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THESIS - BACHELOR'S DEGREE PROGRAMME  
SOCIAL SCIENCES, BUSINESS AND ADMINISTRATION

# MARKETING CHANNEL ANALYSIS: TO REACH GENERATIONS Z AND Y

Case: Karelia Air Command

Author: Miia Haverinen

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Author(s) Miia Haverinen			
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Supervisor(s) Ulla Pekkarinen, Abdelazim Hannoura			
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<p>Abstract</p> <p>Karelia Air Command, an operational unit of the Air Force, is responsible for promoting the Air Force's special courses of conscription and the Defense Forces as an employer to young people in Eastern Finland. As annually organized public events are the core method to complete promotional activities regarding recruitment and military service locally, it was necessary to learn if currently utilized media channels allow the organization to attract the target population belonging to generations Z and Y. The intention to conduct such a study increased, when the organization noticed that the events organized in the recent years had attracted interest mainly among older population. In addition to a marketing channel analysis, the client organization's objective was to investigate, how Facebook paid reach affects the youth's reach and the site's activities compared to the organic Facebook reach. The fact that the power of Facebook's organic reach and the site's popularity among young people has declined over the last few years provided an interesting starting point for the research.</p> <p>The study was quantitative and conducted with questionnaires at two events called Sotilasilmailusta ammatti and Puolustusvoimat 100 Kesäkiertue; the latter involved a Facebook event campaign and the first one relied on organic channel reach. The questionnaire results provided an overview of the marketing channels through which event visitors had become persuaded to attend the events. In addition to Facebook data, the survey results provided insight into the power of the Facebook event campaign and the difference between organic and paid channel reach. Also, gathered secondary data of social media trends, organic reach statistics and social media behavior of young people supported the research results and assisted to make recommendations of the marketing channel choices in the client organization in future.</p> <p>According to the survey, the most relevant media channels in event marketing are the newspaper Savon Sanomat, Facebook (paid reach) and the Air Force's official website. Billboards and the local newspapers Kaupunkilehti and Uutis-Jousi have no power in attracting people. However, due the narrow sample of young people in the survey, it is unresolved whether there are other marketing channels that allow to reach young population especially. However, the Facebook event campaign affected significantly customer reach compared to the channel's organic reach. Also, the campaign impacted significantly on the overall visibility of Air Force's Facebook site. The Air Force should consider utilizing social media more widely in future to attract young people more effectively.</p> <p>The implementation of the research was agreed with the client organization and the research permit was received from the Defense Forces before the study process. The main connections between theory and results were analyzed thoroughly and outcomes were presented to the organization. The results provide guidelines for planning of future event marketing and encourage the Air Force to take advantage of social media channels more diversely.</p>			
<p>Keywords</p> <p>Digital media, traditional media, social media, social media marketing, organic reach, paid reach, Facebook, generations z and y</p>			

## 1 INTRODUCTION

Digitalization has revolutionized the way organizations interact with their customers, potential employees and other stakeholders and marketing has turned from mass marketing into target marketing through digital media. Nowadays, social media is overtaking traditional media channels, such as newspapers, and new marketing methods provide efficient and flexible opportunities to attract the organization's target audiences. New communication and marketing approaches through social media allow increasing organizational visibility, creating a positive employer brand and maintaining two-way interaction with stakeholders. The goal of marketing is that the organization attracts and engages its target audience, why important is to learn which communication channel to utilize in delivering the message.

Nowadays, the retirement of older generations creates a shortage of workers and the competition for talents becomes more challenging. New generations, Z and Y, of job seekers and students constitute the largest segment in the workforce in nowadays and future, why important is to learn how to attract them to join to the organization. The client organization of the study, Karelia Air Command, is responsible for promoting special courses of military service and careers in the Defense Forces in Eastern Finland. Recruitment marketing is conducted mainly by annual open-day events, those target population are young people near the age of conscription and young people who are considering study or career opportunities in near future. Thus, important is to learn, which event marketing channels allows attracting especially young population.

The study analyzes the effectiveness of Karelia Air Command's current event marketing channels from a viewpoint, how each media channel attracts especially young people. An intention to conduct the study increased, when Karelia Air Command noticed that events organized in the past years have attracted mainly older population. The event marketing channels have involved local newspapers of Kuopio and Siilinjärvi, the Air Force's official website and the organization's Facebook page based on the channel's organic reach. Marketing channel analysis has not been implemented in the organization before, which increases the motivation to examine the situation of currently utilized media channels in marketing.

In addition to the marketing channel analysis, the client organization desires to investigate more thoroughly the utilization of social media in event marketing. The aim is to explore, how the Facebook paid reach affects to the reach of young people compared to the channel's organic reach and also, how advertising affects to the site's overall visibility. Thus, the Facebook event campaign is conducted during the research on the Air Force's Facebook site to examine the effects. Facebook's popularity and the power of organic reach have been critical subjects of several articles and studies among marketers and marketing companies in the recent years. Even though Facebook has more than 2.5 million users in Finland, its popularity among young people, especially those under the age of 18, has been declining. Noteworthy is that as social media trends evolve constantly, the study provides findings of the current situation and encourages the organization to track and analyze their media channel activities and efficiency more regularly in future.

The study is quantitative and conducted with questionnaires at two events called Sotilasilmästä ammatti and Puolustusvoimat 100 Kesäkiertue; the latter involving the Facebook event campaign and the first one relied on the organic channel reach. The questionnaire queries the event visitors in which media channel they were attracted. Instead, Facebook data in addition to the survey results provide insight into the power of the campaign from a viewpoint, how the paid reach impacts on the customer reach and the site's records. Also, interesting is to examine how the Facebook campaign affects the number of event visitors who gain the event information from the Facebook advertisement.

The chapter, *Generations Z and Y*, provides an overview of values and social media usage of today's young people. The following chapters examine the opportunities of the constantly evolving digital environment and social media trends and compare the main differences between traditional and digital media types. Also, the principles and the power of social media marketing and the effects of paid reach are introduced. The Facebook campaign process and Facebook records are presented in the chapter *Puolustusvoimat 100 Kesäkiertue Facebook Campaign* and the research process and survey results are examined in the chapter *Execution of the Research*. In conclusions, the author summarizes the overall findings of the study based on the questionnaire survey in addition to Facebook data and secondary data.

