

Siiri Nurminen

Social Media Marketing Plan for Online Boutique Miss Chic Bohé

Helsinki Metropolia University of Applied Sciences

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<p>The aim of this thesis was to provide a social media marketing plan for online boutique Miss Chic Bohé. The thesis is a project-based thesis. The objective was to create an efficient and realistic social media marketing plan for a commissioning company operating in fashion e-commerce sector. Additional goals were to build traffic and get visibility in selected social media platforms and website and improve and build stronger brand and image for Miss Chic Bohé.</p> <p>The theoretical approach for marketing was conducted on the basis of fundamental marketing, digital marketing and social media marketing terms and theories which were utilized to build the basis for the social media marketing plan. Qualitative approach was chosen to gather the primary data: company documents, statistics, meetings, and emails with the owner and CEO of Miss Chic Bohé. Primary data provided better understanding of their business plan. The secondary data was collected through various online articles, books, statistics, and journals.</p> <p>The social media marketing plan was build based on vision-based planning model. It was created by analysing the needs of Miss Chic Bohé and discovering which social media marketing tools would provide the greatest benefit for them. Other objectives were to define the market where Miss Chic Bohé is operating, to identify the main challenges and find ways to build stronger brand equity and how to engage with the target customers. Creating engaging and relevant content was also one of the main focuses in the marketing plan. The study also aims to provide a comprehensive situational analysis of the company, target market and competitors from the same field.</p> <p>Results suggest that Miss Chic Bohé have great possibilities to use only social media platforms for their marketing purposes. Results introduces the recommended actions for selected channels and tools which the author believes to increase visibility, brand awareness, follower engagement and therefore, sales, and growth.</p>	
Keywords	marketing plan, social media, Miss Chic Bohé

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<p>Opinnäytetyön tarkoituksena oli luoda kohdeyritys Miss Chic Bohélle tehokas ja realistinen markkinointisuunnitelma, jonka avulla pyrittiin saamaan yrityksen markkinoinnista suunnitelmallisempaa, sekä saada enemmän näkyvyyttä heidän sosiaalisen median kanaville ja verkkosivuille. Lisäksi tarkoituksena oli parantaa brändin tunnettuutta, lisätä seuraajien sitouttamista, houkutella uusia asiakkaita ja luoda liikennettä Miss Chic Bohén verkkosivuille sosiaalisen median markkinoinnin avulla.</p> <p>Miss Chic Bohé on verkkokauppa, joka myy uniikkeja ja naisellisia vaatteita ja asusteita suoraan Pariisista toimitettuna. Työn toimeksiantajalla oli tarve markkinointisuunnitelmalle, jota yritys voi käyttää liiketoimintansa tukena.</p> <p>Opinnäytetyö oli toiminnallinen opinnäytetyö, joka koostui sekä teoreettisesta että toiminnallisesta osuudesta. Opinnäytetyön teoreettinen osuus keskittyi markkinoinnin ja digitaalisen markkinoinnin keskeisiin käsitteisiin. Toiminnallinen osuus sisälsi Miss Chic Bohélle tehdyn varsinaisen markkinointisuunnitelman, joka sijoitettiin opinnäytetyön loppuun liitteeksi.</p> <p>Markkinointisuunnitelma syntyi opinnäytetyön teoriaosuudessa esitetyn kuusivaiheisen ”Vision based-planning” -markkinointisuunnitelmamallin pohjalta. Suunnittelun ja toteutuksen tukena käytettiin Miss Chic Bohén lähtökohta-analyyseja sekä lukuisia yrittäjä Kaisa Riisin haastatteluita ja viestejä. Työn lopussa tarkasteltiin opinnäytetyötä ja markkinointisuunnitelmaa ja arvioitiin itse prosessia sekä sen onnistumista.</p> <p>Työn tuloksena oli toimiva ja selkeä pitkän aikavälin markkinointisuunnitelma, jota Miss Chic Bohé voi hyödyntää tulevaisuudessa markkinoinnissaan. Sosiaalinen media on tällä hetkellä paras mahdollinen markkinoinnin kanava, joka mahdollistaa Miss Chic Bohén markkinoinnin tavoitteiden toteutumisen.</p>	
Avainsanat	markkinointisuunnitelma, sosiaalinen media, Miss Chic Bohé

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1 Introduction

The purpose of this thesis was to find out the most suitable and effective social media marketing tools and actions for the case company, to get more visibility and customer traffic for their website and selected social media platforms. The thesis is conducted as a project for an e-commerce company Miss Chic Bohé to develop a realistic and efficient social media marketing plan. The aim of this project is to demonstrate how the company can expand their visibility and recognition, improve their brand awareness and follower engagement, attract new customers, and generate traffic to their website. Other objectives were to clarify and build a stronger brand and image for Miss Chic Bohé and define the company's target market.

Since the company is still in the beginning of their story, they do not have existing marketing plan yet. The visibility of Miss Chic Bohé is still very low and no significant marketing actions have been made. The study will provide a platform for Miss Chic Bohé's social media marketing and give suggestions, tips, and tools for different social media platforms. The plan will help them to get more visibility in selected social media platforms and therefore, attract target customers to access to the online shop, which will be the one of the main focuses of this marketing plan. Getting more sales is the secondary aim for this research but the focus will be on the customer flow and traffic and how to attract the target audience in selected social media channels and on their website.

The social media marketing plan is expected be in practice in Spring/Summer 2018. Spring and summer will be the excellent timing for the execution, since the owner went to Paris to buy the SS18 collection and it is now presented in their website and social media. The content about the new collections and products will be the core content in Miss Chic Bohé's social media posts.

1.1 The Case Company

With ambition, passion and gratefulness for the fashion industry, Kaisa Riis, the founder and CEO of Miss Chic Bohé started on her life-long dream of creating an online boutique that represents the French bohemian lifestyle. Inspired by a love of bohemian and French fashion, she started the company in early 2017. The company is

based in Malmö, Sweden. The product range is from womens' clothing to accessories. The products are handpicked from Paris and imported to their showroom in Malmö.

Their pieces are unique and feminine, and they are designed to fill the wardrobes of all women alike Kaisa. The inspiration for colours are from the nature with a twist of Parisian luxury – different shades of white, beige and gold. The vision is to sell beautiful products and help customers feel beautiful, unique and special. Another objective is to expand to lifestyle products and home textiles in the near future. From the beginning Miss Chic Bohé has designed its website and services to be suitable for several markets internationally. The website operates in Finnish, English and Swedish. Miss Chic Bohé delivers products to EU countries as well as countries outside of EU with separate agreement. However, after the first year of operating, sales and inquiries are coming primarily from Finland. Therefore, Finland is geographically the main market for them (Riis Interview 2018).



Figure 1. The founder and CEO Kaisa Riis and visual branding in website banner (Miss Chic Bohé 2018)

As a start-up company, Miss Chic Bohé lacks an overall marketing strategy. Due to a limited budget, Miss Chic Bohé is currently marketing only in social media and therefore, they are in need for comprehensive social media marketing plan. In addition, the owner of the company does not have marketing background and much technical knowledge which means that the company needs clear and explicit marketing guidelines and structure. The owner's idea of customer service and engaging with customers, is to keep the customers close and give personalized service to them. Customers who get personalized service are more likely to stay regular customers and may become advocates in social media - sharing, liking, and commenting posts regularly. This is one of the main

strategies the owner Kaisa Riis follows when marketing in social media. (Riis March 2018). Later in this study we will examine the current state analysis of the company, their market position, competition, and target customers.

2 Theoretical Approach to Marketing

In the theoretical part of the thesis we will discuss marketing concepts and theories in order to be able to understand the fundamentals of marketing, and therefore to understand how to build an efficient social media marketing plan. Since Miss Chic Bohé is an online business and the purpose of this study is to create a social media marketing plan, it is important to define the fundamentals of marketing, before we can move forward to the digital marketing and social media marketing concepts, which will be discussed in further detail in this chapter. The first sections will discuss the essential features of marketing, marketing plan, different market segmentation forms and marketing mix and how does it apply to the world of digital marketing. Segmentation is an extremely relevant topic and it is present almost throughout the whole thesis.

Digital marketing and social media marketing section will cover the basics of these methods and what are the challenges with them. The social media section will cover the major players in the market which are selected based on Miss Chic Bohé's social media marketing plan. One of the relevant topics are also search engine optimization and content marketing. Content marketing section will cover the most important and essential facts and tips when it comes to marketing in social media and online. Creating effective and relevant content is also one of the biggest questions and problems with Miss Chic Bohé's social media marketing and therefore it is included in this thesis. The last section of theoretical approach to marketing introduces the research methodology used in this thesis project. All the topics discussed in this chapter helps outlining what marketing actions needs to be considered when creating a social media marketing plan for Miss Chic Bohé.

2.1 Marketing concepts and relevant keywords

As with any research and any marketing strategy, the best place to begin is at the beginning. First, we will discuss the marketing definition and what it means. Regardless if we are talking about large corporations or a small business, marketing is involved in everything marketers do, to get customers and the product or service together. Kotler states that one of the simplest definitions of marketing is "meeting needs profitably" (Kotler

2002, 1). Thus, the basic concept of marketing is to create products and services based on consumer's needs, wants, and demands. Needs are essential human requirements such as food, water, air, clothing, and shelter. "These needs become wants when they are directed to specific objects that might satisfy the need" (Kotler 2002, 6). Demands are wants for specific products measured by the customers' ability and willingness to pay.

People often assume and share the understanding that marketing is only selling, promoting, and advertising. However, these are only few methods of larger marketing concepts and tools. Successful marketing requires comprehensive research of studying the target market and the industry. It is vital to take the time to recognize the aspects of selling and targeting the product comprehensively. Occasionally organizations tend to make the mistake of thinking that marketing is just one simple thing, but it is everything that customer encounters when it comes to business – it is blended into every action in the organizations business plan. Marketing is best identified by using the concept of the marketing mix and this will be discussed more detailed in the section "Marketing Mix" (Burnett 2008, 4). In the below is the list of the relevant concepts and keywords to this thesis.

SEO is an acronym for "search engine optimization" and it is a tool which helps to optimize your website for the search engine's results (Google 2018).

Content Marketing is a marketing approach focused on creating and sharing content which is relevant, valuable and targeted to attract defined audience (What is Content Marketing 2017).

Vision-based Planning "is a process of creating a vision and following a clear six-stage process of delivering against it (Kingsnorth 2016, 68).

Social Media Mix is the mix of chosen social media platforms which are going to be a part of Miss Chic Bohé's social media marketing plan.

2.2 Marketing Plan

Preparation is the key to success. Therefore, creating a marketing plan is a place to start for companies to plan the channels and actions to promote their products and services. Creating a marketing plan is crucial for any company. The main purpose with marketing plan is to provide a company clear action plan, which they should follow to achieve wanted marketing goals and results. A good way to get started planning, is to familiarize oneself with the company's business activity, strategy, and goal. Also understanding the latest industry trends and digitalization is vital to succeed in marketing (Millainen on hyvä markkinointisuunnitelma 2016).

The marketing plan should include several components; business description and the current situation, position in the marketplace, target market, SWOT analysis and the competitor analysis, distribution and the delivery plan, marketing objectives, detailed marketing action plan and budget planning (Markkinoinnin merkitys yritystoiminnassa 2018). The simplest way to establish the marketing plan is to clarify each of these areas attributing to the market research. Market research gives a direction for the marketing plan, giving companies important information about potential customers and usefulness of the products and services. Developing and executing a marketing plan will keep businesses marketing efforts focused and boost sales. Chapter 3 provides a deeper knowledge about Miss Chic Bohé's social media marketing plan including the components required in the making of marketing plan.

2.3 Segmentation

"Segmentation is at the heart of modern marketing" (Copley 2004, 75). Modern techniques and digitalization allows companies to go far beyond segmentation and personalization performances. Segmentation is the ultimate goal of organizations to aggregate different consumers into segments which shares common needs and wants, and they respond similarly to a marketing actions. Consumers will always share similarities in their buying habits, behavior, demographics, and other factors that helps companies to put them into segments (WEBNOCS Consultancy 2018). The objective for companies is to differentiate their product or service, or message and the content according to the common interests of the market segment. This is smarter and more appropriate way of messaging within companies marketing communications. There are five common forms of market segmentation – demographic, geographic, psychographic, behavioral and benefit

(Kingsnorth 2016, 23). Each of these methods have their advantages and disadvantages and this section of the thesis will view them one by one.

