 7	This chapter offers a conclusion of the study and gives further suggestions on how to improve. Also suggestions for future research are provided.

1.5 Case company

1.5.1 ABB Group

ABB Group is a multinational corporation that has its headquarters and the parent company, ABB Ltd, in Zurich, Switzerland. It was not founded as a single company; instead it has come together after many mergers. In 1988 ASEA from Sweden and Brown Boveri from Switzerland (now BBC), being two of the most well-known companies in European electrical engineering, joined forces and became ABB. (ABB in Brief, History) Currently it is one of the biggest power and automation technology companies in the world. The offerings of ABB Group include solutions for energy-efficient generation, transmission and distribution of electricity and for increasing productivity in different operations. The entire renewables chain is represented from power generation to transmission, distribution and electric mobility. The product range includes for example: switches, sockets and robots as well as large transformers and control systems for power networks or factories. (ABB Annual Group report 2014)

At the end of the year 2014 there were approximately 350 subsidiaries all over the world. Overall the group employs approximately 135 000 people. The ABB Ltd Shares are listed on three different exchanges: the SIX Swiss Exchange, the NASDAQ OMX Stockholm Exchange and the New York Stock Exchange. The market capitalization of ABB Ltd was CHF 48 billion

(EUR 45.3 billion) on December 31, 2014. (ABB Annual Group report 2014)
 In 2014 the revenue of ABB Ltd was EUR 39.8 billion while net income accounted to EUR 2.594 billion. (About ABB)

1.5.2 ABB Ltd. Finland

ABB Ltd. Finland has over 20 locations with factories in Helsinki, Vaasa, Porvoo and Hamina. ABB employs about 5,200 people in Finland and is one of the biggest industrial employers in the country. Approximately 20% of the personnel work in research and development. ABB also employs 1,000 summer trainees annually. The revenue of ABB Finland was almost EUR 2.1 billion in 2014. EUR 204 million was invested in research and development. ABB defines “personnel development, 5 world-class performance at all levels, health and safety and integrity” as its highest priorities. (Working for a sustainable world – ABB in Finland 2015)

1.5.3 ABB Protection and Connection

Low voltage Switches market leader in the world. ABB Oy, Protection and Connection is manufacturing switch disconnectors, change-over switches, safety switches, enclosed switches, switch fuses and cam switches. Products application is used in solar power, emergency power, IT facilities and in industrial systems which provides electricity in different part of the process. Products can be used also in starting engines and stopping engines. Also in as protection and preventing electricity overload and malfunctions. ABB Protection and connection employs 250 people in Finland. It is globally responsible for research & development, customer care, technical support and sales & marketing. Globally there are half a dozen similar companies than in Vaasa. (About ABB)

2 SOCIAL MEDIA AND ITS ELEMENTS

2.1. Classification of social media

Kaplan and Haenlein (2010) describe social media as “*A group of Internet-based applications that build on the ideological and technological founda-*

tions of Web 2.0, and that allow the creation and exchange of User Generated Content.” (Kaplan and Haenlein 2010, 61) Parsons (2013) defines social media as online tools where user can share its opinions, content, perspectives and insights. Social media is about connecting people and organizations and building relationships between them. (Parsons 2013, 27) Juslén claims that the term social media is universal. It can be a general definition for services that publish and distribute content, forums, social networking sites, virtual world and services that classify information. (Juslén 2009, 116) According to the research by Ebrand (2015), an online service can be described as a social media platform, when there is a conversation possibility, user can communicate with other users and when there is a possibility to read and comment on other users’ content. (Ebrand 2015) Social Media is all about communication in various platforms which connects businesses and consumers in a way that it helps achieve purposes of these relationships. To measure social media value properly, you should define first the objectives of your marketing efforts. Most of companies may be stuck in an odd trap when it comes to social media marketing. We think only large figures demonstrate its value. But when you consider the annoying fake-account issue, we need to re-examine our social-marketing mindset. What really helps build brand affinity via social media?

As social media is a platform to connect people, we are pursuing the resonance between brand and people, not just KPIs. As they say, "people don't buy what you sell, they buy what you stand for". (Nitom Qian Digital marketing manager, The North Face). Before defining the value of our social-media marketing, we must decide on the definition of success. Is it increasing campaign awareness or talkability, recruiting more advocates through WOM, or deepening engagement with fans?

The right objective leads us to the right measurement metric to prove the ROI of social media. We use an integrated measurement model to determine which platforms, such as Weibo or WeChat, provide the best opportunities for consumer engagement. (Kelly Xing Snr digital media manager, Johnson & Johnson China).

2.2. History of Social Media

The social media as we know it was born in 21st century (Bennett 2013; Bennett 2014). Kaplan and Haenlein (2010) stated that the era of social media began in the late 1970s when Tom Truscott and Jim Ellis founded Usenet. Usenet made it possible for internet users to post public messages worldwide.

According to Bennett (2013) Usenet, AOL, CompuServe and BBS created the basis for Web 2.0 and Google. The term Web 2.0 was founded in 2004 to describe the new way of using World Wide Web. It meant that the content and applications were no longer created by individuals instead they were modified by all users collaboratively; Web 2.0 made users its co-developers. For example Wikipedia has made it possible for users to create new content and modify what has already been published. (Kaplan and Haenlein 2010, 60-61; Bennett 2013) Although there have been many social networking platforms before, the development of mobile technology can be seen as one of the key drives in the growth path of social media. Smart phones have enabled people to be online all the time and be in interaction with others through various social media sites.

2.3. Social Networking sites

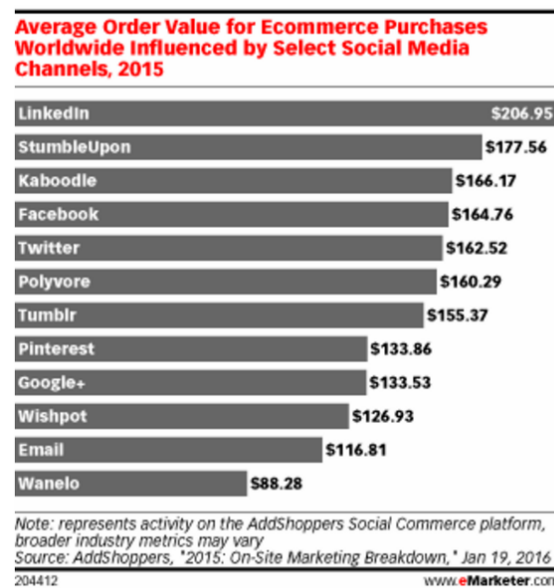


Figure 2.3. order values of different selected platforms

2.3.1 Facebook

Facebook is the most popular social networking site with over 1.4 billion registered accounts and over 936 million active users worldwide at the moment. Facebook was founded in 2004 by Mark Zuckerberg, Dustin Moskovitz, Chris Huger and Eduardo Saverin. In only two years Facebook grew from a college's networking site to a worldwide platform where users can communicate with each other. (Facebook 2015). For companies Facebook provides a platform where to target new and existing customers, and to create a two-way conversation with them. Facebook provides the best tools to target the right customer segment. Through Facebook companies can increase brand awareness by advertising or creating their own profile where information can be shared. (Castronovo and Huang 2012, 123; Someworks).

It has been studied that 86% of the posts are made during the work week and the best days to do it are Thursday and Friday. The most shares will be gained at 1 pm and most clicks around 3pm. (Patel, 2015). From June of 2014 to January 2015, the platform generated *more than 1 billion video views*. After the third quarter, Facebook had about 1.55 billion active users.

Facebook Statistics	Data
Total number of monthly active Facebook users	1,440,000,000
Total number of mobile Facebook users	874,000,000
Increase in Facebook users from 2014 to 2015	12 %
Total number of minutes spent on Facebook each month	640,000,000
Percent of all Facebook users who log on in any given day	48 %
Average time spent on Facebook per visit	18 minutes
Total number of Facebook pages	74,200,000
Facebook Demographics	Data
Percent of 18-34 year olds who check Facebook when they wake up	48 %
Percent of 18-34 year olds who check Facebook before they get out of bed	28 %
Average number of friends per facebook user	130
Average number of pages, groups, and events a user is connected to	80
Average number of photos uploaded per day	205
Number of fake Facebook profiles	81,000,000
Global Facebook Reach Statistics	Data
Number of languages available on the Facebook site	70
Percent of Facebook users who are outside the United States	75 %
Number of users who helped translate Facebook	300,000

Figure 2.3.1 Facebook statistics 2014 (Statisticbrain.com)

2.3.2 Twitter

Founded in 2006 by Jack Dorsey, Noah Glass, Biz Stone and Evan Williams. Twitter is an online social networking and microblogging service that enables users to send and read 140-character messages called tweets. Twitter is a great way to discuss with different people who share common interests. Twitter is also the best tool to connect with world leading influencers to learn and pass on this knowledge. Twitter is like your internet identity where everybody can see your interests, beliefs, comments for and against. It is a platform where you give out your inner feelings which you probably would not share in any other platform. (Table 2 and 3). According to statistics the best days to post are from Monday to Friday in business-to-business (B2B) purposes. The best click through rates (CTR) will be gained at 12 pm and 6 pm. The highest rates of re-tweets were made around 5 pm (Patel 2015)

Twitter Company Statistics	Data
Total number of registered Twitter users	645,750,000
Total number of active Twitter users	289,000,000
Number of new Twitter users signing up everyday	135,000
Number of unique Twitter site visitors every month	190 million
Average number of tweets per day	58 million
Number of Twitter search engine queries every day	2.1 billion
Percent of Twitter users who use their phone to tweet	43 %
Percent of tweets that come from third party applicants	60%
Number of people that are employed by Twitter	2,500
Number of active Twitter users every month	115 million
Percent of Twitters who don't tweet but watch other people tweet	40%
Number of days it takes for 1 billion tweets	5 days
Number of tweets that happen every second	9,100

Twitter Annual Advertising Revenue	Revenue
2014	\$479,078,000
2013	\$405,500,000
2012	\$259,000,000
2011	\$139,000,000
2010	\$45,000,000

Figures 2.3.2 1 and 2 statistics of twitter (Statisticbrain.com)

2.3.3. Youtube

YouTube was launched February 14th 2005 by Steve Chen, Chad Hurley, and Jawed Karim. In November 2006, it was bought by Google for US\$1.65 billion.

YouTube began as a venture-funded technology startup, primarily from a \$11.5 million investment by Sequoia Capital. Youtube offers the opportunity to watch and share users own videos. Youtube offers a platform where you can connect with others, share information and inspire others. The service is also working as a distribution channel for creators of an original content and small and larger advertising companies. Youtube is owned by Google and more than 1 billion unique users visit YouTube each month. It offers especially companies a possibility to promote their services and products a wide range of likeminded followers who are already interested of their product. (About Youtube)

YouTube Company Statistics	Data
Total number of people who use YouTube	1,300,000,000
Hours of video uploaded to YouTube every minute	300 hours
Number of videos viewed on YouTube everyday	4,950,000,000
Number of unique visits to YouTube every month	900,000,000
Total number of hours of video watched on YouTube each month	3.25 billion hours
Number of YouTube videos that have generated over 1 billion views	10,113
Percent of YouTube visitors that come from outside the U.S.	70 %
Number of countries with localized versions of YouTube	42
Total number of languages Youtube is broadcast in	54
User submitted video with the most views – "Charlie bit my finger"	829,000,000
Average number of mobile YouTube video views per day	1,000,000,000
Average time spent on YouTube per mobile session	40 minutes

Figure 2.3.3. Youtube statistics 2014 (Statisticsbrain.com)

2.3.4. Google +

Google began in January 1996 as a research project by Larry Page and Sergey Brin when they were both PhD students at Stanford University in Stanford, California. The first funding for Google was an August 1998 contribution of US\$100,000 from Andy Bechtolsheim. In 2012 Google hit \$50 billion in revenue.

7 Reasons to Use Google+

A bulk of the small businesses that were researched, said they feel Google+ is an important social platform because it was developed by Google, one of the Internet's favorite brands and one of the most influential websites when it comes to site referrals. But small business owners gave a plethora of reasons for being early adopters of the platform. Here are some of the top reasons heard for using Google+.

1. Get an SEO Boost: Bob Shirilla, director of marketing at Simply Bags, says that his business joined Google+ because he relies on Google search referrals for sales conversions. "Google+ influences search for all the people

who have included my business in their circle," he says. "We have also put a +1 button on each product page. This is a great way to get free promotion from people who like the product to people with similar interests."

2. Host a Hangout: "Hangouts offer an amazing opportunity for businesses to engage in a highly personal way with clients, customers and industry thought leaders," says Roger Friedensen, president and CEO of Forge Communications. "Plus, employees in remote locations can hold team meetings to brainstorm with one another from an interface that affords them immediate and easy access to share and collaborate on most of the information materials they might need, such as documents and spreadsheets."

3. Expand Content Distribution: Phyllis Khare, the social media editorial director of iPhone Life magazine, says that Google+ is a great platform for expanding the publication's content distribution. "It took us almost a year to get 1,000 Likes on our Facebook Page, and three days on G+ to get that number to Circle us," she says. "We are gearing up for Hangouts with some of our writers in 2012 to answer iOS questions and a few other fun things with contests and giveaways."

4. Connect with Early Adopters: If your business falls in the Internet or technology industries, Google+ could be a great place to connect a tech-savvy audience. "The people that are on Google+ already are most likely going to be early adopters of other technologies and marketing channels," says Jason Pinto, CMO at interlinkONE. "When we look at what defines an 'ideal customer' for our products, that criteria is certainly high on our list."

5. Segment Your Audience: "The obvious benefit of Google+ is that it allows us to share select content with specific audiences," says Chad Udell, managing director of Float Mobile Learning. Google+ makes it easy for businesses to segment their audiences and share content directly with those certain groups of followers.