The topic and the execution of the research are agreed with the client organization and the research permit for the study is applied from the Defense Forces before the study process. The organization's communication, social media and human resources strategies are studied and followed during the research process constantly so that the research supports the organization's goals as well as the existing regulations. The implementation of the study is practical, as the author works for the client organization in Administrative Section in the field of communication. During the research process, the author and client organization acquire a practical experience of social media advertising on Facebook, which hopefully encourages the organization to take advantage of the convenience of social media marketing widely in future. The study will develop the author's professional skills and provides an experience of conducting a marketing channel analysis for the organization in a local area.

## 2 THE AIR FORCE AND KARELIA AIR COMMAND

The Finnish Defense Forces is a notable public employer having 12 000 employees working in various occupations, including military and civilian positions around Finland. The Defense Forces has a vital role in securing Finland's independence and the citizens' living environment throughout the history, in times of peace and war. The main tasks of the Defense Forces in addition to Finland's military defense are supporting other authorities, participating in providing international assistance and participating in international military crisis management. The defense capacity consists of the capabilities of Army, Navy and Air Force in addition to joint capabilities. (Puolustusvoimat 2018.)

The Finnish Air Force, an operational unit of the Defense Forces, is responsible for Finland's air defense. The primary task of the Air Force is to prevent and counter air attacks, maintain the capability of air operations and lead air defense on a national scale. The Air Force has approximately 2,000 uniformed and non-uniformed service members and the service trains approximately 1,300 conscripts annually. The Finnish Air Force includes five units; Air Force Command, Air Force Academy, Karelia Air Command, Lapland Air Command and Satakunta Air Command. (Ilmavoimat 2018.)

Karelia Air Command is an operational unit of the Air Force, located in Rissala, Siilinjärvi. Karelia Air Command has operational locations across its area of responsibility that covers the entire Eastern and Southern parts of Finland. Karelia Air Command is in continuous readiness to exercise command and control of air operations. The command employs around 750 professionals, of whom 500 are salaried active duty personnel and 250 consist of conscripts undergoing their military service. (Ilmavoimat 2018.)

### 2.1 From military service to the career path

The Finnish military national defense is based on the civic duty of military service. Conscription guarantees Finland's military security as it generates enough resources for the Defense Force to act effectively in times of war and crises. All male Finnish citizens are liable to attend call-ups during the year when they reach the age of 18 and they must either complete military service or non-military service. In addition, women can apply for voluntary military service. During the service, the conscript is trained for wartime duties that will help to defend the country. Military service begins with a basic training period of eight weeks. The basic training is similar in all Armed Forces military units (Army, Navy, Air Force), after which conscripts can assign to various units for special training. Overall, military service last 165, 255 or 347 days. (Puolustusvoimat 2018.)

Special operation forces provide the opportunity to complete military service in more challenging way by taking part to special training. Undertaking the special operations forces application means that the conscript voluntarily applies for particular conscript training before reporting for service or during the basic training period. The Air Force's special trainings are; Pilot Reserve Officer Course, NCO Aircraft Maintenance Programme, NCO Control Centre Programme and Military Driver Course.

(Varusmies 2018.) Special trainings and the military service might motivate conscripts to continue to a career in the Defense Forces. Military service and Special operation forces are promoted through annually organized public events and school visits. Karelia Air Command promotes these in the area of Eastern Finland. (PEHENKOS 2017, 6; KARLSTO 2017, 3-6.)

## 2.2 External communication in the Air Force

External communication is spreading information about the organization or a company to public and stakeholders outside the business. The Air Force's main external communication tools are the official website (ilmavoimat.fi) and social media, having profiles on Facebook, Twitter and YouTube. The main social media channel in all operational units (the Army, the Navy and the Air Force) is Facebook and Karelia Air Command utilizes the Air Force's Facebook page to communicate with locals in Eastern Finland. The Defense Forces' online communications are governed by laws and regulations and instructions issued by the state administration. (Ilmavoimat 2018, 1-3.)

The main objectives of the Air Force's external communication are sharing reliable information about operations and maintaining the positive attitude of public towards the Defense Forces, while strengthening the country's defense policy. Also, through online communication the organization shares information to citizens and the media about its public events, which are meaningful from a recruitment viewpoint. One of the main target groups of the Defense Forces' communication are young people near the age of conscription and who are considering study and career opportunities in near future, so mainly generations Z and Y. The Defense Force's communication and social media strategies are introduced throughout in the chapter 5.0. (KARLSTO 2017, 3; Puolustusvoimat 2018, 7-8.)

## 2.3 Career and special course promoting in public events

An open day-event is a traditional practice of many organizations and companies, as it provides a great opportunity to introduce business operations. The core benefit of the organization's public events is that they enable two-way (bilateral) communication between stakeholders and the organization. (Juholin 2009, 212.) The Defense Forces organizes events to maintain the positive attitude of locals towards national defense, to promote career possibilities and military service, to strengthen an employer image and to increase the organization's general visibility. (PEHENKOS 2017, 6; KARLSTO 2017, 6.)

In 2018, the Finnish Defense Forces celebrates its 100<sup>th</sup> anniversary by organizing more than 120 events around Finland. The Defense Forces' two main annual public events are Sotilasilmailusta ammatti and Puolustusvoimat Kesäkiertue (in the study: PV100 Kesäkiertue); which are arranged by different operational units in various cities in Finland. In 2018, events are promoted with the theme of anniversary and the slogan: 'national defense is everybody's business'. (Puolustusvoimat 2018.) Karelia Air Command is responsible for organizing and promoting Sotilasilmailusta ammatti- and Puolustusvoimat 100 Kesäkiertue-events in Kuopio.



Sotilasilmailusta ammatti-event is organized at the area of Kuopio Airport and Karelia Air Command. Instead, Puolustusvoimat 100 Kesäkiertue is hold in Kuopio harbor. At both events, visitors get familiar with Karelia Air Command's operations and professionals. The events include military equipment exhibitions and music and Hornet air shows, those attract people of all age groups. Overall, events are important from a viewpoint of strengthening the employer image, increasing general visibility and interest toward career possibilities and conscription in Karelia Air Command and the Air Force. As events are targeted to population of generations Z and Y, important is to attract and motivate them through relevant marketing channels to participate at the events.

In previous years, Karelia Air Command's event marketing channels have involved the local newspapers Savon Sanomat, Kaupunkilehti and Uutis-Jousi and the event information has been shared on the Air Force's official website. Also, the event sub-pages on the Air Force's Facebook page have been published to spread event information on social media based on the channel's organic reach. In 2018, events are marketed mainly similarly, but in addition, billboard advertising is arranged during a two-week period before up-coming events. Also, the Facebook event campaign is conducted first time to explore the effects of the paid Facebook reach.