Geographic may be the simplest segmentations strategy since this is segregates people by the location, for instance, regional and country. From a digital marketing perspective this is important in the data selection since everyone have the access to the internet, but some products and services are not targeted for everyone. The disadvantage with this method is that it is very general, and it does not tell anything about the customer itself (Kingsnorth 2016, 23). This will be in a big role in the social media marketing plan since it is easy and effortless to target social media content and advertisement based on the audiences' location.

Demographic variables are age, gender, education, income, and socioeconomic status. These are easy to measure, and it gives a good overview of the characteristics of the segment group. This method is broadly used since it can answer the questions like “who can afford to buy the product” and “is this group of consumers the right age range for the product”. The disadvantage with this method is that some marketers assume that people who share same characteristics will also behave in a same way (Kingsnorth 2016, 23). To understand this type of segmentation more in detail, companies needs to understand behavioral variables.

Behavioral segmentation is becoming more achievable because of digitalization and the data we have available about the consumers in the digital space. This allows companies to group their customers by the usage of their behavior and signals received through various data collection points like; opening an email, visiting a website, engaging with specific content, or even visiting some stores (Kingsnorth 2016, 24). This means that the customer can start to get relevant marketing information targeted only for them. However, it is highly important to work with data which is updated, since behavior can change along customers lives.

Benefit segmentation is important to understand in marketing, and in business in general. It requires companies to segregate consumers based on the recognized benefit of the product. As there is more competition in the market, people have become product conscious and they look for different benefits (Kingsnorth 2016, 24). Therefore, companies need to understand each segment and develop appropriate communication and marketing method accordingly. This segmentation method needs to be in mind when

developing a content marketing strategy and therefore is present in Miss Chic Bohé's social media marketing plan.

Psychographic segmentation means that companies need to understand and follow customers lifestyle; their interests, opinions, beliefs, and other activities. This helps to identify customers based on the way they think. Like behavioral segmentation, this helps to create the content, message, products, or services, which truly resonate with the customer. Creating target groups on these basis, builds more realistic view of the customer than demographic or geographic market segmentation (Kingsnorth 2016, 24).

By using all these five forms of segmentations together, marketers can come up with persona profiles. However, companies need to have their segmentation right before building these profiles around them. It does not make sense to build personas which have no meaning and accurate segmentation for the company. After getting market segmentation right, these personas are effective description of the target segments. The profiles are supporting segments by giving a much broader and richer image of a typical customer and their values and personality and direct marketing becomes possible. Businesses need to remember that a market can be seen and segmented in many ways and there are disadvantages with many segmentation models (Kingsnorth 2016, 25). The biggest gain of using segmentation approaches is to understand the overall market and identify the unfulfilled needs of the customers.

2.4 Marketing Mix

There are many variations of the marketing mix, but in this study, we will focus on the core 4 Ps of marketing - product, price, place, and promotion, and how they apply to digital marketing. Kotler defines marketing mix as following; "set of marketing tools that the company uses to pursue its marketing objectives in the target market" (Kotler 2002, 9). This is one of the most significant concepts of marketing. In the following section, we will go over each element of the 4 Ps.

The first "P" in the marketing mix is product. This could either be a physical product or a service proposition. The key here is that consumers favors something that is developed just for their needs and the products usually offers the most quality, performance, or innovative components. Some businesses are guided with a product and then try to force that for consumers. The key examination from a digital perspective is that whether the product can or will sell online (Kingsnorth 2016, 9). Companies need to consider various

things; which channels are open for their product or service, does the product provide a real value for customers and does it differ from their competitors offers, is it maintained effectively to keep it strong and are there any opportunities to make it more appropriate and flexible for online and social media audiences. (Kingsnorth 2016, 9) Understanding these challenges and consumer habits for these products or services is critical, to get companies marketing right in the digital age. Miss Chic Bohé's products are ideal for e-commerce and there is a big opportunity to become an influencer through social media channels. The product needs to be delivered to the audience through interesting and relevant content. This is the most effective way how the customers will find the product appealing and find it relevant to them.

The second "P" is pricing. The key factor with pricing is that are the consumers willing to pay the price what you are asking. Price builds a certain image for consumers, but there are many other factors behind it like brand value, product quality and online reviews. Offers and discounts are not new to digital marketing, but it has changed consumer behaviors with possibility for fast price comparison, cashback, and voucher sites and apps. Many businesses take advantage of this with the help of affiliate marketing programs and companies. "Affiliate marketing is where you promote your products through a third-party website in exchange for paying a commission or fee to the website when an action is taken" (Kingsnorth 2016, 10). This is very common since it is very easy to track directly sales and click-throughs or consumers other actions.

Granting all this, it is important to understand that affiliate customers are usually deal hunters and therefore they may not be the most loyal customers companies have and are more price sensitive than the average customers. Sometimes customers have the assumption that prices online should be lower than in retail stores, and it is considered in many sectors that selling online should be more low-priced than from a retail outlet (Kingsnorth 2016, 10). The key is to decide how this fits to company's business strategy.

Place determines the distribution factors; how and where companies sell their products. Having a store in the wrong location decreases customer flow and it means less sales. Selling your product in the store with a good location but not promote the product correctly so customers cannot find it – is also an aspect of "place". What does this mean for digital marketing? The location applies to digital marketing. When companies sell only online, they should be easy to find. This is where SEO, paid search engines and other digital acquisition channels comes to help and is almost necessary for companies to get

more visibility and customers (Kingsnorth 2016, 11). If people cannot find what they are looking for, then they usually go elsewhere and purchase the product from competitors. The “place” – in this research the online shop, can also communicate the value, image and the trustworthiness of the product and therefore that is the first thing where companies should invest, when selling online.

The last “P” is promotion. First impressions are very important, and therefore getting companies’ promotions right is crucial. Nowadays promotion has developed further beyond simple advertising. These days there are many ways to do quality promotion; being insight-driven, single-minded, integrated to the market, networking, communicating the features and benefits of the product or services and many others will help companies to reach the wanted goal (Kingsnorth 2016, 12). All of these apply to digital marketing and acquisition channels.

One of the challenges promoting online is the limited space and time to communicate or present the product. Let’s say that where a television advertisement may have 30 seconds to present the point, digital often has only 100 characters or less than in one second. This creates a need for impact messaging and test-learn-philosophy. To get continuous improvement, being in a constant and emerging test cycle is necessary - this is a key value of active and competitive marketing (Kingsnorth 2016, 12).

2.5 Digital Marketing

This section of the thesis will cover what digital marketing is. Digital marketing is constantly growing and evolving, and it continues to spread into the organizations’ processes and strategies. Digital marketing refers to marketing actions through different digital channels like websites, social media, email, paid search engines and apps (Kingsnorth 2016, 6). We will focus later more on social media marketing and different tools, but in this section, we will go through the definition of digital marketing.

Chaffey simply defined digital marketing as following; “Achieving marketing objectives through applying digital technologies and media” (Chaffey 2016, 11). Digital revolution, use of Internet, digital media, and technology to support traditional marketing has become a part of every business and industry. Many businesses have moved towards building separate digital marketing departments from their marketing departments. With

the growth of technology, almost every company has a global presence through the internet even if their target customers are very localized by geography and age (Kingsnorth 2016, 6).

Analytics has developed to the level where companies can understand their customers behavior in real time, follow their usage statistics, location, demographics, and interests. Companies are monitoring things what customers are viewing, how long, how often, what works and what does not work and therefore, they can influence on their marketing actions and sales conversions. Digital marketing and technology is much more developed nowadays than online channels 15 years ago and it needs to be embedded into everything we do. People's lifestyles have changed in the last 15 years and the pace is not slowing. Today there is only a very small percentage of people who do not use technology and digital devices and that is simply due to naturally ageing population (Kingsnorth 2016, 6).

Smartphones and tablets has become the norm in the digital market and both have brought along new apps. Touchscreen is common across every digital device. Smart TV's and Bluetooth have opened companies another level of possibilities and competition. Understanding the traditional marketing models and how to apply them to digital strategy, gives organizations the foundation to start their broader marketing strategy. It is crucial that digital marketing is an integral part of all marketing activities (Kingsnorth 2016, 7). This consist of creative direction, CRM, PR, brand, product development, pricing, proposition, communication – the whole marketing mix.

2.6 Social Media Marketing

Social media has never been more popular that it is today (Fox 2018, 16). It is how people interact, connect, and share information with each other online. It allows people from all around the world to share their life, ideas, values, and thoughts. It is also used for companies to market their products and services. It is possible to choose any social media platform and interact with anyone, by telling others about the business and what they offer.

Social media has become a popular tool amongst all organizations and it might even be more beneficial than other traditional forms of marketing (Fox 2018, 16). There are many reasons why social media marketing has become very important. Primarily, it is an efficient and profitable way for companies to do marketing and it is always evolving. It is

available for everyone that has access to the internet and customers and potential customers are easy to reach. They do not access to the sites only with their computers, but also with their phones and tablets through different kind of apps (Fox 2018, 17). Therefore, people can get the information anytime and anywhere they are and from marketing perspective, it is easy and active way to access on customers devices and get visibility regardless of the time or the place.

Social media marketing offers different mixture of platforms which targets specific group of people. People are using social media platforms like never before, and it has totally changed internet and impacted to consumer behavior. Different social media sites – blogs, social networks, news sites and photo- and video-sharing platforms creates conversation. “Nothing in the history of marketing has let consumers communicate with our favorite brands in so public manner” (Deckers 2012, 3). Hence, this offers companies a diverse layout and a chance to select the most suitable platform for them where they can target their customers most effectively. Since every social media platform is different from another, companies should develop different actions for each of these platforms. Businesses needs to target their audiences on social media, to make their company stand out.

To make it achievable, it is essential to know and discover, how to get onto different social media sites and how do they work in the most beneficial way for the business (Fox 2018, 22). There are many ways to share content and do marketing in social media - through text, videos, or images and it will be discussed more in detail in the “content marketing” section. The following section will provide the details and help to understand what the major players in the market are, how to make the most out of these social media platforms, what to do with them and what makes each platform so special.

2.6.1 Instagram

Instagram is one of the most famous social media platforms in the world at the moment. “Statistics claims that as of late 2017, there are around 800 million people around the world using Instagram” (Fox 2018, 189). The main concept of Instagram is to share pictures and videos from mobile devices and share them in the platform. The CEO and co-founder Kevin Systrom characterizes Instagram as following: “home for visual storytelling for everyone from celebrities, newsrooms and brands, to teens, musicians and anyone with creative passion” (Instagram 2018).

In other words, it is not only a place to share content with friends and family, but also a place for companies to market their work. Instagram has become a very popular place to do marketing and almost a necessity for some businesses. Because of its simplicity and popularity, it is a great platform for communicating and engaging with customers and reaching new audience. Mobile apps are becoming more important and significant when it comes to reaching customers through social media marketing. Instagram is a perfect example of a forerunner in digitalization and social media transformation. Instagram uses strong visual design that companies can take advantage of. Although, as great as marketing campaigns can be, marketers need to pay attention to the overall feed and how their pictures and videos are organized in their pages.

There are many advantages for companies to market their brand in Instagram. Marketing on Instagram requires less effort, time, and resources than other social media platforms such as Facebook. Marketing on Instagram can be done free or low cost. However, the most important advantage might be the fact, how easily and flawlessly it works in mobile devices. Since companies and brands can get many followers too, it confirms that Instagram is possible and appealing option to do marketing when it is used correctly. In fact, Instagram posts might even have a longer life-expectancy than posts on Facebook. Instagram is designed in a way where the photos are easily found in the feed even though time goes by, whereas Facebook posts comes and disappears in a fast pace. (Fox 2018, 180).

Instagram and Shopify launched a new Instagram shopping feature tool in 2017 which is going to change the whole retail game in social media marketing. "Shopify is e-commerce platform for online stores and retail point-of-sale systems (Shopify 2018). The feature allows Shopify users tag their products to every picture, with the products name and price. Instagram users can then click the price to purchase the product in Instagram, without them leaving the app. This is a groundbreaking tool in social media marketing and companies which are working in e-commerce should consider adding this to their marketing actions. Figure 2. illustrates how the new shopping feature works.