6. Use Google+ to Network: David Greenberg, president of Parliament Tutors, says that his business does not have a Google+ page, but that he uses his personal Google+ page to network and gather contact data and research the "personal side" of relevant contacts, such as journalists and potential clients, so that he can better create a connection with them. He adds that the "About" section of a contact's Google+ profile is usually a great start.

7. Just Explore: Netronic Managing Director Martin Karlowitsch says, "We currently use Google+ for exploratory purposes. It is still a niche platform, but quickly growing and with a platform giant behind it. Knowing the impact that Google has on the way people find relevant information on the web, Google+ soon can become significant by combining social and search. I want to start early using this platform to be prepared when this inflection point arises." (Erica Swallow, Mashable 2011)

Year	Annual Number of Google Searches	Average Searches Per Day
2014	2,095,100,000,000	5,740,000,000
2013	2,161,530,000,000	5,922,000,000
2012	1,873,910,000,000	5,134,000,000
2011	1,722,071,000,000	4,717,000,000
2010	1,324,670,000,000	3,627,000,000
2009	953,700,000,000	2,610,000,000
2008	637,200,000,000	1,745,000,000
2007	438,000,000,000	1,200,000,000
2000	22,000,000,000	60,000,000
1998	3,600,000 *Googles official first year	9,800

2.3.4 Figure of Google statistics (Statisticsbrain.com)

2.3.5 LinkedIn

LinkedIn started out in the living room of co-founder Reid Hoffman in 2002, and it officially launched on May 5, 2003. Jeff Weiner is the CEO, and the company's management team is made up of seasoned executives from companies like Yahoo!, Google, Microsoft, TiVo, PayPal, and Electronic Arts.

LinkedIn is publicly held and has a diversified business model with revenues coming from member subscriptions, advertising sales, and talent solutions. LinkedIn mission is simple: to connect the world's professionals to make them more productive and successful. When you join LinkedIn, you get access to people, jobs, news, updates, and insights that help you be great at what you do. (About LinkedIn)

LinkedIn is the world's largest and most effective business network. On LinkedIn, more than 3.8 million professionals find jobs, people and business opportunities through their existing network of trusted business relationships. LinkedIn offers four premium services. Hiring managers posting jobs on LinkedIn Jobs (<https://www.linkedin.com/jobs>) receive candidates recommended by fellow employees or other trusted contacts. More than 230,000 service providers listed in the LinkedIn Services business-to-business directory (<https://www.linkedin.com/services>) have an opportunity to be at the top of the search results when contacts of their former clients search for recommended service providers. More than 950 membership organizations use LinkedIn for Groups (<https://www.linkedin.com/groups>) to strengthen connections between members and develop greater loyalty to the organization. LinkedIn Business Accounts (<https://www.linkedin.com/business>) enable recruiters and researchers to search beyond their personal networks and get in touch with job candidates and experts more quickly and efficiently. LinkedIn Corporation is located in Palo Alto, California, and is funded by Greylock and Sequoia Capital, the venture capitalists behind Google, Yahoo! Cisco and Apple. (About LinkedIn) In 2005 LinkedIn started working together with America Online, Inc. to integrate its AIM(R) service into LinkedIn to provide LinkedIn users with AIM presence information, so that they can easily see when their LinkedIn connections are online and available for real-time communications. This new capability for instant text, voice and video communication will give the more than 3.8 million LinkedIn users a new way to maintain and strengthen their relationships with relevant business contacts, such as clients, business partners and former co-workers. (Business Wire, 2005). This is a vital part of the social media engagement because, if you

know when your leads are online you therefore can send your marketing material so that it is visible in a same time as your leads are online.

2.4. The seven functional blocks of social media

Kietzmann, Hermkens, McCarthy and Silvestre (2011, 243) created a framework which consists of 7 different factors explaining in a shape of honeycomb the most important elements of social media. The honeycomb model can be seen in Figure here.

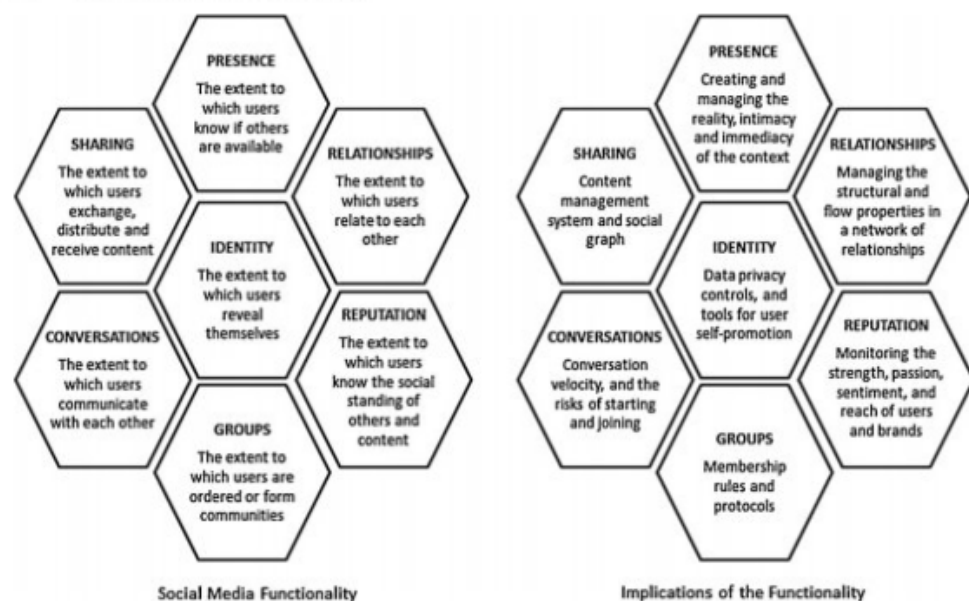


Figure 2.4.4 The seven functional blocks of social media

2.4.1. Identity

The identity functional block represents the extent to which users reveal their identities in a social media setting. This can include disclosing information such as name, age, gender, profession, location, and also information that portrays users in certain ways (thoughts, likes, dislikes, etc.). High identity: LinkedIn.

2.4.2 Conversations

The conversations block of the framework represents the extent to which users communicate with other users in a social media setting. Conversations happen for all sorts of reasons: to meet like-minded people, to build self-esteem, to promote their ideas. It is important to know the protocol and format for conversations. High conversations: Blogs, Facebook; secondary level: Instagram, Twitter, YouTube. (sevenblocksdesign)

2.4.3 Sharing

Sharing represents the extent to which people exchange, distribute, and receive content, such as photos, videos, music, etc. Evaluate what objects of sociality your audience has in common. High sharing: Pinterest, YouTube, Flickr, Instagram; secondary level: Facebook, Twitter. (sevenblocksdesign)

2.4.4. Presence

Presence represents the extent to which people can know if others are accessible, virtually or physically, like when you “check in” at a location or are “available” online. High presence: Foursquare; secondary level: Facebook, Twitter. The potential solution considering the future of the presence-focused platforms is that, people who are for instance within the 1 kilometer distance from their favorite café that they follow in a social media setting, could get special offer via presence-focused platform. (Kietzmann et al. 2011, 246; cf. Smith et al. (2011) & Bough & Algestra (2011))

2.4.5 Relationships

The relationship block is about how users can be connected to each other, such as a “friend,” “fan,” “connection,” etc. Some relationships are formal, regulated and structured, like LinkedIn, which shows you how many degrees of separation from a “target” member, referral systems, and introductions. Whereas with sites like Twitter and YouTube, relationships hardly matter. In general, social media communities that don’t value identity highly, also don’t value relationships highly. High relationships: LinkedIn, Facebook. (sevenblocksdesign)

When the focus is only on informal platform and the primary purpose is to maintain existing relationships, then a simpler identification may be justified. (Kietzmann et al. 2011, 246)

2.4.6. Reputation

Reputation represents the extent to which people can identify the standing of others in the social media setting, and can have different meaning on different social media platforms. LinkedIn builds reputation based on endorsements from others, Twitter by the number of followers and retweets, Facebook on “likes,” YouTube on “ratings,” etc. Rating system is one potential metric to consider when the quality of user’s input plays significant role. (Kietzmann et al. 2011, 247 & Aula 2010) After having chosen the metric for examining the reputation of the firm in a social media setting, second thing to be surveyed is evaluation tool. There are two potential solutions for that purpose. The first option is based on objective data which tells the number of views or followers, and the second option is collective intelligence of the crowd, for instance rating system. With the help of evaluation tools, like Social Mention, it is possible to examine how often the name of company is mentioned and by how many different users and what do they think about the firm. (Kietzmann et al. 2011, 247)

2.4.7. Groups

The groups functional block is the extent to which users can form communities and sub-communities, especially the larger the group of friends, followers, and contacts become. High groups: Google+ (circles); secondary level: Facebook (lists, groups, interests), Flickr. Users who are in the same group usually have same sort of mind-set or mutual goals what they want get from the group. (Kietzmann et al. 2011, 247-248; cf. Flynn (2012) & Smith et al. (2011)) (About sevenblocksdesign)

2.5. Social Media management and automation

How to manage your landing page and all your platforms so that you create a learning curve to you and your followers?. Different automation tools are needed to manage your accounts and keep track of vital information in the internet. (About Social Media management; worksawesome)

With the appearance of social networks and their ever-faster development, the well set ways of business models are also changing. social networks are the ideal platform for building and running a positive online PR strategy and the "world of mouth" marketing. There are millions of connected surfers, potential clients, partners, customers, consumers and even competitors gathered at various locations. These groups focused in this way make almost an ideal aim for an army of marketers, advertisers and an ideal field for performing sophisticated communication activities (Mirkovic, 2009, p. 12). As the role of internet as a distribution channel has changed towards customer centered model where customers have more power due to a increased possibilities to buy globally through internet, companies need to have a digital strategy which is connected to processes in a sustainable way. Even though this confirms the fact of the great potential of marketing through social media, it is necessary to know how to reach and achieve these results. As some of the ways that companies may improve their business could be (DeMers, 2014): Increase the brand recognition - the circumstances require the use of every opportunity to increase the visibility of the brand or company, and social media are just a powerful marketing channel promotion of what you do. Improve the brand loyalty and the company - according to the survey undertaken by Texas Tech University (Bell, 2013) brands that use the way of their promotion channels through social media enjoy greater loyalty to their clients. A further conclusion is that companies should take advantage of social media tools that allow them a greater connection with a wider audience; Marketing experts on the market of business spending (B2B) should also put a human face on their presence in e-commerce, and some are taking advantage of the Internet 2.0 technologies such as virtual environments, blogs, online video and chat (Kotler, Keller & Martinovic, 2014, p. 439);

3 SOCIAL MEDIA ANALYSE TOOLS AND ENGAGEMENT

A Tool can gather all sorts of data, but how the analytics piece of the tool disseminates the intelligence and delivers the insights is the key to whether or not it can be used to accomplish planned business objectives such as driving marketing campaigns, forecasting possible brand crises, and revealing new markets. Stacking them up it's beyond the scope of this review roundup to cover all of the aspects of each product suite, so we look primarily at product features, setup and interface usability to get an overall impression before zeroing in on each platform's depth of analytics capabilities. (Behr, Alyson, PcMag.com, 2015)

3.1. Brandwatch

Brandwatch is one of the world's leading social intelligence companies. Its social media listening and analytics technology platforms gather millions of online conversations every day and provides users with the tools to analyze them, empowering brands and agencies to make smarter, data-driven business decisions.

Acquiring social influencer analytics firm PeerIndex in December 2014, Brandwatch continues on its aggressive business trajectory following on its most recent round of venture funding to the tune of \$22 million. The company grew over 100% year-on-year in 2013, has won awards for its technology and renowned corporate culture, and regularly wins accolades for its impressive growth. The Brandwatch platform is used by over 1000 brands and agencies, including IKEA, Whole Foods, Whirlpool, Pepsico, British Airways, Papa John's, and Dell. (PR Newswire Europe, 2015)

3.2. Google analytics

After the beginning at a low level the social network Google+ has reached a figure of more than 300 million active users compared with Twitter which has 270 million users. Although it is not as popular social networks like Twitter and Facebook, Google+ is becoming a place that companies cannot skip as it

concerns the promotion of the brand. What is good on Google+ is that allows to put the link of the brand or the company directly on our profile page thus allowing content to be more visible to people who are involved in our region or by simply using the link. So called "Hashtag" plays a very important role in the promotion of content, it is marked with the sign # and gives a greater possibility that someone will notice our brand with the help of a key word and it is related to the post on this social network. (About Google)

From the Credit Union Magazine, Fearing also advises using Google Analytics. "If you're using shortened URLs, which I recommend, you have the ability to track where the traffic is coming from," she says. "Ideally you want your social media platforms to drive traffic to your website. Google Analytics is a great way to see if that's happening." (Credit union magazine, 2016)

3.3. Hootsuite

This platform was originally designed to be optimized and managed by the users of Twitter, but it was also used to make posts from personal profiles on Facebook and LinkedIn. Unfortunately, this service does not connect profiles from the Google+ social network, but allows us to manage our Google+ page on this service. Today it is the social media management for any company, providing us to manage our brand through s social network, schedule for setting posts, greater visibility and measurement of results. It is a perfect tool for small enterprises, agencies, but also for corporations and state-owned companies that have the need for management, engagement and measurement via the intuitive platform where we are given the opportunity to be associated with more than 35 popular social networks. The ability to make a timetable posts on HootSuite in a very powerful tool, allowing companies to make plans and to be in touch with the visitors in just a few simple steps. (Petrov, Sonja; Zubac, Vesna; Milojevic, Miroslav, 2015) SOCIAL NETWORKS AS MARKETING CHANNELS.

"Hootsuite is a common social media scheduling platform," Fearing says. "There's a free version, but the paid version gives you better analytics. Because you can use that tool to schedule across Facebook, LinkedIn, Twitter, and other platforms, it gives you analytics of all those channels together. You don't have to go into each platform's analytics and look at them separately." (Credit union magazine, 2016)

3.4. Buffer

A commitment to culture and customers has helped Buffer grow from humble beginnings to now serving more than two million people every day. Their passion for support, happiness and quality flow through everything.