### 3 GENERATIONS Z AND Y

A generation refers to the people in a same group of the same age. The group has in common the experiences they share, as they are born in the same era or time period. The each generation obtains its own characteristics that affect their behavior and ways of thinking. (Kundanis 2003, 33.) O'Donnell (1985, 2) introduced Tavistock's definition from A Dictionary of the Social Sciences, that a generation comprises all the members of a society who were born approximately at the same time, whether they are related by blood. Mannheim (1952), instead, suggested that the sociological phenomenon of generations is ultimately based on the biological rhythm of birth and death. According O'Donnell (1985, 1), the age group is the broadest term used to refer to an aggregate of people differentiated from others according to age.

The three latest generations creating today's workforce are defined with their main characteristics by following:

- Z-generation: People born during 1995 and 2000s. The generation is born completely within the technology age and multiculturalism (Duncan 2012).
- Y-generation: People born during 1980s and early 1990s. Children born during this period have constant access to technology, as computers and cell phones (Business Dictionary 2018).
- X-generation: People born during 1960s and 1970s. They have increased understanding of technology, having grown up during the age of computers (Business Dictionary 2018).

The members of the latest generations, Z and Y, of job seekers and students constitute the largest segment in the workforce now and in future. In addition, over 1.8 million people in Finland belong to Z and Y generations and about half of them are over the age of 15. It is important to note the main differences between generations, for example, when planning the organization's communication activities that aim to attract a specific age group. If the organization understands the target generation's behavior and a worldview, it has likely the better possibility to create target advertising that attract and engage the desired audience. (Ilmarinen and Koskela 2017, 4.1.) Thus, also from a recruitment viewpoint, employers should research, plan, and engage the most skilled members and potential employees of the target generation in new ways. Tapscott (2010) stated that employers need to adapt to the work habits and a worldview of new generations and take account changing factors of environment in where the organization operates. Generally, that means the transformation both internal and external organizational practices to the way that job seekers and students of new generations can find, connect and apply to the organization. (Tapscott 2010, 190).

### 3.1 Values of young people

According Schwartz (2012, 3), values are important and lasting beliefs or ideals used to characterize cultural groups, societies, and individuals to explain motivational bases of attitudes and behavior. Values serve as broad guidelines in situations and help to understand the difference between right and wrong (Business Dictionary 2018). Schwartz's theory (2012, 3-4) discovers that values refer to desirable goals that motivate to action; they guide the selection or evaluation of actions, policies, people and events. (Schwartz 2012, 3-4.) Kluckhohn and Strodtbeck (1961) addressed that values answer basic existential questions, helping to provide meaning in life. (Encyclopedia of Sociology 2001)

Tienari and Piekkari (2011) introduced in the article, *Z ja epäjohtaminen* (2011, 14-15), Tapscott's (2010) list of factors that differentiates Z and Y generations from the generation X, including changes in social factors and changes in values, work life, learning and functional ability. According Tapscott (2010), especially people of Z generation desires freedom in everything they do, why they love personalized solutions and customization. Also, new generations question things more in depth and they search trustworthy employers and organizations to work for. They require more enjoyment in their life desiring everything to happen immediately. New generations are innovators, whose engagement through marketing is based on interesting contents that are easily available. (Tienari and Piekkari 2011, 14-16.)

Changes of new generations' values affect the role of the military service and voluntary national defense work. Globalization, the information society, multiculturalism and international labor market opportunities shape the person's worldview. The Defense Forces has realized that changing societal values from communality to appreciating individual freedom and individuality challenges the country's defense policy. (Puolustusvoimat 2015, 5-10.) Therefore, it is important to reach young population and promote military service and national defense with a proper tone, by a relevant method and media channel. Face-to-face communication provides an opportunity to a young person and professionals to discuss about the country's defense policy and military service in a less authoritarian way. Thus, in addition to media channels, public events are an excellent way to communicate and share information in this regard. Today's young people are more aware of their rights and they desire independently to make decisions - after the critical consideration.

### 3.2 Internet and social media behaviors

Internet and especially the social media usage (e.g.; Facebook, LinkedIn, YouTube, Instagram, etc.) is the most significant characteristic of generations Z and Y (Olivas-Lujan and Bondarouk 2013, 169). According statistics, 98% of young people at the age of 16 to 24 in Finland used internet daily in 2017 and 96% of the usage was based on social network services (SVT 2017). Social media services enrich social communication of real life of young people, why this "digital natives" spend a significant amount of their time networking and on different virtual communities (Bowley 2010). According Rosnay's study (2006), internet users' behavior among new generations have evolved as

they create, share and exchange various contents in a digital environment. Generation Z and Y express opinions online through various platforms and call into question the traditional broadcaster of information, such as printed media. (Olivas-Lujan and Bondarouk 2013, 100.) Ilmarinen and Koskela (2015, 4.1) addressed that new generations are “always-on consumers” as they are constant online.

The latest generations adopt fast new types of social media (Ilmarinen and Koskela 2015, 4.1). In addition, young people gain knowledge increasingly actively through social media before making decisions. For example, they search study and career opportunities and track events and brands online. Learning and gaining experiences are discovered with visuals and videos, why new generations prefer video-formatted instructions instead of written information. (Olivas-Lujan and Bondarouk 2013, 110.) When the organization desires to attract and engage young population through marketing, it is required to utilize media channels that allow delivering a message and content in more interesting way.

## 4 TRADITIONAL AND DIGITAL MEDIA

Digitalization is creating a digital version of physical things, objectives and processes. It is about converting or representing something non-digital into a digital format which then can be utilized by a computing system for various reasons. Over the years, books have turned into e-books, department stores into web shops and advertising is conducted more and more on digital platforms. Digitalization has changed how products are produced, sold and distributed and how companies are managed (Strategy& 2013, 4). In addition, digitalization has shaped people's behavior, market dynamics and business activities, which require organizations and individuals to adopt new practices and skills in their daily activities and operations. Ilmarinen and Koskela (2017, 2.1) suggested that digitalization should be reflected in the strategy of each company in the 2010s. (Digitization, digitalization and digital transformation: the differences 2016; Ilmarinen and Koskela 2017, 2.1.)