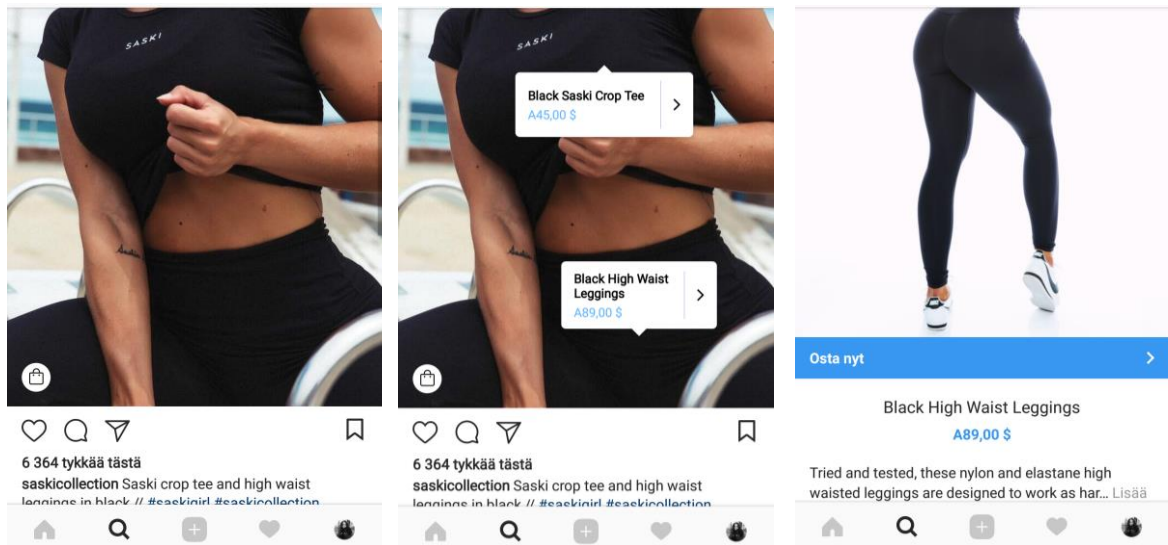


Figure 2. Instagram's new shopping feature (saskicollection Instagram 2018)

In 2012, Facebook acquired Instagram for one billion dollars and it made Instagram even more powerful and popular marketing tool, since companies can link their business profiles to their Facebook pages (Fox 2018, 179). This is a valuable idea since their pages are developed to support each other's posts without them looking odd and nonfunctional. Instagram is using also a paid marketing function which increases companies' visibility and their content. It has same features than Facebook Adwords – companies can select a specific target group and promote a specific content for that audience (Fox 2018, 193). The overall process of marketing on Instagram is quite like Facebook marketing, which we will talk about in the next section of this thesis.

2.6.2 Facebook

Facebook was founded in 2004 and since then, their mission is to “give people the power to build community and bring the world closer together”. In December 2017, they had 2,13 billion monthly active users (Facebook 2018). Due to large user base, marketers see Facebook as an essential tool to market their brands and products. It started out as a networking platform for students, but by today, almost everyone with working internet connection are using it. Therefore, organizations can be sure that their target customers are on Facebook. Although, with a large number of users, it might be harder to categorize and dissect customers and find the right spot within Facebook. Facebook might be the best option to utilize companies marketing plans, since there are many possibilities and

different ways to do marketing. However, it is essential to have a clear marketing strategy, so companies will not get lost on Facebook (Fox 2018, 34).

One of the dominating strategies to approach marketing on Facebook, is inbound. It is about being useful and relatable to customers. It means that companies are partnering up with their customers to overcome challenges and to understand their goals and wants. This allows companies to create quality content which is helpful for users, and customer service reps to connect with the customers who are interested in about the brand, products, and services. This helps companies to create an authentic relationship with their customers. Therefore, being present on Facebook where customers and potential customers already spend their time, is crucial. Facebook also offers a great targeted advertising platform called Facebook Adwords (Facebook 2018). Companies can establish advertisements which are targeted at specific location, education level, ages and even the user's interests. The advantage with this tool is that ads have impressive targeting parameters, but the disadvantage is that ads can get quite costly (Fox 2018, 90)

Because of the many features and tools on Facebook, it can take time to learn to use all its features, but it will pay off. Facebook will keep on growing every day and the competition will increase, ads prices are getting more expensive, and Facebook users will become more critical and aware of the competition. Companies must stand out and be present and adapt to the changes in Facebook and other social media platforms to achieve their goals.

2.6.3 Pinterest

Pinterest is a social media platform and visual bookmarking tool which is targeted for creative people. It has been in operation since 2010 (Fox 2018, 216). It allows people to find pictures and ideas about things they love and are interested in, and to share them with other people. Like on Instagram, when users are clicking the picture, a full description of the products, services and the website is listed. This helps people to find and shop these items online. The key point with Pinterest is that it inspires and gives motivation to people. The content focuses on pictures with different appealing themes. There is no limit what content people can search from Pinterest. The content is focusing mainly on different aspects relating to culture. For instance, content like home and decoration posts, fashion posts, arts posts, crafts posts, cooking and recipes and pop culture posts are very famous.

“There are about 175 million active Pinterest users worldwide and the four-fifths of all people on Pinterest are women” (Fox 2018, 218). Hence, Pinterest is a marvelous place to do marketing if the company is focusing on women’s needs or interests. For instance, a fashion online boutique like Miss Chic Bohé could use Pinterest to market their dresses and other items they are selling. The boutique can post pictures about the available items with the link to the website where people can buy then. This means, Pinterest can make the brand more inviting and appealing. Marketing on Pinterest will improve companies’ visibility and reach, and it is a perfect platform to promote their brand when it is done correctly. Therefore, like in any other social media platforms, getting to know to Pinterest and its features, and making a specific strategy is important before starting the actual marketing and advertising (Fox 2018, 216).

2.6.4 Blogs

Having a corporate blog of one’s own or collaborating with bloggers can bring a great benefit and value for companies. They can be used to get visibility, share information, and market companies’ products and services in many ways. It also provides company a new communication channel which gives an opportunity for interaction with the audience and environment. Having a corporate blog gives a possibility for cheap and distinctive marketing, as long as it achieves the audience’s interests. In corporate blogs, it is important to invest in the quality of content and communication. Long-term blogging and posting regularly beneficial information can efficiently grow the reader base and customers.

There are also other ways to take advantage of blog marketing. Especially in fashion industry, it is very common that companies use fashion blogs and bloggers to market their brand. Fashion blogs are very popular amongst young adults at the moment, and they usually include beauty, wellness and lifestyle themes too. Bloggers can be seen in some type of influencers and fashion icons whose opinions and experiences matter. The idea collaborating with bloggers is simple; the blogger introduces and advertises companies’ operations or products in their videos, pictures or through text and will get a payment for it. Famous blogging topics include for example, season trends and collections, current and upcoming events, and contact details. However, it is important to find a blog which represents your company, industry, and target group. There are so many bloggers today, so it is critical to find the one which has a good reputation, layout, is well-known and has many readers. Disadvantages using bloggers in marketing, is that depending

on how famous the blog is, it might get quite expensive. However, it also saves companies time and effort when they get ads easily to suitable blogs. Other ways to do blog marketing is to utilize banners, giveaway gifts, product viewing, product testing and discounts.

Blogging has become a normal marketing channel next to the traditional ones. Especially amongst younger generations it has proved to be an efficient way to get publicity and increase sales. It is an effective way to do marketing and companies should consider it part of their overall marketing plan. With a good blog marketing plan, companies can reach the target group and get visibility amongst a large audience. Blog marketing is here to stay and will remove borders between the traditional marketing and social media marketing.

2.7 Challenges of Digital and Social Media Marketing

In the early stages of starting a business, it is important to acknowledge the digital and social media marketing challenges to ensure that these considerations are included into the business plans and digital strategy. Digital and social media marketing are evolving, and it creates challenges for different kind of businesses despite of the market, size, or shape of the company. The phase how customers are adapting to the digital usage is very quick and most of the companies cannot simply keep up (Kingsnorth 2016, 46).

There are two important regulations to look at when considering digital and social media marketing; data protection and privacy (Kingsnorth 2016, 57). These regulations differ between countries and it is important to understand this while making a marketing strategy. Understanding principles of data usage and consumer protection and security is vital. One of the hot topics here is e-Privacy legislation. “European legislation is keeping up with the fast space at which IT-based services are developing and evolving” (European Commission 2017). European Commission has started an extensive modernization process of data protection structure which culminated in the adoption of the new General Data Protection Regulation in May 2016 (European Commission 2018). This regulation aims building up trust and security in the digital market and it is a fundamental step to strengthen European citizens’ rights in the digital age.

When making digital or social media marketing plan, companies must keep in mind that protecting the privacy of customers in the website, subscribers to newsletters and those who are providing contact information is a fundamental right for customers, even in digital

and it should not be shared with third parties. This information and data is usually used to review the effectiveness of companies marketing efforts and analyze other general trends. An increasingly common use of data is when companies uses cookies and conversion pixels to present special offers to customers via social networks (Kingsnorth 2016, 58). This means that after customer has visited in the website, they might see ads for these products or services in Facebook or Instagram or other social media channels they are using. However, customers personal information should not be used for any other purposes than analyzing customer behavior.

Technology is very closely linked to digital marketing. Every time when new technology is developed, it brings nervousness and excitement. One of the key challenge businesses have within technology is lack of support and resources for the adoption and use. Senior leaders might have a fear of the unknown and reviewing competitor's adoptions is often not enough. Testing new technology is risky and sometimes technology fails, but it is a valuable method when it is controlled in minimal risk conditions where possible (Kingsnorth 2016, 49). Reasons why businesses are not adopting new technologies are also skills related and budget related.

Even though digital marketing may be more affordable than traditional marketing, many businesses have limited budget in digital marketing and there are challenges in investing in new technology. Therefore, social media is effective and economical way to do marketing and it usually does not require much resources either. However, the resource what companies sometimes find short on is time. This is not restricted only to digital marketing but new methods of working and integrating to technology can be time consuming (Kingsnorth 2016: 52). These can be the most baffling barriers of all as they often seem to be difficult to solve. The key solution here is one simple method within these constraints – to create your own path to success. This includes prioritization and good management to build a strong plan within the budget and resource challenges.

As previously mentioned, when new technology arrives, there may be lack of experience and skills around it. There are two practices to work on skill gaps within companies; training and recruitment (Kingsnorth 2016, 50). With training new people companies can improve their business performance, get profit, and raise their staff morale. This can result in better safety practices and productivity developments. By identifying these skill gaps early and being able to see weaknesses, businesses have time to train staff for

required operations, so employees can fulfill their tasks efficiently. In addition, maintaining these skills and staying updated is important and this should be a part of the ongoing business plan. Like mentioned before, the owner of Miss Chic Bohé does not have marketing background and much technical knowledge and therefore the developed marketing plan will be clear and explicit with specific marketing actions and steps which are needed to do to achieve their marketing goals.

Another important method to tackle skill gaps is recruitment – bringing new people in who have the required skills. It is a slow process but worth it, when a new employee with new perspectives and skills will step into the business. When new technology arrives, it is important to find someone who has worked before in a similar field. Therefore, today, there is an increasing need for people with IT and digital skills as well as editorial skills when marketing techniques are moving more towards a content focus (Kingsnorth 2016, 51).

2.8 Search Engine Optimization

As soon as companies build a website, they automatically use the SEO channel. SEO “Search Engine Optimization” is the tool of raising the websites quality and capacity of traffic through non-paid search engine results (Kingsnorth 2016, 90). Simply, it is a tool to help websites get found easily inside the Internet. Major search engines such as Google, Yahoo and Bing have search results where content and web pages are listed and ranked based on what SEO examine is the most relevant content for users (Moz 2018). SEO contains the elements which are needed to boost rankings, traffic, and increase attention in search engines. Even though social media and other digital marketing activity can bring visitors to the website, search engines are the number one navigation program for Internet users. SEO is not only about making a search engine-friendly website, but also about good content, design, user experience - making the website better for people, not only for bots (Kingsnorth 2016, 91). It is also not only about getting visitors to the website but most importantly getting the right kind of visitors – the target group.

The benefit of SEO intelligence cannot be overstated. “In the history of marketing, there has never been such a low barrier to entry in understanding the motivations of consumers in virtually any niche” (Moz 2018). Using the keyword research, marketers can acknowledge and react to changing market conditions and create products, services, and content that users are searching for. This is the foundation of companies’ SEO strat-

egy and marketers should spend time for this detail to get quality results. Most companies sell multiple products and services so a good starting point of creating a keyword research is to divide the products/services into segments and going through them one by one. The next logical step is to examine the available data. Analyze the most visited landing pages as an intermediary for user intent. However, companies should not only rely on data which is stored – brainstorming is an efficient, secure, and quick way to start keyword listing (Kingsnorth 2016, 97).

