

Building Brand Awareness through Facebook Adverts – Remarketing

Case Study: Lukoton Experience Ltd.

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<p>Degree Program International Business</p>	
<p>Thesis Title Building Brand Awareness through Facebook Advertising Remarketing Case Study: Lukoton Experience Ltd.</p>	<p>Number of report pages and attachment pages 42 + 1</p>
<p>This thesis was written as a report for campaign project launched for Lukoton Experience Ltd. They are offering keyless solution for B2B clients, in particular maintenance companies, commercial and residential buildings.</p> <p>Goals of the thesis were to build brand awareness by driving audiences to webpage through Facebook Page which will increase website traffic of Lukoton. The campaigns has been done by launching Facebook Advertising Remarketing campaigns. Facebook Advertising is an effective social media tool for e-WOM (electronic Word of Mouth) and cost-effective tool to reach Lukoton's audiences with specific chosen target audiences with no border limitation and it was proven through this project based-thesis.</p> <p>Important yet interesting theories about social media and Facebook are collected and presented as based of the campaigns from various sources, including today's social media's provider and experts. The strategic analysis are also implemented by doing some research about two strongest competitors who have the same products and offering features as Lukoton, in domestic and/or global market. The analysis are discussing about three features, which are customers analysis, competitor analysis and situational analysis.</p> <p>Based on the launched campaigns, the results are proving that Facebook Advertising can become an effective tool in reaching Lukoton's target audiences in specific domestic area, which is Lahti. Through numbers of reach obtained through Facebook Advertising campaigns, real impact of brand awareness was shown including engagement and page like from chosen audiences.</p> <p>In conclusion, Lukoton can use Facebook Advertising Remarketing campaigns to create brand awareness and recognition of their products and offering. They can try different objectives offered by Facebook to know how it works which will impact positively to their their brand awareness and recognition and most importantly, delivering sales leads to be followed up in their targeted audiences, area or specific industry niche.</p>	
<p>Keywords Facebook Advertising Remarketing, Social Media, Target Audience, Brand Awareness, Engagement, Reach</p>	

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1 Introduction

This thesis is written for a fresh and young new company, Lukoton who offers keyless solution concept for maintenance companies, commercial and residential buildings. Lukoton needs to *create attention* on how to raise customer's interest and trust in the products. They need to build excitement for new and innovative technology of keyless solution as a trend. Therefore, social media network is one of the answer which help Lukoton to build brand awareness and deliver word of mouth spreading vastly in the market.

Being presence in social media network has become a social identity and recognition attribute in society. Not only for an individual, but companies are also pushed to be online to create their presence strong and remain competitive. In addition to it, company can maintain two-way communications in social media network.

Facebook is one strong tool to be used as a social identity for companies. Besides having the most active users in the world, Facebook as a free social media network platform gives affordable and easiness in using their products and services better than using advertising companies.

Facebook Advertising costs vary, starting from EUR 1.00. Companies can choose their own cost ranges and features which are packed attractively by Facebook. It benefits different types of company, especially SMEs. Companies can execute in-house social media campaign and control their Facebook Advert based on budget availability.

Thus, to be explained more specifically, this project-based thesis purpose is to execute and get overview of how to build brand awareness through Facebook Advertising Remarketing campaigns for commissioning company, Lukoton. Author will be using recommendation methods and tools by today's experts and social media sources. Success of projects can be measured in the end of the campaigns by using offering measurement metric.

The need of the company, project objective, project tasks and plan including project execution are explained thoroughly in this thesis.

1.1 Lukoton as Commissioning Company

Commissioning company, Lukoton, is a start-up company which established in Espoo on 2015. It was built by two founders, supported by few staff who are acknowledged for their working experience and specialise with their expertise in engineering and sales.

1.1.1 Lukoton Product Concept as a Keyless Solution

With their slogan “Smarter than Any Smart Lock”, Lukoton offers keyless solution to their customers including services using mobile devices, with user interface of Android and iPhone.

Nevertheless, as a new product concept, Lukoton works side by side with traditional locks. There are certain adapter needs to be installed in existing door. Afterwards, users only need to install Lukoton mobile application into their phone to access rights for designated areas.

Lukoton also provides secured cloud access management for its users which give easiness of handling different needs and preferences from the clients (Lukoton 2016).

The main strength of Lukoton is easiness and practicality, whether it is for its installation, usage and access purpose. In addition to it, Lukoton is offering three benefits by using with their keyless solution (Lukoton 2016):

- a. **112 Access**, whereas emergency door can be accessed easily with Lukoton. By having Lukoton keyless solution, 112 emergency gets fast access and immediate action in helping the emergency caller. It can improve safety, time-saving, and less hassle when some urgent case emerges. As a result, emergency care can be delivered faster.
- b. **Maintenance Service Access Control**, whereas maintenance key can be granted, obtained on time which leads to no delay in maintenance schedule execution. It can track users and usage time during maintenance for designated maintenance areas. Management of the building can improve time maintenance, safety and security of its tenants. It will revolutionize the whole maintenance working process to be more effective and on-time.
- c. **Shared-Spaces Access**, whereas management of commercial building (for example: apartment) can give access to its tenants by using Lukoton for shared-space areas, such as sauna, laundry room, parking areas, etc. Tenants can easily check and

reserve shared-space area without overlapping with another tenant. It gives convenience, fast and easiness including customer's satisfaction towards the building management.

1.1.2 Lukoton Accomplishment

As a young and fresh start-up company, they have made great milestones and accomplishments, such as:

- On 17 June 2015, Lukoton has succeeded and been granted Horizon 2020 fund with total amount of 50,000.00 USD, organized by EU for SMEs (Horizon 2020 2015, 51.)
- On 6 October 2016, Lukoton has partnered up with Stanley Security Oy, an established company who provides security services and products in Finland and part of Stanley Black and Decker group from US (Stanley Security 2015).
- On 1 December 2016, Lukoton wins Elisa Innovation Challenge for Smart Home category, out of 100 participants from 16 different countries (Konttinen 2016).

1.2 Project Objective

This thesis aim is how to create brand awareness for Lukoton in new target market through Facebook Advertising Remarketing and drive people to their website as an extended link of Facebook Page. Commissioning company target market is Lahti, as part of expansion in Finland.

For thesis project, Lukoton chooses one specific location for project implementation to introduce their newest service for emergency door (112ovi.fi) in cooperation with emergency agencies, 112.

The expected results of Facebook Advertising – Remarketing campaign implementation will increase website traffic and client's engagement including review market interest for Lukoton's product and services. Thesis project implementation will enable the company in developing their plan with Facebook Adverts - Remarketing method.

1.3 Project Tasks

Project tasks is planned and organized as below details:

Project Task	Knowledge base	Outcomes	Chapter
PT 1. Examining existing marketing plan	Competitor's Marketing Analysis, Situational Analysis, SWOT	Existing useful results from analysis including recommendations for future marketing campaigns	Ch. 3
PT 2. Marketing campaign implementation process	Collected information, Competitors' Marketing Campaign Results and basic knowledge	Facebook Adverts – Remarketing Campaign	Ch. 3
PT 3. Marketing campaign analysis and results	Facebook Page and Measurement Metric for Facebook Advertising	Results of Facebook Advertising Remarketing Campaign including recommendation	Ch. 4
PT 4. Project Evaluation	Company and self-evaluation	Final recommendation for commissioning company about effective Facebook Adverts- Remarketing Campaign	Ch. 5

Table 1. Project Overlay Matrix

1.4 Project Scope

Project scope for the thesis is to launch Facebook Advertising Remarketing to reach B2B customers. The project is done in Lahti, Finland for commissioning company.

The project is measured by Reach or in this case, commissioning company's website visitors and engagement rate during the launch of Facebook Advertising Remarketing.

1.5 Demarcation

There are few possible challenges emerged during this Facebook Advertising Remarketing campaign process:

Commissioning company's side:

Commissioning company shall provide well-described information about their new type of product including their unique value proposition in their Facebook Advert – landing page. Otherwise, the clients will have difficulties to find more information about how the product

works, what is offering packages and pricing, or whether it fills what customers want and need.

Client/Customer's side:

Clients/customers do not have commissioning company's product knowledge. Therefore, there are difficulties in finding and comparing new type of products if there are no other competitor comparison in the same market. Information is limited. Reviews are not available from current and previous customers and information from previous or existing social media may be less than expected.

Author's side:

Demarcation will be on initial proposed topic and not on wider scope throughout thesis process. Author would like to execute in-depth analysis about digital marketing campaign through Facebook Advertising including supporting theories for the implementation of the project.

1.6 International Aspect

Commissioning company, Lukoton, has a mission to go international with their products with offering to hospitality services. If project implementation for the thesis succeeds in one small region in Finland, hopefully commissioning company can use Facebook Adverts - Remarketing as a repetitive and constant tool for their digital marketing campaign in different areas, locally and internationally.

