

Social Media Marketing Plan for Filippa K Finnish Market

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<p>The project aimed to create a social media-marketing plan for Swedish clothing brand, Filippa K, for their Finnish market. The plan was based on PR Smith's SOSTAC® marketing plan. The goal was to make a country specific marketing plan for social media that would improve Filippa K's engagement with customers in Finland.</p> <p>Firstly, the commissioner was introduced by telling their story, values and goals. Their global social media marketing was presented by interviewing a member of the global marketing team. Filippa K's Finnish market situation and history was introduced in the beginning by interviewing area manager and global field support. Over view of Finnish social media marketing was covered in the end of first part.</p> <p>Secondly, the SOSTAC marketing plan model was presented. It is divided into six chapters which all inform about the theory and strategy of the plan. Reading articles, books and blog posts, did the theoretical framework. The plan contains situation analysis, objectives, strategy, tactics, actions and control. Key benefits, content plan, marketing checklist and month plan are also included to this social media marketing plan and presented in table format. The strategy focuses on free Facebook and Instagram marketing that the company can make use of in country specific marketing in Finland. Summary of the plan can be found from appendices.</p> <p>Thirdly, the summary and conclusion are presented. Project evaluation, feedback from the commissioner, recommendation and learning of the author are included in this part.</p>	
Keywords SOSTAC, marketing plan, social media marketing, digital marketing	

Table of contents

1. Introduction.....	1
2. Filippa K	3
2.1. Company story	3
2.2. Global social media marketing at Filippa K.....	3
2.3. Filippa K in Finland	4
2.4. Customers.....	5
2.5. Social media in Finland.....	5
3. Project Action Plan	7
4. Social Media Marketing Plan.....	8
4.1. SOSTAC®.....	8
4.1.1 Situation Analysis.....	8
4.1.2 Objectives	10
4.1.3 Strategy.....	11
4.1.4 Tactics.....	14
4.1.5 Actions	17
4.1.6 Control	21
5. Summary and Conclusion	24
5.1. Summary.....	24
5.2. Project evaluation	25
5.3. Recommendations	25
5.4. Reflection of learning	26
References.....	27
Appendices	31
1.1 Appendix 1.	31
1.2 Appendix 2.	33
1.3 Appendix 3.	34

1. Introduction

People around the world are connecting and communicating through social networks in real-time. They share similar interests, opinions, reviews and conversations within others to the other side of the world (Macy & Thompson, 2011, 2). For companies there is an opportunity to engage and connect with customers and create more intimate customer relationship through social media in real-time (Mersey, Malthouse, & Calder, 2010; Vinerean, Cetina, Dumitrescu & Tichindelean, 2013).

Real-time marketing is about engaging consumers by using digital social technology. It is easier for consumers to find out what is happening, where and by whom right now. Companies and organizations are in a place to realize how their businesses should use real-time social media marketing as a part of a conversation with their customers. (Macy & Thompson, 2011, 13.) Highly likely the target customers of a company are spending quite much time in social media, which is why companies should be there too (Meyerson, 2015, 42).

The project that I will be responsible for is about creating a social media-marketing plan for Filippa K's Finnish market. I will base the plan on PR Smith's SOSTAC® marketing planning model that has six steps to create the plan. The idea of the topic came up to me while working. I work as a sales person at Filippa K in Finland and recognized that the company does not have social media marketing for individual countries when there could be a potential for it.

The project aims to engage more with Finnish customers and make the customer relationship more intimate. In order to reach this object I will create a social media-marketing plan for Finnish market. I will evaluate Filippa K's current social media performance in Finland and the opportunities the company has in Finnish social media market. The plan cannot yet put in use but it gives a structure idea for the future.

One key part of connecting in social media is that it is all about being social. This gives brands a chance to slow down with corporation and commercials and show a bit more personality and humanity. Furthermore, consumers' shares information in social media that is more personal than what they would give out for a market research. Consumers' shares life-style information, hobbies, likes and dislikes for example in their social media accounts, which could be useful for companies to gather and use for targeting (Moore, 2012, 131).

Even if social media allows now days more targeted contacting for companies towards consumers it also encourage customers to interact with companies. Brand communities have

become an essential for this type of contacting and they can bring all the brands customers together and increase the brand loyalty. Consumers are interested about the brand itself but they are even more interested to know how brands can afford them in social ties and identities. (Close, 2012,224-225.)

A social media-marketing plan provides a detailed plan of the goals that the company wants to achieve by using social media, the steps how the goal will be reached, when these steps will happen and by whom. The plan should be as detailed as possible so that it will have more impact on the implementation. (Trousedale, 2017.) The success of a social media-marketing plan can be measured by different metrics. These can be for example traffic on the social media page, conversions from social media and conversations about the company on social media (Fagan, 2014).

The commissioner of this project, Filippa K, will be presented in the chapter two together with other stakeholders of the plan such as Finnish social media marketing situation. Third chapter shows the action plan for this project. Chapter four will focus on the theoretical framework of SOSTAC® marketing planning model along with the end result of the plan. The result will be discussed in chapter four, which will include conclusion, writing process, developments and my own learning. Interviews that have been done for this thesis and the summary of the marketing plan can be found in the appendix I the end.

2. Filippa K

This chapter will introduce the commissioner of the thesis. It will include the story behind the company, their global social media marketing at the moment and customer description. Finnish social media habits will be also examined in this chapter.

2.1. Company story

The commissioner of the thesis is one of the top leading Scandinavian fashion companies called Filippa K. The head office is situated in Stockholm, Sweden. Filippa K is represented in 20 markets around the world through 50 brand stores, it's own e-commercial business and more than 600 retailers. Filippa K stands for style, simplicity and quality with Scandinavian consciousness. The aesthetic is based on a clean design, a style that is modern yet timeless, casual and uncomplicated. (Filippa K, 2017a.)

“A style that is modern yet always stands the test of time. Effortless and uncomplicated garments with a clean design. Essential and versatile wardrobe pieces, easy to combine, based on real needs and experience.” This description stands for Filippa K's philosophy and is the essence of the brand. It has been the core value since 1993 when Filippa Knutsson founded the company. Filippa K has a womenswear line, menswear line, accessories, shoes and a Soft Sport collection and they release four collections annually. (Filippa K, 2017c.)

Nonetheless, the brand has four clothing lines and a clear guidance to their style they are focusing further on sustainability. The Front Runners, Filippa K's garments that are developed as sustainability as possible, is the beginning of company's strategy to make the complete collection sustainable by 2030. Leasing clothes has become part of Filippa K's enterprise. Customers can rent pieces from collections for four days and pay 20% from the full price. This way the company can make it even more sustainable yet still updated for customer to purchase new clothes without spending plenty of money and closet space. Besides that Filippa K collects old pieces from customers and sells them in their own second hand store or gives them to selected humanitarian organization. This way the garments gets a longer use and the company works towards their goal to be more sustainable. (Filippa K, 2017b.)

2.2. Global social media marketing at Filippa K

Filippa K has strong global social media marketing. On Instagram they have 167 000 followers and over 90 000 followers on Facebook. To get to know more about Filippa K's global social media marketing I interviewed Karolina Genberg from their marketing team member,

who went deeper on their marketing plan. The whole interview can be read from the appendix in the end.