The world of search engines and SEO is complicated. In its best, SEO can upgrade websites and save time, but there is a huge risk to damage the site and reputation. Marketers need to make sure to explore the advantages as well as the disadvantages that SEO can do to the website. Therefore, marketers' must understand the basic elements of SEO and how to integrate SEO into the overall marketing strategy. If marketers' knowledge with SEO is minimal, there are agencies and consultants who are providing useful services to help website owners with SEO (Kingsnorth 2016, 90). These include for instance, SEO training, keyword research, content development and technical support on website development (Google 2018). However, most markets can handle the basics themselves and a little knowledge is already making a big difference. To conclude this section, SEO should be a part of companies digital marketing strategy and it is essential to understand, to gain perspective on the search engine techniques that should be and should not be used.

2.9 Content Marketing

Content marketing has been one of the trending topics in digital marketing for at least a couple of years now. It is interesting and impressive since the definition of content and creating it is not a new concept. In fact, content marketing has been there since 1900. Therefore, it is important to remember that it is nothing new. The content created 100 years ago still makes a good content today. The key difference here is the delivery and the execution. Content is anything that can help companies to engage with the audience. Content can take many forms and guises - news, website articles, blogs, videos, apps, e-books, pictures, podcasts, testimonials, reports, online presentations and so on (Kingsnorth 2016, 235).

There are no guidelines to what kind of content companies should use. However, when selecting the content type, there are some common tips of engagement. As with any targets and strategies, it needs to start with what the company wants to achieve. For

instance, if the goal is to retain and grow the number of existing customers then the content elements should be different from the content which attracts new customers. Generally, content marketing plan is often linked to the sales life cycle and hence the common objectives are creating awareness and engagement, changing perception, driving transactions, and increasing retention. It is also critical to decide whether the content created is functional, engaging or both. Functional content usually helps companies to sell their products and services. Product descriptions and reviews are a great example of functional content. It is important to get functional content right, since it helps companies to get customers and has a big impact on search engine rankings. Engaging content is the content which is commonly used to provide interesting and engaging information to the target audience. The objective of this content is to build conversation about it across the Internet and social media.

The definition of content and content marketing is very broad. It must be credible, relevant, fun, interesting, shareable, different, and representing the brand (Kingsnorth 2016, 232). The truth is that creating content is not easy and a lot of created content fails to achieve the above features. One certain way to lose audience and turn them off is to offer them content which is incomplete and not credible. The audience must believe in the content, trust companies and what they offer. Ensuring that the content is credible, companies can prove their relevancy and expertise for customers by being honest and open about their business operations and products. When talking about relevancy, it might be the most central content type. Companies cannot start creating content without understanding their customers and potential customers (Kingsnorth 2016, 234). Overcoming this step, companies need to have a deep knowledge of them, their challenges and how do they use social media. Marketers needs to understand the customer pain points and express how their product and services solve the problem.

Fun content delivers for itself. However, what is fun and what is not, depends highly on the target customers. When it comes to creating interesting content, marketers need to determine what content is interesting and what is not. Just because marketer thinks something is interesting, it does not necessarily mean that it is interesting for customers – they need to examine it from the audience's perspective. Content only becomes great if many people are consuming it. To accomplish this, it should be shareable. A good way to make content shareable is to create a useful content which is relevant to many industries and large audience. Great content does not need to be unique, but it needs to be different. Marketers just needs to make sure that one differentiates itself from the others.

It is vital that the created content is representing the brand, image, and the whole company (Kingsnorth 2016, 235).

It is easy to get carried away with content. However, if the content strategy is integrated into the overall marketing strategy and marketers follow and listen to their audience, it will increase the company's customer base and bring a financial benefit for the company.

2.10 Research Methodology

After covering fundamental marketing theories and definitions relevant to this thesis, the study will move forward to the research methodology and how this thesis was conducted and built together. Depending on what type of information marketers wants to gather, will influence on choosing the right research method. There are two types of data collection when designing and doing research: primary research and secondary research (Copley 2004, 367). These methods describe the way researchers gather information.

Secondary research collects existing information through various available sources including the Internet, market research results, databases, agencies, libraries, and local councils. However, it is essential that secondary data is relevant, accurate and up to date. This research method allows marketers to gather existing information about the operating market, customers, and competitors. This helps marketers to achieve deep understanding of their market. Secondary data often provides a good starting point for further, primary research (Copley 2004, 367). Primary research collects original and exclusive information directly to a specific purpose or problem. This research gives marketers a control to choose what kind of information to gather. Primary data can be quite valuable, but it can be more time-consuming and expensive to gather than secondary data (Copley 2004, 368).

Primary research means quantitative or qualitative research. These methods define the types of information marketers are gathering. As figure 3 states below, there are three types of quantitative research; surveys, observation, and experimentation and three types of qualitative research; focus groups, interviews, and case studies (Copley 2004, 368).

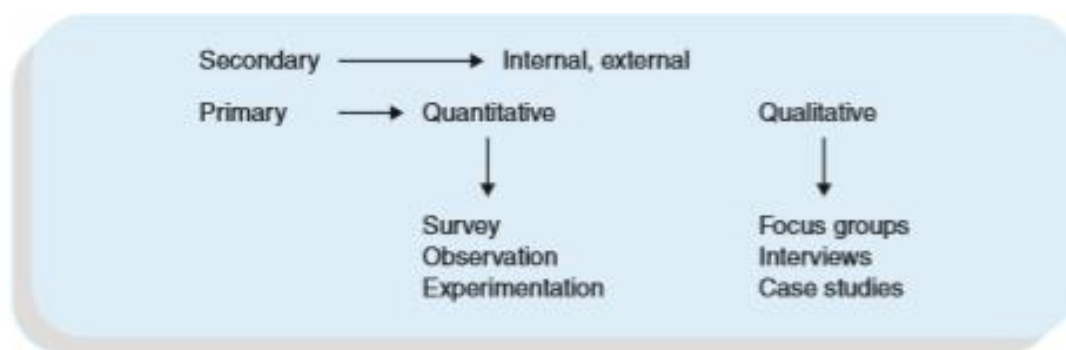


Figure 3. Research Components (Copley:368)

Quantitative research involves measuring variables and testing relationships between these variables to acknowledge patterns and correlations. “The values underlying quantitative research include neutrality, objectivity, and acquisition of a sizeable scope of knowledge” (Leavy 2017: Chapter 1). This type of research often includes a lot of statistics and it is appropriate when marketers purpose is to explain evaluate. Since the qualitative research was chosen to gather the primary data for this thesis, the study will not discuss quantitative research further.

Qualitative research includes: interviews, focus groups and case studies. Researchers use this approach to explore, investigate, and get better understanding of their customers interests, habits, needs. It is also used in identifying growth opportunities and improving several business operations such as marketing and customer service. “Qualitative research is appropriate when primary purpose is to explore, describe or explain” (Leavy 2017: Chapter 1).

As stated before, the qualitative approach was chosen to gather the primary data for this thesis. Primary data was collected through several company documents, company statistics, interviews, emails, phone calls and meetings with the case company owner Kaisa Riis. Primary data provided better understanding of Miss Chic Bohé’s overall business plan and helped to conduct the social media marketing plan. The secondary data for this study was collected through various online articles, books, statistics, and journals. Since the purpose of this study was to create a social media marketing plan for the company Miss Chic Bohé, this study was structured by using a case study model and therefore we can identify the study under the qualitative approach - case study model.

3 Platform for Social Media Marketing Plan

After reviewing chapter 2 we have now a deep understanding of essential marketing theories and definitions relevant to this study. Chapter 2 helped to lead the way to develop and create the social media marketing plan for Miss Chic Bohé.

Not all social media platforms and their tools are beneficial to every business and their brand. Therefore, to improve and optimize social media marketing, companies need to find out and define their social media marketing goals and objectives, and which platforms, channels and actions will be the best ones to achieve these. Rewarding and successful social media marketing requires sustainability and maintaining persistent brand identity and strategy throughout all social media platforms and communication channels. Therefore, it is important to create a plan to resolve what content is shared through each social media platform and what is the objective for each platform. In the social media marketing plan, these strategies and plans are developed for selected social media platforms which are the most beneficial and useful for Miss Chic Bohé.

Miss Chic Bohé's final social media marketing plan will be found from the Appendix 1. However, this chapter will give a platform and background for Miss Chic Bohé's social media marketing plan including the planning process, vision and mission statement, situational analysis of the company, operating market, competitors, target market, social media marketing objectives, social media marketing mix and budgeting. This chapter will give explicit information and overall picture of Miss Chic Bohé's current situation and will present the marketing plan and required essential marketing actions.

3.1 The Planning Process

This section covers efficient planning processes and how to apply them to the social media marketing strategy. Having a plan is essential if we want to reach the goal. To create our social marketing plan, we need to understand and explain three things; **where are we now, where do we want to get to and how do we get there** (Kingsnorth 2016, 67). The first one is resolved through inclusive research, data analysis and company insight. The second one is created through the development of a company's vision and mission. The third one is the most challenging one; how?

Digital and social media marketing has established its own challenge with this. Many platforms can be switched off and on easily and this creates marketers pressure to build campaigns and change plans at the last minute. However, efficient planning is all about early thinking and integrating the key elements of the overall strategy – without this, the plan is at risk of failing. Without planning, companies spend more time, money, and resources to find solutions and fix problems. In some cases, this can lead to using budgets too much and quickly and the overall strategy being compromised. Therefore, like defined earlier, good planning process and preparation is the key to success and effects on every business department, stakeholders, and customers. As Evans and McKee state:

“Building on the basic planning process, and with your internal workflow and response programs defines, this first step up from social marketing – toward the higher levels of customer engagement like content creation and collaboration – centers on connecting your online presence socially, into the communities and social activities of your customers and stakeholders” (Evans & McKee 2010: 346).

3.1.1 Vision-based Planning

There are many good planning models which are used for efficient planning, but in this thesis, we will use one of the core methods, vision-based planning. As shown in figure 4, it is a six-stage process of creating a vision and following it until the execution and evaluation. In this section, each planning stage will be briefly reviewed.

YOUR STRATEGY
VISION-BASED PLANNING
VISION
MISSION
GOALS
OBJECTIVES
STRATEGIES
ACTION PLANS
EXECUTE, EVALUATE, EVOLVE

Figure 4. Visual-based planning six stage process.

The vision and mission statements are often confused with each other. The difference is that companies vision statement is an explanation of their desired future state, when the mission statement explains companies current state. Developing a mission is important for companies. "Knowing what you are trying to achieve now alongside the future vision begins to clearly lay out a path that the rest of your planning process can follow (Kingsnorth 2016, 70).

Goals are high-class statements which companies need to achieve to deliver against their visions. They need to be designed to meet the following criteria – relevant, resonating, responsive and recognizable. Objectives and strategies will sort out how these goals are accomplished. Objectives are definite, quantitative, and time-based. They are the steps what companies need to take approaching to the goal. The strategy in this context, indicates to the specific and clear actions what companies must do to meet their objective. This is the phase where companies need to demonstrate what they are going to do, and this will bring us to the next stage of visual-based planning – action plans. Action plan clearly illustrates the specific operations which will be done within strategies. Action plan is where companies' goals, objectives and strategies come together, and it will either succeed or fail. At this stage, paying attention to detail is crucial. Planning on how the work is done, making sure nothing is missed and that budget is managed precisely will be vital to achieve success (Kingsnorth 2016, 75).

The above stages are efficient ways to make sure that companies meet their mission. However, if they are not implemented correctly, these are ineffective and can waste companies time, money, and resources. After executing the plan, reviews and controlling is also crucial step to success. The reviews should cover how well the plan is doing and whether the targets are achieved. From these reviews the plan should be evolved. For instance, replacing the failing action plans, restructuring strategies, or implementing new action plans.

To conclude, without efficient planning process companies' strategies are unlikely to be a success. Vision-based planning allows companies to have a clear, detailed, and documented plan of their vision through each stage of action. The author of this thesis will follow visual-based planning structure when making the social media marketing plan for Miss Chic Bohé.

3.2 Situation Analysis

This section of this thesis provides a comprehensive review of Miss Chic Bohé's current situation and objectives. It includes company analysis and SWOT analysis, market and competitor analysis and target market analysis. The results of the situation analysis provide a complete understanding of Miss Chic Bohé's current situation besides guidance and guidelines to explicit social media marketing efforts. This chapter functions as a base of the whole marketing plan.

3.2.1 SWOT Analysis

SWOT analysis is the overall evaluation of companies' strengths, weaknesses, opportunities, and threats. It consists the analysis of the external and internal environments - Strengths and weaknesses presents the internal factor and opportunities and threats gives insight about the external factors. (Kotler 2002, 46). Next to the overall business strategy, SWOT analysis is a helpful and valuable tool when developing a marketing plan. It is used to develop marketing opportunities and actions to differentiate the company from its competition. The components of Miss Chic Bohé's SWOT analysis are used in the social media marketing plan to increase visibility, improve brand awareness and follower engagement, attract new customers, strengthen the image, and define the target market and content strategy. Figure 5 below, indicates Miss Chic Bohé's strengths, weaknesses, opportunities, and threats.