1.7 Benefits

Commissioning company will gain insight of targeted market and audiences and how they response to their product and service. Another benefit is they will use this method as part of effective marketing tools for next target market if Facebook Adverts - Remarketing campaign executes successfully.

Targeted audiences will benefit receiving fast information about new products through Facebook. Therefore, product can be beneficial for reason of easiness, simplicity, safety, and security.

The author will apply knowledge which is gained during education study in Haaga-Helia. Author will implement whole Facebook Adverts - Remarketing process including schedule

and budget planning. Author will self-evaluate and examine how successful a Facebook Adverts - Remarketing impact and capability in executing marketing campaign in Finnish market.

Another benefit is the author can have a great opportunity working with Start-up Company in building brand awareness in different market. Based on personal insight, Lukoton has products which are potentially will be needed domestically, in Finnish market and global market, specifically in hospitality services.

The successful execution and implementation for this project based-thesis can become a good recommendation in author's CV profile and increase author's competences in Digital Marketing and Social Media Advertising skills.

2 Utilizing Social Media and Facebook Advertising in Business Activities

Social media growth is raising every single day. Social media usage has become more addictive to lead, generate and penetrate profit for any companies, association or organization. Let's see some famous examples of social media use for different purposes and mission, such as:

- The Ice Bucket Challenge, an activity in promoting awareness of Amyotrophic Lateral Sclerosis disease. On 2014, the challenge has been dared, executed, reached, viewed and shared in Facebook for over 1.2 million people and raising more than \$100million for ALS research use (Bercovici 2014).
- Wix, a do-it-yourself website builder reached 1.5 million views and 300 million engaged in 24 hours before Superbowl started (Superbowl 2015).

Given examples have shown how a single news vastly spreading and it is becoming a phenomenon activity throughout social media, moreover through Facebook.

Facebook is the biggest social media user and growth over the years. Facebook might also be given the name as biggest "Electronic Word of Mouth" (eWOM) source with no border and space limitation on how to share news and campaigns. These functions are beneficial for B2B to try out a single campaign of a product or service and review how the market reacts and acceptance.

Hence, this chapter will discuss further how social media can be used in general for business purposes including theories (what), role and benefits of social media (why). This chapter will be also discussed more about Facebook in its social media advertising scope, its target audiences (who) including important elements needed in creating Facebook advertising.

2.1 Social Media in a Nutshell

Social media is a unique yet universal tool to use for business purposes. Kaplan & Haenlein defines social media as "a group of Internet-based applications that build on the ideological and technological foundation of Web 2.0, and that allow the creation and exchange of User Generated Content" (Dahl 2015, 2.). Meanwhile, in the marketing view, social media is described more as "a collaborative process through which information is created, shared, altered and destroyed" (Evans 2012, 33.). To explain further on how

social media effectively captured and comprehended in general perspective, social media becomes “set of tools (and their users) that facilitate online relationships and information sharing” (Golden 2011, 3.).

Social media holds an important element in generating awareness for businesses as it uses different online media channels. It also serves two-way communications between companies and clients. Relationships occurs fast, trustworthy, pureness and spontaneous way.

In addition to strategy function, social media is effective due to its pull marketing, where visitors are naturally pulled into companies’ website and page due to promotions, discount or other interesting offers to the visitors. It will generate leads and sales including digital word-of-mouth in social media network (Gunelius 2011, 4.).

2.2 Social Media for Business Purpose

To recognize how social media is beneficial for companies, Susan Genelius (2011, 15) derives four roles of social media marketing, which are: (1) as a relationship builder, (2) as a brand builder, (3) as a Public Relations, (4) as a promoter, and (5) and as a researcher to learn more about target market and competitor.

With the growth of social media functions among today’s advanced technologies, companies have leveraged social media to achieve their reputation in the market, recognize their prospective clients and customers including deepen the relationship through networking and connect, give engagement through customer services and relations, therefore the relationships and loyalty can become stronger and company’s brand is enhanced (Golden 2011, 7-8.). The combination of both of role and benefits will give positive impact for the companies and brands image.

In relation to Lukoton, brand building is a crucial role which the company would like to accomplish. They would like to set and communicate their brand image to every customer through engagement and experience. To be more precise, relationship and connection with customers should be developed. It shall be nurtured to create trust and awareness for brand building which needs long process to be built.

Through social media, Lukoton can send and communicate their brand messages in online conversation, communities, and groups or through content sharing. It increases

recognition and awareness towards the brand. Hence, brand messages shall be communicated *persistently, consistently* and with *restraint* (Gunelius 011, 161-162.).

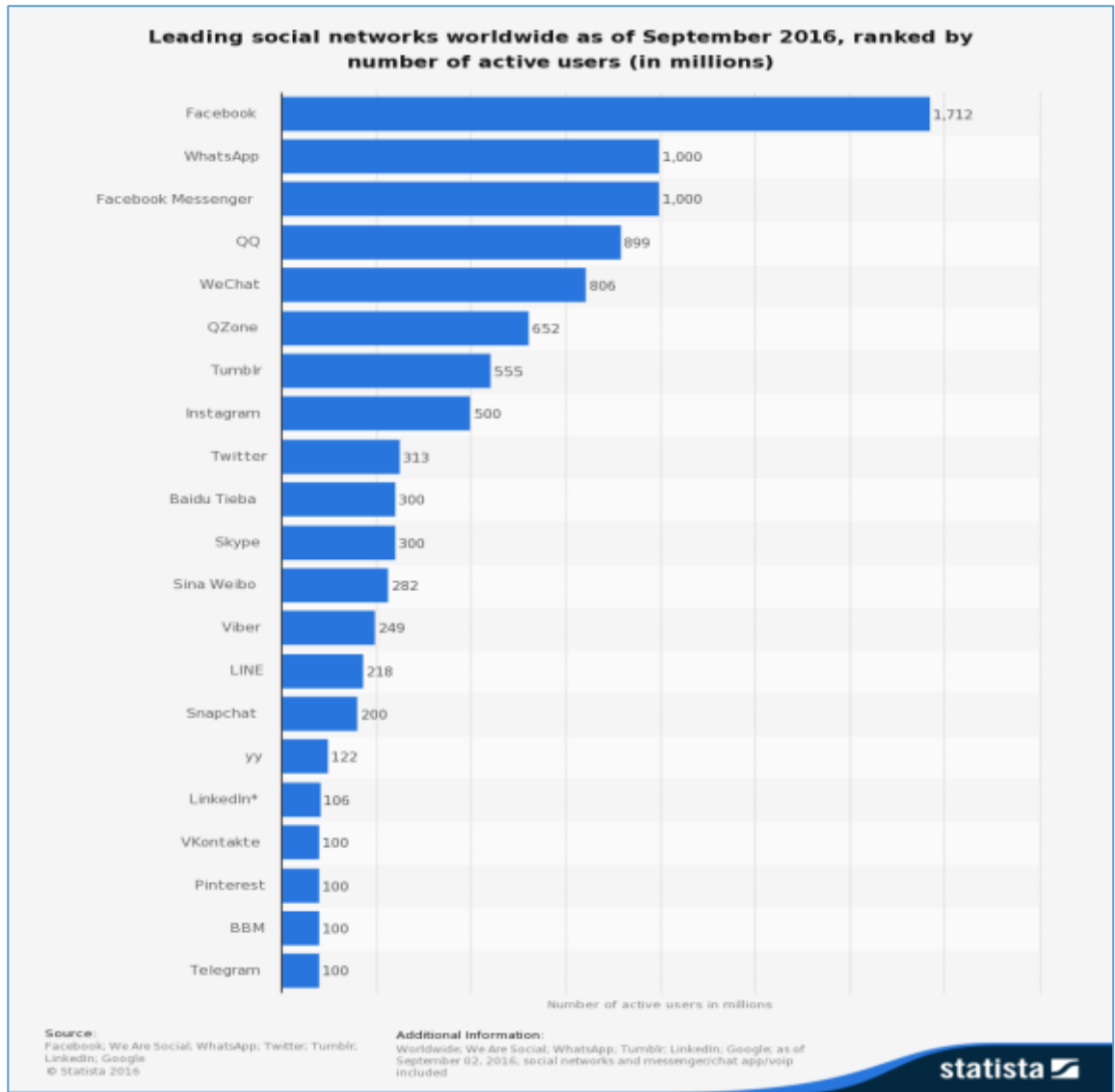
In addition, to build a brand through social media, it is important to deliver cohesive and consistent brand messages. It will lead to brand recognition and loyalty towards brands.

2.3 Facebook Influence for Business Purpose

Facebook has become one essential and influential place for marketers and companies in launching social media campaign. Facebook evolves from private network into social network with users more than 1.71 billion all over the world and rising constantly throughout the years (Statista 2016).

