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**SOCIAL MEDIA MARKETING COMMUNICATIONS STRATEGY FOR PINT
PLEASE**

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ABSTRACT

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The aim of this thesis is to provide adequate knowledge about social media as a marketing tool and to improve the social media marketing communication efforts of Pint Please by incorporating a development plan and an action plan for one year.

The commissioner of this thesis, Pint Please, is mobile application company located in Oulu. Their application is about rating beers, discovering new beers and beer recommendations. It is also a social platform where you can share findings with your friends and other beer drinkers in the area. They have a good presence online and in social media but they seek to strengthen their current situation and form a clear social media strategy. This thesis attempts to find solutions and improvements to those problems.

The research methods used in this thesis were desktop research and marketing literature. Various books about marketing and marketing communications as well as multiple articles, journals, studies and websites were used to form an adequate knowledge of the topic so that the research questions could be answered.

The results of this thesis is a comprehensive social media strategy for Pint Please and a one-year action plan to be conducted later by the commissioner. The strategy provides the essentials to social media marketing on multiple different channels. In future development Pint Please could consider other social media channels like Pinterest, LinkedIn and Snapchat for example.

Keywords: Marketing, digital marketing, marketing communications, social media, social media marketing, social media marketing communications

TIIVISTELMÄ

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Tämän opinnäytetyön tavoitteena on antaa asianmukaista tietoa sosiaalisen median markkinoinnista sekä kehittää toimeksiantajan markkinointiviestintää sosiaalisessa mediassa. Tarkoituksena oli luoda toimeksiantajalle kattava markkinointiviestinnän strategia käytettäväksi sosiaalisessa mediassa. Myös vuoden mittainen toimintasuunnitelma luotiin toimeksiantajan toiveesta.

Työn toimeksiantaja, Pint Please, on oululainen yritys, joka on luonut applikaation nimeltä Pint Please. Applikaatio on sosiaalinen alusta oluen ystäville, tärkeimpänä tarkoituksena on nauttia mahdollisimman paljon erilaisia oluita ja arvostella niitä applikaatiossa. Applikaation avulla voi pitää kirjaa ja arvioida oluita joita on nauttinut, sieltä voi myös saada suosituksia mitä maistaa seuraavaksi ja mihin mennä. Kaiken voi myös jakaa ystävien kesken. Toimeksiantaja on jo vahvasti läsnä useilla sosiaalisen median kanavilla mutta heillä ei ole selkeää strategiaa ja tämän opinnäytetyön tavoite on löytää vastaus näihin ongelmiin.

Teoreettisen tutkimuksen pohja on kerätty useista verkko- ja kirjallaisista lähteistä. Markkinointiviestintä ja sosiaalinen media olivat tärkeimmät hakukriteerit.

Opinnäytetyön tuloksena syntyi kattava strategia sekä vuoden mittainen toimintasuunnitelma sosiaalista mediaa hyödyksi käyttäen. Tulevaisuutta ajatellen toimeksiantaja voisi harkita useampia sosiaalisen median kanavia käytettäväksi, kuten esimerkiksi, Pinterest, LinkedIn tai Snapchat.

Asiasanat: markkinointi, digitaalinen markkinointi, markkinointiviestintä, sosiaalinen media, markkinointi sosiaalisessa mediassa, markkinointiviestintä sosiaalisessa mediassa

CONTENTS

1	INTRODUCTION	7
1.1	Thesis objectives and research questions	8
1.2	Methodology	9
2	MARKETING COMMUNICATIONS	10
2.1	Marketing communications	10
2.2	Digital marketing	11
2.3	Mobile application marketing	12
2.4	Customer Journey	14
2.5	AIDAS model	16
3	SOCIAL MEDIA IN MARKETING COMMUNICATION	19
3.1	What is Social Media Marketing	19
3.2	Social media for a business	21
3.3	Three most important social media marketing channels	23
3.4	Brand building through social media	27
4	INTEGRATED MARKETING COMMUNICATIONS DEVELOPMENT PLAN	30
4.1	Pint Please target market identification	30
4.2	Company analysis and possible improvements utilizing social media	31
4.2.1	Instagram	32
4.2.2	Twitter	34
4.2.3	Facebook	37
4.2.4	Snapchat	38
5	ONE-YEAR SOCIAL MEDIA MARKETING COMMUNICATIONS PLAN FOR PINT PLEASE	40
5.1	Plan overview	40
5.2	Communication platforms	41
5.3	Messaging	42
5.4	Campaigns, competitions and advertisements	43
6	CONCLUSIONS	47

7	DISCUSSION	49
8	REFERENCES	51

1 INTRODUCTION

The world of marketing has been changing rapidly for the past few years, digital marketing has taken over and traditional marketing is not the only form of marketing there is anymore. Digital marketing and social media marketing in particular has revolutionized the way we do business and how we find and purchase new products and services. This relatively new form of marketing is pulling in all sorts of companies varying from small companies to extremely large companies, and they are all finding new and innovative ways to market their products and build their brand. The smartest and most successful companies take advantage of all available types of marketing and combine digital marketing with traditional marketing, this is called integrated marketing.

Social media marketing is not only one of the cheapest forms of marketing there is but it is also one of the most effective ways to market online. According to Directory of Social Network, App and Digital stats, (2016, cited 02.05.2016) Facebook has over 3 million advertisers worldwide, whereas Instagram has reached 200 000 advertisers and Twitter 130 000 advertisers on their platform. This gives you an idea of how popular social media marketing actually is, especially on Facebook. Social media plays a huge role in the world of marketing today and it provides enormous opportunities for marketers who dare to utilize it.

We belong in the generation that got to experience the rise of social media during our childhood and teenage years. And since then social media has been a big part of our lives, nowadays the interaction with social media is done on a daily basis. We have been using social media for years now and it has been a fascinating journey to see how it has changed way we communicate with each other. This seemed like an interesting topic for us to research and we decided we wanted to write our thesis about it. We contacted a few possible commissioners with the idea in mind that we want to do something regarding social media marketing, luckily we found a commissioner who was looking to improve their marketing efforts with the use of social media. In a meeting with the commissioner an idea started to take form and we got our topic for the thesis.

Pint Please is an application that focuses on beer, it allows a user to keep track of different beers from all over the world and to find the best ones amongst them. In this app, you can find new beers to taste, get recommendations, rate beers and find the greatest pubs near you wherever you go. It is also a social platform where you can compete with your friends earning rewards by doing certain

activities and you can find where the best places are to hang out. Pint Please also offers services for businesses, pubs and breweries can purchase some “premium” time on the app so they will get more visibility and more customers, for businesses the application is a marketing tool.

1.1 Thesis objectives and research questions

This thesis aims to provide a better understanding of social media and its possibilities as a marketing communications channel. We seek to strengthen the online presence of Pint Please by developing their marketing communication efforts in social media even further. After gaining the adequate knowledge of marketing communications and social media marketing the goal is to conduct a development plan along with an action plan for the company. We aim to offer the company some viable suggestions of how to use social media more effectively as part of their marketing efforts.

Defining the research question is a crucial step when planning a research. It is the foundation of your paper and its purpose is to identify the problem at hand. The research question should be an understandable and a focused question which will identify the issue the researcher is going to study (CIRT 2016a, cited 02.03.2016).

Pint Please is still a relatively new brand and even though they are active on multiple different social networking sites there is always potential for improvement. Pint Please is looking to grow the user base of their application by getting more downloads with the help of social media marketing. They also want to have a development plan for improving their marketing efforts in social media along with an action plan that will include various ideas about campaigns, advertisements and other social media marketing communication ideas.

From this, we are able to form two main research questions:

1. How can the social media marketing communications of Pint Please be further developed?
2. What kind of a social media marketing communications plan should Pint Please implement in their strategy to improve their social media marketing?

Followed by a supporting sub-question:

1. Which tools should be used to improve Pint Please’s marketing communications and possibly help them gain more brand awareness and application downloads?

1.2 Methodology

Due to the nature of this thesis, the research method chosen qualitative research. This thesis focuses on providing sufficient theory base to understanding the matter at hand and at the same time experiences and consumer behaviors are studied, observed and analyzed using various statistics and data.

Desk research was chosen for the data collection method of this thesis; it is basically a method of collecting data from existing sources (Management Study Guide, date of retrieval 6.6.2016) Consisting of marketing literature, current websites, articles, studies, reports and blogs. The empirical parts of this thesis are solely based on the innovations and ideas within the action plan and development plan.

2 MARKETING COMMUNICATIONS

Marketing communications is a tool which can be used by a company or an organization to send messages about their product or service to the consumer. Marketing communications helps a company increase their volume of sales and persuade consumers into buying the product or to use the services. In this chapter the basic idea of marketing communications, digital marketing and application marketing are introduced. Also, customer journey and AIDAS models are reviewed, these models will help a company grow their understanding about their customers even further.

2.1 Marketing communications

The main purpose of marketing communication is to approach the target in the market and figure out how to persuade the customer to buy the products or to use the services and even to build the relationships with a company or an organization. Marketing communications can be seen as a process, which is different from services, products and brands. Because of different target markets, marketing communication can be different to meet the need of the target.

Chris Fill (2006, 8) has definitions of marketing communication, as:

Marketing communications is a management process through which an organization seeks to engage with its various audiences. To accomplish this, the organization develops, presents and evaluates a series of messages, which it sends to and receives from its different audiences. The objective of this process is to reposition the organization and its offering in the minds of particular audiences and in doing so encourage the development of relationships that are of mutual value.

Chris Fill and Barbara Jamieson (2011, 1/10) also point out “By understanding an audience’s communications environment, organizations seek to develop and present messages for their identified stakeholder groups, before evaluating and acting upon the responses. By conveying messages that are of significant value, they encourage audiences to offer attitudinal and behavioral responses”. Engagement is one of the main themes of marketing communication, with the differences in transaction and the needs of the customers, it can be used to engage the customer in one – way or two – way to meet the needs of the customer. The second theme is about the audiences. In traditional marketing, communication is used to communicate or transmit information, which is related to the need of the customer, “Marketing communication should be grounded in the behavior

and information-processing needs and styles of the target audience.” And the last theme of the definition is cognitive response, it is the result of the communication process. To be called a successful brand, it has to meet the needs of the customer and help the customer in their lives (Fill, Jamieson 2011, 1/12).

In another definition of Fill (2006, 9), it provides an explanation but it is not sufficient enough: “Marketing communication is an audience – centered activity designed to encourage engagement between participants”. From the organizations perspective, the organization is seeking an audience, which includes customers and potential customers, to communicate with. This thesis has the same purpose, building the brand, helping the company reach more customers and also to meet the needs of customers.