The Buffer Vision

The Vision of Buffer is to build the simplest and most powerful social media tool, and to set the bar for great customer support. In addition to these product and service goals, they have a focus on building one of the most unique and fulfilling workplaces that exist, by rethinking a lot of traditional practices.

3.5. LocalResponse

Helps companies target marketing efforts based on consumers' social media activity. Someone who tweets "I'm hungry," for example, might see an advertisement for pizza on their next web page. Works with Coca-Cola, Sony, McDonald's and American Express. CEO Mehta sold Ipsh! a mobile marketing company, to Omnicom in 2005. The company has raised \$6.5 million from Verizon Ventures, Metamorphic Ventures and Extreme Venture Partners (About forbes.com/companies/localresponse/)



Figure 3.5. America's Most Promising Companies (2013)

3.6. Moz Analytics

Moz Local creates and maintains business listings on the sites, apps, and directories that factor most into local search engine results. Once you upload your location data to Moz Local, it's easy to push business listings to the major data aggregators. You can use Moz Local to create and update your listings, manage your location information at any time, re-verify your listings, and find and resolve duplicate listings. There are five main aggregators of location data that send information to U.S. local search engines: Infogroup, Neustar Localeze, Acxiom, Factual and Foursquare* and four main aggregators that send to U.K. local search engines: Factual, Central Index, ThompsonLocal and Foursquare*. While not a traditional aggregator, Foursquare sends location data to Pinterest and a number of other local search apps. (About Moz analytics)

Moz Local helps you establish a consistent business listing in all five of these databases—plus other directories and popular websites.

When someone searches online for a local business, search engines and many mobile apps rely on location data from these data sources to provide search results. If listing data is incorrect or inconsistent between all these data sources, your listing might not show up in the search results.

Moz Local lets you push the correct, consistent location information for all of your business listings to all of these data sources. However Moz Analytics is focused on US and UK markets which isn't helpful here in Finland and the rest of the Europe.

3.7. Salesforce marketing cloud

Salesforce Marketing Cloud (formerly known as ExactTarget) is a provider of digital marketing automation and analytics software and services. It was founded in 2000 under the name ExactTarget. The company filed for an IPO in 2007, but then withdrew its filing two years later and raised \$145 million in funding. It acquired CoTweet, Pardot, iGoDigital and Keymail Marketing. In 2012, it raised \$161.5 million in an initial public offering, before being acquired by Salesforce for \$2.5 billion in 2013. ExactTarget was renamed to Salesforce Marketing Cloud in 2014 after the acquisition (About Salesforce)

Retailers looking to better connect with customers from the moment they begin researching products online can find help from two new Salesforce Marketing Cloud services. Unveiled yesterday at the National Retail Federation's 2016 Big Show in New York, The CRM (customer relationship management) giant's new offerings include a strategic framework and professional services for retailers seeking to build smarter one-to-one "customer journeys." Scott McCorkle CEO of the Salesforce in a statement:" The framework features tools for audience building, content management and seamless, start to finish interactions with the customers". (About SalesForce; Scitechday)

Figure 3.7. Salesforce earnings

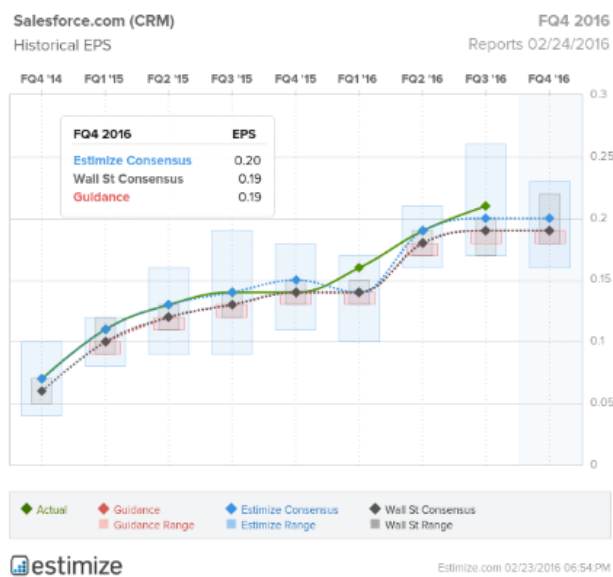


Figure 3.7. Salesforce revenue



The fourth quarter is expected to benefit from the success of popular products such as Salesforce ExactTarget Marketing Cloud platform and the recently launched Salesforce1 Customer Platform. Salesforce is also making a play for social, launching a new set of tools to help marketers engage with customers on Instagram by using their suite of Marketing Cloud products. The most important number to watch for is Salesforce's backlog of booked business which increased 28% YoY in the latest quarter. (About Investing/Salesforce)

3.8. SproutSocial

Sprout Social's innovative tools help businesses more effectively manage their social media and social care efforts. Sprout provides social media engagement, publishing and analytic tools for top global brands including AMD, McDonald's, Nokia, Pepsi, and UPS.

Sprout's world-class tools enable top brands – and more than 10,000 customers to engage on numerous social platforms including Twitter, Facebook and LinkedIn. The platform manages more than 6 million social interactions per day and makes it incredibly efficient to for brands to say connected.

Founded in 2010 and based in Chicago's vibrant West Loop neighborhood, Sprout headquarters is a lively center of technology innovation, product development, creative marketing and outstanding customer service. (About Sprout)

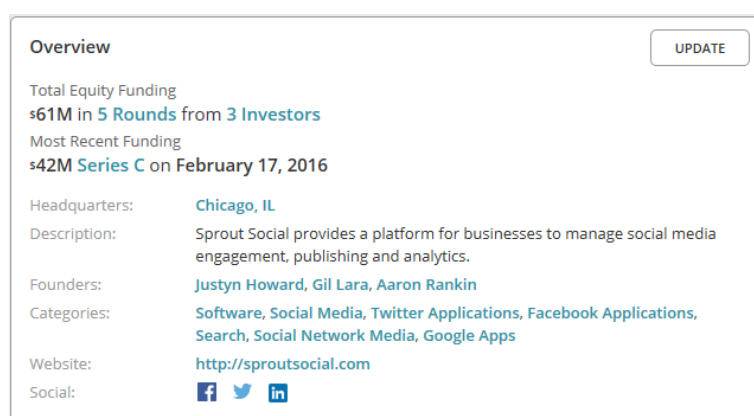


Figure 3.8. Sprout overview

3.9. Topsy

Topsy was founded in 2007 by Vipul Ved Prakash, Rishab Aiyer Ghosh, Gary Iwatani and Justin Foutts. The company has raised over USD \$27 million in venture capital from BlueRun Ventures, Ignition Partners, Founders Fund, Scott Banister and other investors. The company has over 40 employ-

ees with offices in San Francisco and Washington DC and operates its own data centers. (About Topsy)

In December 2013, Topsy was acquired by Apple Inc. for a reported value of around \$225 million. On December 16, 2015, the Topsy service was shut down, and its website was redirected to an Apple support page discussing the search functionality of iOS 9. This analyze of Topsy is done by Gregg Finn in Marketingland.com 2012.”Topsy Pro Analytics Lets Users Analyze over 100 Billion Tweets from The Last 2+ Years. (About Topsy)

Topsy has released a powerful new feature for marketers today deemed Topsy Pro Analytics. Different than the basic analytics offerings announced last year, the new Pro Analytics will allow users to see view and analyze more than 100 billion Tweets over the past several years.

Unlike many social tracking tools, the licence that Topsy has to the Twitter Firehose allows the service to analyze all Tweets, not just a specific set of key phrases being tracked. Specific key phrases can be mined down to provide more information thanks to the dynamic navigation options and comparison tools. Users can enter in a query and breakdown the data using the following options:

Dashboard

The dashboard allows users to see the big picture on search terms including mentions, top posts, top links and top media:



Figure 3.9. Topsy dashboard overview

One thing that marketers will notice immediately is the ability to see back in time, by location, language or sentiment. These tools can be quite beneficial for marketers as the specific searches and data from any screen can be further segmented if needed. Additionally, all Tweets from a specific website can be found if the website name is included in with the search term. (About Topsy)

Activity

The activity screen is a powerful tool for brands as any key phrases can be tracked and analyzed. The following graph looks at four football teams from the NFC

East:

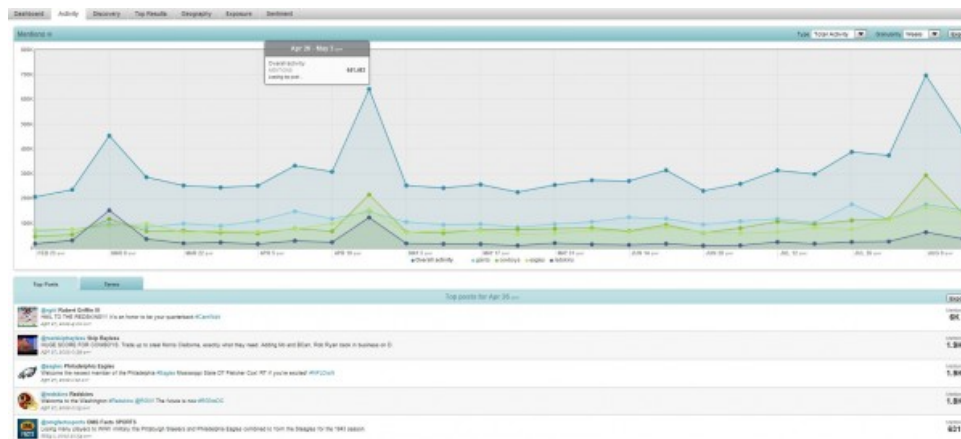


Table 3.9. Topsy activity overview

By clicking on the large peak in April the activity can be further broken down by top posts for that specific period. In this example, it allows us to see that the large peak can be attributed to the Redskins draft of Robert Griffin III. The term view will show users the overall activity and stats during that time period for the given query.

Discovery

The discovery tab allows users to breakdown a search term to see exactly what people are talking about. The discovery tab can show the top related terms or “experts” around that term. Here’s how the breakdown of #nfl looked over the past 30 days.

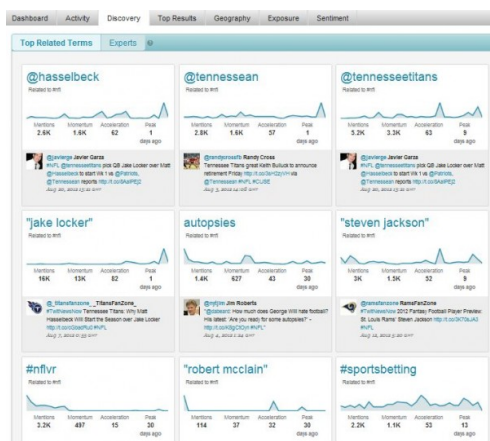


Figure 3.9. Topsy Discovery tab overview

The functionality of the discovery looks to be a bit off, especially around the experts. Topsy told us that the overall influence metrics take into account more than just followers, but we found that many times the real experts around a key phrase were left out.

Top Results

For users/brands looking to see the hottest Tweets/links/media over a given time period, the top results tab will be your best friend. Here's a look at a search for "Ford" Tweets over the past 90 days":

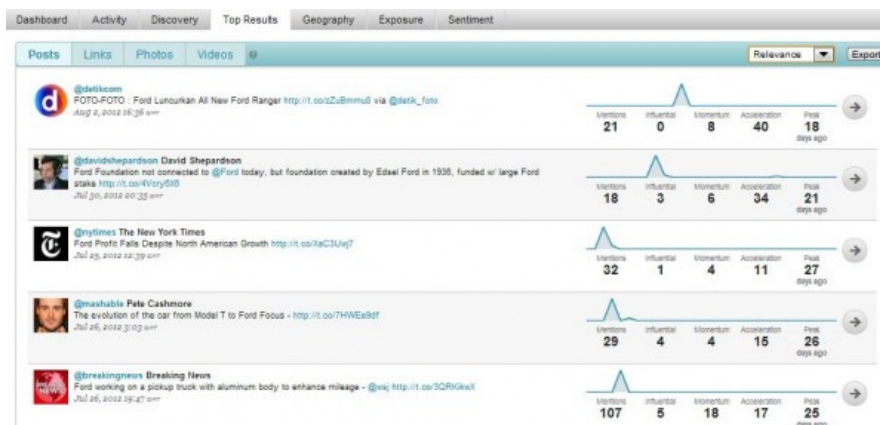


Figure 3.9. Topsy search tool overview

3.10. CRM software

In CRM (customer relationship management), CRM software is a category of software that covers a broad set of applications and software designed to help businesses manage customer data and customer interaction, access business information, automate sales, marketing and customer support and also manage employee, vendor and partner relationships. Typically, CRM software is used in the enterprise, however many products scale to a business of any size.

CRM software is designed to help businesses meet the overall goals of customer relationship management (see Webopedia's CRM definition). Today's CRM software is highly scalable and customizable, allowing businesses to gain actionable customer insights with a back-end analytical engine, view business opportunities with predictive analytics, streamline operations and personalize customer service based on the customer's known history and prior interactions with your business.

CRM software is commonly used to manage a business-customer relationship, however CRM software systems are also used in the same way to manage business contacts, clients, contract wins and sales leads.(Vangie Biel,Webopedia.com)

3.11. Sysomos

Sysomos was founded by Nilesh Bansal and Nick Koudas. The company is a spinoff of the University of Toronto research project BlogScope. The BlogScope project, which started in 2005, resulted in creation of the underlying content aggregation and analysis engine commercialized by Sysomos. The company raised venture capital in 2008 and was acquired by Marketwire in 2010.