As its function for business purpose, Facebook is the place where companies build relationship with its current and new customer in a long-term period (Facebook 2016). Therefore, Facebook creates Facebook Advertising (Advert) which can reach targeted audiences with different segmentation and different specific locations for companies. Their features are offered as part of product and services which can connect and span information about products and services through different media and directly to the right audiences.

Besides its huge number of active users as seen in Statista graph (Figure 1), Facebook also extends their adding value by making acquisition of some other social media applications, such as WhatsApp and Instagram. They give more spaces and features for individuals and companies to grow inside their products and services.



Picture 1. Most famous social network sites worldwide as of September 2016, ranked by number of active users (in millions) (Statista 2016.)

2.4 Facebook Rules of Engagement

Facebook becomes an effective marketing tool for companies only if they understand the use and maximize the usage of it. One crucial word to make it work is *engagement*. Companies need to create and foster variety engagement with its audiences in Facebook Page. So, what kind of engagement shall a company have?

Mollen and Wilson describes engagement as “involvement” through like or sharing activities (Dahl 2015, 155). Moreover, in general perspective which can be used in social media content is an interactive participation for two parties through its contents. According to Nathan Ellering (2016), there are effective tactics to have to create an active engagement:

- Share your most-watched videos
- Tag a person who in relation to your content
- Share someone else's post which is valuable to your company or brand
- Schedule posts in recommended effective time to increase engagement
- Schedule and increase contents post in Facebook to generate reach, organic growth including brand awareness
- Optimize hashtag usage to double engagement rate
- Repost content that audiences love

As efforts to create and improve active engagement is executed, company can also get the pattern of engagement trends throughout: (1) The most-shared posts; (2) The posts which generates leads; and (3) The most-responded posts. In identifying the right patterns for engagement trends, company can figure out type of posts which brings website traffic and conversions.

When the audiences respond or comment to any contents in Facebook Page, include Facebook Advertising post, company shall be *being engaged* quickly to show genuine interest, reliability and commitment. Being engaged becomes a fundamental connection which shows how valuable existing audiences / customers are for the companies which leads to deeper relationship and loyalty towards the products.

2.5 Facebook Advertising Remarketing Concept

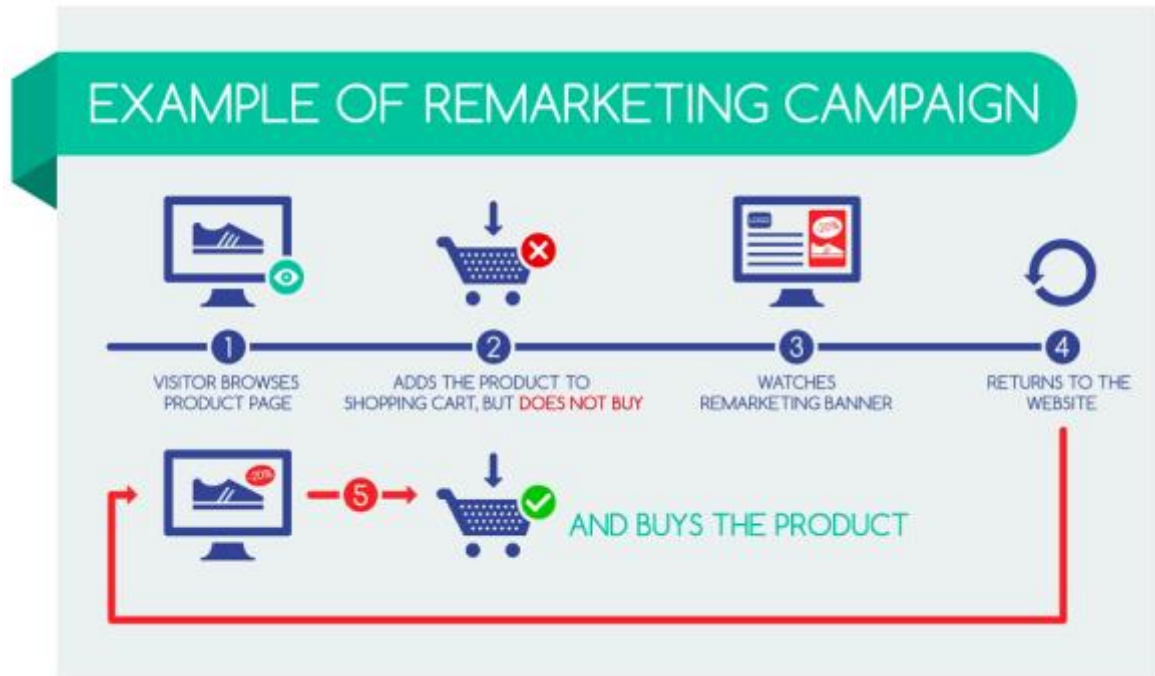
Nowadays, Facebook Advertising is a popular paid advertising being used by companies. They can control the budget per advertisement with lowest rate, easily expand reach with no border, nurture leads and higher conversion.

By using Facebook Advertising, companies can benefit by: (1) Raising brand awareness; (2) Generating leads; (3) Increasing sales locally; (4) Website sales increase; (5) Promoting current and new application (Facebook 2016).

Another powerful concept which Facebook offers right now is Facebook Advertising Remarketing. Remarketing is simply reconnecting with viewers who leave a website and do not purchase anything from it. In Facebook, company needs to add pixel and create custom audience. Remarketing can be implemented and reconnected only to audiences are interested of your showing advertisement but abandon purchase cart in the website. The relevant ad will be showed again across viewers' devices.

As results, Facebook Advertising Remarketing gives more benefit to companies besides its usage of brand awareness, which are:

- (1) Viewers are channelled and return to relevant website which increase web traffic;
- (2) Viewers are checking other offering products and services;
- (3) Viewers finish the product purchase which will increase the sales profit.



Picture 2. Example of Remarketing Campaign (Miller 2015)

2.6 Facebook Advertising Key Elements

Facebook Advertising provides a simple platform, which is easy to use for everyone, especially for beginners. Nevertheless, companies need to know what is working and what is not working in creating Facebook Advertising campaign. There are three essential keys of what makes Facebook Advertising work: choosing the right objectives, design and target audience.

2.6.1 Facebook Advertising Objectives

Facebook gives marketing objectives to be chosen in the beginning of Advertising campaign, therefore company can get the right result based on their expected project goal. The marketing objectives are shown in Picture 3.

facebook

Offering marketing objectives to be chosen:

Awareness	Consideration	Conversions
<ul style="list-style-type: none">• Boost your post• Promote your Page• Reach people near your business• Increase brand awareness• Increase your reach	<ul style="list-style-type: none">• Send people to a destination on or off Facebook• Get installs of your app• Raise attendance at your event• Get video views• Collect leads for your business	<ul style="list-style-type: none">• Increase conversions on your website• Increase engagement on your app• Get people to claim your offer• Promote a product catalogue• Get people to visit your shops

Picture 3. Facebook Marketing Objectives (Facebook 2017)

By choosing the right marketing objectives, Facebook explains that there are 5 goals can be achieved, which are: (1) Raising brand awareness; (2) Generating leads; (3) Increasing sales locally; (4) Website sales increase; (5) Promoting current and new application (Facebook 2016).

2.6.2 Facebook Advertising Audiences

To maximise deliverance which meets companies' criteria, Facebook creates specific target audiences for its advertising. Moreover, Facebook recognizes and formulates target audiences based on behaviour posted in their profile, for example purchase or travel.

According to Kotler (Boundless 2016), target audience is a specific group of people within the target market at which a product or the marketing message of a product is aimed at. Meanwhile, Lasse Rouhiainen mentioned that it is recommendable to target customers with specific segmentation and interest on its advertising content; it will lead to engagement and more followers for the company (Rouhiainen 2016, 44.). As result, chosen target audience enhances results of Facebook Advertising based on chosen objectives and demographic of people who would desire company's products or services.

So, how to define right target audiences for Facebook Advertising?