Kotler and Keller (2009, 536-538) in order to know and understand more how a customer can be exposed to a brand, we must understand the main models of managing mass communications: advertising, sales promotions, events and experiences and public relations. All of these communication models, if used correctly, can greatly improve the prosperity of the brand or the company. In order to make a marketing communications plan, a company should think about how the organization will use the plan.

2.2 Digital marketing

If traditional marketing only focuses on the impression of how to impress your customer, digital marketing focuses on another aspect, it provides the experiences for the customer. Just like in traditional marketing the key objective is to promote brands, build preference and increase sales, but in digital marketing the methods and techniques used are related to the digital world. Baines, Fill and Page (2011, 628) said digital marketing is “the management and execution of marketing using specifically digital electronic technologies and channels (e.g. web, media, digital TV, wireless media, and digital data about user/ customer characteristics and behavior) to reach markets in a timely, relevant, personal, interactive and cost-effective manner”.

Kotler, Keller, Brady, Goodman and Hansen (2009, 147) also figured out:

Digital marketing or ICT in marketing refers to digital technology in order to inform, interact with and/ or distribute to their customer. Digital marketing includes both internet-based

marketing activities and other kinds of activities (e.g. mobile phone communication, emails and interactive digital television) that are based on digital technology.

The increase and development of technology has caused digital marketing to become more and more important. Digital marketing helps companies build relationships with customers through internet or social media with a low cost. If we compare to more traditional digital channels such as: TV or radio, it will cost a large amount of money to just have a few seconds for advertising. As Jooste, Strydom and Du Plessis (2012, 424) define:

Digital marketing is the practice of promoting products and services using interactive digital distribution channels to reach customers in a timely, relevant, personal and cost-effective manner. It extends beyond the concept of Internet marketing to include other channels such as mobile phone, SMS/MMS and digital outdoor can be used to reach the customer and do not require the use of the Internet.

In order to figure out the best strategy for a marketing plan, the elements of digital marketing need to be defined, and these elements revolve around one core, which is a website. Nowadays the core of a strategy is often based on a website. The elements of digital marketing can be a blog, a forum, open source or a social network, but all of them will aim the customer to the website where the most information about the company is held. On these websites customers can purchase products or services, find information and news about the company and read their blog for example. Customers can also be guided to a product or a service.

2.3 Mobile application marketing

What is a mobile application? How to construct a marketing strategy for a mobile application? In this part, those questions will be answered. Mobile application is a software where users are able to download from a certain applications market and use that app on their mobile phone or tablet. The apps are usually quite small and have the same services provided as if you would access something by computer (Techopedia 2016a, cited 17.05.2016). Mobile application marketing is a subcategory of digital marketing; it is also as important as developing an application, a successful marketing strategy can bring a huge amount of users and have a chance to generate revenue. (Lenaerts 2014, cited 17.05.2016.)

Mobile applications development is increasing rapidly and becoming more competitive, it brings more difficulties to a developer and a marketer to make an application that stands out from thou-

sands of various applications in the store for the customer to choose. It is not cheap to do a marketing campaign through advertising or cross promoting for an application. It is a big challenge for the developer or a company to increase the demand for their product. And social media is one of the best solutions for this problem, social media not only offers cost-effective attention for an application, it also lets the user interact and discover new applications. Another aspect of doing social media marketing is that it helps a developer or a company who has a tight budget to reach more users and bring more potential users. (Dholakiya 2015, cited 27.4.2016.) But marketing in social media does not always work, in some cases, if a company does not know how to manage and handle it; it can destroy all the things that were built. By using social media effectively, it can ultimately increase downloads, increase the rating and can help a company stand out from the thousands of other applications.

The most important and a very primary thing is to research about the target customer, the focus must be on them and it is essential to know their unique behavior patterns. A customer who using Android will behave differently from the customer who is using an iPhone. Android users need an application which can be customized and iPhone users just desire a user friendly interface and an easy to use application. This also applies for different age groups; the young generation is more to up-to-date on the latest technology than the elderly people. (Rajput 2016, cited 27.4. 2016.)

Social media can be used as a channel to update the information of an application, by doing sales pitches and trying to connect to the users. The more followers on a Facebook page or Twitter, the more interest there is for the application. The main purpose of social media is to promote and market your application, not for selling; the focus should be on the content of the application and at the same time show the users how to use and how to benefit from it. Users can be asked to leave comments while using an application or ask them to post a video about it, feedback is always important. Interacting on the social media channels will help a company keep in touch with their users, this way the users can feel like being a part of the company. The users can help improve the application by social influence marketing; they talk to someone about the product, make a post about the product or compliment the product so that other users become familiar with it and might even consider purchasing it. (Rajput 2016, cited 27.4.2016.)

Once marketing for an application through social media has begun, it is important to keep pushing forward, stopping or slowing down is not an option. To have a certain amount of “loyal customers”

or users, it is recommended to constantly share, employ and interact with the users in order to gain their trust and consequently new users can be recruited with their help.

2.4 Customer Journey

To be successful, a company needs a strong brand or a strong impression to attract customers. Most companies just focus on the quality of the product or how to build the brand to become bigger and bigger. They don't really understand the need of the customers and who they are targeting on the market. If the company cannot meet the needs of their customer, they cannot sell their product even if it is the best quality product. How can a company understand and know what their customers really want? It is one of the biggest challenges which every company faces at some point. Realizing the needs and wants of their customers will help a company when they start to improve their product or thinking on how to implement changes to the product based on customer feedback. To have the solution for those problems, "customer journey" should be considered. (Clark 2013, cited 20.04.2016.)

The idea for customer journey map is using a diagram to depict how customers interact with the company (especially with the brand and services) from their own experiences about the brand.



FIGURE 1. Customer journey map. Retrieved from b2bmarketingexperiences. Cited 20.05.2016

To survive and compete in the market, a company needs to evaluate the relationship between the company and the customer. Persuading the customer to accept and to be loyal to the brand or a new product is a journey. If the company puts their thoughts into the journey, it can be helpful.

Customer journey allows the company to have the view of the customer and to understand the need and the thoughts of the customer. It also helps the company get deeper insight into customer perception, experience and motivation. With the development of social media, it can help a company measure and manage the customer journey map from the very first recognition to the last step of the journey. On the other hand, customer journey can be optimized, can improve customer experiences and can help a company to predict their sales and marketing goals. (Clark 2013, cited 20.04.2016.)

Social media can be very helpful when announcing new products, services or a company to a customer. By being more active in social media; it can help the company's search engine optimization rank higher. In addition, doing advertising on social media can help a company be more prosperous and more impressive, it can be easily figured out who are the potential target customers by their likes and follows on various product Facebook pages. The most powerful influences of Facebook and Twitter gives a company more chances to interact with a customer, it gives the company a chance to see from the customer's point of view and a chance to bring the product closer to the market and the customer. Besides being active on Internet, it is recommended to also be more active in local events such as: festivals, sports events or events being sponsored for a local sports team.

Brand – product awareness, connection and evaluation are the three most important stages in the customer journey. Whenever a company has a new brand or a product, the awareness of the potential customer will be very important to the company. The customer needs to know the reason why they use this product instead of competitor's product. The first impression of the product must be built both individually and by utilizing social media through advertising, trends and blogs. The longer a customer follows and likes the product on social media, the more they place their trust to the company. Social media should be used as a tool to do customer services and to take care of customers and their experiences. (Clark 2013, cited 25.04.2016.)

By understanding the customer journey model, it can help a company to ultimately predict and learn how the customers behave at some point in their journey. A company can use social media to correlate with specific public relations, launch or marketing activities. Once the customer has been reached, we can have more than expected from social media. A customer can be asked to post a photo using the product on Facebook or tweet it on twitter, it is also one of the best ways to advertise the product through every customer. (Clark 2013, cited 25.04.2016.)

Customer journey is very similar with a different model called AIDAS model but they have some differences; AIDAS model is a consumer behavior process related to a service or a product whereas the customer journey illustrates every step a consumer takes from getting familiarized to your product or service to the purchase of the product and satisfaction. AIDAS model will be discussed in the next topic.

2.5 AIDAS model

AIDAS model is one of the most popular and widest known theories which can be used as the training material in most organizations. AIDAS stands for attention, interest, desire, action and satisfaction and it depicts how an individual should react at every stage of the model. Nowadays, AIDAS model is used to help a marketing manager or a marketer communicate to their target customers and get the response of customers' needs or aspirations. AIDAS illustrates what are the most common things a customer wants when they watch an advertisement. A customer must be guided through all of the stages properly so the final result would be the customer purchasing the product and being satisfied. On the other hand, social media also is a key asset of a successful marketing strategy for the company, when they want to build a brand. (Marketing91 2016a, cited 15.05.2016.)

AIDAS model can be used in different types of marketing such as: copywriting, advertising, designing, and social media, but when the model is applied to social media, every stage of the process will become more natural than in the other. (Green, 2015, cited 10.04.2016.)

According to the theory, there are five stages, which are:

Attention (Awareness): Getting the attention of the customer after the first launch of the product will be the most important step. The company or the organization should spend a lot of time thinking to find a way to grab the attention of the customer. This attention will depend on the product, campaigns and events. "First impression is last impression". In this stage awareness can be seen as a communication tool through the social media channels. The company will gain more attention from users by using Facebook, Twitter, LinkedIn or YouTube, with these tools a marketer can be easily reached by worldwide audiences. The main purpose of awareness is to get people to know about

the company and the brand which the company wants to build. In this stage, the marketer should interact more with the customer by conversation. (Green, 2015, cited 10.04.2016.)

Interest: When the attention has been obtained, the next step will be to maintain interest. Promoting the product, showing the advantages and the benefits of the product to the customer, providing them with more information of the product and trying to turn their interest into desire. Offer and show the consumer how you are better than the competitor and define how to meet the requirements of the consumer. Social media is the tool that will help transfer the message to the consumer and arouse the consumer to find out more about our product. For example, running a pay-per-click campaign by setting a landing page, which has products or services to link to. (Green, 2015, cited 10.04.2016.)

Desire: This next step of the model will try to turn the interest of the consumer into desire. The product must be the trendsetter; it must convince the consumer that they “must have” that product. To create a strong desire, buzz marketing is a viable solution. Communicating through social media can help get more and more customers. As well as having a manageable user interface on the website which is easy to navigate, has rich information about the company and the products, functionality and it must be well optimized. If all of these requirements are met, more customers can ultimately be reached. (Green, 2015, cited 10.04.2016.)

Action: The consumer may want the product and may desire the product but it doesn't mean that they want to purchase the product. In this stage, the marketer or the salesman must induce the consumer. The customer's desire must be pushed to a higher level and make them feel like they need the products or services. In this stage, social media cannot influence any longer and the rest of this step will depend on the website; website should be clear, easy for the customer to register, purchase and easy to navigate. And last but not least, the customer needs to be persuaded to subscribe or click to “receive newsletter” to make them become a loyal customer, this will depend on the satisfaction of the customer. (Green, 2015, cited 10.04.2016.)