Digitalization revolutionizes the way companies and organizations interact with their stakeholders (The Digital future of creative Europe 2013, 4). It has significantly changed the way companies promote their products and services, workplaces and the organizational culture. Marketing operations are increasingly shifting into digital media, such as on social media and websites (Ilmarinen and Koskela 2015, 3.0). According Statistics Finland (2017), 89% of today's companies utilize social media for developing a business image or advertising products or services. Ilmarinen and Koskela (2015, 3.0) estimated, that even advertising in newspapers is still the largest advertising format in Finland, digital marketing is likely overtaking it in the near future. Thus, important is to learn, for example, social media communication and marketing principles at an early stage to benefit great opportunities that social media provide for businesses.

### 4.1 Marketing and advertising

Marketing is an activity that aims to influence by making the company or organization, its products or services familiar with, increase the interest and meet the needs of the customers. Marketing is the systematic planning, implementation, and control of various activities aiming to create, keep and satisfy customers. Philip Kotler (1980) stated that marketing is about satisfying needs and wants through an exchange process (Ward 2002, 1). However, the goal of marketing is not always selling products; it might also be selling ideas or promoting a workplace or events. (Lake 2018.) According Schmitt's (2018) article of marketing in today's economy, marketing has shifted from mass marketing to target marketing in which a customer engagement plays a significant role. In addition, communication is a fundamental part of a company's marketing effort, including all the messages and media used to communicate with the audience (MarCom 2013).

Advertising is a component of overall marketing process that seeks to communicate with a particular target audience through a chosen instrument. Lake (2018) defined that advertising is the process of making the product or service known to public, including the placement of the ad on selected media. Overall, advertising refers to the action of how the organization gets the word out about the business, product, service or workplace to people it desires to reach and attract most. (Lake 2018.)

Rope (2005, 122-123) explored, similar than Kotler (1980), that advertising aims to affect emotions, why it is important to plan how to deliver the message, also with which tone and content to share it. Advertising assist to increase awareness, build a desired image, and reach desired and new audiences. As the number of available advertising methods grows; the importance of their coordination increases. (Ilmarinen and Koskela 2015, 214-215.)

#### 4.2 Media channel comparisons

Traditional and digital media are the two main forms through which to conduct various marketing methods. Each media types provide a different way to influence perceptions and to motivate audiences, as they have a unique approach in delivering a message. Nowadays, the online transformation impacts on the use of traditional media, as digital media provides more effective methods to reach and interact with target audiences. (Vos and Schoemaker 2015, 26-27.) Overall, advertising on digital media is becoming more efficient compared to traditional marketing efforts, such as advertising in printed media. (Marketing Teacher 2018.) According Ilmarinen and Koskela's study (2015, 1.0), the contribution of Finnish companies to digital advertising has grown annually and the most increasing trend is social media advertising.

Advertising in traditional media includes the use of television, radio, newspapers and magazines to deliver the message. Instead, digital media covers all platforms and services utilized in digital environment online. Digital media advertising methods are, for example, social media marketing, display advertising, mobile advertising and search engine marketing (SEM). (Knowledge Bridge 2014.) Organization should understand the differences and characteristics of traditional and digital media types and select the media through which it could attract and engage its target audience.

TABLE 1. Comparison of traditional and digital media communications (Knowledge Bridge 2014)

<b>Variable</b>	<b>Traditional media (e.g. newspaper)</b>	<b>Digital media (e.g. social media)</b>
<b>Communication way</b>	one-way	two-way
<b>Content</b>	text, images	text, images, videos, live-streams or mixes
<b>Targeting</b>	limits in targeting	various targeting possibilities
<b>Availability</b>	mostly in selected time or a day in a week	possibility in 24/7 basis
<b>Tracking records</b>	difficult or not accurate	platform data, analytic tools
<b>Costs</b>	costly compared to the unknown results to reach	flexible budgeting options, more low-cost opportunities

As Table 1 introduced, there are several differences that can be identified when comparing traditional and digital media formats in advertising purpose. First, traditional media advertising is a one-way form of communication without feedback or response of audience. Instead, digital media allows two-way communication with various methods of response. In traditional media, there is no mechanism to a direct response; instead, the advertiser in digital media such as on social media can track viewers of the ad with the channel's data or with various platform analytic tools. (Knowledge Bridge 2014.)

Digital media provides the possibility to use contents more versatile compared to traditional media. The content in digital media can include text, images, videos or live-streaming, or combination of these used simultaneously in creative ways. Instead, traditional media does not provide the similar possibility to use content options or mix them as widely. (Knowledge Bridge 2014.) For example, as social media advertising includes utilizing visuals with a colorful way to catch attention, advertising in newspapers involve no more than text and image among other similar publications. As visuals, videos and live contents have a significant role in the internet usage of young people; digital media have a competitive edge over traditional media to engage and attract them more effectively.

From a viewpoint of reaching target audience by geographic areas or demographic characteristics, digital media provides wider possibilities over traditional media to reach people. Even local newspapers provide relevant information to their communities; unknown is, if the information reaches the desired audience. Instead, digital media have no limits in reaching people geographically as it provides the possibility to even micro-target audience, which means reaching exactly the desired audience with ad settings. Digital media is actually an always-on experience as everything is available on a 24-hour basis and content is stored in some form of a digital memory. (Vos and Schoemaker 2015, 40-43, 85-87.)

From a financial viewpoint, the costs of advertising in both media forms, traditional and digital, are based on the total number of people reached by the media usage. Nevertheless, there are differences how the advertising cost is actually formed. Digital media, in general, is more cost-effective option compared to traditional media advertising, from the viewpoint that it provides flexible methods to shape the advertisement budget and select the target audience. On the contrary, traditional media advertising tools might be costly when noticing their unknown effectiveness, as the advertiser rarely achieves data, how the ad has reached the audience, instead of various analytic tools of digital platforms. Also, the cost of traditional media, such as newspaper advertising, is generated from every printed publication, without knowing if the target audience is actually reached through the advertisement. Instead, the total expenses of digital media advertising are controlled by the desired size and the target location of the audience. (Vos and Schoemaker 2015, 40-43, 85-87.) The following table (Table 2) introduces the costs of media channels used in Puolustusvoimat 100 Kesäkiertue-event marketing in Kuopio.