Sysomos launched its flagship offering MAP in Sept 2007, followed by addition of Heartbeat to its product suite in 2009. In addition to the two main products, the company released FourWhere, a free location-based social search service that mashes up Foursquare in March 2010. (Wikipedia/sysomos).

Sysomos helps you get the true social intelligence you need to make better business decisions. Research without limitation, stay on top of what your community

is saying, and advertise to people looking for what you're selling.

(www.sysomos.com)

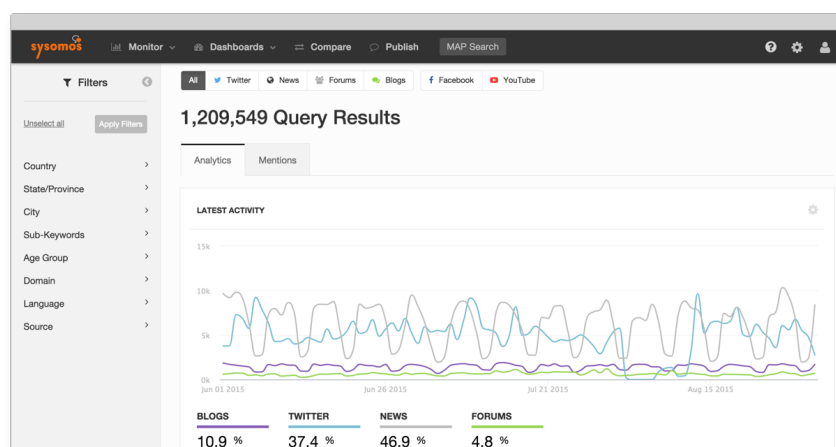


Figure 3.11. Sysomos query overview

SYSOMOS MAP

Ad-hoc. Research. No limits.

MAP is like the search engine for social media. Listening tools give you snapshots of social activity, based on complex queries you must build carefully in advance. With Sysomos MAP, simply type in your keyword, and instantly see results, including reach and context for your topic today and historically. Unlimited searches, unlimited results, no surprise costs.

It is wise business to use website without web analytics, so your social strategy needs strong analytics, too. Know what your customers are saying, when a crisis is brewing, how healthy your reputation is, what products matter to your community and who is influential in your space. And it's all real-time, because the social web doesn't wait.

3.12. Taboola

Nowadays Taboola as a platform is the world leader in the discovery of significant content, it works with over 150 billion of the recommended content, reaching 400 million visitors each month, including the USA Today, The Weather Channel, The Atlantic, Fox Sports and so on. Taboola studies the behavior of

visitors when they interact with the content that predicts which web sites are the most interesting to visitors. Taboola is significantly focused on video content for the simple reason that it is the best way to display the message we want to convey which is confirmed by the CMO.com (Abramovich, 2013) that says that users are 27 times more likely to click on the link for online video content than it will do for the standard banners.

4 RESEARCH METHODS

4.1. Qualitative and quantitative research

There are two different types of research and they are the qualitative and quantitative methods. The selection which to choose is vital for the whole thesis to bring the right kind of information which will be benefitting solely to the outcome which is the reason for this thesis. (Creswell 2003, 153)

Qualitative research focuses on understanding the respondent point of view. The observations and measurements are made in natural settings and the approach is more rational and interpretative. The data is usually collected through interviews and observations and the sample is much smaller than in a quantitative research. (Ghuri & Grønhaug 2005, 110). Although the sample is small the results give a deeper understanding on the topic and the researcher is more likely to get new insights (Creswell 2003, 181 – 183).

In comparison to the qualitative method, the quantitative research focuses on collecting numerical data to explain the phenomena. The data is collected through surveys and the sample size is much bigger than in qualitative research. The questions are designed in such a way that they can be handled and analyzed statistically. Compared to qualitative research the approach is much logical and critical (Mäntyneva, Heinonen & Wrange 2008; 32; Ghuri Grønhaug 2005, 110)

Mixed methods research is a combination of qualitative and quantitative data. It provides a more holistic understanding of the research problem (Creswell 2003, 208 – 209)

In this thesis the quantitative method is used to gather a broader understanding of ABB Oy Protection and Connection marketing personnel views of the competition and the level of ABB Oy social media presence at the moment which was conducted through a web survey and participants gave their answers with total anonymous. Total questions were 6, which are: Are you a man or a woman? Which social media platforms are you personally using? ABB Protection and Connection has the edge in the market compared to competition. What are the reasons behind this fact? Do you feel that ABB Protection and Connection have (time) resources to implement new digital strategy plan which require daily interactions with potential customers? and why is that? In your opinion, which one of these competitors have the best presence in Social Media? And lastly, grade the current ABB Protection and Connection presence in digital platforms. These questions are targeted to bring the starting point of the research which is influenced by personal user experiences of ABB Oy Protection and Connection division's marketing in different social media platforms and visits to their competition's landing pages and product images. Another parallel research was addressed to International Business students of Vaasa University of Applied Sciences and it was about landing pages, navigation with design and customer interaction level. The survey was conducted as an e-survey and was anonymous.

4.2. Data collection

According to Ghauri and Grönhaug (2005) "data sources are the carriers of information", There are two types of data, primary and secondary data. The choice of which data to use is highly dependent on the research problem and information needed. Additionally, it is important to figure out how to collect the data from whom and in what way. (Ghauri & Grönhaug, 2005, 91)

Secondary data refers to information collected by others. It must be noticed that the data might have been collected for a different purpose. Therefore the researcher must always question the reliability of the information. The aim of secondary data is to help the researcher to understand, solve and explain the research problem. Sources of secondary data are books, articles, statistics and research reports.

In some cases the secondary data is enough to solve and explain the research problem and no primary data is needed (Ghauri & Grønhaug 2005, 91 – 102)

When the researcher is not able to get an answer to the research problem from secondary data, primary data is needed. The data collected by the researcher is primary data. Primary data is always unique because it has been designed to find out answers on a particular research problem. Compared to secondary data primary data is more consistent with the research objectives. Primary data can be collected through surveys and interviews, observations and experiments. The data collection methods depend on the research methods. In this thesis both data types are used. The thesis begins with theoretical review on the subject. The used data was collected from books, academic literature and online data sources. The secondary data works as the basis for the primary data. The collection of primary data began in February 2016 and lasted until March 2016. The primary data was collected through an e-survey which focused on the personnel of ABB Oy Protection and Connection marketing division. The focus is to get an understanding of ABB Oy Protection and Connection marketing personnel's level of engagement in different social media platforms. Another e-survey was aimed towards International Business students in Vaasa UAS to have more answers of landing page differences on design, functionality and overall impact on users.

4.3. Reliability

The aim of reliability is to measure the consistency of the results. The research is better and more reliable when fewer errors occur. Reliability is strongly related to quantitative research. If the sample is larger, the reliability is much better. Reliability can also be determined by repeating the research or making a parallel research. If the reliability is good the result should be the same. Possible factors of errors can be poor definition of the research problem, poor survey, wrong target group or badly conducted sampling. These factors can decrease the reliability of the research (Mäntyneva et al. 2008, 34; Kumar et al. 2002, 265). In this research a questionnaire is used as a research method. The questionnaire was conducted through e-questionnaire and the total number of respondents was only 6 people

which consists the whole personnel of ABB Oy Protection and Connection marketing department. But if we are thinking of the right target group, research is focusing just the right people in the organization and given the answers from the people who are primary reasons of this thesis resulting that reliability is very strong. This thesis reliability grows even stronger through another parallel research what was addressed to students in Vaasa University of Applied Sciences International Business students and they gave their answer with total anonymous.

4.4. Validity

In comparison with the reliability, the validity of the research aims to find out whether the research was able to measure what was intended to measure. When the theoretical framework is consistent with the empirical findings, the validity of the research is good. (Mäntyneva et al. 2008, 34 Kumar et al. 2002, 265) In this research that has been concluded. If ABB increases their presence in social media, that effectively increases their follower amount and getting more views as well.

5 Digitalization Strategy Framework

The list summarizes the most important steps in developing a social media strategy and the order in which they should be occur.

1. identify an initial business domain (e.g., marketing)
2. Understand the existing business goals for the business domain (e.g. marketing goals for the current fiscal year).
3. Identify ways that social media could support those goals, to determine which goals to focus the social media strategy
4. Identify the business processes that achieve the selected goals (e.g. lead management).
5. Engage appropriate stakeholders to help and to participate.
6. Understand the metrics used to define success of the business processes (e.g. average cost per converted lead), their current values, and target values that would demonstrate a successful social media strategy.
7. Hold a kick-off meeting.

8. Interview all stakeholders to identify the current challenges, opportunities, and options. Use the Social Media Management Framework as a checklist to understand current context, culture, processes, people, policies and metrics.
9. Hold a workshop to review the data gathered in the interviews, discuss the themes revealed and jointly prioritize the themes for action. Again apply the Social Media Management Framework as a checklist to ensure that each element that will be required for success is considered.
10. Identify capabilities that should be centralized or shared.
11. Begin working on the themes in priority order. Once the initial strategy is defined, it's important for a company to test and refine it over time. Social Media is still a very new domain and no one knows specifically which tactics will achieve results with audiences who are by definition unique. That is why every company should have some kind of a strategy before entering more deeply into social media.

(Smith, Wollan, Social Media Management Handbook, 2011, 34 – 35)

5.1 Defining aspiration

Every decision in any market needs to find ways to answer the customer demand and keeping the competition behind. Digitization is the solution to that and it gives added value to the customer and brings supplier and customer more tightly together. Both become more dependable on this development. ABB Oy Protection and Connection marketing aims to have more visibility in social media platforms and increase followers and ultimately more leads and revenue for this added presence in chosen platforms. To stay in the lead and ahead of the competition, ABB Oy Protection and Connection needs to develop tools and a customer engagement system which gives a more natural look of their entire company and increase visibility. Future customer needs have to be predicted even before the customer him/herself recognizes them.

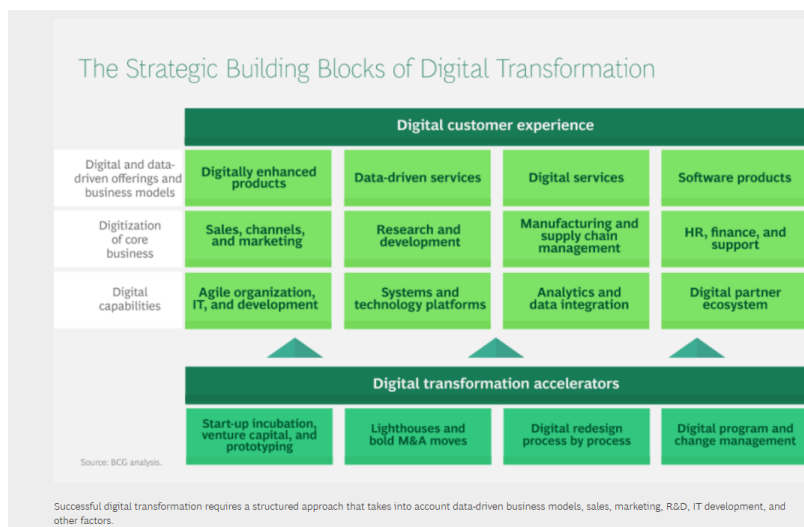


Figure 5.1. strategic building blocks (Digitization strategy framework, Bcg.com)

5.2. Improving external offerings

Social Media technologies are generally considered to be tools for business management, effectively designed and implemented for external use (Yates and Paquette, 2011). Further attention must be placed on the demarcation and evaluation of the new technologies and trends so that the real internal value of Social Media as a component of the modern Knowledge Management can be determined (Constantinides and Fountain, 2008; Grimaldi et al., 2013)

Social interactions can support creativity, innovation and new product development (Culnan et al., 2010; Di Gangi et al., 2010; Calabrese et al., 2013) Moreover social technologies play an important role in sustaining the processes that which are a matter of interest to external stakeholders (Mangold and Faulds, 2009). An increasing number of companies are using social technologies to improve the interaction with external stakeholders in order to increase business values such as improving customer satisfaction and supplier loyalty, increasing sales and revenues, supporting marketing initiatives, creating brand awareness and reputation, enforcing loyalty performance (Culnan et al., 2010; Kietzmann et al, 2011; Sinderen and Almeida, 2011). In a customer point of view, every action what ABB Oy Protection and Connection is doing must give them sense of learning and feeling of mutually benefitting partnership which gives that added value and grow

customer satisfaction. In social media it is easy to gain views and interaction as well but it all could go wrong in a one day if you are not focusing your business to promote your products and services in a manner what is acceptable in the eyes of the customer.

5.3. Streamlining company processes

When strategy is tested in different steps, there are fewer errors and delays, there is fewer duplicated effort and staff and customers feel more satisfied. Processes that do not work can lead to numerous problems. For example:

- Customers may complain about poor product quality or bad service
- Colleagues get frustrated.
- Work may be duplicated or not done.
- Cost increase.
- Resources are wasted.
- Bottlenecks can develop, causing you to miss deadlines.

Cure for these kind of process malfunctions are these steps:

- Map the process. Once it have decided which process you want to improve, document each step by using Flowchart or Swim Lane Diagram. These tools show the steps in the process more visually.
- Analyze the process. Use Flowchart or Swim Lane Diagram to investigate the problems within the process.
- Redesign the Process. Aim is to redesign the process to eliminate the problems you have identified. It is best to work with people who are directly involved in the process.
- Acquire resources. It is important to secure the resources you need to implement the new process. List everything you will need to do.
- Implement and Communicate change. It is likely that improving your business processes will involve changing existing systems, teams or processes. For example, you may need to acquire new software, hire a new team member or organize training for colleagues.

- Review the process. It is important to closely monitor how things are going in weeks and months that follow, to ensure that the process is performing to expectations. (Mindtools.com)

5.4. Reinvent business models for data products

Consultant Johnson, Harvard Business School professor Christensen, and SAP co-CEO Kagermann set out the tools that executives need to do both.