Satisfaction: After the consumer has purchased the product some might think the objective has been achieved and more people will start purchasing the product. But customer satisfaction is as important as any other point in this model. The consumer expects to get good value for the product they have purchased and they need to be reassured that they have made the right decision pur-

chasing that product. Satisfaction can be measured in various different ways, for example; customer feedback, complaint and suggestion systems, customer satisfaction surveys. These are all viable methods and a company should definitely make use of them so that they can measure how satisfied their customers really are. (Marketing91 2016a , cited 15.05.2016.)

3 SOCIAL MEDIA IN MARKETING COMMUNICATION

Social media has grown in to a considerable marketing segment during the last decade because of its enormous user base and relatively cheap marketing costs. More and more companies are utilizing digital marketing in addition to their traditional marketing efforts. In this chapter social media and social media marketing are defined. Discussion will include, what kind of a place social media is for a business and how to build a brand using social media.

3.1 What is Social Media Marketing

Social media is a broad term and it can be defined in several different ways, others concentrate on the technology whereas others focus on the way social media is used. In this chapter social media is defined in two different ways and also social media is discussed as a place for a business.

Coles (2014, 4) defines social media as two separate terms “The term ‘social media’ can be broken down as ‘social’, because you are being social, and ‘media’, because it is published on the web. It is simply a platform for a conversation that is online rather than the more conventional ways in which we communicate, and so it gives us access to many people at once; the internet has given it scale.” This can be considered in two different ways: Brand awareness and networking. You can either personally build your brand or build it for your business or you are just building relationships online via networking. Doesn’t really matter which one you are aiming for, the two terms overlap frequently; while you network there is a chance that your brand becomes more visible at the same time. (Coles, 2014, 4.)

Evans and Bratton define social media as “Social Media, simply, is text, words, pictures, video, and the like created with the intention of sharing. In the context of a marketplace, it is the thoughts and experiences of participants – for example, consumers – that relate to their experiences with brands, products or services. The act of sharing is often for the purpose of making a better or more-informed choice.” According to Evans and Bratton the soul of social media is sharing and consensus, it is based on the conversations between different individuals about mutual interests. From a business’ point of view every conversation in social media is relevant to a specific marketplace, therefore it

is crucial to research and find the right audience and conversation, so a company can reach their true target audience through social media. (Evans, Bratton, 2012, 31.)

For the last decade social media has grown into a huge marketing segment for companies. Since 2005, social media usage has grown nearly a tenfold. In 2015 there were 3.175 billion active online users and 2.206 billion active social media users, which means that nearly 1 in every 3 people in the world use social networks. Mobile users are in similar numbers with 3.734 unique mobile users and from those users 1.925 billion use social networking platforms with their mobile devices (Regan, 2015, cited 23.3.2016). This makes social media an opportune marketing segment for small companies who have just published a mobile application and are still looking to grow their company and brand. One of the greater sides of social media marketing is that it is one of the cheapest forms of marketing there is.

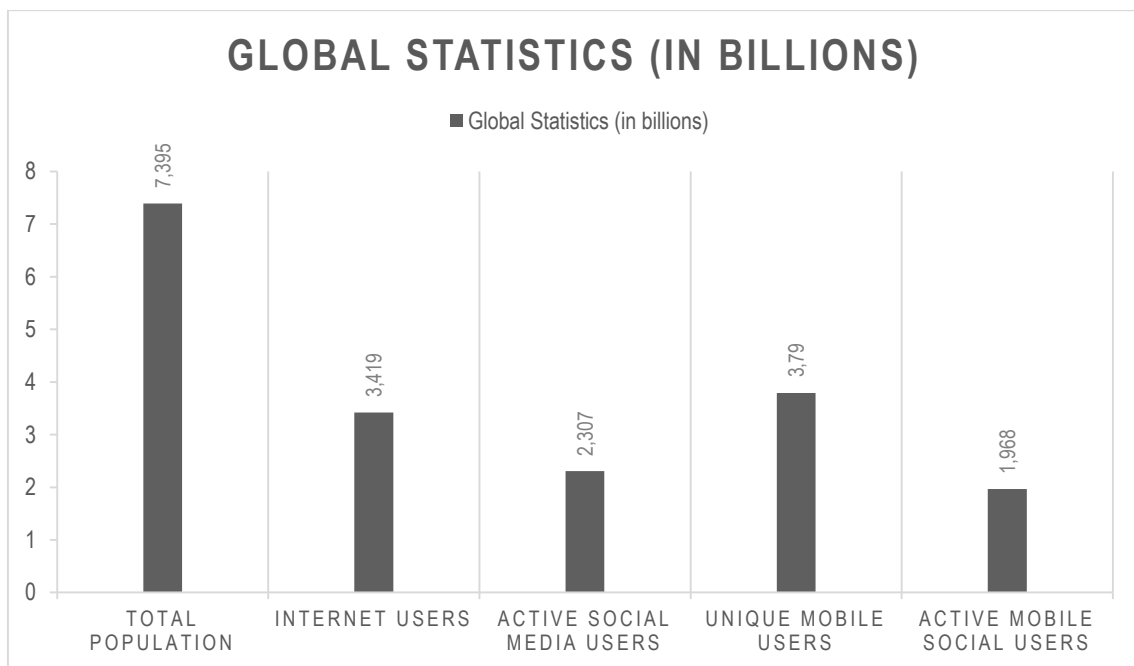


FIGURE 2. Global statistics of internet, social media and mobile users 2015. Retrieved from Social Media Today 23.3.2016.

As can be seen from FIGURE 2 and from the earlier statistics, social media is a platform full of opportunities. About a third of the population of the world is already using social media and over half of the population is using mobile devices, nevertheless these numbers are still growing by the minute.

3.2 Social media for a business

Social media is an ingenious place for a company to do marketing. Especially small companies who are looking to grow bigger and build their brand, there are multiple different ways to start marketing in the social media, and the benefits of social media easily outweigh the disadvantages. Firstly, social media allows a company to present their products and services, but it also provides a direct way to listen to the customers' feedback and suggestions. Secondly, a company can easily identify equivalent parties with similar objectives and find various influencers who can later become your trustworthy brand messengers. And finally, social media has billions of daily users and is mainly free to use, depending on if you want to spend some money on advertising within some social networks. Social media has much more benefits and below you can see a figure of the best benefits of social media according to marketers.

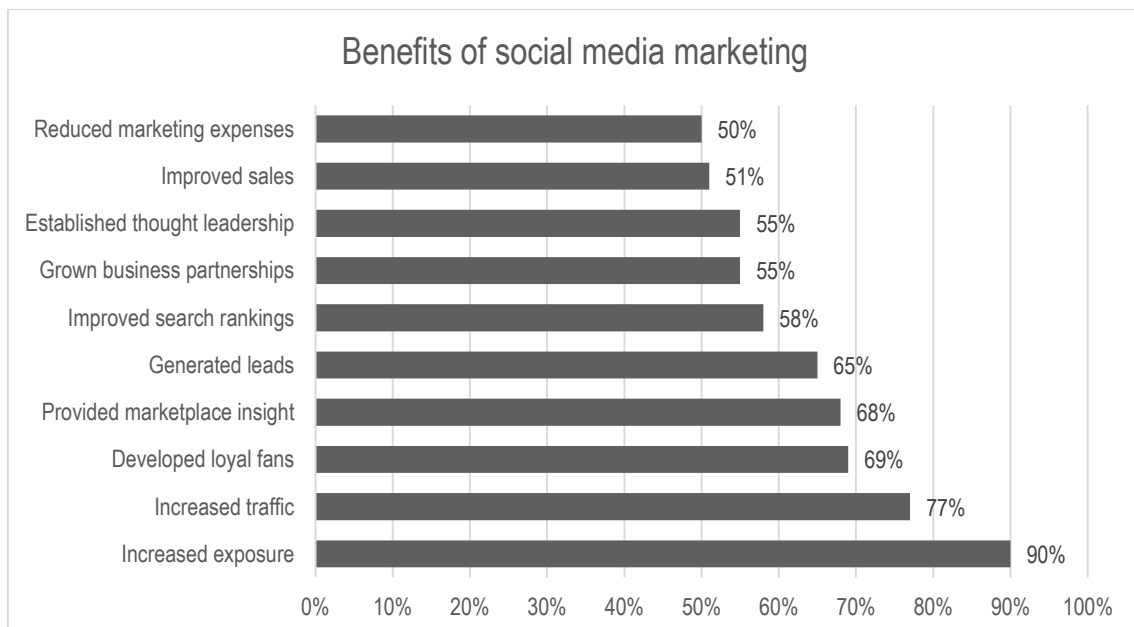


FIGURE 3. This figure represents the benefits of social media depicted by marketers. Data retrieved from Social Media Industry Report 2015. Cited 26.04.2016.

According to Social Media Industry Report 2015 (cited 26.04.2015), 96% of marketers use social media marketing in their businesses and 92% of those marketers said that social media plays an important part in their marketing efforts. The role of social media for a business is growing every year and today it's bigger than it has ever been.

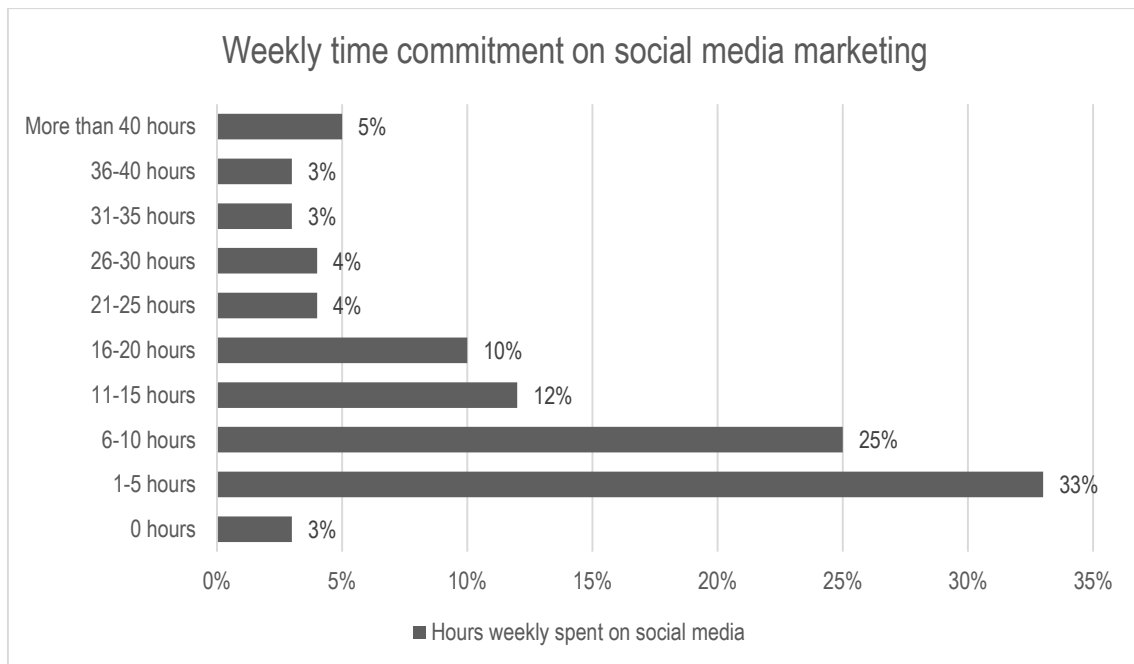


FIGURE 4. Represents the hours a business spends on social media marketing weekly. Data retrieved from Social Media Industry Report 2015. Cited 26.04.2015

As you can see from the figure above that businesses use a lot of time weekly just on their social media efforts. Notably, 64% of marketers use six or more hours weekly on social media marketing and 19% of marketers spend more than 20 hours weekly. Some companies are already hiring “social media gurus” just for the purpose of working on the social media channels of their business. This is definitely a job that will become more popular when more businesses adapt to social media marketing.