TABLE 2. PV100 Kesäkiertue event advertising channels (KARLSTO 2018)

Channel	Time of publication	Cost (+VAT 24%)	The total cost in percentage (%)
<b>Billboards</b>	1.-13.6.2018	2810,00e	52%
<b>Savon Sanomat</b>	7.6.2018	1505,00e	29%
<b>Facebook</b>	1.-13.6.2018 (24/7h)	500,00e	9%
<b>Savon Sanomat e-newspaper</b>	7.6.2018	390,00e	7%
<b>Kaupunkilehti</b>	9.6.2018	183,95e	3%
<b>In total</b>		5388,95e	100%



Social media is a series of websites and applications allowing people to post and share real-time contents, such as pictures and videos in various efficient ways online (Hudson 2018). Social media is dedicated to community-based input, interaction, content-sharing and collaboration and it offers various usage opportunities to individual and business users, such as for companies and organizations (Rouse 2016). Lehti and Rossi explained in *Digitaalinen Suomi 2017* (2017, 691) that social media increased its popularity at the turn of the 2000s and since then it has transformed the way people live and do business today. According Kananen (2013, 13-15), social media consists of communality, listening and discussion as a social phenomenon.

Social media is an excellent tool to increase the awareness of a person or an organization and it is an important tool to build and strengthen an employer image. (Valtari 2018, 3.) For both, to the individual user and the organization, social media provide the possibility to maintain two-way communication and existing contacts, use the sites free of charge and to share knowledge. (Olivas-Lujan and Boundarouk 2013, xii-xiii) On social media, employees could with their name and face responds to audience's questions and comments online, so the followers get a realistic contact with the organization. Gangi and Wasko (2016, 2) addressed as following; "Social media is valuable because it not only satisfies the needs and interests of users, but also supports an interactive audience for advertising and market intelligence to an organization. "

From a recruitment viewpoint, social media provide the possibility for organizations to reach new audiences with a wide volume, search job candidates and make timely, direct and low-cost contacts. Olivas-Lujan and Boundarouk (2013, xi) discovered Perdue's (2010) viewpoint, referring that all types of businesses are involving social media to reach new audiences. Through social media, the organization has access to increase its visibility as a workplace. With interesting social media posts, potential applicants might get interested in the organization, start to follow it and at some point, might get interested in a career in the organization. In addition, social media make recruiting more visual (Salli and Takatalo 2014, 37). Olivas-Lujan and Boundarouk (2015, 25) estimated that recruiting is becoming more interesting and efficient with the use of various new media technologies that allow to create inspiring contents with visuals. "The picture tells more than a thousand word (Salli and Takatalo (2014, 37). " (Olivas-Lujan and Boundarouk 2015, xiii.)

Salli and Takatalo (2014, 31) underlined that through social media organizations can also reach passive job candidates, who are not actively seeking a job. They do not visit job search sites but can run into a recruitment announcement on social media and get excited about applying the position. Also, a candidate might notice the post of an organization's public event on social media, participate at the event, after which get interested in the organization as a workplace. Thus, the content on the social media site does not necessarily need to concern an open position; moreover just an interesting picture or video from the organization might increase interest among people, after which they start to follow the organization's profile. (Salli and Takatalo 30-32.)

## 5.1 Social media trends

Social media has become a major part of ordinary business and thousands of social networks are available all over the world (Headworth 2015, 1). Social media channel trends have changed rapidly during the years; sites have evolved and introduced new characteristics to the users. As social media channels evolve, the user's competences also change. Thus, organizations should regularly search and analyze current trends of media sites in order to manage their social media skills. Social media trends impact on the choice of channel through which the organization should communicate with its target audience.

Facebook has been regarded as one of the most popular social media channels throughout its existence. However, Facebook's popularity has been the subject of several articles and studies among marketers and marketing companies in the recent years. Even though Facebook has more than 2.5 million users in Finland, its popularity among young people, especially those under the age of 18, has been downward in recent years. Instead, the popularity of the channel has grown among users of X-generation. (Statista 2015; eMarketer 2016; Vos and Schoemaker 2005, 41; Michelino 2017; DNA 2017; Pönkä 2017; Reinikainen 2017; Valtari 2018.)

According studies, social media channels such as WhatsApp, Instagram and Snapchat have increased their popularity among young population. According the research of top social media in the Nordics (AudienceProject 2016), especially Instagram had the most growing number of users in Finland in 2016. The upward trend has continued, as the daily trend of Instagram usage increased by 10% between 2016 and 2017, according the study of digital lifestyles conducted by DNA (2017). Instead, the trend of Facebook's daily users has remained nearly same since 2016. (Statista 2015; eMarketer 2016; Vos and Schoemaker 2005, 41; Michelino 2017; DNA 2017; Pönkä 2017; Reinikainen 2017; Valtari 2018.)

Today's young people adapt social media channels that allow them to share live-time contents and videos in various ways, why especially Instagram and Snapchat have increased their popularity during the last few years. The easy usage of Instagram attracts young people and through Snapchat they communicate and share videos with their friends. On Instagram, people follow not only their friends, but also companies and brands creating communities based on them. Thus, especially Instagram provides excellent opportunities to organizations to attract and engage young people through interesting videos and photos. Instagram's popularity among young population is expected to continue and grow in future; however, rapidly changing social media trends challenges tracking the top popular channels. The only fact is that today's statistics of social media trends are more likely changing very soon. (eMarketer 2016; DNA 2017; Suominen 2017; Pönkä 2017; Reinikainen 2017; Valtari 2018.)

## 5.2 Engagement and employer branding

Engagement is the emotional connection between a customer and brand or an employee and the organization. Gangi and Wasko (2016, 4) defined that engagement is a part of the user experience,

a psychological state, and user behavior. In addition, engagement is a user's state of mind that warrants heightened involvement and results in a personally meaningful benefit (Gangi and Wasko 2016, 4). Engagement serves an individual, fulfilling a basic human need to be connected to worthwhile endeavors. (Olivas-Lujan and Boundarouk 2013, 122).

Customer engagement is about creating a relationship with a customer based to awareness and loyalty, accomplished example via marketing campaigns, website posts or social media reach (Rouse 2017). Customer engagement is the process of actively building, nurturing and managing relationships with audience. Social media with its great opportunities provides a new dimension in building relationships between the organization and audience and engagement can build a meaningful competitive edge over other businesses in the field. (Ledbetter 2016; Clarabridge 2018.) As emphasized in the chapter 3.0, new generations' behaviors are highly tied to the use of digital environments and they search information more and more through social media. Thus, social media is an excellent tool to actively maintain the conversation with young people. (Girard and Fallery 2011.)

Engagement is also a part of the employer cycle, which can be defined into two stages. First, job seekers or potential employees need to engage with an organization in order to feel attracted to. For job seekers, employee engagement is important in order to perceive a fit between their needs and what the organization as an employer can offer them. Second, once employed by the organization, individuals need to develop high levels of engagement with their employer in order to facilitate the outcomes. (Olivas-Lujan and Boundarouk 2013, 124; Gangi and Wasko 2016, 1-3.)