Successful companies already operate according to a business model that can be broken down into four elements: a *customer value proposition* that fulfills an important job for the customer in a better way than competitors' offerings do; a *profit formula* that lays out how the company makes money delivering the value proposition; and the *key resources* and *key processes* needed to deliver that proposition.

Game-changing opportunities deliver radically new customer value propositions: They fulfill a job to be done in a dramatically better way (as P&G did with its Swiffer mops), solve a problem that's never been solved before (as Apple did with its iPod and iTunes electronic entertainment delivery system), or serve an entirely unaddressed customer base (as Tata Motors is doing with its Nano—the \$2,500 car aimed at Indian families who use scooters to get around). Capitalizing on such opportunities does not always require a new business model: P&G, for instance, did not need a new one to leverage its product innovation strengths to develop the Swiffer.

A new model is often needed, however, to leverage a new technology (as in Apple's case); is generally required when the opportunity addresses an entirely new group of customers (as with the Nano); and is surely in order when an established company needs to fend off a successful disruptor (as the Nano's competitors may now need to do). (Harvard Business Review, 2008) It is widely recognised that the internal use of social media helps employees fulfill their knowledge tasks and meet their objectives through informal interactions. (Paroutis and Al Saleh, 2009)

Knowledge benefits deriving from the internal use of social media are basic and immediate, such as better handling of information throughout the organisational hierarchy, empowering individuals to create, share and search content, as well as to communicate and collaborate with each other. Most of the goals and end results of social media structures can be reached more quickly and more efficiently thanks to the benefits of Knowledge Marketing. (Choong, 2008; Cricelli and Grimaldi, 2010; Green and Ryan, 2005); Moeller, 2009)

However, the benefits of social media do not affect only KM but also extend to information management at the various levels of operation strategies and of production processes. (Falcone et al. 2010; Falcone et al., 2013) In particular, benefits include an overall increased productivity and output, a better innovation and implementation of new ideas and a better customer service. A shared interpretation of knowledge among operational personnel determines how knowledge is disseminated and used to design and implement a unified operational response to that knowledge (De Felice and Petrillo, 2012).

5.5. Develop a digital technology platform

Marketers are losing the confidence in the complex marketing environments and media environments. Traditional marketing gradually passivates the marketing effectiveness that the emergence of new marketing tools and media are urgently eager. To some degree, digital marketing brings the expectation. Since 2009, advertising agencies and media agencies have turned such expectations to strong involvement (Adm DigitalxCreative, 2010).

When the network infrastructure becomes popular, the formation of digital environments is closely related to the life (Cotler& Rizzo, 2010; Kim, Jeong, &Lee, 2010). The emergence of various digital marketing media technologies forces an enterprise searching for new digital marketing models and re-confirming the status of the enterprise in digital environments. The digital marketing competition becomes the contest of virtual channels; one understands more of digital marketing and masters the characteristics of digital marketing media could

have better advantages. Meanwhile, how virtual channels are treated, how digital marketing is

executed, how digital marketing media are operated, and what the key success factors in digital marketing are in any given industry. The chosen platforms depend company Vision and the platforms which the customers of ABB Oy Protection and Connection are using.

5.6. Building a digital ready organization

A digital ready organization has implemented digital processes to product level, governance, company culture and processes. This means that a system which has made visibility and customer service engagement to its core services and has changed the whole idea how to interact with customers.

Marketing interaction should allow the participation of consumers. In the marketing era, the behavior model of Web2.0 needs to be caught up in digital environments, i.e. to allow the participation of consumers, to have consumers create the marketing content, and to pay attention to the technique to prevent consumers from stepping back. It is suggested that Community Websites and Video Websites would be applied to media. Such marketing encouraging consumers uploading pictures and videos and requesting consumers sharing their blogs or Facebook could be well applied. (Shyu, Maw-Liann; Chiang, Wan-Ju, Chien, Wen-Yuan, Wang, Sheng-Liang, *International Journal of Organizational Innovation*, 2015)

6. EMPIRICAL STUDY OF BENCHMARKING

Benchmarking may be defined as the process of analyzing the best products or processes of leading competitors in the same industry or leading companies in other industries (Camp, 1995). The focal company then gains an understanding of the appropriate performance level and drivers behind the success (Zairi, 1996). This process provides ideas to the company to identify and implement the most effective solutions for realizing breakthroughs in performance. In this sense, benchmarking provides both motivation and learning in performance

improvements. As the team in the company compares its internal practice with the best practice, benchmarking feedback reveals plenty of room for improvements and suggests how to imitate strategies, which have the potential to achieve better performance. Besides this motivational aspect, the team also becomes involved in the learning process of implementation. They engage in planning, controlling, and evaluating the life cycle of the improvement project. (Simatupang, Togar M; Sridharan, Ramaswami. Benchmarking, 2004):

Earlier benchmarking studies in supply chain management covered types of performance or practice including its achievable performance levels for comparison, how to set performance targets, and possible methods to implement improvement solutions (Boyson et al, 1999). However, most of this earlier research relates mainly to benchmarking schemes for a specific single company as a part of the supply chain. Hanman (1997) employed the leaders-laggers analysis to compare a firm's performance to best practice. Gilmour (1999) proposed a set of benchmark measures based on a set of capabilities, which consists of process, information technology, and organization. Bowersox et al. (2000) found that the best practice in supply chain management resulted in better performance compared to companies with less integrated supply chain practices, van Landeghem and Persoons (2001) developed a causal model as a means for identifying possible initiatives to bridge the performance gap between a company and best-in-class performers. Recently, Basnet et al. (2003) empirically provided a benchmarking study on supply chain practices in New Zealand companies.

The advent of supply chain collaboration shifts the focus of benchmarking from a single company level to an interorganizational level (Simatupang and Sridharan, 2004). Several research surveys have shown, for example, that the core of supply chain management is the improvement process at the interorganizational level (Boyson et al, 1999; Kopczak, 1997; Stank et al., 1999). According to Stewart (1995), a best-in-class supply chain was characterized by the best achievement of both internal-facing measures and customer-facing measures. Christopher (1998) also argued that supply chain benchmarking includes joint practices and achievements of the chain members in the supply chain.

6.1. Methods of Benchmarking

Benchmarking models are used to determine how well a business unit, division, organization or corporation is performing compared with other similar organizations. The benchmark is often used for improving communication, professionalizing the organization/ processes or for budgetary reasons. Traditionally, performance measures have been compared with previous measures from the same organization at different times. (Vectorstudy.com)

Benchmarking (also "best practice benchmarking" or "process benchmarking") is a process used in management and particularly strategic management, in which organizations evaluate various aspects of their processes in relation to best practice, usually within their own sector. This then allows organizations to develop plans on how to adopt such best practice, usually with the aim of increasing some aspect of performance. Benchmarking may be a one-off event, but is often treated as a continuous process in which organizations continually seek to challenge their practices. (Vectorstudy.com)

There are four types of benchmarking methods:

- Internal (benchmark within a corporation, for example between business units)
- Competitive (benchmark performance or processes with competitors)
- Functional (benchmark similar processes within an industry)
- Generic (comparing operations between unrelated industries)

6.2. Generic benchmarking method and Competitive method

Business dictionary defines generic benchmarking as: "Method of comparing the performance and processes of organizations in unrelated industries". (Business-dictionary.com) This research uses this method to compare revolutionary pioneers like Disney and Gillette with ABB Oy Protection and Connection to create a strong foundation for up to date social media network system which monitors customer behavior and actions accordingly. This research also uses competitive meth-

od to evaluate competitions (namely Siemens, Schneider and Socomec) actions in social media

6.3. Benchmarking process

If a company is to be successful, it needs to evaluate its performance in a consistent manner.

In order to do so, businesses need to set standards for themselves and measure their processes and performance against recognized industry leaders or against best practices from other industries, which operate in a similar environment. This is commonly referred to as benchmarking in management parlance.

The benchmarking process is relatively uncomplicated. Some knowledge and a practical dent is all that is needed to make such a process a success. Therefore, for the benefit of corporate executives, students and the interested general populace, the key steps in the benchmarking process are highlighted below. (Tutorialspoint.com)

Following are the steps involved in benchmarking process:

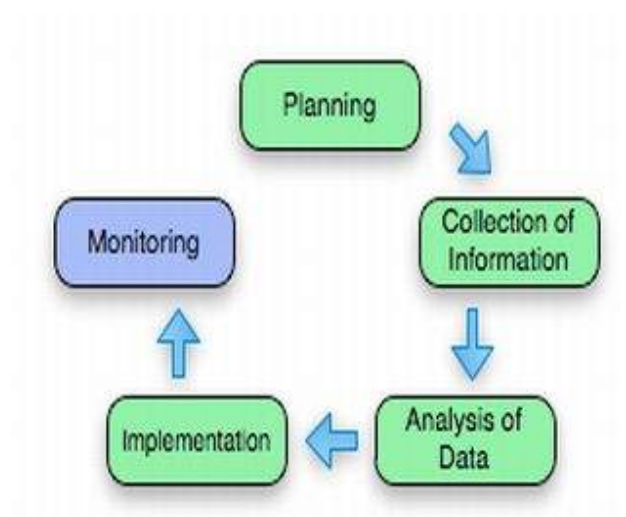


Figure 6.3. Benchmarking steps

1. Planning

Prior to engaging in benchmarking, it is imperative that corporate stakeholders identify the activities that need to be benchmarked.

For instance, the processes that merit such consideration would generally be core activities that have the potential to give the business in question a competitive edge.

Such processes would generally command a high cost, volume or value. For the optimal results of benchmarking to be reaped, the inputs and outputs need to be redefined; the activities chosen should be measurable and thereby easily comparable, and thus the benchmarking metrics needs to be arrived at.

Prior to engaging in the benchmarking process, the total process flow needs to be given due consideration. For instance, improving one core competency at the detriment to another proves to be of little use.

Therefore, many choose to document such processes in detail (a process flow chart is deemed to be ideal for this purpose), so that omissions and errors are minimized; thus enabling the company to obtain a clearer idea of its strategic goals, its primary business processes, customer expectations and critical success factors.

An honest appraisal of the company's strengths, weaknesses and problem areas would prove to be of immense use when fine-tuning such a process. (Tutorialspoint.com)

2. Collection of Information

Information can be broadly classified under the sub texts of primary data and secondary data.

To clarify further, here, primary data refers to collection of data directly from the benchmarked company/companies itself, while secondary data refers to information garnered from the press, publications or websites.

Exploratory research, market research, quantitative research, informal conversations, interviews and questionnaires, are still, some of the most popular methods of collecting information.

When engaging in primary research, the company that is due to undertake the benchmarking process needs to redefine its data collection methodology.

Drafting a questionnaire or a standardized interview format, carrying out primary research via the telephone, e-mail or in face-to-face interviews, making on-site observations, and documenting such data in a systematic manner is vital, if the benchmarking process is to be a success. (Tutorialspoint.com)

3. Analysis of data

Once sufficient data is collected, the proper analysis of such information is of foremost importance.

Data analysis, data presentation (preferably in graphical format, for easy reference), results projection, classifying the performance gaps in processes, and identifying the root cause that leads to the creation of such gaps (commonly referred to as *enablers*), need to be then carried out. (Tutorialspoint.com)

4. Implementation

This is the stage in the benchmarking process where it becomes mandatory to walk the talk. This generally means that far-reaching changes need to be made, so that the performance gap between the ideal and the actual is narrowed and eliminated wherever possible.

A formal action plan that promotes change should ideally be formulated keeping the organization's culture in mind, so that the resistance that usually accompanies change is minimized.

Ensuring that the management and staff are fully committed to the process and that sufficient resources are in place to meet facilitate the necessary improvements

would be critical in making the benchmarking process, a success. (Tutorialspoint.com)

Steps to get the right kind of solution

1. Scope definition
2. Choose benchmark partner(s)
3. Determine measurement methods, units, indicators and data collection method
4. Data collection
5. Analysis of the discrepancies
6. Present the results and discuss implications / improvement areas and goals
7. Make improvement plans or new procedures
8. Monitor progress and plan ongoing benchmark.

Benchmarking is a tough process that needs a lot of commitment to succeed. More than once benchmarking projects end with the 'they are different from us' syndrome or competitive sensitivity prevents the free flow of information that is necessary. However comparing performances and processes with 'best in class' is important and should ideally be done on a continuous basis (the competition is improving its processes also...).(Tutorialspoint.com)

5. Monitoring

As with most projects, in order to reap the maximum benefits of the benchmarking process, a systematic evaluation should be carried out on a regular basis.

Assimilating the required information, evaluating the progress made, re-iterating the impact of the changes and making any necessary adjustments, are all part of the monitoring process. (Tutorialspoint.com)

6.4. Objectives

The objective is to get information of competition and its level of presence in social media platforms and methods what they are using. The ultimate goal is to boost up views and clicks of ABB Oy, Protection and Connection content with increasing engagement with customers and producing leads and increasing revenue on their market area. (Low Voltage Switches)

Sixty percent of the people who use three or more digital means of research for product purchases learn about a specific brand or retailer from a social networking site" (McCrea, 2012, p. 74). Therefore it is vital to find the right tools for presenting your content to your prospect customers in same platforms than they use.