The main platforms Filippa K uses to market on social media are Instagram and Facebook, but they have accounts also in Twitter and Pinterest. Facebook and Instagram are selected as main marketing tools because major of the customers and followers are active in there. Pinterest and Twitter are used for other than marketing. For example Twitter is used for sustainability communications to share information, articles and news about the sustainability world. (Genberg, 2.1.2018.)

Posts in Instagram and Facebook are combination of campaign images, looks from the web shop, inspirational images and mix of offers, events and other activities they want to highlight or push. Interaction between the customers and the company happens usually by both sides liking, commenting, sending messages and “tagging” (mentioning other one in a picture, comment or in caption) in pictures and stories in Instagram and Facebook. The elements are different for each platform to engage customers and increase the engagement. The key element for Filippa K is to keep their audience in mind when creating posts and engaging the audience in conversation. Also giving something of value for the followers and to make an effort to ask questions and creating a conversation between customer and company is a way to increase engagement. (Genberg, 2.1.2018.)

(Censored / not available on Theseus)

2.3. Filippa K in Finland

Collecting information of Filippa K’s history and situation now days in Finland, I interviewed Finland’s Area Manager and Store Manager Sonja Flowers and Global Field Support and Assistant Store Manager Tiia Moilanen. You can read the whole interview from the appendix in the end.

Filippa K started in Finland through agency and in October 2011 they opened their flagship store in the middle of Helsinki. Now days the flagship store is located still in the same facility and there are over 20 wholesalers around Finland. The main cities for the wholesales are Helsinki, Espoo, Vantaa, Turku, Jyväskylä, Tampere and Oulu. The online store of Filippa K works in Finland and increases all the time. Flowers and Moilanen says that most of the purchases is made through global online store of Filippa K. The stock is located in Sweden, which makes the deliver time short. Marketing in Finland works together with the global mar-

keting. Filippa K does not have own marketing channels only for a Finnish consumers or own marketing strategy for Finland. (Flowers & Moilanen, 2.1.2018.)

The wholesale store in Helsinki sells only women's collection including clothes, accessories, shoes and the soft sport collection. They do not have men's wear in the store and they do not have an own store for it. Men's wear can be found in couple of wholesalers in Finland and from online store. A typical Filippa K customer in Finland is "a 20 to 60 year old women who appreciate quality" as Flowers and Moilanen says in their interview (Flowers & Moilanen, 2.1.2018). The customer genre is similar to the global customer image.

2.4. Customers

Filippa K has done a detailed and clear customer image for their company. The description is in their intranet that I had a chance to take a look at. They describe the customer as a "32 year old", educated, aware and independent-minded consumer who is curious about the world around them and passionate about what they do. Filippa K sees their customers as a city based consumers who can afford to choose and seamlessly mixes premium and high street brands with luxury items. (Filippa K, 2017a.)

The target customers appreciate quality and authenticity over rushed decisions in products and experiences. They have achieved confidence over time in their own style and taste. They have a calmer approach to fashion than in their youth and they seek comfort as a way of life without sacrificing style. (Filippa K, 2017a.)

Filippa K's customers are interested in design and fashion. They care about their own health and well-being and they are ready to invest in food, socializing, art and home. Traveling and learning about cultures are important for them and they value those things. (Filippa K, 2017a.)

2.5. Social media in Finland

Social media has changed the role of a consumer globally and in Finland. Consumers are more than just consumers no days; they are involving in production, distribution and marketing. This makes marketing multifunctional and the bound of the marketing can be hard to define. (Nordenstreng & Nieminen, 2017, 323-337.) Marketing becomes more interactive between companies and consumers. Interaction in social media marketing plays a key role when consumers can share their feelings, thoughts and opinions in real time. (Nordenstreng & Nieminen, 2017, 325-326.)

The most used social media platform in Finland is Facebook, shows Statista's statistics from 2017. Over 60 per cent of the population used Facebook daily, which make it excellent place for companies to market their brand. WhatsApp was the second most used platform daily at 50 per cent, followed by YouTube at 26 per cent and Instagram at 25 per cent. (Statista, 2018.) Sharing links and recommending content on social media is highly popular in Finland. Over two thirds of under 35 years old shares links in different social media platforms in 2016. From the whole population it was 37 per cent. (Nordenstreng & Nieminen, 2017, 14; Ti-lastokeskus 2016.)

People still wants to read news, magazines and books, they want to see live pictures and communicate with one and other. Internet and social media makes possible to do all of these in one place and that is one reason why it is important to use as an marketing tool. The interaction between different media format and network environment should be focus on and perceive the wider perspective of the social character. (Nordenstreng & Nieminen, 2017, 338-339.)

3. Project Action Plan

This chapter is about the tasks and timings for this plan. Table 1 below shows each task and deadline for it. There were 16 main missions and due dates for them. The writer stick at the plan quite well and every task were done by the deadline.

Table 1: Action Plan

ACTION	DEADLINE
Search information about Filippa K	22.12.2017
Start introduction	22.12.2017
Collect books and articles for the theory part	31.12.2017
Interviews	7.1.2018
Customer analysis and social media in Finland	7.1.2018
Situation Analysis / SWOT	14.1.2018
Objectives	21.1.2018
Strategy	28.1.2018
Tactics	4.2.2018
Actions	11.2.2018
Control	18.2.2018
Finish the plan	18.2.2018
Write down interviews	25.2.2018
Finish introduction and Filippa K chapter	25.2.2018
Discussion	4.3.2018
Abstract	11.3.2018

Each week had a topic to be focused on. Through each week one topic was fully planned, searched, written and created. This way the writer could keep the focus and the mind set in the report and the tasks. Procedures of the topics were planned so that the base was done first and the plan after it. All the other details and summaries were created in the end.

4. Social Media Marketing Plan

4.1. SOSTAC®

SOSTAC® planning model is originally created in the 1990s by PR Smith and it's widely used tool for marketing and business planning. It covers six key areas: Situation Analysis, Objectives, Strategy, Tactics, Action and Control. (Swan, 2017.) I will go through each one in an own chapter including an analysis of the company's part. The summary of the SOSTAC action plan can be found from the appendix.