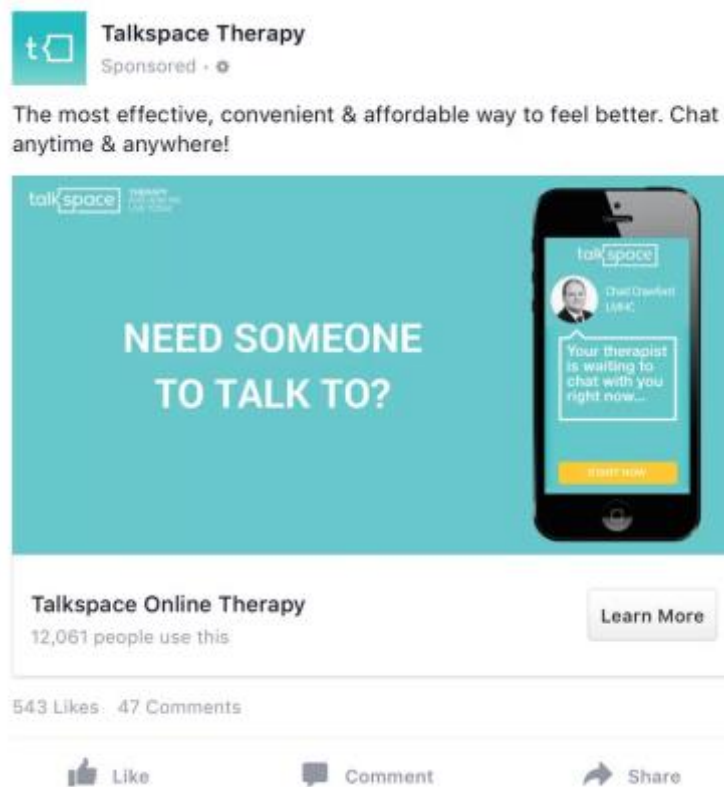
Target audiences for adverts can be created based on these segmentation: (1) Locations (country, city, postcode and area); (2) Demographics (specific languages, gender, age, interests); (3) Behaviours (specific interests such as shopping, travelling, cooking, etc.); (4) Connections (targeting people who click on company's Facebook Page and reaching their network too); (5) Facebook Partner Categories (data is provided by Facebook third party's partner) (Facebook 2016).

When choosing target audience of the advertisement, some companies are confused about how large the audience will be. Company can try out different targeting and segmentation to know how effective the result of an advertisement. There are two strategic approaches to know who to target: (1) *Small and specific audiences* – advertisement will be shown to narrow audience which will be potentially interested of the products or services and turn into clients; or (2) *Large and general audiences* – advertisement will be shown to larger audience (Facebook 2016). Large audiences are recommended in creating brand awareness of the company to leverage more visitors and viewers for company's ad to their website.

2.6.3 Facebook Advertising Effective Design

Facebook (2016) has created six design recommendations to be followed to make the advertisement more effective and attractive:

- a. Advert shall show people using company's products, instead of product only;
- b. Text element shall be less than 20% in the advertising image;
- c. Crop only important part of advert image and focus on type of message that shall be delivered;
- d. Use high resolution;
- e. Make it simple image;
- f. Do not show only the product, but also product benefit.



Picture 4. The correct sample of Facebook Advertising.

Besides Facebook recommendations, companies need to be actively testing the variety of design to know which ads design are the workable one. Hubspot as service and sales of social media provider for companies mentions four important components to have in Facebook Advertising, which are: (1) *Visual* shall be engaging and eye-catching to attract visitors; (2) *Relevance* between Facebook ad and target audience; (3) *Unique value proposition* to differentiate company's offer with its competitors; and (4) It shall have clear '*Call-To-Action*' step, therefore prospective customers know the next step after clicking the ad (Sibley 2015).

2.6.4 Facebook Advertising - Key Terminology

Facebook has its own terminologies which companies shall interpret and familiar with before launching online advertisement. Some important terms in related to advertising process and results are listed as below:

General Terms

Ad Set – A set of advertising with one-time schedule and budget (Facebook 2016). A company can create more than one ad set with different objective, target audience (or the

same one) and time. Company can set their own time schedule and budget cost to be spent in Facebook Advertising.

Objective - Chosen Facebook objective for company's ad (Facebook 2016).

Terms in relation to budget and schedule

Bid – A-bid-action executed based on maximum amount of what company is willing to pay (AdEspresso 2014).

Budget – Amount of money that company are willing to spend for one Facebook advert (Facebook 2016).

Click through Rate (CTR): Total amount of clicks which an ad receives divided by total amount of impressions (Facebook 2016).

Conversion can be valued as:

Cost per check out - The amount of checkout done on company's website as an ad result.

Registrations: The amount of completed registration on company's website as an ad result.

Cost per Click (CPC): Money which will be spent every time someone clicks attached link in the ad set and directing it to another site (Facebook 2016).

Conversion Rate – Visit percentage based on resulted of intended objective conversion.

Daily Budget – Amount of money that company are willing to pay per day (daily) for one Facebook advert or one ad set (Facebook 2016).

Impressions – Total amount an ad has been viewed on webpage or applications (Facebook 2016).

Leads – Total amount of new leads because of company's ad (Facebook 2016).

Leads Conversion Value – Ad's result derived from collected total value of achieving new leads (Facebook 2016).

Lifetime Budget – Amount of money that a company would like to spend for an ad set and Facebook system will allocate it optimally according to budget and time (Facebook 2016).

Reach – Number of people who see an advertisement (Facebook 2016).

2.7 Facebook Advertising Measurement Metric

All projects and activities need to define their success, so does with Facebook Advertising. Companies need to track all the campaigns and Facebook accommodates the needs through their Adverts Manager. Adverts Manager is a tool to show performance of launched campaigns with chosen objective in the beginning of the campaign for

advertiser's visibility. Company can compare different launched campaigns, whether it is on-going or ended.

The metric results will be different depending on various factors chosen in the beginning phase of the campaigns, such as target audiences, budget campaign, schedule deliverance including visual and texts advert.

Facebook (2016) offers measurement metric through:

- (1) Performance
- (2) Engagement
- (3) Videos
- (4) Website
- (5) Apps
- (6) Events
- (7) Clicks

By getting campaign results, company will know the effectiveness of campaigns and leverage the data for next step to generate leads.

3 Strategic Analysis of Lukoton and Its Competitors

Before launching Facebook Advertising campaign, Lukoton needs to know how to enter and establish strong position in new market, domestically and globally (PT 1). David Aaker gives three strategic views on how to develop a brand with their products which implemented in this chapter and results can be used as recommendation part of this project thesis. The strategic analysis consists of: (1) Customer Analysis, (2) Competitor Analysis, and (3) Self-Analysis (Aaker 1996, 190).

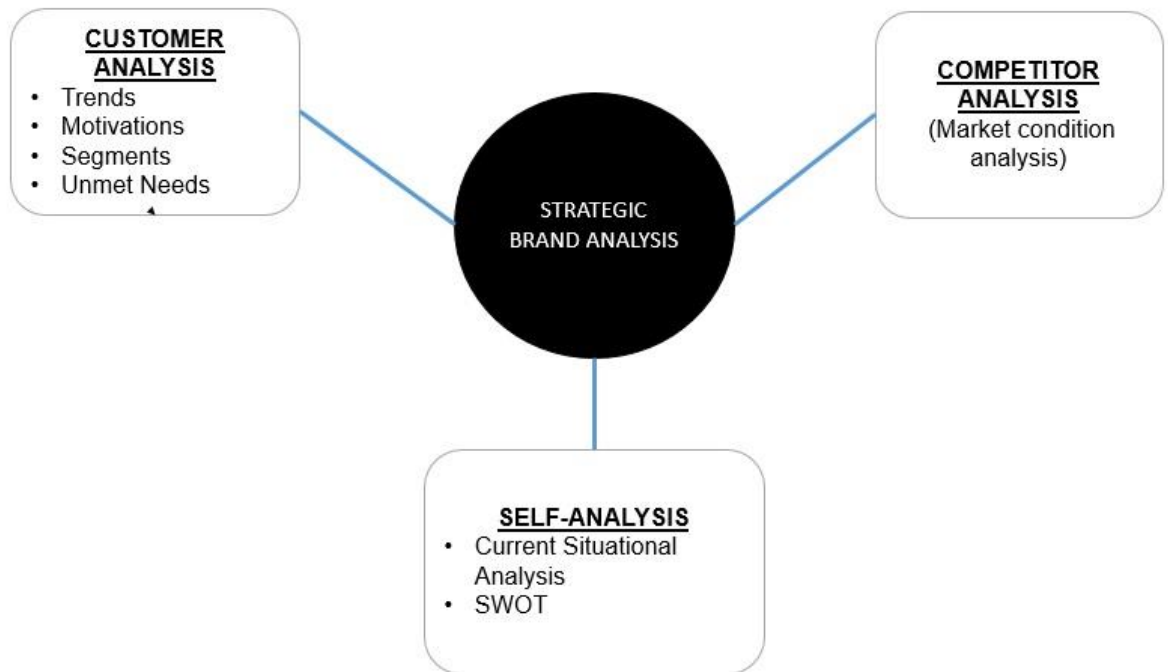


Diagram 1. Strategic Brand Analysis Diagram (Aaker 1996)

As illustrated in above diagram, the first step to build a strong brand strategically is Customer Analysis. By recognizing who the customers are, it will give insight of what motivates customers to purchase products in different segments and needs to be fulfilled.

The next step is to analyse competitors with their products and position themselves in the current market. With competitor analysis, commissioning company will know further about how to position themselves including vulnerabilities which current competitors have in the market.