Stelzner (2012) conducted a survey of 3,800 small and medium sized organizations to understand why these organizations are using social media marketing. The SME's reported that social media helps the organizations to grow and promote their businesses, especially to generate more awareness in terms of business exposure (85% of marketers), to increase traffic (69%) and provide organization insight (65%). Social media can help the small business organizations in terms of networking, relationships, and online branding opportunities (Bulearca & Bulearca, 2010)

Small business owners should engage in informal and formal networking as an integral part of social marketing. It is important for the small businesses to focus on networking and advantages that exist within the network groups and to determine the influence the network group has on members. Networking provides opportunities to connect to various customers and businesses to collaborate. Business owners can stimulate their own personal social networks to provide access to more reliable and exclusive information. (Taneja, Sonia,; Toombs, Leslie, Academy of marketing journal, 2014, 249 – 260)

6.5. Target organizations

6.5.1 Siemens

Siemens, established in Germany in 1847, is currently one of the biggest technology companies in the world. The company as a whole employs over 340 000 people worldwide while generating a revenue of almost EUR 72 billion and net income of EUR 5.5 billion in the year 2014. (About Siemens)

Siemens has over 289 major production and manufacturing plants all over the world. The company also has office buildings, warehouses, research and development facilities as well as sales offices in almost every country in the world. (About Siemens)

6.5.2 Schneider

From 1836 to today, Schneider Electric has transformed itself into the global specialist in energy management. Starting from its roots in the iron and steel industry, heavy machinery, and ship building, it moved into electricity and automation management. After 170 years of history, Schneider Electric has become today the solution provider that will help you make the most of your energy. (About Schneider)

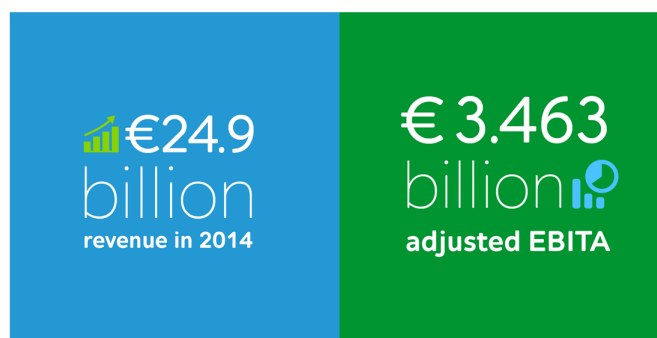


Figure 6.5.2. revenue and EBITA 2014



Figure 6.5.2. Employee count and global market presence

6.5.3. Socomec

The company was founded 1922. Last year, the company despite proactive monetary policies, a historic reduction in interest rates, the absence of inflation and the fall in oil prices, global economic growth in 2014 was below expectations. Markets became more circumspect, especially as the exchange rates entered into a period turbulence in the fourth quarter. The dollar and the yuan rose sharply while the euro and the yen tumbled, fuelling the risk of a currency war and its unforeseen consequences on major revenue drivers. In this complex environment, characterised by a persistent lack of visibility and increasing volatility SOCOMEC has managed to stabilise its sales revenue at M€428, a decrease of 2.0% compared to 2013, of which 0.3% is attributable solely to foreign exchange effects. Like last year, the downturn has affected the entire industry. Geographically, 2014 was marked by a contraction of 7% in Asia (China, India, Asia Pacific), bringing the revenue input of this region to 21% of SOCOMEC's total turnover against 22% in 2013. (About Socomec)

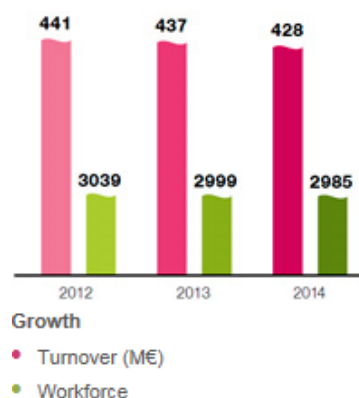
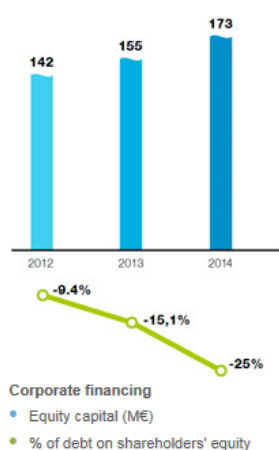
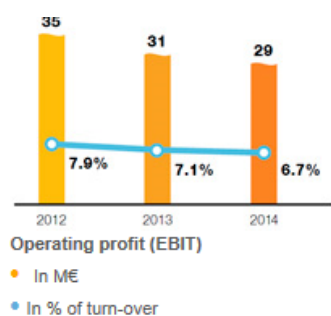


Figure 6.5.3 Socomec Growth

The company managed nevertheless to maintain a level of EBIT in 2014 close to that of 2013, i.e. 6.7% as against 7.1%. This is a result obtained by maintaining variable profit margins at a high level and strict control of indirect costs. Not to mention the significant impact of French government aid with a Competitiveness

and Employment Tax Credit up by 50%. If the current economic recovery is confirmed, operating profitability should rise quite sharply. Financially, SOCOMEC has equity capital of M€170 and liquid assets of M€43. SOCOMEC therefore clearly has the means to fund future development and investment projects. (About Socomec)



Figures 6.5.3 Socomec EBIT and Corporate financing

6.5.4. Disney

The Walt Disney Company, commonly known as Disney, is an American diversified multinational mass media and entertainment conglomerate headquartered at the Walt Disney Studios in Burbank, California. It is the world's second largest media conglomerate in terms of revenue, after Comcast Disney was founded on October 16, 1923, by Walt Disney and Roy O. Disney as the Disney Brothers Cartoon Studio, and established itself as a leader in the American animation industry before diversifying into live-action film production, television, and theme parks. The company also operated under the names The Walt Disney

Studio, then Walt Disney Productions. Taking on its current name in 1986, it expanded its existing operations and also started divisions focused upon theater, radio, music, publishing, and online media.

In addition, Disney has since created corporate divisions in order to market more mature content than is typically associated with its flagship family-oriented brands. The company is best known for the products of its film studio, The Walt Disney Studios, which is today one of the largest and best-known studios in American cinema. Disney also owns and operates the ABC broadcast television network; cable television networks such as Disney Channel, ESPN, A+E Networks, and ABC Family; publishing, merchandising, music, and theatre divisions; and owns and licenses 14 theme parks around the world. The company has been a component of the Dow Jones Industrial Average since May 6, 1991. An early and well-known cartoon creation of the company, Mickey Mouse, is a primary symbol of The Walt Disney Company. (Disney Wikipedia)

Disney's Mission

The mission of The Walt Disney Company is to be one of the world's leading producers and providers of entertainment and information. Using their portfolio of brands to differentiate the content, services and consumer products, Disney seek to develop the most creative, innovative and profitable entertainment experiences and related products in the world. (About Disney)

	Quarter Ended			Year Ended		
	Oct. 3, 2015	Sept. 27, 2014	Change	Oct. 3, 2015	Sept. 27, 2014	Change
Revenues	\$ 13,512	\$ 12,389	9 %	\$ 52,465	\$ 48,813	7%
Segment operating income ⁽²⁾	\$ 3,534	\$ 2,775	27 %	\$ 14,681	\$ 13,005	13%
Net income ⁽³⁾	\$ 1,609	\$ 1,499	7 %	\$ 8,382	\$ 7,501	12%
Diluted EPS ⁽³⁾	\$ 0.95	\$ 0.86	10 %	\$ 4.90	\$ 4.26	15%
EPS excluding certain items affecting comparability ⁽¹⁾	\$ 1.20	\$ 0.89	35 %	\$ 5.15	\$ 4.32	19%
Cash provided by operations	\$ 3,328	\$ 3,105	7 %	\$ 10,909	\$ 9,780	12%
Free cash flow ⁽²⁾	\$ 2,124	\$ 2,042	4 %	\$ 6,644	\$ 6,469	3%

⁽¹⁾ During the fourth quarter of the current year, the Company recorded a deferred income tax asset write-off of \$399 million as a result of the increase in its ownership of Euro Disney S.C.A. in connection with a recapitalization of Disneyland Paris. EPS excluding certain items affecting comparability has been adjusted to exclude this and certain other items. See reconciliation of reported EPS to EPS excluding certain items affecting comparability on page 8.

⁽²⁾ Segment operating income and free cash flow are non-GAAP financial measures. See the discussion on page 8 and 9.

⁽³⁾ Reflects amounts attributable to shareholders of The Walt Disney Company, i.e. after deduction of noncontrolling interests.

Figure 6.5.4. Financial situation(About Disney)

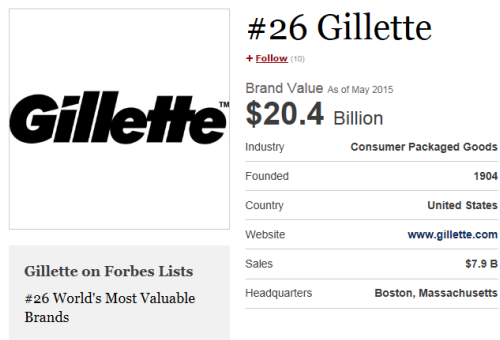
6.5.5. Gillette

Gillette is a brand of men's safety razors and other personal care products including shaving supplies, owned by the multi-national corporation Procter & Gamble (P&G).

Based in Boston, Massachusetts, United States, it was originally owned by The Gillette Company, a supplier of products under various brands until that company merged into P&G in 2005. The Gillette Company was founded by King C. Gillette in 1901 as a safety razor manufacturer.

Under the leadership of Colman M. Mockler Jr. as CEO from 1975–91, the company was the target of three takeover attempts, from Ronald Perelman and Coniston Partners. On October 1, 2005, Procter & Gamble finalized its merger with the Gillette Company.

The Gillette Company's assets were incorporated into a P&G unit known internally as "Global Gillette". In July 2007, Global Gillette was dissolved and incorporated into Procter & Gamble's other two main divisions, Procter & Gamble Beauty and Procter & Gamble Household Care. Gillette's brands and products were divided between the two accordingly. However, both the Gillette R&D center in Boston, Massachusetts as well as the Gillette South Boston Manufacturing Center (known as "Gillette World Shaving Headquarters"), still exist as functional working locations under the Procter & Gamble-owned Gillette brand name. Gillette's subsidiaries Braun and Oral-B, among others, have also been retained by P&G. (About Gillette)



The Gillette product line of razors and personal care products became part of Procter & Gamble when P&G bought the company in 2005. Razors are one of the most profitable businesses for P&G with operating margins of 32%. Procter & Gamble controls 70% of the global blades and razors market led by Gillette. The latest evolution in razors is the Flexball Technology where the razor pivots to maximize contact with the face. [More »](#)

Figure 6.5.5. Gillette on Forbes list

6.6. Information and data requirements in target organizations

This thesis aims to find ways to better customer interactions, user experience improvement, getting more followers and customers through 2-way communication, so the data requirements for reaching ABB Oy Protection and Connection goals are landing page and its content with navigation, various platforms used with measurement of the current level of presence in digital channels. The research done by Álvaro Rocha (2012) proposes a framework for evaluating the global quality of a website. The research suggests that there are three dimensions to website quality: content quality, service quality and technical quality. The first dimension is concerned more on the quality of the content rather than its existence. Several features are evaluated in the content quality, such as accuracy, completeness, relevance, opportunity, consistency, coherence, updates, orthography and syntax. Rocha suggests that each of these features should be analyzed and classified with the five point Likert scale (1 = bad, 2 = mediocre, 3 = reasonable, 4 = good, 5 = very good).

Search engine optimization (SEO) Landing page analyze of ABB Oy Protection and Connection and target companies which includes

- * Website code (titles of pages, the topic it covers, the title of every page, images and content of the pages)

- * The content of the page should be written thinking of the end user and not thinking about search engines because it shows through your text and message and it will not give any credibility to you and your company.
- * Inbound links are important to higher search engine rankings. For instance, if a lot of people like the site, and due to liking the site link to it from their website, search engine ranking goes up.
- * Blogs. The most important thing that every company should do to increase their search engine ranking is to blog often. If a website owner writes one post every single week and simply seeks to engage their audience they will automatically write great content that will increase the ranking of the website. If your ranking is not improving all it means is that you have not hit the publish button enough times. (About website-designs.com)

6.6.1. Digital marketing Processes

Digital marketing can be highly automated and efficient, but company need to put the correct processes and tools in place to deliver efficiency and limit resource required. It needs a set of processes, guidelines and documentation over time. This can help make them faster and more effective, but also ensures continuity of digital standards ongoing, as well as helping to de-risk digital marketing overall. (About CatalystMDC)

It includes social media guidelines, community management, search engine marketing, account maintenance, tools and software and reporting.

6.7. ABB Protection and Connection

This research goes through different aspects of visibility and activity currently used and this gives straight answers to conclusions which this research give. Research has used e-survey to students of Vaasa University of Applied Sciences to determine differences and findings of target companies and the statistical results are presented in the section Comparing and analyzing the results. Also other e-

survey has used to measure habits and feelings of personnel of ABB Oy Protection and Connection.

6.7.1 Digital Marketing processes

At the current level of ABB Oy Protection and Connection digital marketing processes there is no analyses or clear vision where marketing efforts should be focused. This research is giving tools and information to maintain sufficient level of visibility in chosen platforms

6.7.2 Platforms

ABB Oy Protection and Connection has typical and professional looking landing page. There are headlines and pictures on recent news, testimonials of happy customers, fairly easy navigation system and infrastructure is clear. Otherwise the dark color is not appealing and the page does not have a “hook”. A hook is a kind of an eye catching element and stay viewers interested and waiting more to come. This front page is somehow outdated because there are only still photos and not clear headlines with news in their right places. Now all is mixed in the front page. There are videos in sub headers but do ABB want to look professional but boring? No, that is not to case. I hope that future strategic marketing plans will involve more customer friendly approach.

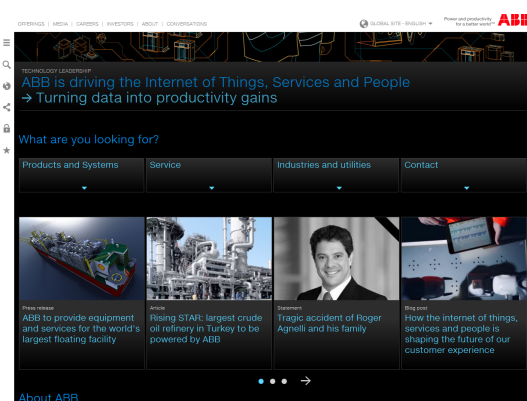


Figure 6.7.2 ABB Group landing page

As we look for ABB Oy Protection and Connection Low Voltage switches, there are many examples of their products: Product information is given by just clicking these images and the outcome is very good. The problem is not that the information in these pages is bad, it is actually very good, but the main thing is to present products more vividly or more interestingly so that viewer gets more than technical abilities list and still photos. Videos, background design, personalizing the pitch (human factor) and organizing the whole package so that everything is very easy to move and look.