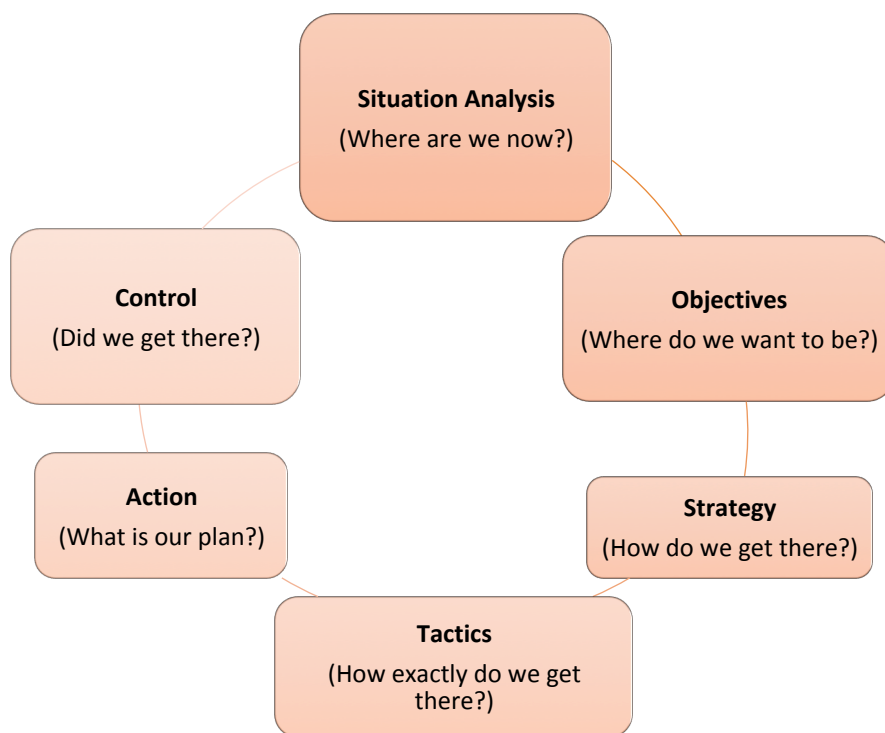


Figure 1: SOSTAC and key questions in each stage

4.1.1 Situation Analysis

The first step is to make a situation analysis and paint a picture of the organization; who they are, what they do and how they interact and trade online by targeting internal and external factors impacting the business (Swan, 2017).

There are few methods to reach this information and first one is to analysis who is your digital customer currently, how do they interact, what platform/s they used, a total customer analysis (Swan, 2017). As mentioned in chapter 2.2, Filippa K's customers are aware of situations now days, they know how to use social media and the power of it. They interact through social media and they prefer to meet people face-to-face than just text or call. Instagram, Facebook and Twitter are their most used social media platforms and as Karolina says

in her interview Instagram and Facebook are the most used ones with their customers. As she also mentioned, customers interact by commenting, liking, sending messages and “tagging” them in the posts and stories on Instagram and Facebook. There is an increase of interaction when Filippa K start to ask questions from the followers and have a conversation about style.

SWOT analysis is another part to consider. Albert Humphrey creates SWOT in 1970s and it analyses the internal and external factors that might impact on the viability of the plan. The framework is a great support for decision-making because it covers strengths and weaknesses, opportunities and threats. Strengths are all about what your organization does better than your competitor. It’s about internal quality and resources that support successful results. Weaknesses, on the other hand, are about internal quality and resources that doesn’t support successful results. These are the points that the organization needs to improve. Opportunities are external factors that can lead to increase sales and threats are external factors that could endanger the success. (Rouse, 2017 b.) I will apply the model to get an understanding of where Filippa K Finland stands right now in social media. Table 2 below shows the result.

Strengths <ul style="list-style-type: none"> • Strong loyal customer base • Brand image 	Weaknesses <ul style="list-style-type: none"> • No own social media in Finland • Lack of experience using social media as a marketing tool
Opportunities <ul style="list-style-type: none"> • Potential to get a lot of followers in Instagram and Facebook • A great marketing tool 	Threats <ul style="list-style-type: none"> • Lack of time • Lack of workers

Table 2: SWOT analysis of Filippa K Finland’s social media

The strength of Filippa K Finland includes a strong loyal customer base meaning that they already have a fine amount of followers even though they do not yet have an own social media page. (Censored / not available on Theseus). Other strength that Filippa K in Finland has is their brand image. Filippa K has a specific way to do posts, held competitions and events. Their global brand image is very Scandinavian, simple and clean. “Simplicity is the purest form of luxury” is a slogan of Filippa K and that gives already pretty good guidelines for the social media posts. Finnish market not having an own social media at the moment is on the other hand a weakness. They don’t have experience on holding an own social media pages or creating content.

There are few good opportunities for Filippa K Finland to start own social media page. As written before, the strong loyal customer base is already following them on the global page and there for is a good potential to get quite a lot of followers in Instagram and Facebook. Having an own social media pages is also a great marketing tool where the company can focus on things that are happening in Finnish market, do the posts in Finnish and answer followers questions and wonders in Finnish, so it will become even more personal. Of course that will bring the threats of lacking time and workers. There needs to be a specific plan of who is doing what and when.

4.1.2 Objectives

Objectives are all about SMART goals. SMART stands for specific, measurable, achievable, relevant and timed. To move forward company should set realistic, precise and achievable goals. (Lea-Greenwood, 2013.) Other guide to use to create both measurable and realistic goals is 5 S's. It is created by PR Smith refer to Sell, Service, Speak, Save and Sizzle. In the figure 2 you can see the objectives for the 5 S's. Using these two guidelines together is recommended in order to accomplish the needed goal.

Sell	Increase sales
Service	Customer satisfaction
Speak	Increase engagement and participation
Save	Decrease marketing expenses
Sizzle	Wow factor

Figure 2: The 5 S's objectives

Sell is the first object and refers to increasing sales. To get revenue and profit this is the most important transaction. (Chaffey, 2010.) Filippa K Finland will most likely increase engagement and customer satisfaction by following the instructions of this plan, which will affect positively to the sales. It is hard to give any numbers or percentages of how much the sales will increase, but by crosschecking the sales reports the objective is measurable.

Service refers to customer satisfaction. When customers have any questions or feedback to give they usually go to company website or social customer service. It gives support to other four S's if the customer service is high quality. (Chaffey, 2010.) The objective is to deliver extraordinary customer service in the store and online. This means that in social media answering to customers comments and questions is a priority. The answers should be professional as well as friendly. As Karoline told on her interview the key element of good en-

agement is to engage your followers in conversation. To measure this object the conversations and reviews with customers in the social media needs to be looked at.

The third objective is speak which refers to increasing engagement and participation. As I mention before the customer engagement is highly important and social media is a big part of it. Digital channels are way more than just great sales channels, they are perfect communication channels to engage the audience. (Chaffey, 2010.) At the moment all conversation between Filippa K Finland and their customers happens in the store and on global social media pages. By having a country-specific social media page the engagement and participation would be stronger and more targeted which would also affect to sales. Through comments, likes and followers on social media the engagement and participation can be measured the easiest.

Save is the forth objective and it refers to decrease marketing expenses. Most marketing on social media is free of charges, which this plan will only focus on. Comparing the free social media marketing expenses to traditional media marketing expenses can do the measurement.

The last objective is sizzle, which refers the wow effect. It is about building the brand online and creates the positive brand experience for your customers. By creating a clear digital presence customers will want to visit the website again and they will tell their friends about it, which will give word-of-mouth marketing for the company. (Chaffey, 2010.) Filippa K Finland should use Finnish when writing posts and answering to comments. This would bring an extra value to communicating on social media. Other sizzle that Filippa K Finland could bring with own social media account would be personalized selling and customer service. By communicating with customers in social media could bring more of a relationship with the sellers and the customers. Especially for the most loyal customers it could be an extra plus to be able to communicate with the store workers by using social media. Asking about item detail, garment care guidance or even styling advices can bring a huge value for the Finnish market.