Social media lets you place yourself and your company in front of your target market audience almost immediately; you can reach your ideal customers within minutes just by having a targeted social media campaign. (Abraham, 2015, 3.) There are a few obvious choices for social media sites a company should use: Facebook, LinkedIn, Twitter and Youtube. The sheer amount of users on these social media platforms make them obvious choices to start with. There are also a few more social networking platforms a company could consider, Instagram and Snapchat for example are places that allow you to share pictures and videos with your followers but are both unique in their own way.

Going in to the world of social media marketing is not just as simple as creating a Twitter account and setting up a Facebook page. Measurability is one of the key aspects of social media marketing,

without any goals or strategies it is hard to measure the outcomes and therefore you don't know if you are heading in the right direction. According to Abraham (2015, 4) a company's most important goals are as follows: Increase website traffic, generate leads and increase brand awareness. These goals may seem very crude but they are the foundation of marketing efforts in the social media but in this case rather than getting website traffic Pint Please needs more app downloads and an active community.

3.3 Three most important social media marketing channels

FACEBOOK

Facebook was founded in 2004 by Mark Zuckerberg, it was first called as "thefacebook.com" (Carlson 2010, cited 24.05.2016). After 12 years, Facebook has become one of the most popular social media channels in the world, with over a billion and a half active users per month. It is not only a social media channel where we can connect with our friends, Facebook is also the best place for businesses to advertise their product and find more potential customers. There are 3 million advertisers using Facebook to advertise their new products and services. 79% of Facebook advertising revenue comes from mobile advertising, 75% of brands use Facebook to promote their product or service by posting on their Facebook page. Those statistics prove that Facebook is the place to do marketing and communicate with the consumers. (Smith 2016, cited 24.05.2016.)

There are some advantages that Facebook can bring to the business. Doing marketing on Facebook can help the marketer create a relationship between the company or brand and consumers. With good communication skills, consumers can be lead to become loyal with the brand, Facebook can be used to share a message or a link to the consumer, interact with the consumer easily, fast and more efficiently. Furthermore, making an event and sending an invitation will cost a lot of money for the company if using the traditional way, but with Facebook it is easy to create greater buzz for events and campaigns and consumers can be invited to join more easily. Facebook can help understand more about the consumer behavior, making events or campaigns based on the need of the consumer, and making a marketing plan based on that. It will help the marketer and the company is able to reach a wider target audience. Creating different groups for different customers and developing a relationship between the company and a customer. (Gracielle 2016, cited 24.05.2016.)

On the other hand, Facebook is also a place where a business can easily break, a company can easily get hacked by their competitors or some other malicious people who want to do harm. They can use the company page to send negative messages or spam to other pages and people. Facebook won't just bring a company brand awareness if setting up a page, consumers seek the pages they already know the names to. A consumer must already be aware of the brand to seek it up on Facebook. So building a brand from scratch is challenging on Facebook but strengthening the brand there is easier.

The first disadvantage of Facebook is getting the user to engage with posts and the page by leaving a comment or liking the post, it is not easy to manage this problem. The users can decide when to unfollow, unlike or unsubscribe a page if they feel they do not see any useful information or they don't like the product anymore. They can also hide the promotion feeds of the page from their newsfeeds, this makes it difficult to update the information to the users. Spam is also a big problem that requires some attention. When a company has a certain amount of users who are loyal and trustworthy to the business, and the business already has some influence over the users, then spam can cause some issues. Some people might post unnecessary and malicious things on a page and it will directly affect other users when they click a link or a post from the business page. Regularly check for possible spams or even have a social media manager who will take care of those to keep name and reputation of the business. The other thing to think about is, it is not easy to control the services on Facebook. Someone could report a page as spam, fake or violating the terms of the service. When joining Facebook, follow the rules and the privacy policy in there in order to avoid future problems. (Gaille 2016, cited 24.05.2016.)

TWITTER

Twitter is known as "microblogging", it is a free social networking channel which allows users to comment, "retweet", broadcast and follow other twitter users. (Rouse 2015, cited 25.05.2016.) Twitter was founded by Jack Dorsey, Evan William and Biz Stone in 2006, they had no idea it would eventually become so popular but six years later after the first Tweet from Jack Dorsey, Twitter has become one the most popular social networking platforms in the world (Johnson 2013, cited 25.05.2016). Twitter had gained more than 140 million active users with 340 million tweets per day by 2012. (Twitter 2012, cited 25.05.2016.) Because of the popularity of Twitter, it can be seen as a good place for a business to do marketing, Craig has made a report about advertising on Twitter, there are 130 000 Twitter advertisers which means, as a marketing tool it is not nearly as popular

as Facebook and Instagram. 88% of total Twitter advertising purchased belongs to promoted tweets. Twitter's share of the global mobile digital advertising market is 2,6% and Twitter revenue Q1, 2016 is 594.5 million USD. (Smith 2016, cited 25.05.2016.)

The increasing use of social networks has provided businesses multiple possibilities to promote their business and at the same time it is easy to reach lot of online users and new audiences. The development and growth of Twitter makes it a viable online marketing tool for promoting a brand.

Just like any other social media channel, Twitter has a lot of advantages but it is not without its disadvantages when used as a marketing tool. Here are some advantages and disadvantages presented by Russell Armstrong. Twitter is a huge possibility for marketers, with millions of users and advertising possibilities on Twitter; it provides a big chance for businesses to do advertising and people are easy to reach, no matter where they are. Unlike any other social media channel, Twitter can let us know when the audience sees the tweets; this can help save time to figure out how many followers has seen the tweets. Advanced user search is an interesting feature for a business, clients or new customers can be found in the same area. It is easy to collect data by searching specific hashtags and seeing how people reacted to those or finding out the reach of a tweet by the number of favorites or retweets. Other great options when using Twitter are: shortening a link and automation of tweets. (Armstrong 2015; Gaille 2016, cited 25.05.2016.)

Twitter also has some disadvantages. One of the most common disadvantages is that most Twitter users are following hundreds or even thousands of different accounts. A tweet will surely be on followers' news feed but the possibilities of the tweet being seen is quite low if the said user follows thousands of other accounts. For small businesses it can be hard to keep track of all of their social media channels: Twitter is definitely time consuming and all of the larger brands have full-time workers for their social media channels. People expect an answer in a timely manner and if they don't get it, there may be some trust loss. It is important to keep checking Twitter regularly if you don't want any mistreated customers. Spam and trolls are the other common disadvantages when using any social networking channel, dissatisfied customers or someone else who doesn't like your business might post some inappropriate content about a brand. These should always be dealt with caution and remember to not take them personally. When a site gets more brand awareness and their amount of followers grow, it can automatically become a target for hackers, they can send spams, send viruses or modify the page to their liking. (Armstrong 2015, cited 25.05.2016.)

Despite all of the benefits Twitter has, it is still important to figure out how to control the disadvantages. Like any other social network, reaching new audiences and creating brand awareness are the most important things to achieve in social media.

INSTAGRAM

Instagram was founded by Mike Krieger and Kevin Systrom in 2009. Instagram is a social app similar to Facebook and Twitter, but on Instagram, users will share their photos or videos as their status updates, they are also able to comment, like and follow other Instagram users (Lagorio-Chafkin 2012, cited 26.05.2016). Instagram became a special social networking app at the moment of launch, it was launched on Oct 6th and it immediately became number 1 ranking application in the store within 24 hours. 2 months later, Instagram made a world record when it reached 1 million downloads in such a short time, created 7 new languages and had a photo cover on Wall Street Journal (Lux 2011, cited 26.05.2016). Instagram has over 400 million monthly active users and more than 75 million users every day. Same as Facebook and Twitter, Instagram is also a place where we can do business; Instagram can be used as a tool to do marketing, there are 200 000 advertisers using Instagram as a place to do advertising and 40% of all the top 100 brands post on Instagram every day. It is important to remember that Facebook actually owns Instagram and that they work together on improving their advertising tools. (Smith 2016, cited 26.05.2016.)

With a large amount of potential customers and the chance to launch a new product or a brand to the world, Instagram is becoming one of the most important marketing tools that is able to bring large benefits for a business. Like Facebook, Twitter or any other social media channel, Instagram also has some advantages and disadvantages when used in marketing.

At the very first time when Instagram started making ads, it worked with certain brands so the ads would have good quality and they would be beautiful and enticing. But everything changed when they started providing advertising possibilities to several third parties; the quality of images or videos went down, some famous brands still keep the standard of the ads, but not all of them. The ads started to spam the users; some of them really don't like to see their page full of irrelevant ads. Instagram started to offer their users a feature to hide any ads which they didn't want to see. With this new feature, it is good for the average user but for the marketers, they can see the bad side of this feature. Their audience will be cut down and a marketer will not be able to be sure if their ads are being seen or not (Lustig 2015, cited 26.05.2016). Younger crowd is definitely a con of Instagram

and especially in the case of Pint Please this is a bad thing. Since Pint Please is an application about beer it has some age restriction problems, a lot of people using Instagram are underage and can't partake in such activities or applications. Another con of Instagram is that it is still relatively unknown amongst the older generations, it is not as well-known as Twitter or Facebook. Of course, Instagram is growing to be more popular every day but it is not happening quickly and therefore a company shouldn't just use Instagram as marketing tool but incorporate other channels like Facebook and Twitter as well. (Armstrong 2015, cited 26.05.2016.)