As shown in figure 5, Miss Chic Bohé has many important strengths. The most significant strength is the customer-oriented approach that the owner has in Miss Chic Bohé's social media channels. When interviewing Riis, it emerged that giving personalized customer service was one of the most important objective for her. Giving personal customer service in a physical store is familiar to her and one of the challenges in the beginning was to approach and get engaged with customers online. However, she has succeeded in that and giving personal customer service in Miss Chic Bohe's Facebook and Instagram pages is one of their most significant strengths (Riis Interview 2018).

<p>STRENGTHS</p> <ul style="list-style-type: none"> Customer oriented approach Storytelling/personalized service Passion for Miss Chic Bohé Good quality-price ratio Minimalistic stock expenses New items often/buying often Fast delivery Influencer material 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> New in the field Many similar competitors Weak technical knowledge Weak content strategy/information Content relevancy Content planning Visual cohesion
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> New product lines (lifestyle) Own physical store Own clothing line Hire employees' Expand marketing actions Internationalization 	<p>THREATS</p> <ul style="list-style-type: none"> New competitors with significant impact Fast-phased industry New technology Global economy enters recession Negative PR New regulation which restricts operations No customers - no sales

Figure 5. Miss Chic Bohé SWOT analysis

Another strength close to the above one is the storytelling concept. The owner shares personal information and stories in Miss Chic Bohé's social media platforms. When interviewing Riis, she explained that this is part of the business model and she wants to keep customers close, so they can relate to her and her lifestyle and share their own personal stories. Therefore, there is a strong influencer marketing potential. The customer-oriented service design and storytelling shows that there is a great passion for Miss Chic Bohé which of course is a significant strength when starting a business. In fact, many smaller niche fashion labels pay attention in storytelling, personalization and transparency and these online stores are succeeding in the market, since visual and content social media representations play a significant role in e-commerce customers (Riis Interview 2018).

Other strengths include the good quality-price ratio of the items. The products are made with quality fabrics and the price is very competitive. The stock expenses are minimalistic since the business premises and the showroom is at the owner's home. The product delivery is three to five business days, and the items are packed by the owner herself

with personalized package and message to the customer. There is a high potential with the personalized business model when it is done correctly. In addition, there are frequent retail buying trips to Paris and there are new items in the stock regularly (Riis Interview 2018).

When it comes to Miss Chic Bohé's weaknesses (figure 5), Miss Chic Bohé is a new company in the field of fashion e-commerce, meaning they do not have strong existing customer base yet. They also lack previous experience in the field of e-commerce and technical knowledge. Since Miss Chic Bohé is an online retail shop, little knowledge with technology, digital marketing tools, social media marketing tools and search engines is recommended and almost required. Since there are many competitors with the same business idea, it is hard to stand out from the pool of online fashion stores. Therefore, the strategy with differentiation must be part of the overall business strategy. (Riis Interview 2018).

In terms of content strategy, Miss Chic Bohé is missing one. This is one of the most significant weaknesses and it needs to be brought to attention. Whilst planning and doing the research, the content strategy emerged to be in the center of the marketing actions and it appeared to be failing. Miss Chic Bohé need to pay special attention on the quality content, and as stated before in the content marketing section, it needs to be credible, relevant, fun, interesting, shareable, different, and representing on brand. The social media posts lack relevant information when it comes to the product details and the brand in general. When it comes to social media marketing, content should be in the center of the detail. People are getting annoyed of spamming irrelevant content and pictures. In fact, the Facebook CEO Mark Zuckerberg stated in the senate hearing in April 2018 that "people really don't like ads and posts which are not relevant. The overwhelming feedback that we get from our community is that people would rather have Facebook shown relevant content than showing content at all" (Zuckerberg, senate hearing 10.4.2018).

Without good content, marketing in social media will be useless and time wasting, and it could only do harm for the brand image and follower counts in social media. Therefore, planning quality content and good monthly strategy is essential for Miss Chic Bohé. This will be an important part of creating Miss Chic Bohé's marketing plan. Also, the visual cohesion, especially in Instagram, is important – connected theme within every picture and post, colors, fonts, filters, quality pictures and picture sizes – it is a sign of professionalism and paying attention to detail.

There are many opportunities for Miss Chic Bohé. As shown in figure 5, new product line is the first very possible opportunity. Riis has already been planning to expand the product line for lifestyle and home decoration products. All the other opportunities shown in figure 5, becomes possible when Miss Chic Bohé's sales increases and when they have more resources to start own clothing line, hire new employees and expand marketing actions. At the moment their buying customers are only from Finland but expanding their market to other Nordic countries and Europe is very possible, due to the fact that the website is working also in Swedish and English (Riis Interview 2018).

New competitors with significant impact in the market is an external threat to Miss Chic Bohé's success. The next chapter (3.2.2) contains more information about Miss Chic Bohé's operating market and their most significant competitors. Fashion e-commerce industry is a fast-phased industry and the technology is evolving all the time, so it is a threat to keep up with the technological changes and market, especially when the technological knowledge is relatively low. Other external threats are recession, new regulations which are restricting marketing operations and negative PR and customer feedback which is affecting on sales. A company without customers cannot succeed, no customers – no money. Therefore, this is crucial for Miss Chic Bohé to have buying customers to avoid this threat (Riis Interview 2018).

The components of the SWOT analysis are used to develop a small-scale content marketing strategy which is going to help and make Miss Chic Bohé's social media marketing actions effortless and easier. Also developing a brand image with the content, pictures, and posts will be a part of the social media marketing plan and it helps to differentiate Miss Chic Bohé from its competitors.

3.2.2 Market and Competitor Analysis

The fashion industry operates as the motor for growth and innovation in e-commerce. E-commerce industry has accomplished an explosive worldwide growth during last years, whereas buying from shopping malls and physical stores is decreasing. Fashion and e-commerce industry has become progressively competitive with a lot of new significant players selling online fast and with great service. E-commerce companies are developing and modifying the cyberspace with new and innovative business models and

marketing strategies and fashion works as an inspiration for visual technology and merchandising which boosts online retail conversion rates. (Fast-fashion Slow to E-Commerce, 2017)

Regardless of increasing competition in e-commerce, small-scale fashion enterprises have equivalent opportunities comparing to a bigger fashion retailer. Therefore, e-commerce industry is suitable for all business sizes and there is a great chance to succeed and make business profit. Moreover, growing number of start-ups and small online businesses are strongly boosted by taking advantage of platforms like Shopify, which we covered already in chapter “Instagram” (2.6.1). Shopify will be a part of Miss Chic Bohé’s social media marketing plan.

Evaluating and investigating competitors should be a part of every marketing plan and it is a basis of successful marketing. Therefore, it is essential to identify competition, so companies can develop their competitive advantage and differentiate them from their competitors (Starting a Business 2006). Miss Chic Bohé has several competitors, whose brand image and products are close to one another. When interviewing Riis, she identified the following companies to their biggest competitors; By Pias, UD Boutique, Nina Marcs and Buch Copenhagen. However, it is difficult to compete with these companies, since they already have well established businesses and brands (Riis Interview 2018).

By Pias is an online store selling natural linen collections with organic and sustainable fashion. By Pias is a Finnish company, operating successfully worldwide. They have three concept stores in Turku, Porvoo and Oulu, Finland. The owner, CEO, and designer Pia Erlund started the company in 2011, and the popularity of the products and the brand expanded and now they are a famous international brand. BY Pia has concept of brands along their own clothing line. They sell women, men, kids, and home textile products which differentiates it from Miss Chic Bohé. They have a strong social media presence with captivating content and pictures. They also have their own blog with good quality content and visual effects with lot of followers. They have collaborated with some Finnish influencers and celebrities which makes them competitive and powerful. (By Pias 2018) Miss Chic Bohé is a small-scale company compared to By Pias and there is still a long way to go to achieve what they have. However, as stated before, small-scale companies and bigger fashion retailers have equal opportunities in e-commerce industry. Therefore, By Pias can be seen as a possible competitor.

UD Boutique is a smaller-scale company than By Pias. They have similar business strategy with Miss Chic Bohé, and their products are hand-picked from Spain, Paris, Milan, London, Denmark, and Austria. They sell unique and feminine clothes, shoes, and accessories for women in their own concept store in Paimio, Finland. However, their online store is not open yet, so at the moment they only sell their items in their store in Paimio. Miss Chic Bohé has a huge competitive advantage here, since they sell online and deliver their products anywhere in the world. Additionally, UD Boutique does not have any social media presence which also gives Miss Chic Bohé a competitive advantage (UD Boutique 2018).

Another significant competitor is Nina Marcs. Their product range is very similar to Miss Chic Bohé's with unique, feminine, personal, and special women clothing and accessories. The items are also handpicked from all over Europe. Their quality-price ratio is similar with Miss Chic Bohé and they also invest more in quality products than quantity. Their idea with customer service and storytelling is quite similar to Miss Chic Bohé – provide good personalized customer service where the idea is to bring customer closer. They do have a social media presence and the storytelling is in the focus in each post. However, they do not have many followers yet and the overall feed in Instagram could be more compelling and visually improved. Additionally, Nina Marcs operates only in Swedish, which does not reach the Finnish customers, which are at the moment the target group for Miss Chic Bohé. Nina Marcs is a relevant company for this analysis, since their service is very similar to Miss Chic Bohé (Nina Marcs 2018).

Another larger-scale competitor is Buch Copenhagen. They sell luxury bohemian clothing at affordable prices. They have been operating since 2009 and in the last eight years have been characterized by growth as the brand has developed with success. They represent high-quality design and their items are rich in detail and within good price range at the same time. Buch Copenhagen has very strong social media presence with storytelling and personalized customer service and they are engaging with customers online. Buch Copenhagen is a significant competitor, since their service and products are similar to Miss Chic Bohé's and they seem to be successful in their social media marketing. However, like Nina Marcs, Buch Copenhagen does not operate in Finnish, or English so their products and service is not necessarily targeted Miss Chic Bohé's customers (Buch Copenhagen 2018).

To conclude, there are very few fashion e-commerce's like Miss Chic Bohé operating in Finland. Most of the biggest online shops such as Zalando, Asos and Ellos might provide similar bohemian clothes for women, but the whole business concept and business model is different than Miss Chic Bohé's or the above mention competitors. What is important for Riis, is to be close to the audience and share her lifestyle and fashion style to customers who want something different and to stand out from the mass fashion style and brands (Riis Interview 2018).

3.2.3 Target Market Analysis

As stated before in the chapter "segmentation" (2.3), it is important to develop a specific ideal customer profile before starting social media marketing planning. The current information from the target groups was gathered based on the primary data from Miss Chic Bohé's sales records and social media platforms as well as the expectations based on Miss Chic Bohé's experience with customers and their inquiries. However, it is necessary to observe that the target customers and target market might change and may need later modification, depending on what can be learned and changed from the accomplished future marketing actions.

According to Riis, the target audience, and the main customer group for Miss Chic Bohé and for the social media marketing are a young-minded, aged 30 to 60, fashionable, cheerful, well educated, middle-class to high-class Finnish women who live in an urban or metropolitan area. This customer profile has been chosen as the main target customer since most of the buying customers and incoming requests are received from this specific group. The customers are specifically interested in Miss Chic Bohé and their products because the items are unique and different from the mass fashion style and the customers wants to feel themselves special and stand out from the crowd (Riis Interview 2018).

The main target group is mainly Finnish women, but since the website and some social media content is in English and Swedish, also other than Finnish women could be part of the target group for Miss Chic Bohé, since there is an opportunity to expand their markets in the future. However, this study will focus in the Finnish markets and customers only, when developing the social media marketing plan.