4.1.3 Strategy

The third stage of SOSTAC® marketing plan is strategy. This is the plan of how to achieve the objectives that has been set. It will also identify the segments of the market that are going to be targeted with the marketing plan. (Swan, 2017.) In managing to do this the target market and the brand values that the company wants to promote must be define. It is important to involve more than marketing communication media but also other elements of marketing mix since all these points have an impact on marketing strategy. (Bax & Woodhouse, 2013.)

STP is a highly used marketing model and it stands for segmentation, targeting and positioning. The model helps creating a marketing plan where propositions are priorities and a personalized and relevant message will be delivered to engage different audience. To deliver more focused and effective marketing message, to find new customers and identify specific needs, companies need to do segmentations. There are eight well-known ways to segment company's audience. (Hanlon, 2017c.) Figure 3 below shows ways to segment customers.

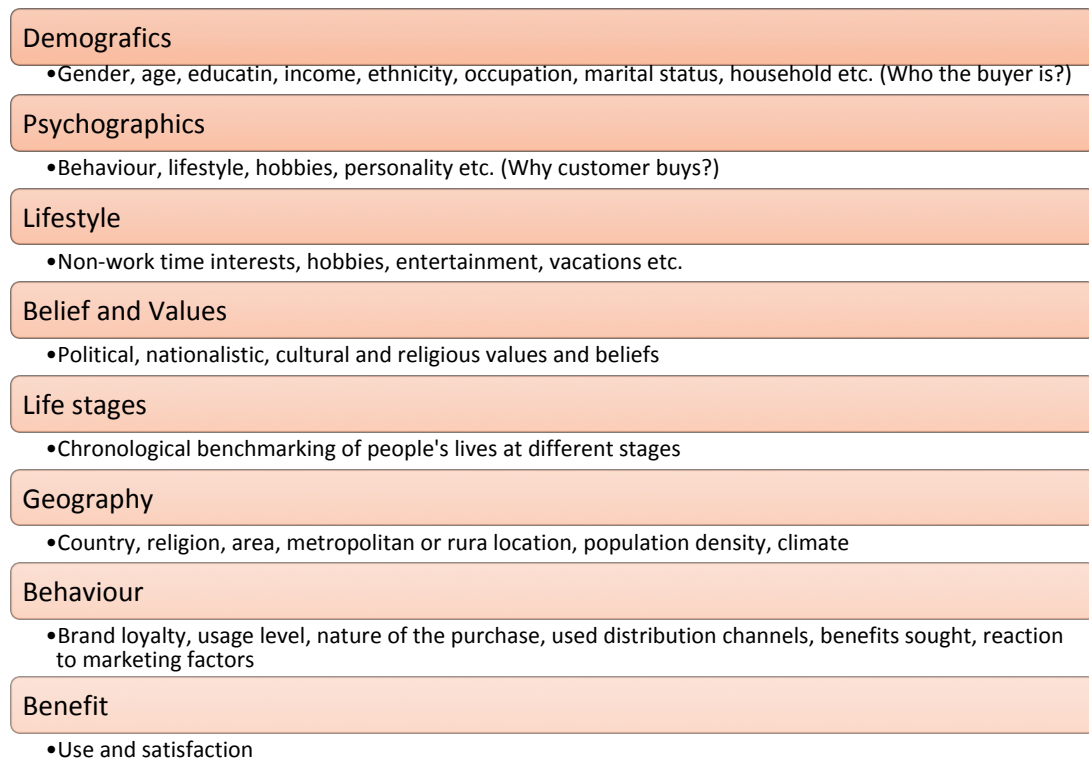


Figure 3: Ways to segment audience (Hanlon, 2017c)

Filippa K's typical customers are women seeking for good quality clothes, clean classic style, sustainability or all these together. The good quality clothes and the information the sellers give about material care is a huge value for many consumers. When a consumer buys a piece of clothing from Filippa K they know that it will last and if it doesn't that will be fixed. This brings great value for the company especially in Finland where the mainstream fashion is very popular. Clean classic style comes hand in hand with the quality. Because customers can wear the items for a long time the style needs to be timeless and easily reused or restyled.

Sustainability in clothing industry is pretty new thing but it has become particularly popular at the moment. Filippa K works towards environmentally friendly company, started from recycling and renting clothes for customers. Now days Filippa K uses recycled materials in some

of the clothes and are planning to use more of it in the future. This is a huge value proposition for Filippa K both global and in Finnish market.

After segmenting comes market targeting. Each segment has different potential and commercial attractiveness that needs to be evaluated. First is criteria size, which means market size. The market must be large enough to authorize segmenting. Second comes difference, which must be measurable between segments. Third one is money where cost of additional marketing and other changes needs to exceed the expected profits. Fourth one is accessible. Company should be able to access each segment and the segment should be able to receive companies marketing message. Last one is to focus on different benefits for different segments. (Hanlon, 2017c.)

The last element of STP model is positioning. To be able to do positioning the market overview needs to be clarified. The goal is to identify the position of the product to target the most valuable customer segment. (Hanlon, 2017c.) The one question that needs to be considered is that why consumers should buy your product rather than competing companies product. Companies unique selling proposition needs to be identified in order to understand how each segment discover their product. By creating a value proposition the company can explain to the consumers why their product solves consumers problems better than competitors' products. (Mind Tools.)

Social media content, which this case focuses on, will give more key benefits for the online audience by applying company's online value proposition. For Filippa K Finland's customers the key benefits are first-hand information about special offers and sales, new collection, sustainability and garment care. Table 3 below shows each key benefit with an example.

Key benefit	Example
Special offers and sale	Information about the up coming sales and offers that are valid. <i>Subscribe to our email list and get a 10% off from your next purchase. (Picture from a new item)</i>
New collection	New collection comes to the store or new campaign begins. <i>Soft Sport retreat week starts now. Follow the online retreat and come to the store to see our new soft sport collection.</i>
Sustainability	More information about Filippa K's sustainability. <i>Did you know that our new tunic dress is made out of polyester satin blend, recycled from used PET bottle? Come to our store and hear more. (Picture of the tunic)</i>

Garment care	Take care of your clothes and make them last longer. Useful facts and information about garment care. <i>Sweater stone is an eco friendly and gentle alternative to remove pilling from your sweaters. (Picture of the sweater stone)</i>
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Table 3: Key benefits and examples

4.1.4 Tactics

Tactics is the fourth stage of SOSTAC® marketing plan and it covers the certain tools of the digital mix that has been planned to use (Swan, 2018). It will answer to question how exactly do we get there and presents the details of the strategy. Tactics cover a marketing mix, communications mix, online digital mix and what happen and when, which is often expressed with a Gantt chart. (Smith, 2012.)

This chapter will cover the specific tools that Filippa K Finland should use to market themselves in social media. It will also provide the content that should be produced in their social media, which channels to use for the content and how often to post. The plan will also cover the contact plan of how to stay in contact with customers through social media.