Figure 6.7.2 Low Voltage conductors

As we are looking at ways to promote ABB Oy Protection and Connection visibility and leads, we have to study how they are seen at the moment in Social Media platforms (This research used Google search engine):

ABB Oy means actually here ABB Group (global ABB) ABB Oy means ABB Oy Finland.

Visibility of ABB Global and ABB Oy Protection and Connection in different Platforms							
	Google	Facebook	Twitter	Youtube	LinkedIn		
							Significant
							Moderate
ABB Oy							Weak
ABB Oy Protection and Connection							No visibility

Table 6.7.2 visibility at the moment

Google search gives only a few hits as presented below. This is the indication of a missing digital strategy plan which this research is about to be doing which clearly come in the right time. SEO optimizing with key word analyzes is missing

which could help the situation dramatically and the result would be more followers and clicks when interested parties find these platforms.

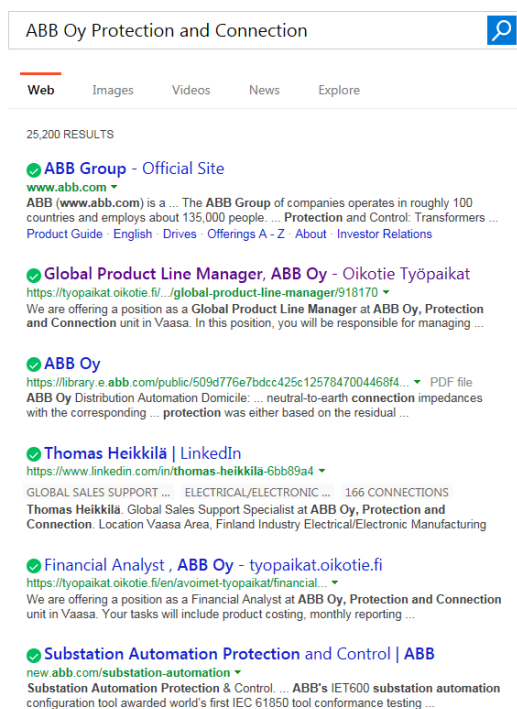


Figure 6.7.2 google search

Obviously there are not any search engine optimizations and not so much effort to put ABB Oy Protection and Connection seen in these search. ABB Group is there and that seem to be their marketing line. Although if we are thinking to get more attention to ABB Oy Protection and Connection, they need to be shown in these searches. Customers are using searches about the products and the company as well. If there is a landing page which is inviting and easy to find, it tells that they are interested to serve customers a little bit more and gaining that added value to them. Customer interaction tools in the page with personalized content gives the final touch. No landing page is not good and there should be links to connect different platforms effectively.

In Facebook there is an ABB Oy Protection and Connection page but it is automatically generated and it has one who followed that page. There are no pictures

or information. There is some other divisions who have content in their pages such as ABB Oy Motors and ABB Oy Transformers.



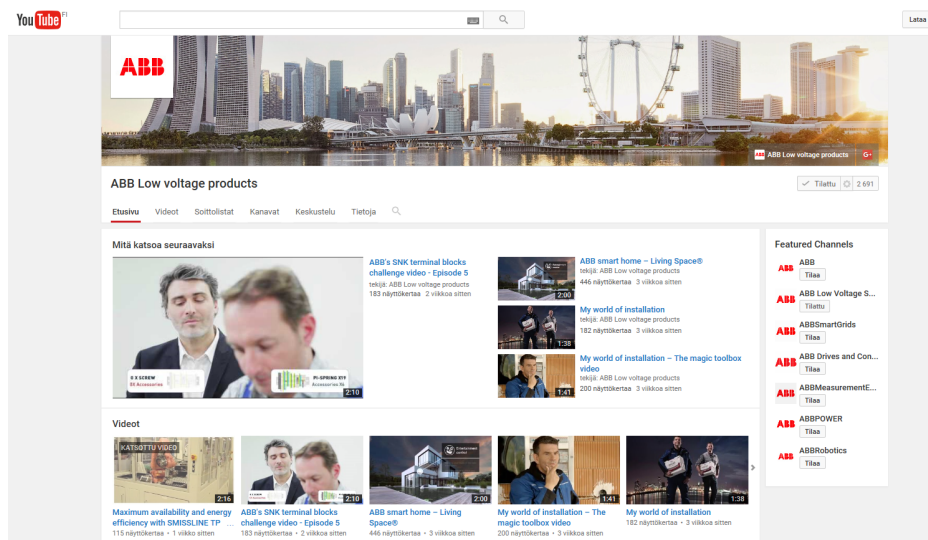
Figure 6.7.2. Facebook page

This is not good and obviously the area what has not got any attention until now. As the questionnaire aimed to personnel gave us, they were active users of Facebook but not active in making their own company pages which should be the top priority right now.

In Twitter, there is ABB Global site which has +112,000 followers, but no hits on ABB Oy Protection and Connection. However ABB Oy Low Voltage have a Twitter account, but they have got only 734 followers at the moment.



Figure 6.7.2. ABB Twitter account



6.7.2. FIGURE of ABB Oy Low Voltage products Youtube page

Youtube is clearly the platform where ABB Oy Protection and Connection has put most of the efforts and the page looks very professional. One of the main research problems was to find more viewers and visibility of these videos and that will be happening linking these different platforms together and creating conversations with viewers and focusing on videos which are informative, high quality and not

too lengthy. The most viewers seem to have got videos containing a human aspect with a presenter with a technical solution which is the best in the market or bringing added value in some other way to users (smaller size etc.).

7 COMPARING AND ANALYZING RESULTS

As Youtube is the strongest platform of ABB Oy Protection and Connection, it is insightful to compare it with the competition in terms of some statistics. ABB Oy should be ABB Group.

Youtube orderers, viewers				
	Orderers	Views totally	Date 01.04.2016	
ABB Oy Low Voltage Products	2691	355191		
ABB Oy	11329	4722175		
Siemens	48311	38954229		
Schneider Electric	19961	14042593		
Socomec Group	186	28293		
Disney	1716905	978969557		
Gillette	57696	82342342		

Links what companies give in Youtube				
ABB Oy Low Voltage Products	Linkki			
	ABB Low voltage products		Google+	
ABB Oy	Linkki			
	ABB website		Facebook	
	Twitter		Pinterest	
	ABB Conversations blog		ABB on LinkedIn	
	ABB on Google+		ABB on Youku	
	ABB on Twitter		ABB on Facebook	
	Google+			

Siemens	Siemens Website Siemens on Twitter Siemens on Google+ Siemens Press Google+	Siemens on Facebook Siemens on LinkedIn Siemens Blogs Imprint / Privacy Policy
Schneider Electric	Schneider Electric TV SE on Facebook Job Opportunities With Us SE on Instagram SE on Vimeo Google+	Schneider Electric Global SE on Twitter SE on LinkedIn SE on Pinterest Schneider Electric Blog
Socomec	Linkki Facebook LinkedIn	Twitter socomec.com
Disney	Linkki Disney.com Instagram Tumblr	Facebook Twitter
Gillette	Linkki gillette.com Twitter	Facebook Google+

Table 7. Youtube followers, views and links

Both Siemens and Schneider Electric have been able to put together a very good network of viewers compared to the number of orderers. They have a wide range of links in their Youtube account and there is a strong conversation platform to utilize this. The reason why this research is using Disney and Gillette as Benchmarking companies is this:

In terms of Disney's online presence, according to data collected by Starcount, Disney was the second most popular brand in social media. The best brand Vines are deliberately lo-fi, because there is no point in spending a lot of money on something that's only six seconds long. This encourages a huge amount of inventiveness, humor and charm, even from the largest of corporate brands.

The true win for Disney was its almost daily commitment in reviving its followers entries. Each one of the revines attracted thousands of further revines and likes. This is a great way to build a community and raise brand perception.

Even after the competition closed, Disney is still reviving its followers' videos. If there is one thing we have learnt over the last few years about brand success on social media, it's the importance of having a good content marketing strategy.

And what does Disney have 91 years' worth of? Good content. It is a delicate balance for Disney to get right on YouTube. As a business you do not necessarily want to give away your best content for free. After all with its policy of only keeping a certain number of films in circulation on home media at any given time, Disney are the kings of scarcity marketing. Then again, you also want to provide a channel that is endlessly entertaining, that captures imagination, that satisfyingly teases the paid-for content without seeming like you are providing nothing of value, provokes engagement and ultimately attract subscribers. How does Disney succeed in this? By creating exclusive original content for the channel. (Econsultancy.com)

ABB Oy Protection and Connection do not have the content of Disney but they have their technical expertise what should be presented a little more entertaining and creating conversation between viewers and the company.

Schneider Electric have found a very visual and wise approach with Instagram updates, connecting followers with the brand effectively and giving a picture of a company what is in a first line taking use of social media tools. Schneider Electric got the best grade (3,22) from e-survey addressed to Vamk International students and it came because their pages are fresh and easy to navigate. Compared to competition (Siemens, ABB, Socomec) they have created the best solution which reflects their Vision clearly. Digitalization and supporting customer systems have been lifted in their highest priorities and clearly that is the answer to all of them. Customers have more solutions to choose in these days and design with the content is more and more important to supporting same goals with the customers.

They use sponsorships as a marketing tool and that is a very effective way to reach people and create excellent content. They follow the simple rule of marketing: be there where the people are. The most remarkable thing is that Schneider Electric has few Mission statements and one of them is support the digital transformation of its customers. This shows with great visual content starting with landing page outfit and various blogs and interaction opportunities. Images are bright and inviting.

Here are a couple of statements from their strategy digitalization part: "the convergence of operational technology (OT) and information technology (IT) creates many new opportunities for customers. It makes their life easier, increases productivity, creates new business models that provides new value propositions for their own customers. Digitization is at the heart of their future growth. Through continuous innovation, Schneider Electric engineers products and solutions that help them unlock this potential". (About Schneider Electric)

Siemens have stated in their strategy overview that they want to exploit the opportunities offered by digitalization even better. Because added value for customers lies more and more in software solutions and intelligent data analysis.

Across the areas of electrification, automation and digitalization, there are concrete growth fields – fields in which are major potential. Siemens is rigorously aligning themselves to exploit this potential in order to achieve long-term success. Their setup reflects this aspiration. (About Siemens)

In their landing page are various blog icons what they are actively using and as stated before blogs are very effective bringing more followers together in a same place which create multiple interactions and possibly generating positive sales outcome in the future. Blogs are great tool to group same kind of content and topic which is easy to followers, reach news of the related things and navigate through different posts. ABB Group has collected all their blogs in a one place which clearly is not a very good way to use blogs in their most effective way – creating conversation and guide followers to right pages. ABB Oy Protection and Connection has got their blogs but they are not creating 2-way conversation because those blogs should not be put in a same mass than all the other blogs. Customers do not find them and it is not serving transparent model of operations which is a very important factor to create trust. That is harming their chances to get more followers and clicks. The content in ABB Oy Low Voltage Products Youtube page is high quality but it is missing grouping and blogs can help on this one. It is quite hard to look through all the content to find the one you are search-

ing for. Time is the most important asset that people and company representatives have and this blogging could serve this purpose effectively.

With the strategic use of YouTube, Gillette managed to capture and engage an entirely untapped demographic. Coupled with a global initiative, Gillette managed to engage with a population of new and future customers (males under 25 years old) in Italy. The global campaign featured a wide variety of media for advertising, extending anywhere from television to social media. The 'Future Champions' initiative in Italy was aimed at a younger audience, hoping to capitalize on a relatively untapped market of new and emerging client (t2marketinginternational.com/social-media-case-study-gillette)

Campaign Statistics

YouTube alone reached 10% of their total audience, and all of their online and social media efforts reached 31% of their total audience reached. (It is important to note that this does not factor in those who were reached by YouTube, online and social media and other forms of marketing. That number was significantly higher.)

On YouTube, 62% of those reached fit the demographic Gillette was targeting (males under 25). This gives lessons what this research should focus on:

1. Know Where Your Audience Is

With regards to social media, this refers to knowing in which network your target audience is having a conversation. For marketing in general, it means which medium (i.e. TV, radio, print, social media, etc.).

2. Use Every Avenue at Your Disposal

One important thing that the campaign's statistics showed was that adding YouTube to the mix of media used did not harm other forms of digital advertising. In fact, of the 31% of people reached through YouTube and other online forms of advertising, there was an overlap of only 7%. It is important to note that when you

are trying to get a message out to your fans, followers and leads, you need to be aggressive. There are hundreds of millions of conversations taking place on social media every moment of the day, and if you want to be heard, you need to be loud. Do not confuse “loud” with careless, however. You need to make sure that your strategy is executed in such a way that you do not turn people off to your product. But market research, as done by Gillette, will help ensure that your message is both heard by everyone you wish to target and will help avoid redundancies in your marketing efforts. (t2marketinginternational.com/social-media-case-study-gillette)

3. Create a Marketing Hybrid

There were two major findings in the study: first, television alone was tremendously expensive and reached a massive audience (71%). Second, YouTube alone was extremely cost efficient but reached a smaller audience (17%). Together, however, they reached nearly the entire target audience and were quite cost efficient.