Third step, Lukoton needs to know what their strengths and weaknesses in comparison with their competitors. They need to determine their products and/or service benefits including other elements which can give competitive advantage towards their competitors.

As the project is executed in short time, competitor analysis will be strictly executed in

relation to social media activities for marketing purposes.

3.1 Customer Analysis

David A. Aaker mentioned that businesses with their brands need to understand their customer profile and needs in advance to deliver their products with correct brand messages. By understanding the right customer's profile, business can be effectively reaching the right target market which they would like to approach step by step and how to enhance the effort with upbeat trend and changing environments.

Therefore, customer analysis is done based on four important keys, which are: (a) Trends; (b) Motivations; (c) Segments; (d) Unmet Needs (Aaker 1996, 190.).

Based on qualitative research taken from Final Report of Chosen Market Indonesia for Lukoton (Pusa et al. 2015, 32-36), customer analysis results are derived with 4 key elements by David Aaker as attached below:

Key Elements	Customer Analysis Case Company: Lukoton Experience Oy
TRENDS	<p>Customers are moving forward and chosen more advanced technology, for example: by the usage of smartphone, instead of cell phone use only.</p> <p>However, customers only choose and value more to advanced technology which are safe and trustworthy to be used for daily life usage.</p>
MOTIVATION	<p>To provide two value propositions for the customers, which are:</p> <ol style="list-style-type: none"> 1. Functional Benefit: Easiness of keyless solution usage 2. Emotional Benefit: Security and safety solutions in one product.
SEGMENT	<p>B2B Sector: Housing Companies / Contractors / Commercial Companies related to accommodation.</p> <p>B2C: Customers who own or rent apartment, house or other type of accommodation.</p>
UNMET NEED	<p>To find the related products offering in current market, pricing related or self-installation issue if there is no existing (video) manual for the products.</p>

Table 2. Customer Analysis based on Final Report of Chosen Market: Indonesia for Lukoton.

By understanding Customer Analysis representing by Table 2, Lukoton shall look to its core identity of product offering, features with its value proposition and represent it to target customers / segmentation, therefore relationship is created or improved. As results, brand awareness can penetrate easily in new target market if it is built on strong basis based on trust, loyalty and experience.

3.2 Competitor Analysis

In today's dynamic and vibrant market, technologies are moving forward and more advanced in innovations. It brings lots of new tech-starts up who will be inventing (eventually) same product concept or different new fresh ideas which can compete or surpass current products. Lukoton needs to be continuously aware and keeps an eye on new incoming primer starts-up or big industries who can develop their products with the same concept.

The goals and advantage of the competitor analysis for Lukoton are:

- (1) To obtain accurate information about products and brand image in comparison with their competitors;
- (2) To learn and assess valuable insights from competitors;
- (3) To vision and implement it to their own brand marketing strategies for future reference.

In addition, Lukoton can gather competitors' activities through existing communication channel, distribution channel, etc.

Competitor Profiling

Overviewing from current condition, competitor profiling is done based on geographical location and whether it is direct, indirect or potential competitors for Lukoton. There are two biggest direct competitors in the market, which are Assa Abloy (global competitor) and Rollock (domestic competitor).

Assa Abloy, established on 1996 in Sweden, is world's largest base of lock and door installations. They have markets in 70 countries with offering products of mechanical and electromechanical locking, identification management, access control, security doors,

entrance automation, hotel security, mobile access. They have traditional lock products including continuously upgrading their products with technology.

Assa Abloy Hospitality also develops digital keys using smartphones and integrated application with Seos® system (Assa Abloy 2016). Their concept is similar with Lukoton which makes them as direct competitor in the bigger market and threat for local market.

Rollock Ltd., established on 1999, is a local Finnish company which is offering smart lock solution. Rollock’s smart lock solution has concepts of: 1) one-light touch access 2) keyless by using mobile application supported by NFC, Bluetooth-readers, and a Wi-Fi-antenna (Rollock 2016). Rollock smart lock has been used by Finnish companies such as Citycon, Sato, etc.

3.2.1 Marketing Competitor Analysis

To support and formulate effective marketing strategy, especially for social media marketing campaign for Lukoton, competitor analysis is made as resourceful information to study competitive advantage, growth and future plan of their competitors.

	LUKOTON	ROLLOCK	ASSA ABLOY
Objective	<ul style="list-style-type: none"> Establish local market, Finland. Looking for partner to strengthen Lukoton including opportunity to work together to expand internationally. 	Establish local market, Finland.	<ul style="list-style-type: none"> Eagerness to expand in new target market Driven for new product innovation.
Competitive Advantage	<ul style="list-style-type: none"> Employers’ background and network in various industry. Partnering with 112 which will bring positive impact to current domestic 	<ul style="list-style-type: none"> Having private investors including local investment firm, Panostaja Ltd which will help to grow Rollock with customer based information. 	<ul style="list-style-type: none"> Financially stable. Diverse and multicultural employees. Resourceful. Diversification of products and services.

	target market including generate new leads of recommendation.	<ul style="list-style-type: none"> • Videos for product knowledge and info for prospective clients. • Smart lock manuals are attached as part of information in the homepage website. 	<ul style="list-style-type: none"> • Industry knowledge base in different target market with strong client base. • Strong marketing materials.
Products and Services	Smart lock by using smartphones.	Smart lock by using smartphones and NFC tag.	<ul style="list-style-type: none"> • Traditional door lock • Digital doors with mobile application • Access Management • Digital ID
Strategy	<p>Current Strategy: To establish Lukoton in Finnish market.</p> <p>Future Strategy: To reach hospitality industry, globally.</p>	<p>Current Strategy: To establish Rollock in Finnish market.</p> <p>Future Strategy: To develop themselves in construction market, globally.</p>	To increase targeted market share, be a product leader.
Market Share	Domestic - Finnish market.	Domestic - Finnish market.	<ul style="list-style-type: none"> • China, Europe, North America, Oceania. • Focusing more in emerging markets for growth.

Market Strategies	To have strong client base domestically in Finland before expanding abroad.	To have strong client base domestically in Finland before expanding abroad.	Organic growth and acquisitions to expand the markets.
Distribution Channels	Not available at the moment.	There is no data available.	B2B: Architects, reseller, distributors, security consultants, major end-users of products.
Merger Growth	-	-	Acquisitions and Joint Ventures.

Table 3. Marketing Competitor Analysis of Lukoton and its competitors

3.2.2 Social Media SWOT Analysis

After gathering marketing competitor intelligence, social media SWOT analysis is also provided to know more thorough current activities of competitors. Andrew Pressault (Hootsuite 2016) mentioned that by doing social media SWOT analysis, company will have a view of:

- a) Strongest competitors in the market
- b) Brands/companies of which your audiences follow
- c) Social media tools which competitors use
- d) Frequency of social media posts in different social networks.
- e) Engagement occurred in competitors' social media

For social media analysis, there are online tools recommended to execute the SWOT analysis. Author uses three free online tools which are recommended to use, which are:

1. BuzzSumo: An online tool which gives a short summary of posts which have been shared through various social media.
2. LikeAlyzer: An online tool which provides analysis only for Facebook Page.
3. Semrush: An online tool to know Search Engine Optimization (SEO) of a company or best keywords for competitor's webpage.

Social Media SWOT Analysis results based on Buzzsumo and Semrush can be found as below:

	LUKOTON	ROLLOCK	ASSA ABLOY
<i>Analysis Tool: Buzzsumo</i>			
Facebook Engagement (based on the latest post)	17	113	4
LinkedIn Shares (based on the latest post)	69	17	705
Twitter	-	-	26
Google+	-	-	1
<i>Analysis Tool: Semrush</i>			
Social Media Tools	Facebook Google Analytics Instagram LinkedIn Twitter	Facebook Google Analytics Instagram LinkedIn Twitter YouTube	Facebook Google Analytics Google+ Instagram LinkedIn Twitter Weibo YouTube
Top Keywords for Google AdWords	euro horizon, Stanley security, 112 from mobile, stanley security solutions ltd, british telecom italia (Semrush 2017.)	nfc tag lock, rollock, raitiovaunu 9, lock nfc tag, rollocks (Semrush 2017.)	assa abloy, assa abloy group (Semrush 2017.)