Tactics are commonly presented at The Gantt chart, which is frequently used in projects to show task or events on a timeline. It presents the tasks and displays when it is happening and for how long. Now days the Gantt chart is most used for project schedules where it is easy to show additional information about individual tasks and phases of the project. (Gantt.com.) In tactics Gantt chart is usually used to present the tactics and the time period for them. Examples of marketing tactics are SEO (search engine optimization), pay-per click, affiliate marketing and email marketing. The strategy that the company wants to implement will define what tactic to use. (Swan, 2018.) For Filippa K Finland email marketing is working already through global email marketing, but an own social media account could push it forward and get more customers to the mailing list.

Communication mix is part of the tactics. It includes ten communication tools, which are advertising, sales promotion, direct marketing, public relations, sponsorship, exhibitions, packaging, merchandising, selling and sales management. (Smith & Zook, 2011, 18.) Marketing communication environment is changing constantly affecting to the whole marketing communication mix (Smith & Zook, 2011, 16).

7P's of the marketing mix provides the key areas to focus on and helps to achieve the object that has been set. It helps to evaluation and determines key issues that affect the marketing

of the products and services. The framework is to evaluate an exciting business through seven elements that are showed below. (Hanlon, 2017b.)

Figure 4: The 7P's marketing mix (Hanlon, 2017b)

Product	How to develop the product or service?
Price	How the pricing model can be change?
Place	What new distribution options there is?
Promotion	How to combine paid, earned and owned media channels?
Physical evidence	How to convince customers?
People	Who are the people in company and are there any skills gaps?
Partners	How existing partners manage? Is there a need for new ones?

Filippa K Finland would focus their social media marketing only on Facebook and Instagram. These two platforms needs to be evaluated by their best perform. On Facebook the audience is the focus point. The content needs to entertain, create emotion or educate the audience. Pictures helps to tell a story and questions makes it easier to start a conversation with the audience. Contests can be a great way to connect with the audience and show if the audience is interested in your product on Facebook. The price of the competition should to be a product of the company and not from other enterprise. (Meyerson, 2015, 171-175.)

The biggest way to interact with people on Facebook is trough posts. By sharing photos, interesting links and relative news weakly the audience will keep their interest towards the company. This can help the company to get more likes, comments and shares, which can lead to increasing publicity. (Meyerson, 2015, 169.) When sharing pictures in any social media platform the visualisation is highly important. All the social platforms are becoming image-centric which makes the visual content a priority. (Meyerson, 2015, 86-87.)

When it comes to Instagram it is all about sharing photos. It is about sharing same interests with customers and engaging that way. Engaging happens through likes, comments and sharing. (Miles, 2014, 3-8.) The goal for the company is to get Instagram users stop scrolling when they see company's picture. To be able to get there company needs to have recognizable pictures. This comes from editing pictures identical way every time and have a clear content. Branded hashtags are an excellent technique to build the brand on Instagram. (Dawley, 2018.)

Strategy for Instagram marketing covers four key things. Those are timing, themes for the content, style guidelines and engagement guidelines. Timing shows how often the company

needs to post and when. It is not about filling the followers' front page but having a regular posting schedule. Content themes needs to stay interesting for the followers to be able to achieve goals. Style guidelines should cover all the ways the brand makes itself unequal and consistent while engagement guidelines covers brands interaction with other accounts on Instagram. It shows when and how to interact with others as well as managing incoming comments on brands own account. (Dawley, 2018.) Image 1 shows how Filippa K's global Instagram theme looks like and what style Filippa K Finland should keep on their account.

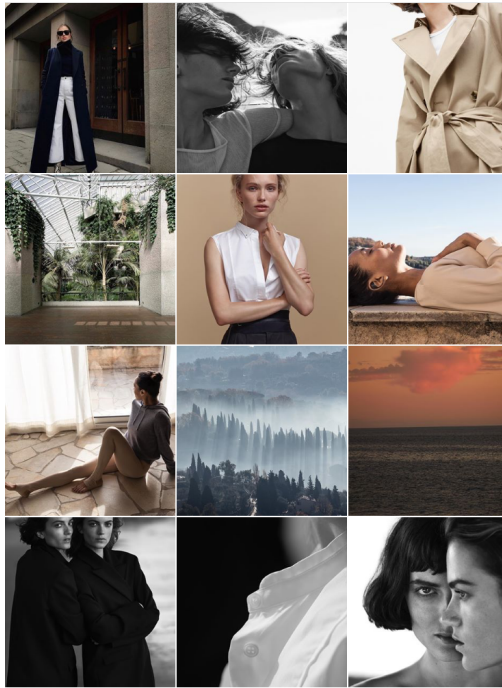


Image 1: Filippa K global Instagram page (Instagram 2018)

Filippa K Finland should keep the clean simple way in their posts in Instagram and Facebook. Even though Facebook is loosing followers to Instagram, Facebook is still a big social media platform for Filippa K's customers. On Facebook the company should share articles and interviews that are related to the company and ask questions about them. Sharing images from the collections and campaigns, videos from fashion shows and videos from campaigns will bring more visually to the page. Information from the wholesale stores would be shared one or twice a month depending how much there is happening. Time schedule for Facebook would be three posts a week, every other workday in the afternoon. Specific timing might change after time regarding when the followers are the most active.

Instagram would be used every workday, five days a week. Timing for the posts would be morning between 8-9am. Posts would include images from the campaigns, items from the collections, garment care products, events (including sales) and outfit inspiration. Captures would be slogans, information about garment care, requests to visit both store and online

store and knowledge about campaigns. Hashtags would be used with moderation. Brand name and their key elements such as simplicity and sustainability could be used as a hashtags. Table 4 summaries the content plan for Facebook and Instagram.

Table 4: Summary of the content plan

Channel	Content	Capture	Days to post	Time
Instagram	<ul style="list-style-type: none"> • Campaigns • Collections • Garment care • Events • Outfit inspiration 	<ul style="list-style-type: none"> • Slogans • Information • Requests • Knowledge 	5 days a week	8-9am
Facebook	<ul style="list-style-type: none"> • Articles from the industry • Company inter-views • Campaign im-ages • Videos • Wholesale in-formation 	<ul style="list-style-type: none"> • Questions • Reminders • Marketing events • Information 	3 days a week	12pm

4.1.5 Actions

Fifth stage of SOSTAC marketing framework is actions and it answer to question what is the plan. It shows how to bring the plan to life and covers the tactics that needs to be achieved to fulfil the objectives of the marketing plan. (Swan, 2018.) Action plan becomes 'work instructions' for different people and it includes a more detailed plan of who is doing what and when (Hanlon, 2017a). Table 5 below shows an outline of what should be considered when including actions to tactics.

Table 5: Tactics vs. actions (Swan, 2018)

Tactic	Action
SEO	<ul style="list-style-type: none"> • Keyword analysis • On page optimization • Content • Link building
Pay-per click	<ul style="list-style-type: none"> • Keyword analysis • Budget • Landing page • Product availability
Affiliate network	<ul style="list-style-type: none"> • Affiliate program • Business development
Email marketing	<ul style="list-style-type: none"> • Tracking/software

Actions for Instagram marketing begins with creating a username that allows other accounts to engage with the brand. The username should be recognizable and easily find. Next step is to choose right profile image, which should be familiar for the customers and followers. A logo of the brand should be considered as a profile picture. Third step is to optimize the Instagram bio that tells the audience who the brand is and what they do. 150 characters is the maximum in bios on Instagram, which makes them direct and short way to show the personality of the brand. This is also the only way to share clickable URL in Instagram and that is why it should be considered carefully. Common way to use this is to align the URL with the most recent post. (Collins, 2017.)