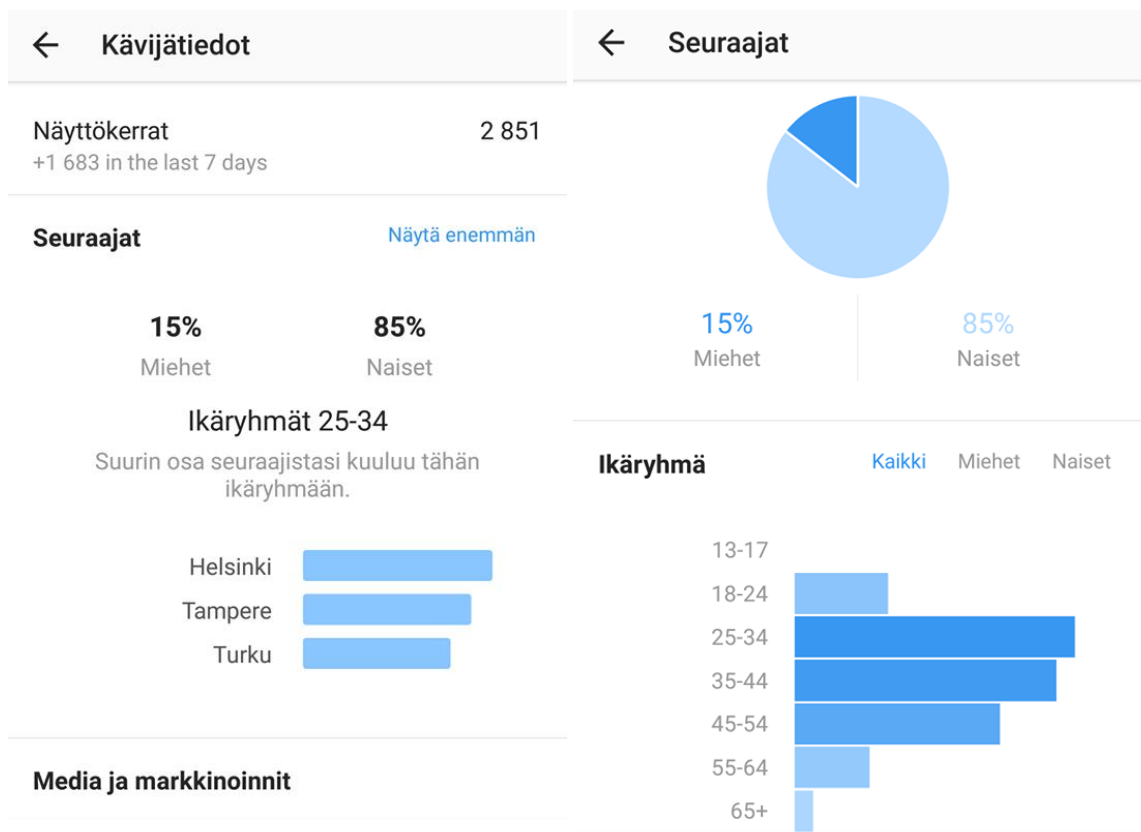


Figure 6. Instagram follower's statistics by gender, age, and demographics (Miss Chic Bohé Instagram 2018)

The figure 6 above shows Miss Chic Bohé's Instagram followers by gender, age, and demographics. At the moment, Miss Chic Bohé have 208 Instagram followers. The analytics shows us that Miss Chic Bohé's follower base is 85% female and 15% male. It also shows that most of the Instagram followers are between 25 and 34 years old and come from Helsinki, Tampere, and Malmö. However, when analyzing their Instagram followers age more closely, the analytics shows that age 25 to 34 is only the mean value and like shown in the figure 6, Miss Chic Bohé has also older followers up until 65+ years (Miss Chic Bohé Instagram 2018).

Based on the information given and analyzing the age, gender, and demographics in Instagram, we can claim that Instagram followers are not the absolute and perfect target group, and the group who are purchasing the items from Miss Chic Bohé. Instagram users tend to be a little bit younger than Facebook users and therefore this makes Facebook more powerful platform for Miss Chic Bohé's marketing actions than Instagram (Fox 2018, 179).



Figure 7. Facebook followers (Miss Chic Bohé Facebook 2018).

While Instagram is a moderate platform to reach Miss Chic Bohé's target customers, Facebook instead is a first-rate social media platform to reach the target customers and do marketing. As figure 7 shows, Miss Chic Bohé have 5638 followers in Facebook (Miss Chic Bohé Facebook 2018). There are remarkably much more followers and engagement with customers than in Instagram. Customers and Miss Chic Bohé's followers are commenting, liking, reacting, and sharing their posts and there is significantly more customer traffic than in Instagram. Therefore, Facebook is the main social media platform for Miss Chic Bohé's customers and channel to do the main marketing actions. However, this study was made to increase Miss Chic Bohé's visibility and create a customer traffic for their website and social media platforms, and therefore we will not focus only in Facebook marketing, but also Instagram, Pinterest and blog marketing and targeting the target customers in these platforms.

3.3 Vision Statement

Our vision is to help every woman to enjoy life and feel gorgeous by offering beautiful and unique bohemian fashion garments. We aim to provide our audience the best online shopping experience with personalized and caring customer service.

3.4 Mission Statement

As clarified earlier, the mission statement explains and expresses companies current state (Kingsnorth 2016, 70). Including the mission statement to the marketing plan, ensures that the social media marketing actions reflects on Miss Chic Bohé's main goals.

Miss Chic Bohé is for all the women who enjoy life to the fullest and love beautiful and feminine bohemian fashion. Our garments inspire women to feel special and unique, build confidence and discover the beauty within. We are committed to offering captivating customer experience which drives caring and loyalty. Women are full of adventures – so are we, Miss Chic Bohé.

3.5 Marketing Objectives

To create a detailed and specific action plan, Miss Chic Bohé's social media marketing plan is based on three main marketing objectives. The first one is to get visibility and have strong presence in their social media platforms. The selected social media platform includes; Instagram, Facebook, Pinterest, and blogs.

Another important objective is to improve their brand awareness and increase Miss Chic Bohé's follower engagement in their social media platforms. Creating interesting, attractive, and compelling content will improve their brand awareness when the audience is liking, reacting, commenting, and sharing the social media posts. Also engaging with the audience and customers by encouraging them to comment, like and share Miss Chic Bohé's posts as well as answering their comments and inquiries will promote the follower engagement.

The last objective to focus on, is to attract possible new customers to Miss Chic Bohé's social media pages and from there, generate traffic to their website www.misschic-bohe.com.

3.6 Marketing Strategy and Action Plans

The purpose of this thesis was to create a social media marketing plan for fashion online boutique Miss Chic Bohé. The social media marketing plan helps Miss Chic Bohé to make specific informed actions and decisions in selected social media platforms. As

stated before, visual-based planning structure is implemented in the social media marketing plan for Miss Chic Bohé. Section 3, “platform for social media marketing plan” provided so far, all the elements which are needed in the making of marketing plan; planning process, vision statement, mission statement, situational analysis including company analysis, SWOT analysis, market and competitor analysis, target group analysis and social media marketing objectives. The social media marketing plan will be found from the Appendix 1. The next section provides a brief marketing strategy overview for selected social media platforms for this thesis.

3.6.1 Social Media Marketing Mix

The social media marketing mix should be shaped in a way where the implementation of the marketing plan is realistic, when looking at the resources of the company. Miss Chic Bohé have a limited budget with social media marketing and they do not have the knowledge to carry out comprehensive social media marketing execution at the moment. This gives a clear and defined direction of choosing the right social media marketing mix.

The selected social media marketing mix for Miss Chic Bohé is a combination of social media channels and content marketing. SEO and is presented as a possibility and alternative but the plan will primarily focus on Instagram, Facebook, Pinterest, blogs, and content marketing. This mix will be used to create and publish quality content, which will improve their brand awareness, increase follower engagement, attract new customers, and get visibility in their social media pages and on their website. In addition, social media channels are used to provide quality customer service and guide the audience in decision making.

3.7 Budgeting

It is a harsh fact of business that almost any decision is dependent on the budget. The amount of money that companies invest in social media marketing varies greatly depending on the tool and the action. Budgeting ensures that companies marketing strategy can be executed within the financial resources available (Kingsnorth 2016, 287). Like stated before, Miss Chic Bohé has a limited budget, since the company is still in the beginning of their journey. Due to a limited budget, Miss Chic Bohé is marketing only in social media and trying to maximize the use of free channels. Efficient social media and SEO planning is important for companies who have a limited budget, and this strategy can be a fantastic origin for business like Miss Chic Bohé. Even though the owner of

Miss Chic Bohé told that the budget for this specific social media marketing plan is zero, there are couple marketing actions to consider investing in.

Search engine optimization is constantly evolving, and it is something companies should consider investing in. Whether companies budget is limited, SEO's purpose is only to bring visibility potential customers across a broad space of search terms. Therefore, investing in good SEO strategy is only beneficial and it will cause a significant volume at low cost per visit. Therefore, Miss Chic Bohé should acknowledge the importance of SEO and push their visibility step higher with search engine optimization.

Also investing in Facebook and Instagram advertisements is considerable and advisable for Miss Chic Bohé. Instagram advertisements are made with Facebook marketing platform. Therefore, the marketing budgeting price is the same with both platforms. Companies can decide on their own how much they want to put money in these advertisements. Companies can invest the money either on daily budget which is for every day, or to the overall budget which is for a certain time or campaign. How the marketers are going to choose the right budget model, depends on what the advertisement is supposed to achieve (Instagram mainonnan hinta 2018).

As stated before, considering adding Shopify into Instagram and Facebook marketing actions could bring a great value in companies marketing. Showcasing Miss Chic Bohe's products in Instagram and Facebook and allowing customers buy them immediately without leaving the app, can increase sales and make customers decision-making easier. Adding Shopify and selling on social media will cost 9 euros per month (Shopify 2018).

4 Conclusion and Recommendations

The purpose of this study was to provide a realistic and specific social media marketing plan for the case company Miss Chic Bohé. The challenge was to first define the current state of their social media marketing and then develop a strategic and specific plan for their further social media marketing actions. After comprehensive study of the traditional marketing and understanding the different aspects of digital and social media marketing, we can discover that the future of marketing is moving towards digital and social media marketing. However, even though digitalization is changing traditional marketing, there are still some traditional ground rules which still apply when it comes to digital marketing, such as the marketing mix, target market and the overall purpose of marketing. People

spend more time in social media and magazines; radio and television are replaced by social media platforms such as Facebook and Instagram and possibility to do online streaming. However, even though there is a high potential with social media marketing, there is a risk of not doing it correctly. Finding the right audience and target group, understanding the basics of content marketing, and utilizing the social media channels tools in advertising is the key element for a successful social media marketing. Therefore, having an effective social media marketing plan is almost essential for companies who are especially operating only online.

There is a great potential for further investigation and research in the world of social media marketing. New social media trends are born regularly, and further study of social media, mobiles, apps, emails, and SEO trends is suggested. Therefore, taking marketing actions further than only social media is recommended if Miss Chic Bohé's budget allows it in the future. In the future, Miss Chic Bohé could study how this social media marketing plan has improved their visibility, social media presence, brand awareness, gained new customers and generated traffic and increased sales and profit. In addition, determine whether these marketing actions has reached the right customer group and on what level they succeeded in the follower engagement.

The social media marketing planning process followed the guidelines of visual-based planning. The background and internal information about Miss Chic Bohé was gathered from the meetings, phone calls and messages with the owner Kaisa Riis. The marketing theory part of this study was reliant on the secondary data gathered from books and several sources online. The social media marketing plan for Miss Chic Bohé is limited because of the scope of this thesis. Therefore, it would benefit from more extensive insight and studies about the social media, target group and the market research and strategies. The process of developing the social media marketing plan for Miss Chic Bohé was somewhat challenging, since the company was lacking the general marketing strategy. The issue occurred throughout the whole research since, Miss Chic Bohé's marketing objects, goals and target customers were not defined effectively, and this caused a difficulty to start developing the social media marketing action plan. The author needed to specify the objectives and target market before the creation of the social media marketing plan. This was understandable since Miss Chic Bohé did not have any previous social media marketing plan and they lack the overall marketing strategy.

However, the developed social media marketing plan achieves its function with presenting a clear and specific social media marketing actions, tips, and guidelines what Miss Chic Bohé will take into action. The developed social media marketing plan includes set of precise guidelines and instructions for their social media marketing efforts. The social media marketing plan is expected to take place in Spring/Summer 2018, but the implementation can take place depending on Miss Chic Bohé's own preferences.

In addition, another challenge was to create a small-scale content marketing plan which is generating traffic and leading potential customers from the social media platforms to enter Miss Chic Bohé's website. The lack of content strategy occurred in the beginning of the thesis and it was clear that it will be a part of the study and the social media marketing plan. Developing quality content plan and its execution in the right way rose as one of the main challenges and targets of the social media marketing plan. The appropriate quality content targeted for the target group was in the focus when planning actions to increase brand awareness and follower engagement. Miss Chic Bohé needs to focus on improving their awareness, visibility and customer engagement, which is possible through different campaigns, competitions, promotions, and well-planned content marketing.