Table 4. Social Media Analysis using BuzzSumo and Semrush as per 10 January 2017

Another analysis results using LikeAlyzer is attached as below:

	LUKOTON	ROLLOCK	ASSA ABLOY
FB Page Link	Lukoton	Rollock	Assa Abloy
FB Fans Page Liked	210	209	5,128

Likes Growth	3.59%	3.57%	15%
Engagement Rate	0.34%	3.88%	5.2%
Posts per Week	0.83	0.67	0.52
Photo Posts	44.4%	28.6%	37.5%
Article Post	55.6%	71.4%	41.7%
Video Post	-	-	20.8%
Hashtags	Using	Not Using	Using

Table 5. Facebook Page - Social Media Analysis in comparison with Lukoton's competitors using LikeAlyzer as per 18 August 2016

In comparison from social media analysis provided by both of the tables, each company has strength and weakness in different social media. Below are Social Media Analysis executed to explain more about their SWOT:

	LUKOTON	ROLLOCK	ASSA ABLOY
<i>SWOT based on the Social Media Tools</i>			
Strengths	<ul style="list-style-type: none"> • Latest news posted. • Posting in local language, which reach more opportunities to current target market destination. 	<ul style="list-style-type: none"> • Posting in local language (Finnish). • Interactive engagement to FB audiences. 	<ul style="list-style-type: none"> • Daily post in social medias. • Interesting content with quality. • Video posts. • Products knowledge introduction.
Weaknesses	<ul style="list-style-type: none"> • No interaction with audiences. • Inconsistency with languages. Lukoton needs to decide right target market and target market for their products and services. 	<ul style="list-style-type: none"> • Less opportunity to grab global market. • Focusing only in Finnish market. • Shared content creation for sentences are too long and 	Inactive post engagement.

		not creatively done.	
Opportunities	<ul style="list-style-type: none"> • Through competitors' social media, progress of new or upgraded products can be seen. • Prospective clients to be approached. • Active engagement which generates leads and WOM. 	<ul style="list-style-type: none"> • Prospective clients to be approached. 	<ul style="list-style-type: none"> • To get more leads through social media. • Raise interest to their newest products and service for different markets.
Threat	<ul style="list-style-type: none"> • Bad e-WOM and feedback quality of products in social media. • Prospective clients to be approached by Rollock. 	<ul style="list-style-type: none"> • Shared Finnish market with Lukoton. • Prospective clients to be approached. 	Bad e-WOM and feedback quality of products in social media.

Table 6. Social Media SWOT Analysis

3.3 Situational Analysis of Lukoton

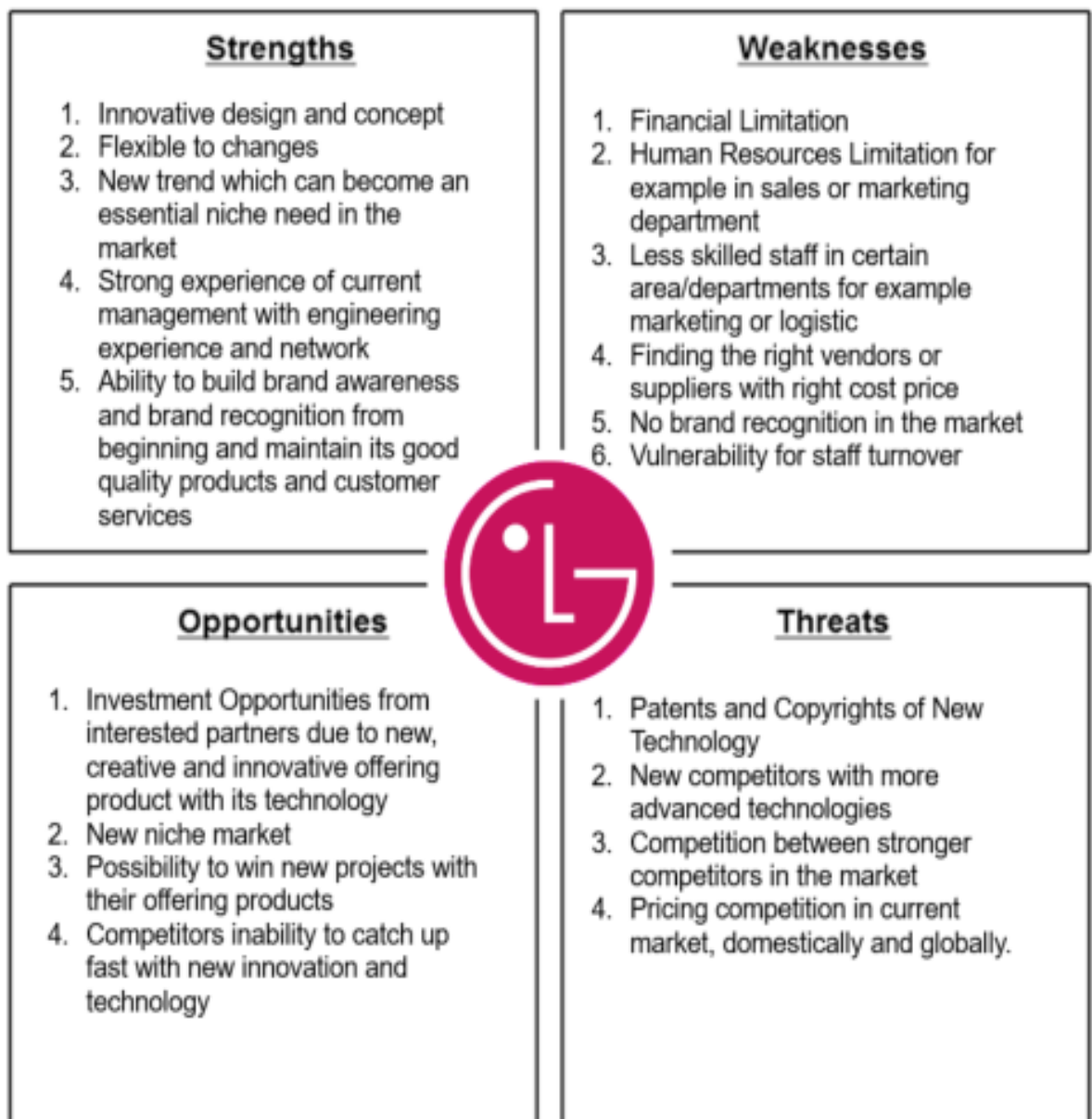
In the beginning of journey as a start-up company, Lukoton planned to target hospitality and services industries to improve service quality and customers' satisfaction for those industries. Now, they are focusing to grow domestic market, which is Finland by targeting maintenance companies, commercial or residential business owners and managements. They would like to establish and build their brand name and image in the home country, Finland before they are approaching international markets.

Lukoton smartphone access with its keyless solution is beneficial to be used and purchased by B2B or B2C for commercial or personal use. It gives Lukoton great advantage for every one since it is a solution to optimize safety measure in every day's life.

Therefore, Facebook Advertising Remarketing is one great potential social media channel to communicate offering products, features and unique selling point of Lukoton including deliver brand awareness into the target market.

SWOT Analysis

SWOT analysis aims to recognize internal strength and weaknesses of Lukoton including threat and how to change it into opportunities.



Picture 5. Lukoton SWOT Analysis

4 Facebook Advertising Remarketing Campaign for Lukoton

After defining theories and strategies about social media including comparing current condition of Lukoton and its competitors, this chapter outlines Facebook Advertising Remarketing campaign launch including incoming results from the campaigns. The campaigns were launched two times with different type of contents and budget costs. As results, the campaigns gained different results and it gave input of which campaigns were more effective and could be used in the future marketing campaign. As Lukoton has never launched Facebook Advertising campaign, there is no results can be compared to current campaigns. Nevertheless, it will be measured based on marketing campaign objective which has been set to the thesis project.

4.1 Current Social Media Activities

Lukoton understands the importance of existence in the social media network and connects in the early stage of their operations. They have proven putting important ingredients, which are social media tools, and funnelled it to their marketing activities in the creation of brand awareness and sales funnel.

Their current active social media networks are LinkedIn, Twitter and Facebook. Each social media network has different use for business purposes. As Susan Genelius mentioned before, social media has high important roles for companies. Therefore, Lukoton shall maximize the current ones to gain visibility and their brand awareness.

Social media activities are divided into organic and paid reach. Organic reach is number of people which a company reach without any payment or in general term, it is free. Meanwhile, with paid reach, its approach and distribute an ad for certain target audience shall be done with paid distribution. Therefore, by knowing more about Lukoton activities in their social media network, author will gain insight about engagement with current audiences including recognize what company needs. With available information for current competitors' social media activities in Chapter 3, Lukoton can learn and create type of quality contents to be posted to be engaged more with their viewers.

4.1.1 Organic Social Media Marketing

Lukoton has set up their social media tools to enhance their online presence in social media. The chosen social media are Facebook, LinkedIn and Twitter, which are linked to

Lukoton's homepage website. Lukoton has realized importance of social media tools usage for business purpose in the early stage of their operation.

LinkedIn Page

As main target market of Lukoton is B2B, LinkedIn is perfect, effective and ideal platform to use for any company to grow their business network globally. They can boost their online presence including showcase expertise in the global business network.