The content of the Instagram account needs to be timely and engaging. The variation of posts is quite wide in Instagram including images, videos, boomerangs, time lapse, stories and live video. It is important to consider what content the brand shares in which type of post. Captions are important part of the content and a perfect way to engage the audience. Encourage them to comment the image, “like” the picture or share it on their account increases the engagement of the brands account. (Collins, 2017.)

One way to increase the engagement on Instagram is to include a geotag that shows the location on posts. Geotag is another way for users to find the brand and their content. Also using hashtags is great way to make the brands content more visible. Hashtags makes it easier for users to find related content, which makes it important to create right ones for the brand. In captions hashtags should feel natural. (Collin, 2017.) To make the brand searchable there are three main types of hashtags, which are industry, trending and company. Industry hashtags are ones that specific group are using to identify their content when trending hashtags are ones has a shorter existence of being in the attention. Company hashtags identify company from all the other ones. (Bergstrom, 2017.)

User-generated content means “re-posting” an image from customer’s account. This is an easy and affective way to create content. Peer reviews over company created messaging are something that most of the consumers trust. When brand uses user-generated content they need to remember to include the username of the person’s content that they are using and also mention that the post is a “re-post”. This is simple to do with a third party re-posting app that will allow the brand to repost images from their customer. (Bergstrom, 2017.)

Table 6 shows a checklist for Filippa K Finland and what there is to be done for a successful Instagram marketing. The ideas creates a versatile content for the account, points out things that needs to be done and comes up with other details that needs to be considered.

Table 6: Instagram marketing checklist

<ul style="list-style-type: none"> ▪ Create an account using name FilippaKFinland (or FilippaKFin) ▪ As a profile image use the logo ▪ Create a bio for the account in Finnish (add URL to the web shop) ▪ Follow different accounts (Finnish influencers, wholesalers etc.) ▪ Post pictures, videos and stories ▪ Posting 5 days a week ▪ Stories from all the events, campaigns, launches or every other important happening ▪ Posts are videos or images from the collection, fashion shows, user-generated content, garment care info and events ▪ Use clean and bright filter in all the images ▪ Captions should be short and calm with very little emojis used ▪ Use Finnish in captions ▪ Hashtags should be used minimally, maximum few per post (can write in English) ▪ Example hashtags #filippak #garmentcare #simplicity ▪ Geo-tag should be used in event posts ▪ Ask questions in the captions ▪ Answer all the comments
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Facebook marketing actions are preferred to be unique to step out from the volume. It is all about the quality of content and what the target audience expects from the brand. Engaging and conversations are the main idea of Facebook marketing and to reach this the brand needs to interact all the time. Content that helps companies to stay in touch with the audience would be asking questions and starting a discussion. (York, 2017.)

The first thing to do when creating a Facebook page for a company is to identify the page by adding a profile picture. This is the first impression that audience gets so the picture needs to be recognizable such as a logo of the brand. Adding a cover photo is next step and it should express the identity of the page. Cover photo can be updated often and can be related to campaigns, offers and seasons. Third thing to do is to add a short description to let the audience know what the company is about. The description can be maximum 155 characters, which means that one or two sentences are enough. (Conley, 2017.)

Content that company shares on Facebook is the core function of the page. The content should have a consistent flow that company follows. Sharing images, videos, links and articles Facebook page comes more popular and known. Even though the quality of the content matters it is also about customizing the page. One way to do this is to pin posts that are current or that the company wants to be seen by all the followers. Pinning a post makes it the first one to see by followers and other users on the company's Facebook page. Responding quickly to messages and comments engage followers more and keep them active on the page. (Conley, 2017.)

The most preferred time to post in Facebook is weekday afternoons especially on Thursday and Friday but any day between 9am to 3pm is safe. This might change depending of the company and their customers but to analysis this company needs to track and analysis their marketing on Facebook. Other parts to analysis are the content types and Facebook advertising. (York, 2017.)

Table 7 below shows the content, details and ways to analysis the page for Filippa K Finland Facebook page. For a good quality content that goes together with the brands standards it is crucial to have clear and well-thought plan that the company follows carefully. The checklist below gives the content ideas and other details to consider.

Table 7: Facebook marketing checklist

<ul style="list-style-type: none"> ▪ Create a Facebook page naming it Filippa K Finland or Filippa K Fin (should be same name as the Instagram account has) ▪ Create a page that is suitable for businesses ▪ Use the logo as a profile picture ▪ Cover photo should be a picture from the current campaign and should be change at least once a month ▪ Short description in Finnish (one to two sentence) ▪ Add address, phone number and e-mail address to the contact info ▪ Write down opening hours of the store ▪ Posting 3 times a week, Monday, Wednesday and Friday ▪ Images of the collection, campaigns and events ▪ Videos that are related to the industry ▪ Articles about the company and industry ▪ Information about the wholesale stores and their offers and events ▪ Captions includes questions, information and holiday wishes ▪ Use Likealyzer to analysis the Facebook page
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In Table 8 below Instagram and Facebook has planned together. It shows a four-week plan for both platforms. The plan takes place on June when there is new collection coming in and sales about to start. The days and event timings are fiction but give an idea of how the plan can be done. To keep Instagram and Facebook page united and simple the pictures are from the materials the store gets from the head office and the new item photos could be taken from the web store. When workers' taking pictures with their phone or own camera the images needs to have similar colour guidelines than the others. This is important to remember also when editing the images.

	Instagram	Facebook
Week 1	Monday: New item picture Tuesday: Campaign photo Wednesday: Outfit inspiration picture (user-generated) Thursday: Garment care info (linen)	Monday: Images from campaign and link to the item Wednesday: Article with a question Friday: Outfit and reminder that store is open on weekend

	Friday: Summer view photo (calm and clean)	
Week 2	Monday: Soft sport outfit picture Tuesday: Campaign picture Wednesday: Outfit inspiration picture Thursday: Sale starts image Friday: Picture of a detail from the store	Monday: New week new outfit Wednesday: Reminder that online store items can be returned to the store Friday: Sale reminder
Week 3	Monday: Most selling item on sale Tuesday: Sales reminder Wednesday: Outfit inspiration picture (user-generated) Thursday: Garment care info (silk) Friday: Midsummer photo	Monday: Campaign video Wednesday: Article with a question Friday: Midsummer related photo and holiday wishes
Week 4	Monday: Sale discount increases Tuesday: Most selling item on sale Wednesday: Outfit inspiration picture Thursday: Image from the store Friday: Swimsuit or bikini image	Monday: Sale discount increase Wednesday: Video of how shoes are made at Filippa K Friday: Most selling item on sale and remainder of sale

Table 8: Month plan for Instagram and Facebook posts for June

4.1.6 Control

The sixth and the final stage of the SOSTAC model is control. This part answers to question did the company get there. It shows how to measure the performance based on the objectives that has been set before. (Swan, 2018.) Control plan should include the topics that needs to be measured, how often measurement needs to be done, who does it, does it cost and what to do with the metrics (Smith, 2017).