To summarize, the potential in social media marketing lies in its competence to make marketing decisions and actions with low budgets, in its possibility to target advertisements to specific target groups and engage with the audience effortlessly. This thesis recommends that Miss Chic Bohé follows the presented guidelines and instructions in the social media marketing plan and modifies it according to the market changes and trends.

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SOCIAL MEDIA MARKETING PLAN

MISS CHIC BOHÉ

Siiri Nurminen | Bachelor Thesis | May 2018

Miss **CHIC Bohé**

NOT JUST A STYLE - *let's make it a story*

VISION STATEMENT

Our vision is to help every woman to enjoy life and feel gorgeous by offering beautiful and unique bohemian fashion garments. We aim to provide our audience the best online shopping experience with personalized and caring customer service.

MISSION STATEMENT

Miss Chic Bohé is for all the women who enjoy life to the fullest and love beautiful and feminine bohemian fashion. Our garments inspire women to feel special and unique, build confidence and discover the beauty within. We are committed to offering captivating customer experience which drives caring and loyalty. Women are full of adventures – so are we, Miss Chic Bohé.

GOALS

GET VISIBILITY IN MISS CHIC BOHÉ'S SOCIAL MEDIA PLATFORMS

IMPROVE BRAND AWARENESS AND FOLLOWER ENGAGEMENT

ATTRACT NEW CUSTOMERS AND GENERATE TRAFFIC TO WWW.MISSCHICBOHE.COM

OBJECTIVES

To get visibility and have strong presence in their social media platforms. The selected social media platform includes; Instagram, Facebook, Pinterest, and blogs.

To improve their brand awareness and increase Miss Chic Bohé's follower engagement in their social media platforms. Creating interesting, attractive, and compelling content will improve their brand awareness when the audience is liking, reacting, commenting, and sharing the social media posts. Also engaging with the audience and customers by encouraging them to comment, like and share Miss Chic Bohé's posts as well as answering their comments and inquiries will promote the follower engagement.

To attract possible new customers to Miss Chic Bohé's social media pages and from there, generate traffic to their website www.misschicbohe.com. This will happen with effective social media marketing actions and decisions and combining all the above mention objectives.

1. GETTING VISIBILITY IN MISS CHIC BOHÉ'S SOCIAL MEDIA PLATFORMS

SOCIAL MEDIA MIX

THE CHOSEN SOCIAL MEDIA CHANNELS FOR MISS CHIC BOHÉ ARE FACEBOOK, INSTAGRAM, AND PINTEREST. BLOGS WILL BE USED IN THE FUTURE WHEN MISS CHIC BOHÉ REACHES THEIR TARGET WITH VISIBILITY, CONTENT STRATEGY AND SALES.

FACEBOOK

Facebook is the most used social media platform amongst Miss Chic Bohé's target group which makes it the most important marketing channel for Miss Chic Bohé. Therefore, it is crucial to establish a presence in Facebook, although it might be challenging to stand out.

POSTS

- *Information about the collections*
- *News about events and buying's*
- *Quality pictures*
- *Different competitions and giveaways*
- *Sharing content relevant to Miss Chic Bohé*

RECOMMENDATIONS

- *Posting 2 to 4 times per week (2 times per day)*
- *Focusing on special days (special offers/competitions/giveaways)*
- *Separating audiences and customers defining the demographics*

CONSIDERATIONS

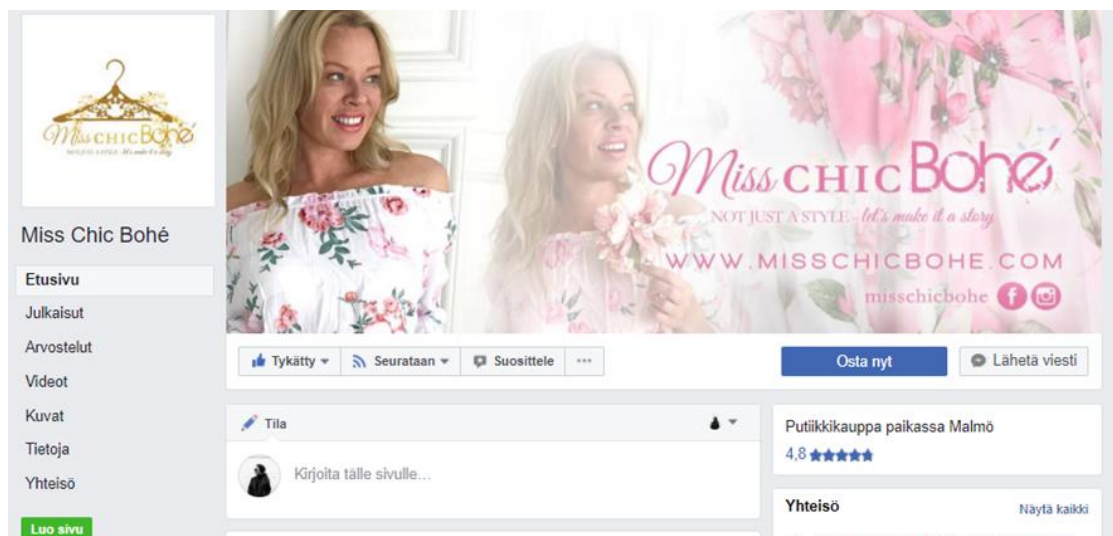
- *Utilizing Facebook ads to reach larger audience and gain new followers*

The organic reach of every Facebook post is limited which means that all Miss Chic Bohé's followers might not see all the posts. With Facebook ads, posts can be promoted to reach more audience and target the posts to a certain group of people.

Create a Facebook ad with interesting and engaging topic such as the launch of new collection, buying trip to Paris, special offers and events. Select an explicit target audience for the ad to achieve the most out of it and to gain potential customers.

NOTE: When investing in Facebook ads, the content and the purpose needs to be relevant and clear for followers. This is also a great way to target the posts for other markets than Finland, since Facebook allows to choose the demographics and location of the audience. Get better results by creating ads for different target markets (Facebook Ads 2018).

TIPS TO OPTIMIZE MISS CHIC BOHE`S VISIBILITY IN FACEBOOK



1. Give a great visual first impression

Make sure that the profile picture and cover picture you select, aligns with Miss Chic Bohé's brand. The cover picture is the most important and significant picture on your Facebook business page so pay attention to select the right one.

You can change it according to the new collections and seasons.

2. Add a business description

This is the chance to tell your audience about Miss Chic Bohé. There is space only for 155 characters so make it short and clear and just add what the audience needs to know about the company.

Later, you can add longer description to the "information" part on the left side of your profile.



3. Learn from page insights and Facebook Analytics

The more you have information and knowledge about your audience in Facebook, the more specified content you can create. Insights and Facebook Analytics, makes it effortless and easy to collect information and data about your audience and customers who are interacting in your Facebook page. It gives you data about your own page performance and audiences demographics and engagement. (Facebook Analytics 2018)

NOTE: *Using the page insights or Facebook analytics feature is crucial to your success. This will give you full understanding of your page and what you are doing right and wrong.*

4. Create Facebook ad to get visibility for your page and target the ad to specific group of people

This gives you a possibility to send your message out to a larger audience. Facebook Ads Manager allows you to look at the ads you are creating, and it helps you to organize campaigns. This tool will give you guidance through the whole process. Follow these instructions when making the ad:

- *Determine goal for the ad (brand awareness campaign/reach campaign)*
- *Decide the overall consideration for the ad*
- *Determine the type of conversion you will be working*

After you have appointed the goals:

- *Construct a name for your ad*
- *Specify and determine your audience (location/age range/gender/interests)*
- *Use the specified targeting*
- *Add distinct connections you will follow*
- *Decide where the ads will be placed*

NOTE: *Be prepared to expand your budget to make your Facebook ad more visible to a larger audience. After you have set your budget ready Facebook will send you a calculation on what the cost of ad will be (Facebook Ads 2018).*

INSTAGRAM

Instagram is a good platform to reach Miss Chic Bohé's target audience and is it a big part of the social media marketing plan. Instagram will be used to attract, engage, and inspire the audience.

POSTS

- *Content about the collections*
- *Pictures of the collections*
- *"Behind the scene"- pictures*
- *Lifestyle posts*
- *Quality content*

RECOMMENDATIONS

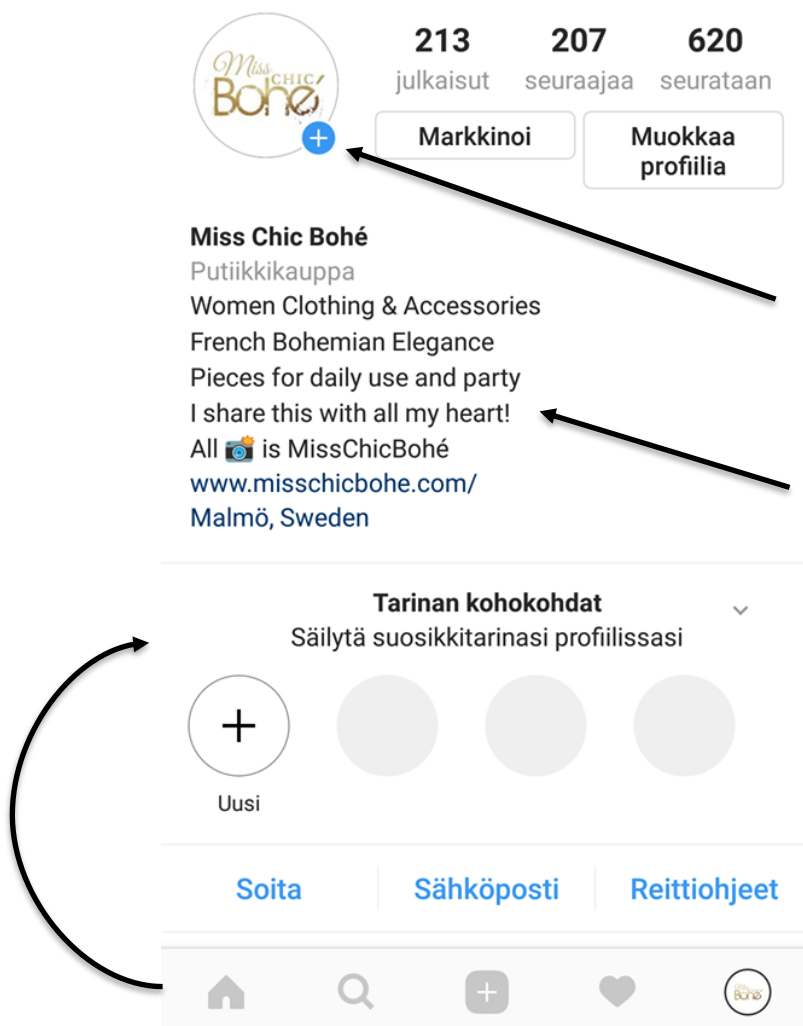
- *Pay extra detail in the overall feed, filters, colors, fonts, and the overall harmony of the page*
- *Pay attention on the quality of the photos; the size and the pixels.*
- *Post 3-5 times per week*
- *Comment and like competitors, partners, and customers posts*
- *Encourage customers to like and share your content*

NOTE: *Posts in Instagram does not need to be so informative than in Facebook. However, pay extra detail on the content, when posting in Instagram.*

CONSIDERATIONS

- *Use the feature to promote your individual posts*
- *Use Instagram ads to target the content to a specific group and gain new customers*
- *Consider adding Shopify feature to Miss Chic Bohé's marketing actions*
- *Partner up with designers and reach out to partner's follower network*

TIPS TO OPTIMIZE MISS CHIC BOHE`S VISIBILITY IN INSTAGRAM



1. Have the logo as a profile picture and keep the profile public

Logos are one of the most overlooked aspect on Instagram. Having a logo as a profile picture shows professionalism and the profile stands out from other profiles. If people like the logo, they will check your account!

2. Explain short what Miss Chic Bohé is about and include the link to the website

The caption in Instagram is important. It tells the audience what your business is about. Instagram allows limited amount of characters to the description so make it powerful and clear. Adding the websites URL is helping the audience to enter to the website.

3. Take advantage of Instagram stories with adding and combining different content and pictures to the highlight albums!

You get more benefit from your Instagram stories when you add them to the highlights. This feature lets you to merge multiple stories into long-term content what the audience can discover whenever. You can add more content or delete posts from a highlight album. To add one picture or more content, choose the right highlight album and tap on the three-dot button at the bottom. After this tap done and then the content is added. To delete the content, first select the picture you want to delete and then tap the same three-dot button to confirm the choice to delete it (Instagram Help 2018).

NOTE: Give the highlight album a name. It can be up to 16 characters long so try to keep it short and relevant. For example, in some album you can share the new collection and product details and in other album you can share your highlights from the buying trip to Paris.