The takeaway here is that conventional forms of marketing still work, but they are no longer enough. In order to be successful, you need to create a hybrid marketing strategy that take the tried, tested and true media and incorporates the new, booming and efficient media. Together, the old and new cover all of your bases. (About Gillette case study)

E-survey what was aimed to ABB Oy Protection and Connection personnel (Totally 6 persons) gave statistics shown table 6.7.2. The aim of this questionnaire was to find out what platforms personnel in ABB Oy Protection and Connection team are using and findings back up general behavior with majority backing up traditional platforms. The chosen marketing automation program should cover all the necessary platforms to be easy and customer friendly, containing mobile ability and cloud services.

ABB Oy Protection and Connection personnel e-survey answers								
	Facebook	Twitter	Pinterest	LinkedIn	Instagram	Snapchat	Else	
Respondee A	1	1	3	2	2	3	2	
Respondee B	1	1	2	2	2	3	2	
Respondee C	1	1	2	1	1	1	1	
Respondee D	1	3	2	2	1	1	3	
Respondee E	1	1	3	1	1	3	3	
	1	1.4	2.4	1.6	1.4	2.2	2.2	
5 respondents gave their answers of how often and what platform they personally use								
	1 = DAILY			Facebook is used daily by all and also Twitter by 4 respondents				
	2= OCCASIONALLY			Instagram is used daily by 3 respondents				
	3=NEVER			Snapchat is used daily by 2				

Table 7. Personnel of ABB Oy Protection and Connection team

The e-survey to Vamk International Business students gave statistics given here:

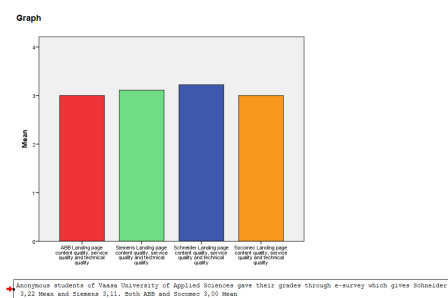


Figure 7. Grades given by Vaasa University of Applied Sciences students

There Schneider gets the best grade followed by Siemens. Here is a statistical analysis of these answers:

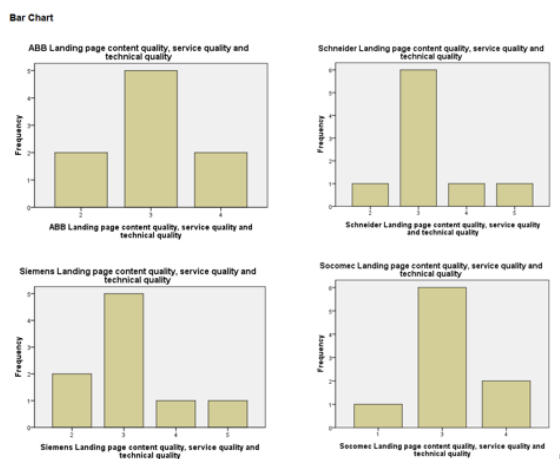


Figure 7. Statistical analyze of given grades

First thing first: The landing page should be inviting and giving the possibility to connect with the company, giving email address and all the other information for future marketing purposes. In exchange of this, he/she gets a weekly white paper with information on what is happening in the industry or other information what the company want to share with its followers and receive comments and endorsements in return. ABB Oy or any other company does not want that people have difficulties to navigating or finding what they are looking for so customer interaction should be fluent as well. Companies who put their efforts in customer service will have an edge in these markets where Social Media has changed the game so that customer is not a king - customer is an emperor.

Schneider Electric have fresh visual content with up to date features that make navigation easy and enjoyable. Both Schneider and Siemens have created large networks with quality content which differs from their competition. ABB and So-comec have more like traditional looking pages.

8. CONCLUSIONS

ABB Oy Protection and Connection lack of very key factors to gain more visibility at the moment:

ABB Group have created a landing page where are all parts of their operations in many subpages. The result is confusing and there is impossible to have a real time conversation with the company. They do not want your information, because no invitation to connect is presented. Customer can only send a request and getting the answer much later or a notification that they could not provide the information. Landing page should be like the page where is all the necessary information what possible client need or what gives information on the market where ABB Oy, Protection and Connection operate. Landing page should be visual, interactive with blogs and links to relevant platforms where the company is seeking new customers. Videos are very powerful way to connect with people and current pages on Google+ and in Youtube are excellent tools to provide sharp content

with a personalized touch together with the interactive landing page brings a lot more viewers. Creating conversation in the pages is the vital thing.

For maximizing interaction with the followers, the landing page could have a section where people can leave their comments on related things. One another good aspect could be FAQ (Frequently asked questions) which helps customers instantly if there is a similar topic than they got. Time is the most valuable asset and the company does not want to waste customers time.

Prober automation software is needed to maintain effectively many platforms from a single page and where you can send your material in a timely manner as well. As stated before, time is essential and ABB Oy Protection and Connection should not waste their leads time. This monitoring program is keeping an eye on the web content as well, informing conversations which consist keywords and help ABB Oy Protection and Connection react these topics as fast as possible. Analyze tool is very important factor as well, this shows the ROI of social media marketing efforts and shows which campaigns brings more success.

The chosen platforms are very important because they should reflect the company Vision and strategy in general. ABB Oy Low Voltage Products uses Google+ and Youtube which are great platforms for showing the quality and expertise of your content by visual means. There is a saying that “a picture tells more than a thousand words” and it is true but more important than that is now moving pictures – videos. If ABB Oy, Protection and Connection does not create a landing page of their own, they should create a Facebook page which has all the qualities of a great landing page.

Networking is vital so it is very important to connect with your business partners and key personnel in your platforms so you can personalize your connection and there is a better chance to get your message through to them. At this moment ABB Oy Protection and Connection has no systematic plan for how to connect with their customers through networks. Links connect platforms together and getting the marketing efforts through where it is supposed to.

Comparing different companies and their systems is rewarding, because social media is supposed to be visible and transparent and all the effort is showing through their platforms and links which give insight and answers to what to do to gain more credibility in these platforms. The company's vision is in a key role as well and digitization should be stated on the company's Strategy and Mission section. Siemens and Schneider Electric has pages full of organized, colorful and up to date design with blog options maximizing interaction. The very traditional pages of ABB and Socomec are not quite in a par with them. Benchmarking companies Disney and Gillette are chosen for a reason. Disney have a content which no other have and they utilize it very well, but not giving all in free. Gillette is here because they have mastered Hybrid Marketing, combining Social Media and TV-commercials which was very effective. Social Media usage in a professional level gives indications that the brand is fresh and customer service is in their core service.

8.1. Recommendations

Create a landing page which should be something like this:

IMPACT

the beginner's guide to
INBOUND MARKETING

FREE DOWNLOAD

"Inbound marketing is extremely effective yet incredibly complex. That means your success will be because doing it right and not because you did it. IMPACT's 'Beginner's Guide' makes it easy to understand with the right mix of text, video, and images."

Ed Mark, B2B Business Development Counsel

GET YOUR COPY

The majority of marketers have adopted inbound marketing strategies as **the proven method for getting found by their customers**. However, many are still unsure on how to get started or even how to categorize their efforts.

The result? Diminishing returns from traditional methods, and even worse, no measurable plan for getting back on track.

Inbound marketing produces both a **higher quality and quantity of leads** when compared to traditional marketing.

We've detailed how to use inbound to set goals, carry out a strategic campaign, and ultimately align your marketing with the behavior of your ideal customer.

Included:

- Data on how inbound aligns with consumer behavior
- Why inbound marketing is necessary in today's marketplace
- How to execute a content strategy aimed at **attracting the right kind of website visitors**
- How to create a **well-defined conversion path** to close leads into customers

First Name *

Last Name *

Email [\(Please Verify\)](#) *

Phone *

Company *

Best Description: **1A**

Subscribe me to the IMPACT Blog

Get it Now

Figure 8.1. landing page (Impact)

An example of the great layout of the page: from the banner in the top left that tells you this ebook was updated recently, to the rotating testimonials, to the outline that surrounds the form. This landing page has both beautiful and functional design - what we all should strive to have on our landing pages. Fluid design is generating more hits on search engine as well. (Blog.Hubspot.com)

For analyzing and managing content in various platforms, this research recommends Salesforce automation system. Connect Salesforce with social channels like LinkedIn, Twitter, Facebook, Instagram, Youtube and Google+. Company can monitor online mentions, connect with customers, and promote brand. Salesforce is the world's #1 CRM sales app. When you use Sales Cloud to manage contacts and sales activities, you will increase the win rates by 29%, boost rep productivity 32%, and get 44% more accurate forecasts.

Content is the key here, design and navigation with conversation, links provide bridges to different platforms and blogs organize the content and maintain interaction with audience. Quality content means added value to your followers, something what gives the reason why to connect with you and eventually make business with you.

As consumers continue to move online to obtain product information, search engine optimization (SEO) campaigns are becoming increasingly more crucial to integrated marketing communications. A well-planned SEO campaign typically begins with a keyword analysis, in which the appropriate key words are mined and assessed. Website content is then crafted to include the keywords in titles, tags, and other text. Additionally, companies have the option to engage in paid search advertisements, wherein a search engine is paid to serve text advertisements in response to certain generic or branded keywords (Rutz & Bucklin, 2011). The success of such a campaign can be measured by analyzing website rankings and traffic, impressions, clicks, and referrals, and these metrics are often made readily available through search engines themselves. (Castronovo; Huang)

This research recommends Facebook, LinkedIn, Twitter, Youtube and Google+ to platforms where the chosen landing page is connected with links to these social media channels. As the network is the key to build an audience, company can connect through LinkedIn with customers and potential customers and form groups to serve the purpose of Marketing. LinkedIn is a professional network where the company can invite everybody who you want to benefit the whole network. There is an extensive possibility to search new employees as well. Twitter is a channel where are market leaders and other relevant connections to gather more followers through expertise with great content. Through Twitter, other platforms get hits and clicks much more.



Figure 8.1. Social Media platforms

Google+ site has 300 million monthly active users and is used for relationship marketing. It has over a 53 percent positive interaction between Google+ users and brands. (About Smallbiztrends)

YouTube is expected to generate \$5.6 billion in gross revenue in 2016. Currently, there are 6 billion hours of video watched on YouTube per month and 1 billion videos watched over mobile phones per day. Mobile and Cloud solutions are the future and must be utilized (About Smallbiztrends)

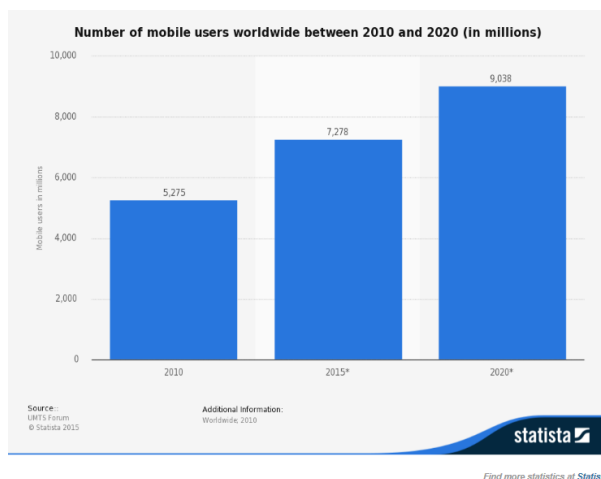


Figure 8.1. Mobile users worldwide

Mobile app is essential in Social Media marketing for a very simple reason: Mobile app's are evolving and expanding the most at the moment. Company can not afford to be left aside just because your landing page is not suitable for mobile. Mobiles are carried with everybody so you can reach your audience where ever they go. Cellphones are very intelligent systems and they are also evolving so that is just another sign to focus on this side of the social media interaction. Search engines value much more mobile friendly pages.

STEPS TO EFFECTIVE SOCIAL MEDIA STRATEGY

1. PHASE

Clarifying, why ABB Oy protection and Connection needs Social Media engagement:

If the answer is getting more followers and clicks to publications, then

AWARENESS is the key metrics and you want to measure things like

- Growth
- Engagement
- Brand awareness
- Share ability
- Likes and subscribes

It's useful to monitor some overall trends too, like mentions of key people at your company, your company name, brand names, product services, competitors and industry keywords.

2. PHASE

Execution. Implementation is just laying down day to day routines what you and your team are doing in a daily bases.

Create a content calendar:

- What is the theme or essence of your content?
- Who will create it?
- When and where it will be shared?
- How often will you create content versus share third party content
- How will you deliver content – as e-books?, blogs? Video?, All of the above?

There are several ways to get your team promoting and sharing on the key social media platforms you plan to use.

- **Integrate social media** on your website with plugins and icons.



Run contests or promotions or offer rewards

Showcase your expertise, personalize your message. Like here

Schneider Electric on Facebook:



Promote your network consistently. Add networks to letterhead, email signatures and business cards.

3. PHASE

Monitor, measure and get the momentum. You need to evaluate the progress and fine tune it if necessary

Start your first evaluation meeting after few months after Phase 1. Then it is clearer to see what is working and what maybe not.

Make sure that your team members bring data and numbers to the meeting and are prepared to discuss about them. Metrics helps to clarify the big picture.

Here are ideas for some “next steps” to take:

Facebook ads are a good, inexpensive way to grow your fan base, increase engagement and collect leads. Try mixing up different ad types and destinations.

Run a multi-level contest integrating multiple channels (like Facebook, Twitter and YouTube). Use a promotion, event or reward that will resonate with your audience. Word-of-mouth is a powerful way to leverage momentum.

Live Q&As on Facebook, Twitter or Google+ hangouts.

(Porterfield, 2012)

8.2. Suggestions for future studies

After ABB Oy Protection and Connection has taking their chosen platforms in use, it is very important to do a valuation and checking how new marketing and marketing tools have helped to grow followers and clicks, generating revenue and building customer interaction. Also it is very important to follow social media marketing tool changes and new innovations which could give that extra boost compared to competition. Market situation analyze should give steps to update the system and giving new ideas to grow social media interaction with customers. Customer interaction effectiveness is the most important thing and more weight should put on a personal level connection with key figures in customer companies and create a new solution for that.

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