Employer brand, instead, defines what is special or even unique about the organization that will attract people to join it. Employer branding is the creation of a brand image of the organization for potential employees through different channels or touchpoints. For example, related to the study, the first touchpoint could be generated through the attractive social media event advertisement, after which by face-to-face interaction at the event. The employer brand is influenced by the organization's reputation as an employer or how it provides products or services. Actually, the core meaning of employer branding is to create company engaging for the potential employees through building a picture of a desirable employer of choice. (Armstrong 2016, 177.) It means that the potential applicant desires to work for the specific organization and choose to apply the placement because a pure motivation, that has more likely increased through touchpoints.

A strong employer brand in addition to engagement has a significant role in achieving competitive advantage in recruiting. Aula and Heinonen (2002, 110) summarized that a reputable company is a job seeker's first choice. According Burke, Martin and Cooper (2011, 118), Robert and Dowling addressed that good reputation has strategic value for organizations and companies as it is rare and difficult to imitate. As a result of the retirement of older generations, a shortage of workers appears and the importance of the positive employer image increases. A strong employer brand provides benefits for the organization in a long run, when competing employees of the labor market. (Salli and Takatalo, 42.) Overall, a positive employer image improves an organization's ability to recruit

the best employees and maintain acquired skills in the organization. (Aula and Heinonen 2002, 110; Olivas-Lujan and Boundarouk 2013, 110.)

The concept of employer branding has gained increasing interest in the past decade and nowadays, creating an image of a desirable and unique employer through social media is a focus of attention in many organizations and companies. Goswani and Agarwal (2015) introduced in the article, A Study of Employer Branding and Its Impacts on Employee's Attraction and Retention, several outlines of the topic addressed by numerous authors. First, in 1990 Barrow and later in 1996 Walker suggested the employer brand is the package of useful, economic and psychological advantages provided by employment and known with the company. CIPD (2009) instead, emphasized employer branding is the set of intangible attributes and qualities which are a magnet for the potential workers to supply the services for the actual organization. King (2008) summarized that employer brand is an identity of the organization as an employer. (Olivas-Lujan and Boundarouk 2013, 128; Goswani and Agarwal 2015.)

### 5.3 Organic reach and paid reach

A social media reach is divided into two parts; paid reach and organic reach. The paid reach on social media measures the reach of an advertisement or a promoted post or event, examining the number of people in whose newsfeed the content has appeared during the advertising time. The factors that impact on the paid reach are behind the ad settings; for example, how audiences are targeted by geographic areas or demographical characteristics. Advertising allow the advertiser to choose the number of people he desires to reach, which provides more control to shape the advertising settings. (Bohutinsky et al 2014; Johnson 2017.) Organic reach, instead, measures the site effectiveness without advertising efforts. Thus, it measures the number of users who see the content on the social media site of their own accord. Organic reach metrics take into account the number of users who see the content thanks to a like, comment or share by another user. Factors that impact on organic reach are engagement (likes, comments and shares), time of posting, the type of content and the total number of followers. (Johnson 2017; McHale 2018.)

Noteworthy is, that Facebook's organic reach has declined over the years which forces organizations and companies to utilize the Facebook ad tool more widely in order to gain visibility. According the broad research (BuzzSumo 2017) which analyzed over 880 million Facebook posts published by brands and marketing professionals over the last years, the average number of engagements with Facebook posts has fallen over 20% since January 2017. The declining trend of organic reach has started from the United States, where Facebook has already introduced some new algorithms that have reduced especially the business user's organic visibility, explains Valtari (2018). Expected is, that having a visibility on Facebook increasingly requires paid marketing and financial boosting of posts also among Finnish business users in near future. Thus, the business user should learn the basics of social media advertising well in advance. Declining organic reach in addition to statistics of the channel's decreased popularity among young people require the Air Force to consider enhancing the site's activities by advertising. According studies, running a Facebook campaign can double the organic reach and increase the audience that is following the organization's activities in the page,

which leads reaching wider audience by organic posts forward. (Hutchinson 2017; Johnson 2017; McHale 2018; Rayson 2017; Bernazzani 2018; Holopainen 2018; Reinikainen 2018; Robertson 2018; Vogelstein 2018)

#### 5.4 Social media analytics

Social media contains a great amount of data, including information how people react and engage a certain subject and contents. With the rapid development of social media channels, it is important to keep track of results to ensure that the organization's activities on channels are efficient and they support the organization's social media goals. Tracking and analyzing social media metrics can assist the organization to create engaging contents and attract wider audiences more effectively in future. By regular analyzing, the organization can focus on necessary improvements and stay up to date, which contents attract the audience which contents or messages do not bring desired results. Understanding and analyzing relevant metrics save time and costs, as unimportant activities and irrelevant advertisement investments are avoided. Similar, the organization should follow to which direction media trends are evolving. (Rouse 2015; Koodiviidakko Oy 2018.)

The first step of analyzing social media records is that the organization determines the key performance indicators (KPIs) based on goals that have been set on the social media strategy. This means that relevant numbers and variables are followed to solve a problem or stay in record how current activities on channels work. Thus, a group of metrics are selected from indicators to maintain focus on what is important. Noteworthy is, that everything should not be measured in all, so the focus of the main interest remains. Metrics are a crucial part of online campaigns and advertisements, as they provide detailed insight on which is working and which need to be changed to reach advertising goals more efficient. (Bohutinsky, Corbett and Zoglin 2014; Ryan 2017, 25, 336-337.)

Audience reactions (likes, comments and subdivisions) are keys in analyzing the overall success of the organization's social media page. Key performance indicators are also, for example, numbers of visits on the social media site, number of post shares on the channel's feed or the number of participants at the event that has been campaigned through the social media site. Overall, page clicks are a simple way to explore how different posts perform. Analyzing posts that have gained most page clicks assist to maintain focus on similar contents, headlines and images to attract the audience also in future. By tracking the main components that attract people, the engagement rate will continue to be same or even grow. (Bohutinsky et al. 2014; Agius 2016; Ryan, 84, 336-337.)

#### 5.5 Social media and communication strategies

A strategy determines the company's core objectives, in addition to key tools, choices and priorities in achieving them. Vos and Schoemaker (2005, 204) explained, that strategies are decision rules that form a guide on basis of which strategic decisions are taken with regard to activities directed at reaching goals. What is involved, brings the gap between the current and desired situation. Juholin (2009, 68) instead, determined that a strategy is a selection of key objectives and guidelines in the

changing world and it is about of a choice among many alternatives. York (2018) suggested that the first step of the strategy building process is to understand what the organization desires to achieve and what the current state of its operations is. (Vos and Schoemaker 2005, 204.)