4. Add contact details to profile.

Instagram users can contact Miss Chic Bohé via phone or email. Remember also to check your direct messages. That is a common channel where customers and business partners send inquiries.

5. Use the frequent visual theme in every post.

This is very important! Having same visual theme in every post is essential and it helps to present a clear brand. It is improving the overall brand image significantly.

You can for example play with colors. Choose one color and repeat it various ways in the profile. You can also choose a filter and use only that kind of filter in every Instagram post. This is an easy way to maintain a repeating theme.

NOTE: Make sure that the filter does not make the pictures blurry or grainy. It is important to post clear pictures where the products are distinctly visible.

Good photography is the key.

Don't spam your Instagram feed with only promotional posts. Posting behind the scenes pictures as well as lifestyle pictures will keep the followers interest up. However, don't forget your subject and the relevancy of the post.



6. Create a custom location

Posts with custom location tag, have a higher engagement rate. It also improves brand visibility and recognition, since Miss Chic Bohé's name appears in the beginning and center of the post.

NOTE: Consider also adding a signature hashtag. This is an easy way for the audience to connect and refer to your company in their posts. Trending hashtags attracts new followers to your profile and improves visibility and brand recognition.

7. Tag featured models, photographers, and partners

Tagging increases your profile's visibility but also customer and partner engagement. In this way, you will reach out to a larger Instagram community.

8. Promote your individual posts

There is an option to promote individual posts under every picture on your account. The post will pop up when the hashtags and keywords in the descriptions are used in a search. To promote your Instagram post:

- Select the post you want to promote
- Click the promote button (markkinnoi) under the picture or video
- Add wanted details on the post reach
- Add your budget
- Define how long the post will be promoted
- Approve the details and click the promote button

(Instagram Business 2018)

9. Use Instagram ads to target the content to a specific group

To do this, make sure your Instagram account is linked to your Facebook account. Follow these instructions when creating your Instagram ad:

- Choose what kind of ad you want to create (an image feed ad, an image story ad, a video feed ad, a carousel feed ad)

- *Choose the right picture or video from your feed*
- *Create an interesting and relevant description, signature hashtags and other features such as characters or emojis, next to the picture*
- *Confirm that you will use the chosen content on your Instagram ad*
- *Include a call-to-action button in the end of the content. This allows you to select from an array of buttons for following to a page, downloading the app, stepping to Miss Chic Bohé's website and so forth.*

NOTE: *Make sure to create a specific personality in each ad. Use relevant and memorable keywords and hashtags in the description. The content in the ad needs to be credible and relevant to your marketing purpose. Invite Instagram users to tag others who might be interested in your products (Advertising on Instagram 2018).*

PINTEREST

Pinterest can present Miss Chic Bohé's products more exciting and inviting. Pinterest attracts valuable customers and could bring visibility to Miss Chic Bohé's brand and products. It offers audience a platform to get inspiration and influence for their everyday outfits.

POSTS

- *Pictures of the outfits and collections including the link to Miss Chic Bohé's website*
- *Other interesting content relating to Miss Chic Bohé*
- *Behind the scene pictures*
- *Pictures from Paris*
- *Close ups from product details*

RECOMMENDATIONS

- *Make Pinterest your storefront*
- *Link other social media accounts to your Pinterest account*
- *Post weekly – however, not necessary to post so frequently*

CONSIDERATIONS

- *Pin Miss Chic Bohé's Instagram posts to Pinterest*

HOW TO GET STARTED

1. *Get Pinterest Account*
 - *You can login with your personal Facebook account*
2. *After making your account go to pinterest.com/business/convert*
 - *Enter your business name*
 - *Enter the type of business you are operating*
 - *Enter your website*
 - *Click “done”*
3. *Go to your own Pinterest account and click “create board”*
4. *Select a name for your board*
5. *Click the + symbol on the right side of your page*
6. *Click “upload pin” option*
7. *Download a picture you want to post*
8. *Choose a description or name for your picture*
9. *Choose the board where you want to add your content*
 - *Select a board which is relevant to your content*

NOTE: *Keep the webpage URL as close to the image as possible. This leads people directly to your online boutique.*

When setting up your business account and advertising in Pinterest, you need to add your payment details. This is only for to arrange the payment for the ads (Pinterest for Business 2018).

The steps of creating an ad are simple:

1. *Choose the specific image from your board which you want to promote*
 - *The pin needs to already exist on your board - you can't create a new content*
2. *Check the hashtags – it needs to be relevant to the image*
3. *Choose right keywords that your picture will be linked to*
4. *Select the target group based on demographics*
5. *Add budget for the ad*
6. *Create the campaign*

NOTE: *You can link your other social media accounts to your Pinterest account. It will help you to attract followers and users from separate social media platforms and therefore generate traffic. You can also do it other way. For instance, pin your Instagram posts directly to your Pinterest account. (Pinterest for Business 2018).*

Follow these steps to pin your Instagram posts to Pinterest:

1. Select a post in Instagram that you want to share
 - Tap **“share”** – **“copy link”**
 2. Open Pinterest or your mobile and go to your profile tab
 - Tap **+** button to add pin – tap the option **“copied link”**
 3. Pinterest will automatically turn the link from Instagram.
 4. Select the right picture
 5. Edit your description
 6. Add location
 7. Select a right board
- (Pinterest for Business 2018).

BLOGS

Collaborating with bloggers could help Miss Chic Bohé to be more engaged with your audience. Blogs and collaborating with bloggers can be used in the future when Miss Chic Bohé reaches their target with visibility, content strategy and sales. However, starting your own corporate blog could be possible if the resources allows it.

Collaborating with bloggers brings you their audience and their audience network. They can help you to generate traffic to your website, improve visibility and increase your sales and social media follower base.

RECOMMENDATIONS

- *Develop good content social media presence before approaching bloggers*
- *Make a list of good bloggers and possible partners that fits your businesses brand*
- *Look for blogs with large highly engaged audience*
- *Look for blogs with large social media follower base*
- *Their content need to fit to your brand*
- *Create a spreadsheet for essential details you are trying to achieve*
- *Approach blogs and ask their marketing options (and price)*
- *Be direct in your communication*
- *Be sure you know the blog and their brand well*
- *Offer something in return*
- *Plan the purpose of the blog post*
- *Create your own blog and become an influencer yourself*

2. IMPROVE BRAND AWARENESS AND FOLLOWER ENGAGEMENT

CONTENT STRATEGY

SCHEDULE

CONTENT PLAN

Strong social media presence builds brand awareness and brand loyalty but creating original content consistently is not easy. However, it is a key for successful social media marketing, and it will improve your visibility and follower engagement. The better your content is, the more interaction and follower engagement you are going to get. Keep track of how all your posts are performing and discover what content your audience finds engaging. Then post more like that.



Tämä julkaisu menestyy paremmin kuin 95 % viimeaikaisista julkaisuistasi. Tavoita laajempi kohderyhmä markkinoimalla sitä.
[Näytä kävijätiedot](#)

Markkinoi

*Don't just post for the sake of posting. **80%** of content should be informative, entertaining, and useful such as behind the scene pictures, quotes, lifestyle pictures and posts about Miss Chic Bohé as a brand. The remaining **20%** should be about the sales and offers.*

The content about the buying trips to Paris are i.e. excellent topic to post. On the left side, you can see a proof, how this kind of content is succeeding better than other posted content lately. Using relevant signature hashtags and promising something new and exciting is a great way to keep the audience interested.

NOTE: Posts between 100-250 characters get 60% more likes and interaction than posts with longer text – Keep it short, sweet, and pitchy!

Tykkääjät lauraelorinne, saripiirinen ja 37 muuta misschicbohe #aurevoir Paris 🌸💕 Ihanuuksia tulossa Miss Chic Bohén putiikkiin ja showroomiin 🌸
#misschicbohe #bohemchic #romanticstyle #flowerblouse #spinqtime #paris #eifeltower



Encourage your audience liking, commenting, and sharing.

Ask feedback – This is a great idea since you can create 90% more engagement than your other posts, and you receive valuable feedback and ideas.

Ask questions – When asking questions, you create engagement between you and your audience.

NOTE: *Ask the type of questions which are easy to answer to. Not too personal and not too general.*

PERFORM A CONTENT AUDIT

– this is important since it helps you to determine several things about your social media pages including:

- *Content which requires editing for improved quality*
- *More updated and current content*
- *Content which should be removed*
- *Content gap opportunities*
- *Which content, hashtags and keywords are working*
- *The strongest social media pages and how to leverage them*

CONTENT IDEAS

- *Season collections and outfits*
- *Behind the scene pictures*
- *Pictures and other content from Paris*
- *Product details*
- *Trending topics and visual trends*
- *Business decisions*
- *Company milestones*
- *Significant landmarks regarding sold products or services.*
- *Asking questions and feedback*
- *Big and small holidays and events*
- *Contest and surveys*
- *Inspiring quotes related to Miss Chic Bohé*
- *Storytelling*
- *Lifestyle content (about your own life)*

- *Educational content (i.e. product details or how they are made)*
- *Emotional headlines (they are increasing shares and click through)*
- *You can be promotional if you are being helpful and authentic*
- *Spark curiosity with promising something new and exciting*

TIPS BEFORE POSTING:

- *Think about the purpose of your post*
- *Analyze how personal your content is*
- *Analyze the promotional aspect of the content*
- *Make sure the content is relevant to your company brand*
- *Share your content to your target audience*

NOTE: *Do some research – Take a look at: LinkedIn Answers, Yahoo Answers, Quora or other questions and answers networks where you can find information and answers about your industry. Researching these, might create some content ideas.*

SCHEDULE

Social media is about quality, not quantity. That is why careful planning and developing a social media marketing schedule helps you to reach the success. Try to find out what time your target audience is using social media. You can do this with experimenting and posting different content at different times and look what works the best.

You need to plan a schedule for every social media platform and post. Plan a schedule you can keep up with and which is easy to follow and maintain. This will give you a clear plan with what needs to be posted and what is coming next, so you never miss important dates. Getting posts regularly out of certain time increases brand reliability and credibility. It shows professionalism and that you have a strict routine and you are persistent.

TO DO DAILY:

- *Check any notifications that appeared when you were offline*
- *Respond to comments, inquiries, and problems as soon as possible*
- *Review that everything is working*
- *Review which posts are getting the most likes and responses and take notes*
- *Schedule your comments for the rest of the day*
- *Comment and like other brands content – Interaction is the key*
- *Follow back*
- *Schedule your posts for the next day*

TO DO WEEKLY

- *Experiment with different posts what content and time creates engagement and likes*
- *Review trending topics related to Miss Chic Bohé*
- *Check your competition – What are they posting? – How are their follower base?*
- *Make new connections – Start following other brands and users who are your target audience*
- *Engage with influencers and partners*
- *Update your social media ads*
- *Post your own content many times a week depending on the platform*

TO DO MONTHLY

- *Draft content and advertisement, keyword ideas*
- *Plan and schedule content for the next month*
- *Plan with calendar – look up for special dates (i.e. valentine's/ Mother's Day)*
- *Revise website*
- *Track email subscribers coming from social media*
- *Take new quality pictures*
- *Run campaigns and competitions*
- *Track and record marketing results*
- *Analyze the results and make conversion*
- *Set goals for the future*

3. ATTRACTING NEW CUSTOMERS AND GENERATE TRAFFIC TO WWW.MISSCHICBOHE

TIPS TO OPTIMIZE WWW.MISSCHICBOHE.COM AND GENERATE TRAFFIC

- *Create good content so the customer is spending more time on the website*
- *Update your content, pictures, and collections regularly*
- *Link your social media channels to your website*
- *Make it user-friendly*
- *Optimize the website for mobile devices*
- *Advertise- Utilize Facebook, Instagram, and Pinterest ads*
- *Be social and active in your social media channels*
- *Experiment with different length, format, and time to post content*
- *Pay attention to headlines*
- *Generate leads and increase conversions*
- *Start email marketing*
- *Learn from your mistakes and analytics*

SEARCH ENGINE OPTIMIZATION

- *Make sure that SEO is optimized for the products*
- *Make sure if SEO needs cleaning (errors, broken links)*
- *Use strategic keywords for SEO*
- *Improve your description meta tag and title tag*
- *These are the most important tags which are ensuring the attention for the web-site*



EXECUTE, EVALUATE & EVOLVE

With following this social media marketing plan and specific instructions and tips, Miss Chic Bohé will achieve the social media marketing goals.

Reviewing the process after executing the plan is crucial since this will show how the action plan is progressing and whether the targets are achieved. From this evaluation the strategy and plan should be evolved.

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