Key performance indicators (KPI's) are metrics used to track and analyse important factors for the company. KPI's evaluates how well the company is doing and what are the changes that should be done to be able to reach the goals. It can be used to track financial, sales, marketing, manufacturing supply chain and customer service metrics to name few. Examples of KPI's in marketing and sales includes conversion rate that measures the percentage of sales leads that turned into customers and customer acquisition cost that calculates the average cost of obtaining new customers. Other key performance indicators to measure in marketing and sales could be return of marketing investment, customer lifetime value and customer churn rate. (Rouse, 2017a.)

Instagram metrics are about measuring company's social media engagement. This can be done by counting likes and comments, analysing hashtags company is using, the amount of follower the account has, how many accounts posts reaches, how much traffic company's website receives from Instagram and how popular company's Instagram story is. When measuring social media engagement it is more important to count the comments of the post than likes. It takes more time for a follower or customer to comment an image than liking it. When a follower leaves a comment it usually means that the image has inspired emotions in them for the content or for the brand or for both. This is quite easy way to find out if company's customers are getting more loyal or if the connection between the company and the content is declining. (Jackson, 2017a.)

Hashtags are important to analysis so that the company uses the right ones to reach the right customers, get more engagement and make the posts more discoverable. Listing the posts that gets the most likes and comments can do the measurement by comparing used hashtags. This can also be valuable to show the type of content company's followers wants to see. Another valuable way to see if the content meets the followers is to measure the engagement per followers and how many followers company's posts actually reaches. (Jackson, 2017a.)

The key performance indicators for Instagram Filippa K Finland would be the amount of comments and likes that they receive in a post, how many followers posts reach, which hashtags to use and how much traffic their website will receive through the Instagram account. The one who is in charge of the social media content will be in charge of the measuring and reacting to the outcomes. These measurements can be done with Instagram insights as often as possible. Hashtags will be followed by likes and views in posts and traffic on website needs to be communicated with the team from head office.

Facebook analysers can be easier to find than Instagram analysers but the key thing is to know what are the data points that matters for the company the most. Such like in Instagram the engagement is important to measure so is in Facebook. The difference is that in Instagram it is about likes and comments but in Facebook it is also about sharing posts, clicking links and making a reaction. Other important part to measure is how many people company's content reaches. Facebook has now days an algorithm based feed, which makes it a bit harder to reach the audience. By tracking reach company can get advices of what their audience likes and why other posts are more reachable than others. On Facebook impression can also be measured. This shows the number of times the post were seen also if a single user sees it several times. (Jackson, 2017b.)

Facebook is a great platform to share the website of the company and the traffic through the page can also be measured as well as in Instagram. The difference is that in Facebook links can be shared also in posts and shared by other users. The results can help company to analyse their content they share and the headlines or descriptions they are using. A fresh way to increase the quality of the content is to share videos. This can also increase the amount of followers that is good to keep growing. (Jackson, 2017b.)

Filippa K Finland's Facebook page needs to focus on the content, engaging and getting more followers. Content is important to keep interesting and inspiring so that followers choose to share it on their page. Facebook Insights that shows most of the metrics that are important can do measurements. Likealyzer is a free tool to analyse the content and engagement of Facebook page. It shows how well company replies to the followers and how often posts are shared. What basic information the company inform and what type of content company shares can also been analysed in Likealyzer. Facebook analytics should be followed all the time or at least as often as possible.

5. Summary and Conclusion

This chapter summarises the outcome of the thesis. It also provides the project evaluation, reflections of learning and recommendations of the author.

5.1. Summary

Regarding on how important it is now days to have an engaging and personalised marketing in business, social media makes it easier. SOSTAC® model helps companies to create a professional social media marketing plan. Whit it company can make a detailed and well-organised plan on how to move forward and how to make social media marketing more effective. Every step in the SOSTAC® model goes deeper and deeper in to the plan. Situation analysis, objects, strategy, tactics, actions and control are the main steps to take when planning the marketing strategy.

The commissioner, Filippa K, was chosen because the author works there as a sales person. The author saw an opportunity to create a country-specific marketing plan for a company that the author really appreciate and can stand behind. As Filippa K's global social media marketing is performing quite well it was interesting to see if there would be differences in global marketing and in country-specific marketing.

Social media marketing can be done in many ways such as posting images and videos, commenting posts, creating a email list, having conversations on different social media platforms and so on. The biggest value is to be able to engage the loyal customers and bring more valuable customer experience. On a country-specific marketing the communication can be done whit own language and the events, important days and other country related elements could be used.

The importance of clear and well-planned content is critical for social media marketing. To keep the content loyal for the company and for the customers is a big part of the planning process. If the plan is well thought and analysed it is easier to make it happen and use it. It is important to create a team or person who is in charge of the whole social media. Timings and contents needs to be carefully planned before any marketing should be done. The key to make social media marketing well is to make it honest and true to the company's values.

The measurements of how to know if the plan is good can be done by implementing the plan. As mentioned in introduction the key measures to see if the plan is working are the amount of traffic on the social media page, amount of conversations about the company in social

media and the amount of conversions from social media. Keeping track on KPI's and these three measures can show if the plan is working.

Writers own feedback of the end result of the plan is that it is well planned for starting social media marketing for the Filippa K Finland. The writer hopes that there is potential for it and would like to see the results of the plan. In the future if the plan would be implemented it needs to be more detailed and improve all the time. Sonja Flowers Finland's Area Manager and Store Manager gave feedback on the marketing plan. Feedback says that the writer has written a very thought out and realistic thesis about how to increase local brand awareness through social media in Finland. At the moment Filippa K 's marketing plan is set for the near future and is handled centrally. However, by executing the strategy the writer has developed, commissioner is confident that Filippa K Finland would reach out to some more customers. This is definitely something to consider when planning for future local marketing strategies. (Flowers, 2018.)

5.2. Project evaluation

During the writing process the author have gain a lot of improvement. When started the author was quite lost how to write, what type of articles and books to read and even where to start. The process started in end of November 2017 and rest of the year was spent quite lost with the whole progress. When the year turned 2018 a weekly action plan was made. This really helped the author and gave an extra motivation.

The writing style became more fluently and academic through the process and vocabulary expanded. Struggling with a job, school and thesis writing at the same time was no easy but by creating a balance between them help to keep the motivation up. Literature that has been used in the thesis is from books and articles that are mainly for the past few years. This is because it is important to keep the theory updated in the field that is changing all the time.

The marketing team in Sweden has asked to send the final thesis for them to read, which the author will do as soon as the final grade from thesis has been given. Hopefully the marketing team get something new out of the plan and maybe consider a country specific social media marketing one day.

5.3. Recommendations

The outcome of this thesis focuses on creating a detailed social media-marketing plan for a specific country by using the biggest social media platforms. In order to make the plan useful there is a need of situation analysis for the company and to make sure to keep the bigger

picture on mind. This plan is mainly focused on fashion company that works already globally but could have a benefit from a country-specific social media-marketing plan.