In addition to a company-wide strategy, many organizations obtain more detailed business area, function and sub-regional strategies. For example, marketing and communication objectives are pursued in the communication strategy and recruitment activities through the human resource strategy (Vos and Schoemaker 2005, 204). However, different strategies are in line with others supporting the organization's overall goals. For example, communication and marketing strategies often go hand in hand and as in the study, the aim of event marketing is to achieve the goals stated in the human resource and communication strategies.

Nowadays, digital communication strategies have evolved to support traditional communication strategies; nevertheless, their concepts are still quite new approaches in many organizations and companies. In addition, a social media strategy is one of the latest evolved sub-regional approaches, a sequel to the communication and marketing strategies. The reason to pay attention to digital strategies is the speed of the digital world. Rapid changes in digitalization require organizations to manage their skills and knowledge up to date constantly, review their strategies and scale their operations in digital environments. (Ilmarinen and Koskela 2014, 11.1.) Rouse (2015) stated that a digital strategy is a plan for maximizing business benefits of data assets and technology-focused initiatives. Ilmarinen and Koskela (2015, 11.1) instead suggested that a digital strategy, such as digital communication and social media strategies should be customer-focused and address methods to improve the customer engagement and organizational recognition. Thus, employer branding is often a topic included to a social media strategy and the one goal of the social media usage often is to strengthen the organization's reputation as a workplace.

Some strategic goals may be valid for years; some are stricter and more context-specific. In general, businesses evaluate their strategy every 1-3 years but on the contrary, Ilmarinen and Koskela (2015, 11.1) suggested that such a cycle is too slow and rigid in a constantly changing digital world. Rouse (2015) encouraged that digital strategies, such as social media strategy, should rely on short-term road maps because of rapid changes of digital environments. Ilmarinen and Koskela (2014, 11.1) stated that a digital strategy, such as social media strategy should be evaluated, refined and supplemented two to four times a year.

## 5.6 Strategic goals

Following York's (2018) and Ryan's (2017, 25) approaches to a strategy building process, the first step is to define business goals. Goals are long-term aims that the organization desires to accomplish. For example, strategic goals of communications provide the knowledge base in which communication should focus on. According to Juholin (2009, 102-103), goals are, for example, the visibility of the organization and its reputation, an employer image, the recognition of values in a work community, or the commitment of staff and other stakeholders. Generally, media outlook and overall visibility are relevant goals, but the goal definition should be more accurate; how the

organization desires to be visible? Which channels and platforms to target and why? Important is to understand, which goals and their impacts serve best the entire organization in a broader view. (Juholin 2009, 102-104.)

The main goal of a strategy is to produce impacts and changes or at least maintain the present situation of business operations. Salli and Takatalo (2014, 32) examined that the strategy evaluation is discovered in different stages and an effective method is to ask questions which answers form goals. Also, the organization should define the future's visions as well the current situation of activities. Juholin's (2009, 195) guideline of planning a communication strategy is implemented also through steps and the method can be adapted in the building process of a social media strategy.

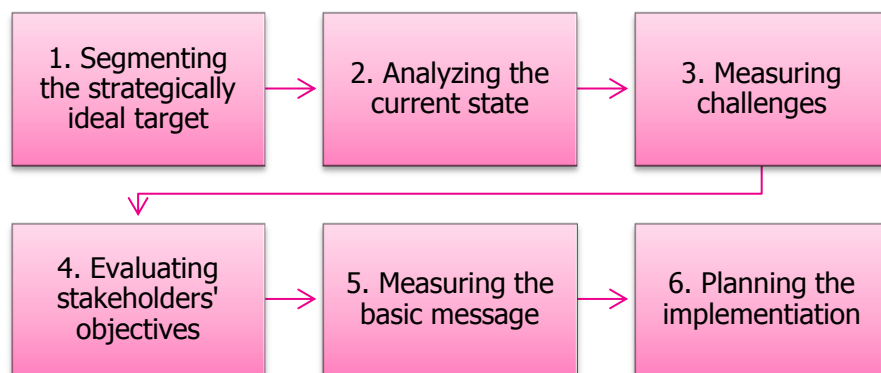


FIGURE 1. Steps of the building process of communication and social media strategy (Juholin 2009, 195; Salli and Takatalo 2014, 32.)

The Defense Forces' communication strategy aims to maintain the positive attitude of public towards the organization and strengthen the country's defense policy. The purpose is to provide reliable information to citizens and the media about operations. From a recruitment viewpoint, the one important goal is to strengthen an employer image by open, two-way interaction with stakeholders. In addition, the Defense Force's social media usage aims to;

- Improve the culture of social media use in the armed forces
- Enhance daily work and generate cost savings by networking through social media tools
- Advice and discuss through social media tools in a social media ways
- Share the right and relevant information and, if necessary, correct inaccurate one
- Acts as an active, knowledgeable and responsible user of social media services

(KARLSTO 2017, 3-6; PEHENKOS 2017, 6; Pääesikunnan viestintäosasto 2018.)

Social media communication in the Defense Forces is focused on target groups. The one of the main target groups from a recruitment viewpoint are young people near the age of conscription and who are considering study and career decisions in the near future. The goal of the Defense Force's communications is to attract young people to get them interested in the special courses of the military service or careers in the Defense Forces. In a narrow scale, Karelia Air Command's crucial targets of communication are young people living in Northern Savonia and Eastern Finland. As

Karelia Air Command manages their event marketing locally, it is important to learn which marketing channels are relevant to reach the target audience.

Objectives and outputs are milestones during the process of reaching goals. Objectives are usually clearly outlined with timelines and they are more measurable (Kumar 2011). Outputs of the communication strategy are example a created website, social media profiles, online brochures or the certain amount of site visitors the organization has reached. Outputs, in addition to objectives are everything that have been achieved and created through the process of reaching goals. (Juholin 2009, 102-104.) Currently, the social media use in the Air Force is based mainly on the Facebook usage. The Air Force's site has in total of 12 434 followers. The following figure (2) examines the age group divisions of the Air Force's Facebook site presenting that most followers belong to X-generation. Noteworthy is that the percentage of followers belonging to Z and Y generations is relatively low.