On the other hand, Instagram also has a feature which is called "call to action" button, this is one of the greatest features for a marketer. Instead of rolling by this feature the user is required to take action such as "sign up" or "shop now". It will be easier for the user to get more information or to make a purchase when they are interested in the ads or the product (Lustig 2015, cited 26.05.2016). As mentioned above, most of Instagram users are young and they follow their celebrities and interests, the celebrity can be used to be an ambassador for a product, they can hashtag the company name or page on their Instagram page. Same idea works with influencers or experts of a certain industry. (Armstrong 2015, cited 26.05.2016.)

In conclusion, Instagram or any other social networking channel is one of the best marketing tools there is. They help marketers reach a vast amount of potential customers, it helps building the brand with low costs and helps a business know the need and the trend of their customers.

3.4 Brand building through social media

Social media has become quite tempting marketing channel for businesses of all sizes. Social media is an easy way for a consumer to find new brands and products and companies can easily set up pages and profiles on various social networking sites. The real challenge is to build an authentic and interesting online presence which will pull consumers to check the products and services provided. Whether the aim is to gain more followers and subscribers or increase sales, the most important part is to let the consumers know who you really are. The authority of the brand will help encourage consumers into taking the next wanted step. A smart and efficient use of social media is one of the best ways to achieve that. Here some essential ideas will be introduced that will help a company build their brand through the use of social media.

The first step for a company is to choose the right social networks that support the brand image. Research what are the most used social networking sites and do they offer advertising possibilities. At this moment Facebook is definitely the best platform for promoting your brand, during the first quarter of 2016 Facebook had 1,59 billion active monthly users which makes it the largest social networking platform there is. The second largest platform is WhatsApp with 1 billion active monthly users, Instagram and Twitter rank on places 8th and 9th, Instagram with 400 million active monthly users and Twitter with 320 million active monthly users. (Statista 2016, cited 24.05.2016.)

Once the most suitable social networking platforms have been chosen and profiles have been set up, it's time to start building the brand. Do not just start posting updates but first take good care that the profiles and pages are well built and consistent. Important thing to remember is to stay consistent, everything from the logo to the page layouts to the posts must stay in harmony and can easily be recognized as your brand. Which means choosing for example the color palette of the logo and build the entire brand and presence upon that, if this is done efficiently a customer will instantly recognize the brand when landing on your page without even reading a word. In fact, consistency in social media is one of the things that will greatly improve your word-to-mouth marketing. (Faza 2016, cited 24.05.2016.)

After your networking sites are set up, start thinking about the kind of content to be shared. Some companies make the mistake of posting a lot of updates and pictures without giving them too much thought. It is true that you should post regularly and often but the content you share should be valuable and shareable. When people are interested about your posts and they want to share them forward you are creating a much stronger brand reputation. (Agius 2016, cited 24.05.2016.)

According to Agius (2016, cited 24.05.2016) there are a few principles to keep in mind when crafting content on the social media channels:

1. Think of your brand image and make sure the content you share supports it. Using humor in your posts can be really effective but you must be careful with it. You can easily upset a lot of people with poor choice of words. So if you aren't 100% sure how the audience will respond to your post, just don't do it.
2. Analyze your data and figure out what sort of posts are more likely to gain the most visibility and engagement. Make adjustments according to that.
3. Use more visual content. It is a lot more engaging and posts with images get 94 percent more visibility.

Easiest way to follow these simple principles is to look at your competitors and other successful posts. From there you can form your own, better versions.

If you are still a relatively unknown brand, building your audience by creating valuable and shareable content can take a lot of time. There is a much faster approach and that is to leverage influencers of your industry and work together with them or make use of their fame to build your own brand. There are a few ways you can do this; mention their names on your content pieces, tag them to your social media posts but remember to contact the influencer and inform them that you have referenced them in your work. Or you could just contact the influencer and ask if they would like to work together with you on the same subject. (Agius 2016, cited 24.05.2016.)

Whether you are a small company or a large company, these are some points every company should consider when thinking of building their brand and audience through the use of social media. Consistency is key and if you make it your priority to create valuable and shareable content and make use of the influencers of the industry your brand and audience will grow larger in the long run.

4 INTEGRATED MARKETING COMMUNICATIONS DEVELOPMENT PLAN

4.1 Pint Please target market identification

To have a successful marketing strategy, a well-defined target market is needed. Once the audience has been defined and there is a clear idea who they are, it is easy to find where they engage online. The brand's target market enjoys beer and wants to share their drinking moments with the world and with their friends. This is a target market identification and the targets have been divided in to six different customer segments and are as follows:

1. Small and large breweries
 - The first target is the breweries who want to promote their products and company. They create new and innovative craft beers and share those with the world. Their main goal is to create delicious beverages and to get more brand awareness and promote their new products.
2. Pubs
 - The second target is the pubs. Small or big pubs, they want to bring their customers a good selection of beverages and a lot of variety. Their main goal is to get more customers and some loyal customers who would rather spend time in their pub.
3. Outgoing young people
 - The third target is a young man or a female who wants to spend a night out with their friends. Maybe drink some beer and find a good corner pub to spend the night in. They often spend time outside with friends. They can be hard to reach since they usually just want to have a good time rather than find and review good beverages.
4. Beginner beer enthusiasts
 - This target is a person who has grown interested in different sorts of beers and starts by browsing local stores for beers he/she has not tasted yet. This target group often chooses various brands and wants to discover and taste new beers. Since these people are relatively new to finding new beers, they can easily be persuaded to use an application which would let them discover new beers easily.

5. Beer enthusiasts

- The fourth target is a person who gets really excited about beer. They are young adults and adults who want to discover and enjoy new beers and brands. These people have been tasting, rating and discovering new beers for a while and they can recommend good choices for other people. They can easily be persuaded to an application which will let them discover new beverages, rate them and help others discover new beers.

6. Beer experts/influencers

- The fifth target includes beer experts and influencers, they are the people who discover new beverages and rate them for a living or because it's their passion. Their goal is to criticize and inform about different beers or craft beers. They can be hard to reach but getting them to partner up with you can lead into more brand awareness and customers.

This target market is not the official identification from Pint Please. The authors of this thesis deducted the target market on their own to make the rest of the thesis easier to work on.

4.2 Company analysis and possible improvements utilizing social media

In this chapter, a deeper look will be taken in to the social media platforms that the case company should consider using on a regular basis and how to improve the use of them. But before going any further there are some tips and tricks that apply across all of these platforms.

At this point Pint Please does not need to consider about increasing sales but rather focus on building the brand, getting more app downloads and becoming the number one source of beer rating social apps. Since Pint Please has accounts and pages set up on almost all of these platforms the concentration must focus on how to build their online presence even further and how to get more customers and downloads. One of the simplest ways of building your customer base is following and subscribing others. This method applies across all social platforms; if you follow someone they usually follow you back. There are users who look to do the same and they can be identified for example by their use of hashtags. They will put a simple hashtag like #follow4follow or #f4f and this means they are willing to follow you back if you do the same.

4.2.1 Instagram

Instagram is in this case Pint Please's one of the most successful social media platforms. They publish photos actively to engage with their followers and attract more customers by promoting various brands of beers from different breweries and by sharing their own beer moments and ratings of those beers. Currently they have over 8000 followers on Instagram and this should be assimilated across all other social media platforms in order to strengthen their online presence. Simply by promoting your different platforms on your most successful ones can cause more people to like, follow or subscribe to you somewhere else.

Pint Please must continue building their brand and to do so they can utilize simple and effective marketing methods on Instagram.

First, a method we discussed with the case company during our meetings. This method can be applied on most of the social media platforms and not just Instagram. In this case, the method is to find powerful Instagram influencers and partnering up with them. These influencers are people who have a large follower base and they create high-quality digital content, followers trust their opinions on the latest products and trends (King 2015, cited 08.04.2016). There are multiple different influencers on Instagram with whom Pint Please could partner up with. For example, Ashley V. Routson also known as @thebeerwench on Instagram. She is a craft beer expert who publishes photos of beer and food combined, she has over 60,000 followers on Instagram but you can also find her on Twitter and Facebook.

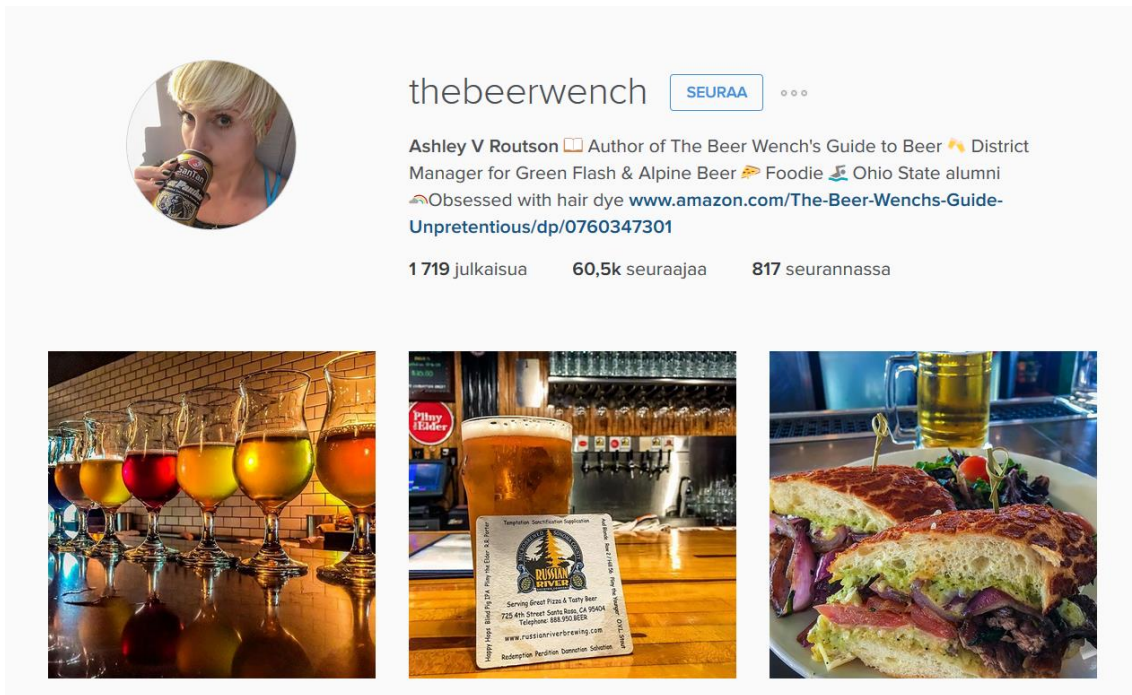


FIGURE 5. A screenshot from the Instagram page of @thebeerwench

Partnering up with an influencer can lead to thousands or more followers if done right. Pint Please could do a competition so that the influencer is the one who presents it. There are multiple different competition types in Instagram, for example: user-generated content, like to win or tag a friend. In this case the “tag a friend” or “user-generated content” competitions could yield the best results. These methods are viable for either B2B or B2C marketing. For example, Pint Please could have a user-generated content competition for breweries and pubs.