Professional individuals, executive managements including business owners use LinkedIn for professional profile, which is useful for themselves and their own business. Hence, Lukoton can use the opportunity place to get leads or even approach and introduce their products to their prospective clients.

Currently, there are less activity for their posts in the LinkedIn page. Lukoton's LinkedIn Page is updated almost once a month regarding their current business activities. Ideally, Lukoton can boost their performance by launching some activities to get visibility and engagement among other businesses, for example through:

1. Join relevant groups which raises interest or related to the business;
2. Visit and post LinkedIn weekly;
3. Create and update keywords for Advanced Search for LinkedIn to be more approachable by other networks;
4. Create quality content with compelling cover image to be shared;
5. Share and post current products info including new products to give product knowledge for viewers and prospective clients.

Twitter Profile

Connect, build network and sell. Those three activities become right approach to go with Twitter. At the moment, Lukoton updates its Twitter by the same content as LinkedIn. Engagement is less active and there is no two-way communication built between audiences. Lukoton can optimize their current activity by prospecting the right person, building its network of people for the business, listening what they say and engaging through the communication. Twitter can give convenience of active and direct communication directly to intended target market, either B2B clients or B2C. Twitter can also be used as a tool for customer service for customers who are asking more about the products, services, warranties, availability and so many more.

Facebook Page

In comparison between three of social media tools which have been used, Facebook are the most effective organic reach which Lukoton has for now. Lukoton has shared on-going current activities through their Facebook Page. Based on current posts, viewers were actively communicating and showed their interests to Lukoton products. The comments were responded fast by the Lukoton.

Lukoton can leverage current activities and add more quality content strategy to be posted in the Facebook in addition to current activities, such as:

1. Add “Call-to-Action” for audiences as recommended by Hubspot to nurture more leads and more additional info about company and products;
2. Create contents which attract audiences to communicate, click or share; for example asking questions, tips how to, etc.
3. Create a balance between different types of contents, whether it is photo, questions, blog post, news, etc. Lukoton needs to review and track which content types are more successful to create engagement and brand awareness.
4. Create and update keywords for Advanced Search for LinkedIn to be more approachable by other networks;
5. Consistency on content creation. Lukoton needs to figure out main market to approach, therefore there is focus on content quality, for example: inconsistency between using local language and English as a global communication language.
6. By Page Insight provided in their Facebook Page, Lukoton can know when the right time is to engage with audiences.
7. Posting product video on Facebook Page, and so many more.

By improving activities in every social media tool, Lukoton can reach more organically their target audiences, share product knowledge,

4.1.2 Paid Social Media Marketing

Currently, Lukoton has been actively used Google Ad-words as their paid social media marketing activity. They boost their online presence by optimizing Search Engine Optimization (SEO) through keywords, which leads to website traffic and lead generation. Author has received no further detailed information about the paid campaign including incoming results for Google Ad-words paid advertising.

4.2 Recognition of Company Need

Lukoton with its keys solution is cooperating together with 112 emergency in Finland. They call the program solution name as 112 Access. The unique value propositions project campaigns were:

- Lukoton would like to optimize social media tool usage to certain domestic area to see how people will react to their product proposition. They also will get brand awareness about who Lukoton is and what Lukoton offers to the market through Facebook Advertising Remarketing.
- Lukoton would like to introduce their product, 112 Access and its offering features more thoroughly. Hence, they would like to deliver target audiences to their website to check more thorough information about it.

Offering value proposition in these campaigns were *brand awareness* and *website traffic*. It became a fundamental for the project and it was offered delivered throughout the project.

4.3 Facebook Advertising Remarketing Implementation and Results

In the beginning process, author and Lukoton discussed about implementation plan including schedule and detailed preparation. As agreed, Lukoton provided the content in Finnish language for Facebook Advertising Remarketing as it was designated area for the campaigns and not a native language of author. Lukoton also gave their Facebook Page access in order to launch the campaigns and easiness to observe Facebook Adverts progress. The campaigns have been deliberated, communicated and discussed directly with Lukoton.

Incoming results from Facebook achieved surprising results. There were differences found with incoming results between two Facebook Advertising Remarketing campaigns. Schedule for Facebook Advertising Remarketing including campaign costs plan describes as below:

	1 st Campaign	2 nd Campaign
Date	18-21 August 2016	29 Sept – 3 Oct 2016
Day	Thursday-Friday	Thursday-Friday
Chosen Target Audience	Lahti Postcode:	Lahti Postcode:

	15140, 15210, 15200, 15110, 15100 Apartment Owner Housing Owner Ambulance Emergency	15100, 15110, 15140, 15200, 15210, 15300, 15170, 15160, 15150 - 35+
Advert Placement	FB (Desktop & Mobile) Instagram	FB (Desktop & Mobile) Instagram
Budget Plan	EUR 50.00 / campaign	EUR 350.00
Actual Cost	EUR 44.51	EUR 50.00
Predicted Reach	2,900 people	5,000 people
Actual Reach	6,408 people	4,679 people
Estimated Advert Recall Lift	700 people	530 people

Table 7. Facebook Advertising Launch Schedule and Details for Lukoton

4.3.1 First Campaign Result

The first campaign launched on time with the recommended schedule, which was 18 until 21 August 2016.



Lukoton shared a link.

Written by Anna Pusa [?] · 18 August 2016 ·



Hätätilanteessa apu ajoissa perille

Onko taloyhtiösi ovi 112-yhteensopiva? Varmista pelastuslaitoksen välitön sisäänpääsy alaovesta turvallisella mobiiliavaimella. Lue lisää!

LUKOTON.NET

7,170 people reached

Picture 6. FB Advert Remarketing for Lukoton in Facebook (desktop and mobile), dated 18-21 August 2016



Picture 7. FB Advert Remarketing for Lukoton in Instagram, dated 18-21 August 2016

The marketing campaigns were launched using Facebook Adverts Manager. It used two tools as offering tools by Facebook which were Facebook and Instagram. Above photos were the launched campaigns for Lukoton.

From Advert Manager Page, whole process of campaign can be viewed and controlled by the advertiser. In this case, controlled means that the advertiser can edit the contents, budget and schedule of existing campaigns. As recommended by Facebook, the measurement metrics taken based on performance, engagement including page link.

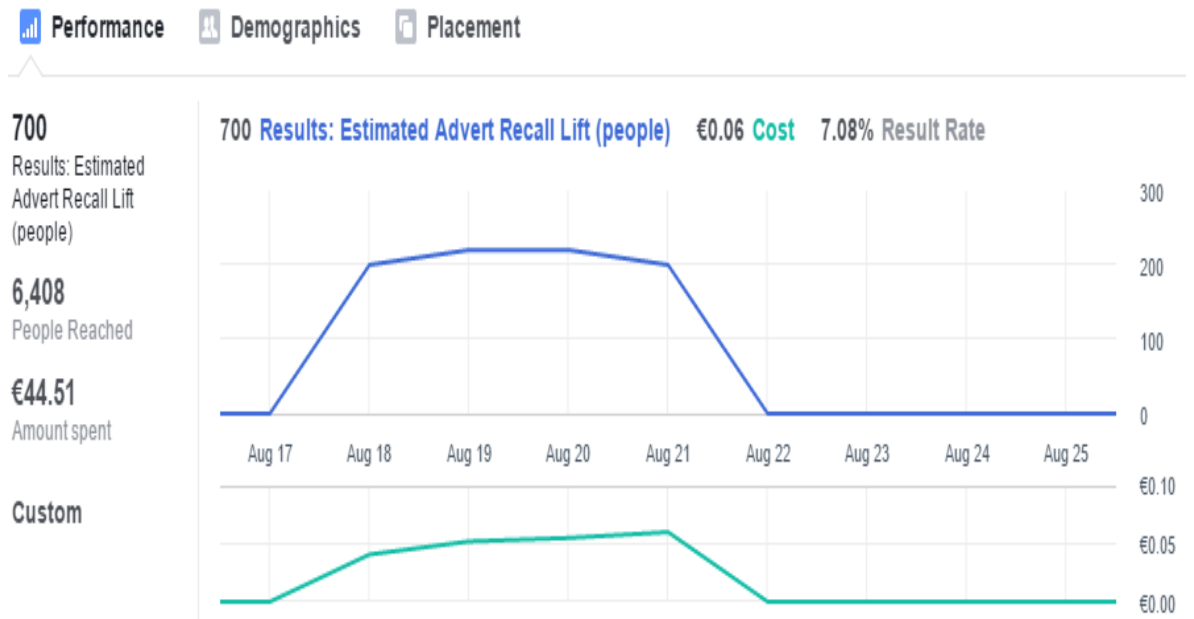


Diagram 2. Key Performance Results for FB Adverts 18-21 August 2016

Based on the incoming performance result from first campaign, there were 6,408 people reached and 700 people resumed from advert recall lift through Facebook Advert. It means that there were 6,408 people seeing the advertisement and 700 people achieved through brand awareness objective outcome.