It is important to remember that when applying the social media marketing plan into the company's actions it might take time to see the results. A big part of the marketing on social media is also analysing the content, techniques, timings, details and communication of the company. By changing one the whole marketing can make a turn into better or worse. Company needs to keep testing different options and adapt to the changing environment.

Finally, the literature and knowledge that has been use in this thesis are now the most current but they might not be reliable in the future as the digital marketing is changing and evaluating constant. The commissioner and other companies should search for the most updated information about social media marketing, particularly tips and new facilities.

5.4. Reflection of learning

The process of the thesis writing has been interesting road and taught me a lot. It really put me out of my comfort zone but I feel that I did a good work by creating a useful social media plan for a fashion company. Going to beginning of my studies, I have always been interesting in fashion and decided on my first year that I want to do my thesis related to fashion market. Social media came in at third semester when I did my internship as a part of marketing team in fashion online store and did quite many advanced courses related to social media marketing. When choosing the topic for my thesis I new I want to put the skills and knowledge that I had gathered from marketing in social media in use.

The biggest learning points for me were the academic mind-set, time management and learning to use my knowledge. Through the three years of studying in Haaga-Helia I have not write that many long or academic reports. In the beginning most of my time and energy went to planning and gathering information how to write an academic report. After getting my mind-set into academic mood it was a lot easier to write, do research and analyse articles.

As working two to five days a week and going school twice a week I was a bit stressing about my wellbeing and energy. I tried to have one day a week just for myself and tried to work out and relax my mind as often as possible. This really helped me to keep myself motivated and keep my thoughts focused. The most educating part for me was to learn to use the experience that I had already gained. The process thought me to put my knowledge and skills on use and showed me how much I have learned already.

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Appendices

1.1 Appendix 1.

Karolina Genberg's interview (2 January 2018, Helsinki, Stockholm)

Question: What platforms Filippa K use for social media marketing? Why those?

Karolina: Filippa K mainly uses Instagram and Facebook for marketing. This is mainly because those are the platforms that the majority of people are active on. We also have Twitter and Pinterest; those channels are however not used as extensively for marketing purposes at the moment. Twitter for example do we mostly use for sustainability communication such as sharing information, articles and news in the sustainability world.

Q: What kind of post Filippa K does?

K: A combination of campaign images, looks from our web shop, inspirational images and a mix of offers, events and other activities we want to highlight or push.

Q: What are the key elements for a good engagement?

K: There are a lot of elements to consider for increased engagement, and they are different for each platform. In general, adjust your content for each platform, always keep the audience in mind when posting something, and engage your followers in conversation. If you are helpful and give something of value, engagement will usually follow.

Q: How does our customers interact with our brand? And how active are they?

K: They interact with us by commenting, liking, sending us messages and tagging us in posts and stories. We definitely notice an increase in engagement when we make an effort to ask our customers questions, and have conversations about style.

Q: What is the situation with Finnish consumers at the social media platforms?

K: (Censored / not available on Theseus)

Q: Who are the biggest competitors in social media? How? Why?

K: We would say that the biggest competitors right now are digital-first brands who are constantly experimenting and testing new types of content, and incorporating a lot of video in their content.

Q: What opportunities can you see in social media for Filippa K?

K: As social media is always changing there are always opportunities for growth. Leveraging storytelling by using video is definitely something that we will be looking at more in the future.

1.2 Appendix 2.

Sonja Flowers and Tiia Moilanen interview (2 January 2018)

Question: When did Filippa K started in Finland?

Tiia & Sonja: Filippa K's flagship store opened in October 2011 in Galleria Esplanad at Mikonkatu 3. Before the flagship store Filippa K was sold in Finland through agency.

Q: How many Filippa K wholesalers there is in Finland and where are their?

T&S: There are over 20 wholesalers in Finland. The stores are located from Oulu to the south. The biggest cities are Helsinki, Espoo, Vantaa, Turku, Jyväskylä, Tampere and Oulu.

Q: What type of customer genre Filippa K Finland has?

T&S: Typical customer for Filippa K Finland is a 20 to 60 years old woman who appreciates quality.

Q: How big is the Finnish marketing value in whole Filippa K?

T&S: About 4%

Q: How the online store works in Finland? Who much of the sales come through that?

T&S: The stock of the online store is located in Sweden and our products can be purchase through filippa-k.com. All the orders will be delivered in 2 to 5 workdays in any address the customer wants. We would say that shopping in the global online store is increasing all the time and most of the items are purchased through that.

Q: Has there been any kind of social media marketing in Filippa K focusing only on Finnish market?

T&S: Our company works globally and all the marketing works from Sweden. There has not been any separate marketing in Finland and we believe in global marketing.

1.3 Appendix 3.

SOSTAC action plan

Table 1 below shows a summary of the action plan for Filippa K Finnish social media marketing. It includes the social media channels, customer segments, actions, content, time period and KPI's.

Table 1: SOSTAC action plan

	Instagram	Facebook
Customer segments	<ul style="list-style-type: none"> Visual and beauty Customers with little time (fast browsing) 	<ul style="list-style-type: none"> Improving knowledge Wider age range
Actions	<ul style="list-style-type: none"> Create an account (FilippaKFinland or FilippaKFin) Logo as a profile image Create a bio for the account in Finnish (add URL to the web shop) Follow different accounts Post pictures, videos and stories Posting 5 days a week Stories from all the events, campaigns, launches or every other important happening Posts are videos or images from the collection, fashion shows, user-generated content, garment care info and events Use clean and bright filter in all the images Captions should be short and calm with very little emojis used Use Finnish in captions Hashtags should be used minimally, maximum few per post (can write in English) Example hashtags #filippak #garmentcare #simplicity Geo-tag should be used in event posts Ask questions in the captions Answer all the comments 	<ul style="list-style-type: none"> Create a Facebook page (same name as the Instagram account has) Create a page that is suitable for businesses Logo as a profile picture Cover photo (a picture from the current campaign and should be change at least once a month) Short description in Finnish Add address, phone number and e-mail address to the contact info Write down opening hours of the store Posting 3 times a week, Monday, Wednesday and Friday Images of the collection, campaigns and events Videos that are related to the industry Articles about the company and industry Information about the wholesale stores and their offers and events Captions includes questions, information and holiday wishes Analyse with Likealyzer

Content	<ul style="list-style-type: none"> • Campaigns • Collections • Garment care • Events • Outfit inspiration 	<ul style="list-style-type: none"> • Articles from the industry • Company interviews • Campaign images • Videos • Wholesale information
Time period	<ul style="list-style-type: none"> • 5 days a week • 8-9am 	<ul style="list-style-type: none"> • 3 days a week • 12pm
KPI's	<ul style="list-style-type: none"> • Amount of comments • Amount of likes • Amount of followers a post reaches • Key hashtags • Website traffic through Instagram 	<ul style="list-style-type: none"> • Quality of the content • Amount of engagement • Amount of followers • Amount of followers who shares Filippa K's posts on their page