Setting up this kind of a contest requires some ground rules, here’s an example of a competition Pint Please could make:

Competition #1: Breweries and pubs take part in a competition where they will publish a fun and innovative photo of their own company or products.

Rules: Every pub and brewery can only participate once by publishing one photo. Every participant must have these hashtags in their photo: #pintplease #beercompetition2016. Also tagging both the influencer and Pint Please in their photo. It is important to tell when the competition is and when it will end.

Prizes: Pint Please together with the influencer will provide prizes for the competition. Pint Please could for example offer their monthly or yearly plan for pubs and breweries, and depending on the influencer they could provide something else as well.

This sort of competition could get the interest of an influencer who is interested in craft beers. They want to promote various different craft beers and they want people to know about those beers.

Competition #2: This competition is for everyone. People who want to participate in this contest must comment the picture and tag one or more of their friends to it. By commenting and tagging they will participate in the upcoming raffle.

Rules: Any participant must tag one friend or more to participate in the competition and you must follow Pint Please's Instagram.

Prizes: The case company together with the influencer can think of possible prizes for the winners. Prizes should be promoted in the competition instructions already so that the participants know what they are getting.

4.2.2 Twitter

Twitter is the other quite successful social media platform that Pint Please has. They have over 4500 followers and they are very active there, frequently re-tweeting something someone else says and posting their own tweets as well. Here it is discussed how Pint Please can utilize Twitter to further increase their brand awareness and gain more followers.

There are some simple things everyone should consider when using Twitter. Tweeting, re-tweeting and liking other tweets regularly is a necessity. Posting daily and engaging with people shows you are being active on Twitter. If you tweet once a week or few times a month people can easily forget you. You can also take full advantage of trending topics and hashtags, check the latest trends and hashtags, find a relevant connection between the trend and your brand and tweet about it. This will help you reach new users who are searching tweets about that trending topic. But be cautious of not using too many hashtags in one single tweet, two to three hashtags will result in the best level of engagement. A study by Belle Beth Cooper defines multiple ways to increase the engagement

of your tweets in Twitter. The use of hashtags is one of the most important things to consider, just by adding one or two hashtags to a tweet, it increases the likelihood of it being seen by 21%. Then again, if using more than two hashtags the percentage already drops to 17% and people are more likely to think the tweet is spam if overusing hashtags. Therefore, it is recommended to only use one to three hashtags when tweeting. Another simple method to increase the level of engagement is by adding a picture to a tweet, this alone will double the engagement rate. (Cooper 2013, cited 14.04.2016)

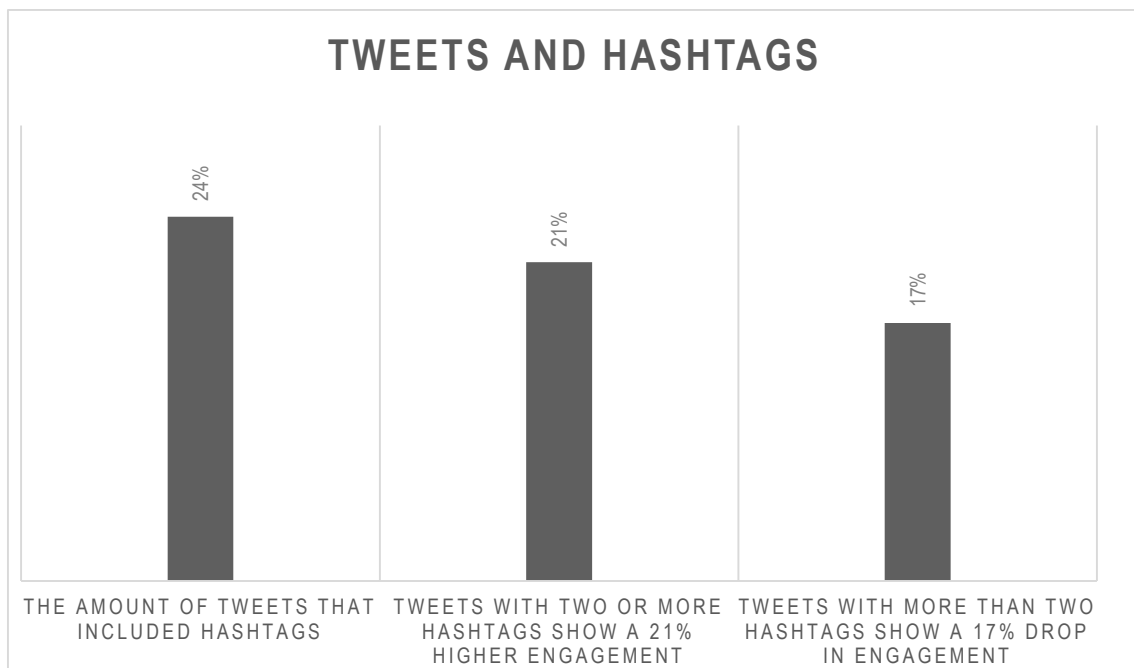
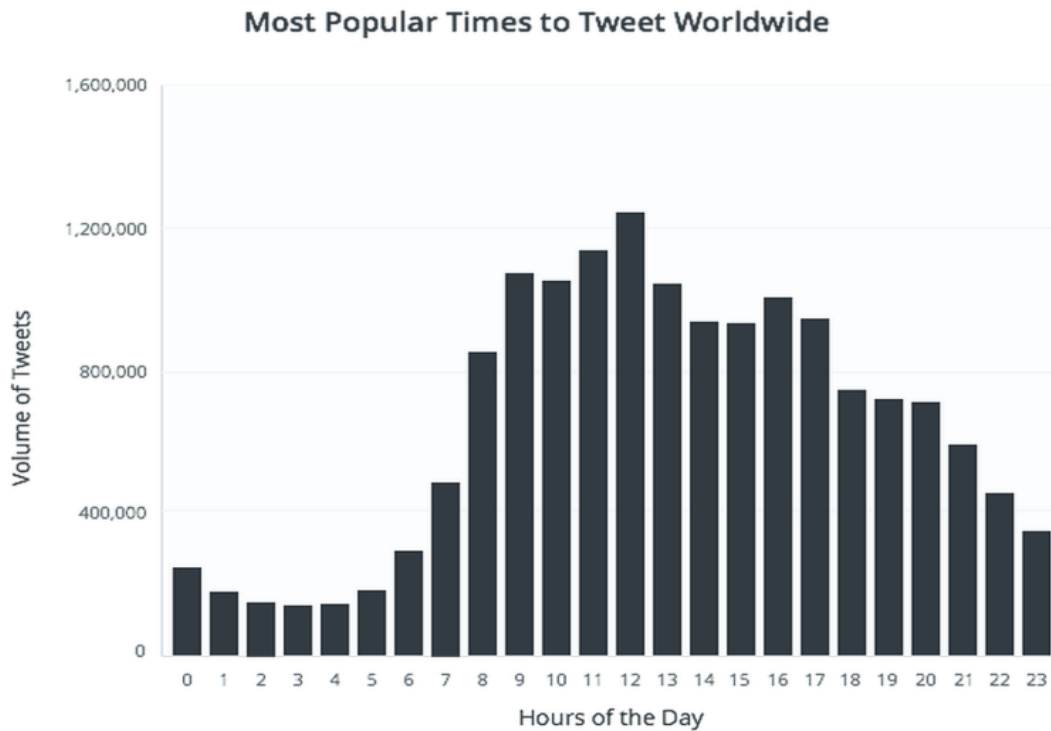


FIGURE 6. This figure shows the level of engagement when tweeting with hashtags.

Twitter is a much faster paced site than any other social networking platform. Multiple studies have been made and they all show that the lifetime of a tweet is very short. A study shows that tweets live approximately for 18 minutes, meaning that the amount of retweets after 18 minutes is about half of the amount it was at the most. And after just one hour a tweet has practically seen all the action it is going to get, a few occasional retweets might still happen (Bray 2012, cited 18.04.2016). Because the lifespan of a tweet is so short, it is also important to consider the timing of a tweet. Which brings us to a question; what is the best time to tweet? From the figure below you can see the most popular times to tweet, according to the statistics the most popular times to tweet are between 9.00 a.m. and 13.00 p.m. This means that people are engaging on Twitter more but they are also tweeting a lot more, which means a tweet will probably drown amongst all the other tweets

more easily. It should be avoided tweeting at these times if the goal is to get more clicks or engagement. In the same study the best time to tweet in Central Europe is around 7 p.m. Since Pint Please has users all over Europe, it would be optimal to time the tweets later on the day to reach maximum results.



Buffer data study, 4.8 million tweets from October 2010 to March 2015, segmented by 10 major time zones.

Data by  **buffer**

FIGURE 7. Most popular times to tweet worldwide. Retrieved from Entrepreneur website. Data by Buffer.

Another thing Pint Please could consider is Twitter Ads. Not too much detail here but presenting the rough idea of what these ads are and how they work.

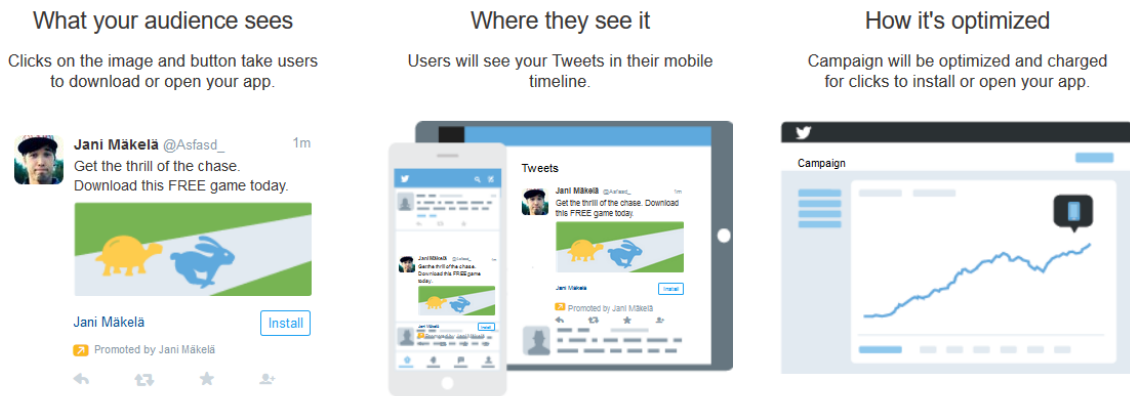


FIGURE 8. A screenshot from Twitter's website. Represents the way an "App installs or app re-engagements" campaign works.