	Post Reaction	Post Shares	Links	Page Likes
Facebook Advertising (18-21 Aug 2016)	10	3	72	1

Table 8. Incoming results from Facebook Advertising on 18-21 August 2016

There were also 10 people engaged directly in the advertising campaign from their post reactions, 3 people shared the posts, 72 clicked the provided links, which directing audiences to 112 page and obtained 1 Facebook Page Like through the campaign.

4.3.2 Second Campaign Result

Lukoton chose the second schedule campaign in relation to new cooperation was signed with one Security Company in Finland. The cooperation was a fresh news in the market and it would raise more interest for audiences for domestic market to know more about Lukoton.



Lukoton
Written by A-p Hietala [?] · 29 September 2016 · 🌐

112-OVI Apu perille nopeasti!

Paranna kiinteistösi asukkaiden turvallisuutta
Ensihoito pääsee hätätilanteessa sisään taloosi jopa 30min nopeammin. Ei enää odottelua, joka saattaa vaarantaa kiinteistön asukkaan turvallisuuden tai jopa hengen.

LUKOTON.NET [Learn More](#)

4,674 people reached

The image shows a Facebook advertisement for Lukoton. At the top is the Lukoton logo (a red circle with a white 'L') and the name 'Lukoton'. Below that, it says 'Written by A-p Hietala [?] · 29 September 2016 · 🌐'. The main headline is '112-OVI Apu perille nopeasti!'. The central image depicts emergency responders in red and yellow uniforms loading a stretcher with a patient into a red and white ambulance. A green circular graphic with a white smartphone icon and an arrow points to the text '112OVI.FI'. Below the image, the text reads 'Paranna kiinteistösi asukkaiden turvallisuutta' followed by a paragraph: 'Ensihoito pääsee hätätilanteessa sisään taloosi jopa 30min nopeammin. Ei enää odottelua, joka saattaa vaarantaa kiinteistön asukkaan turvallisuuden tai jopa hengen.' At the bottom of the ad, it says 'LUKOTON.NET' and a 'Learn More' button. Below the ad, a blue bar indicates '4,674 people reached'.

Picture 8. FB Advert Remarketing for Lukoton in Facebook (desktop and mobile), dated 29 September – 4 October 2016

There were few changes have been made to the context of FB Advertising Remarketing and target audiences, which were local postcodes and job position.

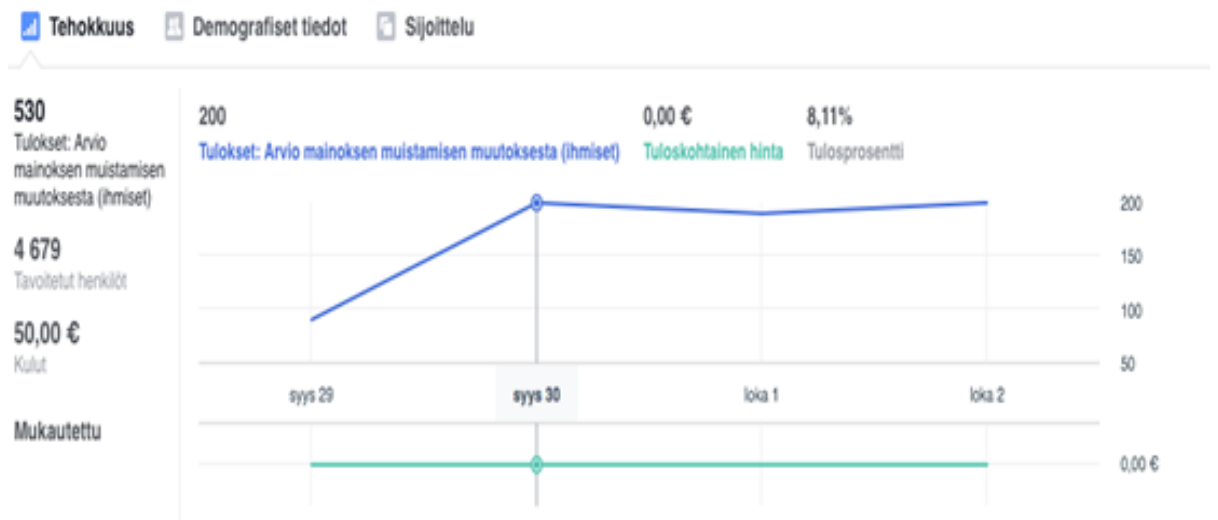


Diagram 3. Key Performance Results for FB Adverts 29 September - 04 October 2016

There were interesting different results achieved from second campaign. There were 4,679 people reached and 530 people achieved through brand awareness achieved outcome. The possibility of different outcome can be resulted because of choosing different target audiences or spent amount differences.

4.3.3 Summary

The initial goal of this thesis project was to increase website traffic and client's engagement between clients and its audiences. The Facebook advertising campaigns attracted personal interest from their target audiences, therefore they shall engage more and continue with related issue, info, or case studies about 112 Access.

Based on the launched campaigns, incoming results showed that Lukoton received big numbers of reach in chosen Facebook objective and target audiences. There were big differences of reached and advert recall amount during both campaigns. However, these campaign results cannot be a foundation to build the next campaign based on the successful one.

To sum it up, based on the campaigns' outcome, this thesis project has managed to create brand awareness in Lahti and increase website traffic through Facebook Advertising campaign. It is recommendable for Lukoton to use Facebook Advertising Remarketing as their active marketing tool to reach and increase engagement for their target audiences for future recommendation.

5 Conclusion

In this conclusion part, author will give some recommendations and her personal learning reflection towards the thesis project.

5.1 Recommendations

This project gives a very valuable insight for author to launch of Facebook Advertising Remarketing campaigns. When social media research executed, the contents of their social media tools were mostly similar to each other including posted timing schedule. They need to improve it by adding variation and to provide more interesting character of Lukoton on the contents. For example, case studies, blog post or other contents will cure audiences' curiosity and increase engagement activities.

Lukoton also needs to concentrate on content creation for Facebook Advertising post. As Hubspot has mentioned in the beginning, Lukoton needs to provide more engaging visual, relevancy between ad and its audiences with a different unique value proposition offer and clear Call-To-Action tab. An example related to unique value proposition is through offering small package promo with limited time offer for its B2B prospective clients or certain discount with limited time offer for B2C.

Lukoton also needs to be consistent with published contents in their social media. Languages, formality, quality of content needs to be symmetry, simple yet knowledgeable for targeted audiences as recipient of the contents.

5.2 Personal Learning Reflection

In this thesis project, author has managed to understand and execute Facebook Advertising Remarketing with small success. Author learned about the theories as part of her studies and implement her knowledge throughout the project. There were interesting two interesting part of this projects, campaign launch and social media analysis.

As chosen objectives Facebook Advertising offering were vary, author was wondering about different results can be obtained from different choices and whether it was better results or less success than launched campaigns.

The other interesting part, when author conducted social media analysis, Lukoton has more or less same FB pages likes in comparison to its local competitor, Rollock. It means Lukoton can gain more market share in Finland through their engagement in social media.

There was some delay with project implementations due to tight schedules of both parties, in this case, commissioning company and author, however the campaigns were launched on particular time and fulfil what Lukoton needs for this project.

Meanwhile, the full cooperation of Lukoton and its management has made the author understands more about their products and offerings. They were very supportive by giving all needed information including sources to make the project successful. Hopefully, the result of this thesis can give simple usage of Facebook and its tools for cost-saving efficiency which are very useful for SMEs.

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Appendices

Appendix 1. Minutes of Meeting with Lukoton, dated 12 July 2016

MINUTES OF MEETINGS

Attendees : Anna Pusa, Ari-Pekka Hietala, Petri Pystynen

Date : 12 July 2016

Location : Skype Meeting

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- 1st trial about mid of August
 - 2nd phase end of August
 - Redirecting customers to our web site: www.112OVI.FI
 - However, 112 site needs more information and updates, for example a new offering or actions to do we want from the visitors.
 - 112-FB maybe later when we learn more
 - End users are B2C to whom we need to impact but housing associations are B2B who makes purchasing decisions and to whom we must target new interesting offerings
 - Targeting: FB | CRM | What?
 - Most of FB followers are our friends only
 - CRM contains all names of the board members of housing associations in Lahti, this can be used
 - Or, maybe based on postal address/codes to those who live in the residential building in the target are in Lahti. The residents can then put a pressure to the board members in the building —> go and purchase 112OVI
 - The potential postal codes are at least: 15140, 15210, 15200, 15110 and 15100
 - FB admin rights to Anna and A-P —> Pete ok
 - Anna makes an updated plan
 - Google search integration? —> words like: ambulance, 112, <http://www.phsotey.fi> or some symptoms???