There are different ways to advertise a brand on Twitter, building brand awareness, building an audience, promoting an app or driving website traffic and sales. In this case the app promotion idea will be presented. Setting up a campaign using Twitter Ads is one possibility, this means ads will pop up on people's feeds and the payment is for every click, follower gained or an application install depending on which kind of campaign is chosen. The campaigns can vary from getting more followers, directing people to your website, collecting leads or getting more app installs and re-engagements. When a campaign objective has been chosen, another page will open up where it is possible to set up a campaign. In the figure above, there is a demonstration of how this app campaign will get more engagement.

4.2.3 Facebook

Facebook is probably one of the least successful social media platforms that Pint Please has. They use and update Facebook as regularly as any other platform but they don't have that many followers or likes there. Currently they have 1677 likes and that is not very much compared to the other platforms. Some people say that Facebook as a social media marketing platform has lost its touch but it's still the largest social network in the world and it would be absurd for a company to pass it up as a marketing channel. Much like Twitter and Instagram Facebook also has plenty of opportunities for marketing and not just the possibility of creating a company page. Facebook Adverts is a way to "create targeted adverts to reach different audiences and meet your business goals." (Facebook 2016a, cited 02.05.2016). A Facebook advert can be made directly from the admin panel of your page. With this advert tool you can reach the friends of the people who already follow you.

There are various possibilities to optimize your Facebook adverts, you can modify the way your advert looks on different platforms. For example, you can specifically modify how the advert looks like on desktop feed, mobile feed, right column or Instagram.

Like every other social media platform, the key to engaging your customers and gaining more awareness is compelling content and consistency. You can easily find out which posts have the most engagement and what are your most successful posts by using Page Insights. Using this tool, you can find out and understand who responds to your messages; their gender, age and location. Then you can make targeted adverts to people who engage with your posts the most. You can try multiple different adverts with different headlines and Facebook will automatically optimize your campaign so that the best-performing advert gets most of the budget.

In the case of Pint Please, we think they should take advantage of the advertising system in Facebook and set up some campaigns before key events or special dates like Christmas. Setting up a campaign is rather easy and there is a lot of options to choose from. When targeting a new audience, you can set up the most important locations for you, for example Pint Please could target everyone from UK, Finland and Germany specifically. Then you would set up minimum and maximum ages, gender and languages. You can also target people by demographics, behaviors and interests, this will help you target everyone interested in anything related to beer. After all the details have been defined you can choose the timeline for your campaign and you can choose to put a daily budget limit or a lifetime budget for the campaign.

4.2.4 Snapchat

Snapchat is one of the strongest social media tools nowadays, with over 100 million daily active users and 400 million snaps per day. In 2015, there were 2 billion photos and videos sent by the users in one day and 500 million views of Snapchat Stories. The increasing popularity of Snapchat has been growing so fast that it is also the reason why we are considering creating a marketing campaign for Pint Please. By using Snapchat daily to produce stories of using an App to engage and arouse the consumer.

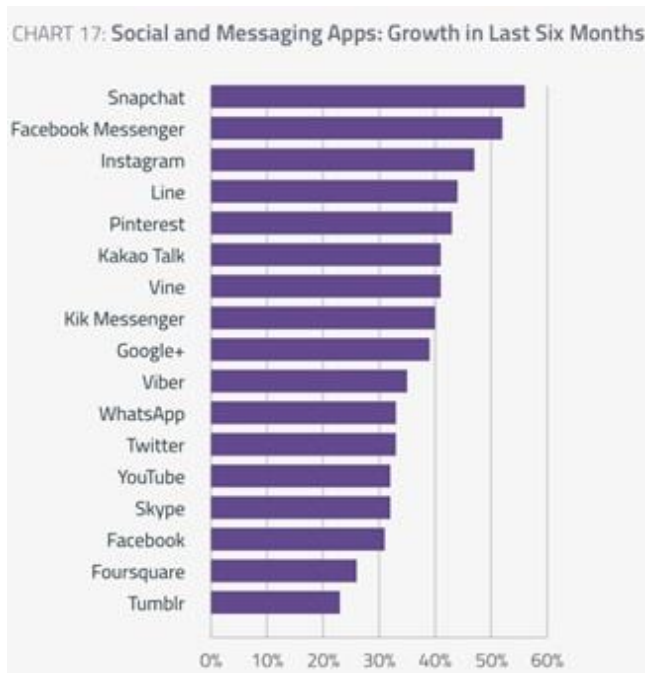


FIGURE 9. Snapchat statistics in last six months 2015. Retrieved from iMedia's website. Cited 01.05.2016.

In the company's case, we would like to suggest Pint Please to use Snapchat as one of their marketing tools; Snapchat is perfect for real-time social media marketing, which can be used for streaming videos from trade shows or various different beer-related events, it can make the users feel like they are at the event with Pint Please and this will greatly boost the authenticity of your company and your brand. It can also help the company bring the brand closer to the users by connecting to potential users, this is one of the most effective ways to reach the user rather than doing it the traditional way. Using snapchat can aid a company become more interactive; instead of making a marketing post on Facebook or on Twitter as usual, we can Snap to the users through the direct line which was given to the brand. Snapping to your followers makes you seem more authentic and you will engage with more users. (Schulman 2014, cited 02.05.2016)

5 ONE-YEAR SOCIAL MEDIA MARKETING COMMUNICATIONS PLAN FOR PINT PLEASE

In this chapter key steps are defined and explained when developing a marketing communications plan for social media. As is known, social media marketing is really time consuming and especially in this plan there is a lot of work to be done. If Pint Please feels they do not have the time to work on these suggestions and plans on their own, they could consider hiring a social media expert who could solely focus on social media marketing. We will discuss about the overview of the strategy, most important channels, messaging in social media and campaigns we think Pint Please should conduct. These topics are shortly explained and then those ideas are implemented in the year clock (see appendix 3). This plan will run from August 2016 to June 2017, every month's activities are defined and explained.

5.1 Plan overview

Pint Please is a mobile application company in Oulu, they are running an application which offers the user "beer recommendation and beer mapping". It is also the main product of the company at the moment; the application allows a user to keep track of different beers from all over the world and to find the best ones amongst them. User can find their favorite beer, get recommendations for new beers to taste, find pubs or breweries nearby and rate beers, all this can be done in the application. Pint Please also has a social networking platform that allows their users to compete with their friends to get some rewards. Pint Please also does B2B marketing, they offer pubs and breweries the chance to purchase premium time on the app so they can get more visibility.

In this chapter, we would like to make a marketing communications plan for Pint Please to gain more brand awareness and eventually more downloads, users and a better rating. We would like to focus on seven different customer segments:

- Small and large breweries
- Pubs
- Young people (young males or females who hang out with their friends at pubs)
- Beginner beer enthusiasts
- Beer enthusiasts

- Beer experts/influencers
- Followers and subscribers

The thing that makes Pint Please different and stand out is that the application is able to help their users find the beers they want, such as: if you want to buy your favorite beer, but you don't know if the pub nearby, the grocery store or super market has it you can easily check from the application if the beer you want can be found from their selection. Pint Please also has a feature to help you find specific beers, just type the name of the beer you want and the application will show a list of the places where you can find that beer. Unlike UnTappd, Ratebeer or other similar apps they just show trending places or top beer that was rated by the users, they don't have any features that will help their customers find beer. As for Pint Please, they have "Top 5 most drank beer styles" statistics in the last 7 days, it shows the users which beer has been the most popular during that time and from which countries the most drank beers were from and it also shows what is the most common time of the day to enjoy a beer.

The main idea for the plan is to make Pint Please become more authentic and positive, listening to their followers and users, being active on social networking channels; encouraging users to comment, share the application to their friends and share their reviews and stories about using the application on their page or Pint Please's web page.

5.2 Communication platforms

We have chosen four platforms for this strategy and they are: Twitter, Facebook, Instagram and Snapchat. Here we will shortly define the activities of these channels.

Platforms:

- Twitter
 - Tweet and retweet frequently, multiple times a day
 - Promote craft beers, pubs and breweries
 - Event Promotion
 - Engage and communicate
 - Highlight news/events/activities
 - Target audience: Breweries, pubs, beer enthusiasts, people interested in beer related posts

- Facebook
 - Post regularly, at least one post per day
 - Promoted posts, interesting articles/news or important messages
 - Photo/video posts
 - Competitions and event promotion
 - Facebook livestream via mobile
 - Engage and communicate with followers
 - Target audience: Followers
- Instagram
 - Post regularly, daily or multiple times a week
 - Engage and create buzz
 - Competitions and event promotion
 - Post valuable and shareable content, beer reviews
 - Be unique, beautiful and innovative photos work well in Instagram
 - Target audience: Breweries, pubs and everyone interested in beer
- Snapchat
 - Live posts and pictures from various events
 - Snap stories, humorous posts
 - Target audience: Followers and everyone browsing Snapchat

5.3 Messaging

Here it is discussed how Pint Please should communicate in social media. It is important to define what posts are about and how much to post about a certain topic. This way it can be figured out what sort of combinations will result the best engagement. Pint Please could for example assign percentages to define each topic and according to those make changes to get the best combinations.

Daily posts will include: beer review of the day, sharing interesting articles/news, retweets and sharing other users' content, new stickers and features of the app presented. Daily posts can also include arbitrary posts about events or special days, for example celebrating St. Patrick's Day, International Beer Day, International Women's Day, April Fool's Day and so on.

The authors of this thesis also had some ideas for posts that would happen either at the end of every month or at the beginning of every month. Pint Please could incorporate data and statistics straight from their app and make a post once in a month. They have a “beers of the month” feature in the application and they could post the same data on their social media channels, they could also post some interesting statistics like what is the best style of beer and where do the most popular beers come from. “Pub or brewery of the month” could be another new feature incorporated on social media channels, this way the pubs and breweries would get some visibility as well.

When communicating in social media it is important to have some variation in addition to regular posts, otherwise followers and subscribers might get bored of the way a company communicates. It is important to have a plan of what to mainly post but at the same time being inventive and irregularly engage in current trends or post about a bit more lighthearted and humorous matters.

5.4 Campaigns, competitions and advertisements

Here, every campaign, competition and advertisements during the one-year plan will be presented. These are social media campaigns so the main focus on every campaign will be on the social media platforms and social media advertising. We decided to use the Facebook Advertising tool for the campaigns and Instagram or Twitter for competitions. We will follow the budget limit of 100 000 euros and the price of every campaign and the total price of the whole plan will be presented as well. The ideas here are ours and Pint Please can either conduct them as they are or make possible improvements and changes to them.

CAMPAIGNS (80 000 euros reserved)

One campaign for every season of the year:

- 1. 1st Campaign (Autumn 2016): #BeerWithABuddy (total price unknown)**
 - a. Every new install of the application, located in Finland at the moment, will get a promotion code. With the promotion code, you buy two beers and get the second one free or with a 50% discount. Regular members will have a chance to get the code by reaching a certain level, for example level 50. All members that are already over level 50 will get the code automatically. Regional restriction, you have to be located in Finland to receive the code. The code can be used in pubs and

restaurants that are working together with Pint Please. This campaign would last from the start of August to the end of October, giving members time to reach the certain level and redeeming the promotion code. The price of this campaign is hard to tell because the amount of new installations and promotion codes to be given out is impossible to predict, but this campaign would have the most money reserved for it.

2. 2nd Campaign (Winter 2016): #PartyWithUs (4500€)

- a. Arranging an event to celebrate Christmas, cooperation with a club and inviting a DJ (the salary is about 300€ per night), entrance ticket 3€ – 5€/person. During the night, DJ offers good music, activities, a competition could be held and the winner will get a gift from Pint Please. Small breweries can be invited to the event to promote their products; people could get beer vouchers so they could taste some of the beers. A photographer (salary about 150€ per night) would be there to memorize the night and later the pictures would be posted on Facebook for example. If the event would be held for example in the 10 largest cities of Finland, the cost of the DJ would be about 3000€ and the cost of the photographer about 1500€. The collaboration with nightclubs would have to be discussed directly with them. This would be one of the bigger campaigns with more money reserved to be used.

3. 3rd Campaign (Spring 2017): #BeerTrivia (1800€)

- a. The idea for this campaign comes from Pittsburgh Penguins, they had a click-to-reveal Twitter campaign. In this campaign they would tweet a trivia question with an interactive twist; when you click the photo, the same photo would open but with a different image telling the answer to the question. Pint Please could make their own kind of trivia with beer related or brand related questions. This campaign would last for three months as well. There would be a question for every week, hard enough question to get people thinking. The three fastest answering people would get rewarded. At the end of the week the modified photo would be posted so that when you click on it, it would show the right answer. You can see the example pictures from appendices, (see appendix 1 and appendix 2). Let's say the value of every prize is 50€ and there are three winners every week, so the total price of the campaign would amount to 1800€.

4. 4th Campaign (Summer 2017): #BeerMoments (555€)

- a. This is a competition style campaign. Pint Please will arrange a three-month competition with two winners every month. A participant will capture a moment when they are drinking beer and enjoying the day. They will post the photo in Instagram and tag it with #BeerMoments and #pintplease they will also tag the @pintplease account to the photo. The rules are simple, the two pictures with most likes at the end of the month will win the prizes and you can promote your picture however you like. First winner will get three VIP tickets to the Great British Beer Festival 2017 (value 135€), the second runner would get a 50€ gift card somewhere. The prizes would be provided every month during three months so the price of this campaign would be 555€.

ADVERTISEMENTS (20 000)

It was chosen to incorporate advertisements together with the campaigns, at the start of every campaign Pint Please would be running advertisements on Facebook and Instagram. The advertisements would run for two months launching at the start of every new campaign. Every advertisement would have 5000 euros to be used.

The first advertisement would work together with the first campaign (#BeerWithABuddy), and the most important thing is to guide more people to download the application. It can be specifically chosen that a campaign's goal is to get more application installations. The advertisement would run from the 1st of August to the 1st of October and it would be about application promotion. Downloading the application would give out a promotion code and with this code you can get a discount from various beers. The detailed targeting of this advertisement is important, targeting a narrow audience and the thing to remember is that the first campaign only considers people located in Finland. The budget limit of the advertisement is 5000 euros. Pint Please does not need to worry about exceeding the budget, Facebook will automatically work with the budget so that it won't go over the maximum amount. Since Facebook owns Instagram the advertisements will be automatically placed on the Instagram's platform as well.

The second advertisement would run through November and December and this particular advertisement would be about event promotion. The second campaign (#PartyWithUs) is a series of events organized by Pint Please and this advertisement could support that, running the ad on Facebook and Instagram to let people know about your events and get them to participate in them.

The target audience of this ad must be narrowed down to Finland and more specifically this advertisement is targeted for outgoing people who spend their weekends at clubs partying with their friends.

The third advertisement would run through February and March and it would again promote the application. This can be incorporated to the #BeerTrivia campaign but the focus would be getting more downloads and users. This is a global advertisement so either make multiple ads in different languages or just one in English so that everyone can understand. The target audience of this ad would be everyone interested in beer but to avoid a too wide audience, targeting the ad in specific countries rather than running it for everyone who can't even get the full features of the application.

The last advertisement would run through May and June and it would work together with the last campaign (#BeerMoments). The ad can promote the ongoing campaign and at the same time it can promote the application as well, but the main focus would be on the campaign. This is again a global ad and the detailed target audience can't be too wide but this ad has possibilities of enticing new audiences who are just interested in the competition. The advertisement would run on Facebook and Instagram but it must be made clear that the campaign and competitions would happen on Instagram.

6 CONCLUSIONS

Analyzing and developing marketing communications for any organization requires the assembling sufficient theoretical base, and only then can the practical ideas and plans be implemented to the mix. This process of creating a communications strategy for Pint Please became a learning experience, ultimately leading to a better understanding of how to use marketing and marketing communications theories in practice. The process of creating a strategy for Pint Please starts at the very basics of marketing and marketing communications theory, building a sufficient theoretical background to understanding the social media marketing communications strategy.

The main research problem we try to solve in this thesis is: What kind of marketing communications strategy should Pint Please have for social media? To answer this question, we have divided it in two separate research questions with a supporting question to narrow down the topic to be more specific. We have written a theoretical background, this theory base includes marketing and comprehensive marketing communication theories. These theories were applied to the company's situation; in this thesis the case company is Pint Please. The main research questions for this thesis are:

- How can the social media marketing communications of Pint Please be further developed?
- What kind of a social media marketing communications plan should Pint Please implement in their strategy to improve their social media marketing?

And a sub question is:

- Which tools should be used to improve Pint Please's marketing communications and possibly help them gain more brand awareness and application downloads?

Pint Please has been active in social media for a few years, the commissioner was interested in the potential of social media and gaining more users for their applications. For that reason, marketing communications and social media as a marketing tool were researched. The commissioner clearly stated that they have no clear strategy for their marketing efforts in social media and therefore it was realized that a thorough research of social media marketing possibilities and a clear strategy was a necessity. It was determined through the research that if Pint Please wants to succeed in social media they must build more relationships and sustain their existing relationships via efficient and innovative marketing in social media. Therefore, this thesis aims to provide a sufficient understanding of social media as a marketing tool.

Building the awareness of the brand is the most significant finding of this social media marketing communication plan; making Pint Please application become the top search result for beer applications in stores. Positioning Pint Please as a thought leader amongst other beer rating applications, so that when a consumer thinks about a beer rating application, Pint Please would be the first one that comes to mind. Being active and interacting with customers on social media channels will help the company reach large audiences. Activity in social media will also help a company understand more about their customer behaviors by collecting their feedbacks to improve the application and building better relationships with customers.

The social media marketing communication strategy that has been developed and implemented for Pint Please is a recommendation. The commissioner can do what they want with the strategy and do possible changes but we hope that we have provided some ideas and insight to work on in the future. As mentioned in the thesis, social media networking channels are used as the main marketing communication tools and they have been analyzed and defined for marketing purposes. Although the social media strategy in this thesis has been created for B2C marketing, it is hard to avoid B2B marketing in social media altogether and in some specific cases B2B marketing can be implemented as well. However, this thesis has proved that the strategy can be used as a theoretical structure to help Pint Please improve their marketing communication actions in social media channels. We have constructed a marketing year clock in this thesis, as a recommendation for monthly and daily activities to promote the brand, and the application to the users. But the commissioner has the final say and they will decide whether they will use the ideas suggested or not.

As a final conclusion, if Pint Please successfully implements the proposed plan and can measure the results and desired outcomes, the marketing communications plan can give some insight and future ideas. They can even further develop their online presence and become the go-to source of beer rating applications.

7 DISCUSSION

The idea of this thesis was to create a social media marketing communications strategy for Pint Please and to understand the power of social media as a marketing tool. The topic was chosen out of pure interest towards social media and the will to consolidate the understanding of the topic. The topic for the research was developed through multiple conversations with the supervising teacher and the commissioner from Pint Please. All the research has been done using qualitative and quantitative research methods; we used books and internet to collect the information and theories for the thesis, and based on those theories we built our own conclusions. We also relied heavily on statistics, data, experiences and various cases, hence we were able to strengthen our understanding of the topic and of the opportunities social media provides. The marketing theories are used as a base for further marketing communication models, which will be applied in this thesis.

Social media has been used as one of the most important tools for advertising, it also provides tremendous possibilities for businesses to interact with their customers or to promote their product and services. However, it still needs to be thought out and put in a context along with any other marketing actions. Although the company is distinguished and has some activities in the market, they are still missing the proper tools to communicate or to build relationships with their customers. Applying the development plan and strategy to the commissioner's situation will help them maximize their potential in every social media channel to gain the best results.

This thesis refers to the importance of marketing communication in a company, especially for a company, which is offering an online service or product. It includes some suggestions to improve marketing efforts in social media and ideas of building the online presence of the company. Everything was done with one key aspect in mind; help the company gain more brand awareness, customers and bringing the product closer to the customers.

According to the original plan and schedule the process of writing this thesis was a success. One of the largest issues when writing the thesis was the structure and scope of the research. At start, the scope of the research was too broad and some time was spent on rather irrelevant subjects. With the help of the supervising teacher and the commissioner, the topic was narrowed down to correlate with the research questions.

Another recommendation for the commissioner, as can be seen from the thesis, is to concentrate on the quality and shareability of your content. Being authentic and creating enticing content will help you build your current relationships even further and capturing new audiences. Some larger brands are already employing social media marketing and content creating specialists to specifically work with their social media channels. Pint Please could consider employing an expert who has sufficient knowledge of social media channels and its tools but who can at the same time work as a content creator for the company.

In closing, it takes more than just a day to adequately understand how you can build your online presence using social media. It is time consuming and it requires a lot of resources, including money. With a proper strategy and plan anyone can succeed and hopefully, with the help of this thesis, the commissioner can achieve their goals. No one can expect to succeed at the first time or even every time, failures will happen and it's up to you to learn from them.

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(Young 2015, date of retrieval 01.06.2016)



LOWELL MACDONALD

 **Pittsburgh Penguins** @penguins · 25. maaliskuuta 2015
Click to reveal the #PensTrivia answer. Winners have been contacted. You can win w/ this deal: pens.pe/1Luavpu

🔄 7 ❤️ 36 ⋮

(Young 2015, date of retrieval 01.06.2016)