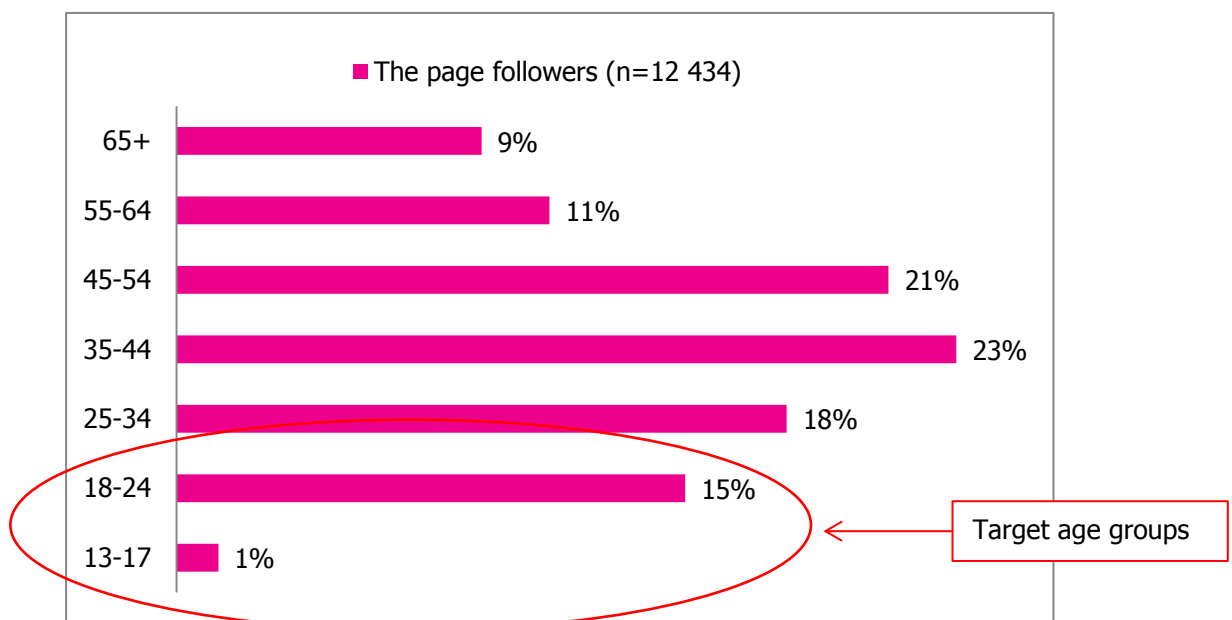


FIGURE 2. The Air Force's Facebook page followers in age groups (Facebook 2018)

In addition to identifying strategic goals, the organization should define the changes in the target audience's behaviors, technology and in the competitive environment on the process of evaluating and updating, for example, a social media strategy. Also, recommended is to analyze, what are impacts and significance of changes and what are the most important issues that need to be addressed? Necessary is to uncover, which opportunities do this possible changes generate and which should be done to make the opportunities realistic? (Ilmarinen and Koskela 2017, 11.2.) Acquiring the knowledge base of the target audience's generational behaviors helps to evaluate a more specific communication and social media strategy, as different age groups are attracted through different sites and content types.



## 5.7 Challenges

The main challenge of the Air Force's current communications is the slow utilization of social media channels. Karelia Air Command utilizes mainly traditional media in event marketing, such as newspapers; those reach likely people of older generations instead of the main target audience. Facebook is the Air Force's main social media channel and according records, the declined organic channel reach challenges achieving desired results in attracting audiences and gaining a visibility. Also, Facebook's popularity among young people has decreased during the last few years, which impacts on the Facebook's user base of young population. As presented in the Figure 2, the Air Force's Facebook followers consists only 1% of people at the age of 13-17 of the total follower base. However, this age group belongs to the category of people who makes choices related to studies, career or military service in near future. (Facebook 2018.)

## 6 PUOLUSTUSVOIMAT 100 KESÄKIERTUE FACEBOOK CAMPAIGN

The Facebook event campaign is conducted to examine, how the paid reach affects the reach of the target audience and to the Facebook site's activities. The questionnaire results in addition to Facebook data provide insight into the power of the campaign from a viewpoint, how paid reach impacts on the number of attracted people through the channel. The first questionnaire is implemented at Sotilasilmailusta ammatti-event in which marketing the Facebook campaign is not involved and the latter questionnaire at PV100 Kesäkiertue-event after conducting the Facebook campaign. In previous years, the Air Force has utilized only the organic reach of Facebook in its event marketing.

As learnt in the chapter 5.3, the power of Facebook's organic reach has declined over the last years which challenge especially business users to gain visibility on the site. The declined power of organic reach in addition to statistics of the channel's decreased popularity among young people requires the Air Force to consider enhancing the site's activities by advertising. According studies, running a Facebook campaign can increase the number of audience that is following the organization's site, which leads reaching wider audience by organic posts forward. (Johnson 2017; McHale 2018; Rayson 2017; Reinikainen 2018)

Facebook, launched in 2004, is the Air Force's main social media channel. Facebook is a popular free social networking website having approximately 1.2 billion users worldwide in each month. The channel allows registered users to create profiles, upload photos and videos, send messages and keep in touch with friends, family and colleagues (Rouse 2016). The user can request friends, like pages and share articles. Facebook Business profile provides possibilities, for example, to promote products and services, workplaces or events. Overall, the site helps to build brands, create awareness and earn loyalty from audiences. The business user can select a specific goal for the usage, set up a Facebook business page, add content, promote the page and measure results in addition to manage responses. The Facebook Business user can advertise one single post or the whole page in a desired way. A sponsored post, event campaign or advertisement can include videos, photos or images and text in a way the user desires in order to attract the target audience. (Vos and Schoemaker 2005; Michelino 2017; Johnson 2017; McHale 2018; Koodiviidakko Oy 2018; Valtari 2018.)

### 6.1 The advertising budget

Advertising costs on Facebook are as much the advertiser is willing to pay. Generally, Social media provide flexible budgeting opportunities and the user can often change the budget during the campaign and simply, try which works best. Also, the business user can track results throughout the ad campaign period and change the content or budget according to the ad's success. In social media, the price of the advertisement can be shaped from few to hundreds of euros and the overall budget affects the ad's performance, such as how many people are reached during the advertising period. The total budget set to PV100 Kesäkiertue event campaign is 500 euros for two weeks

advertising period. Facebook Ads data estimates that with the investment the campaign will reach 2400-5600 on the site people daily. (Facebook Business 2018.)

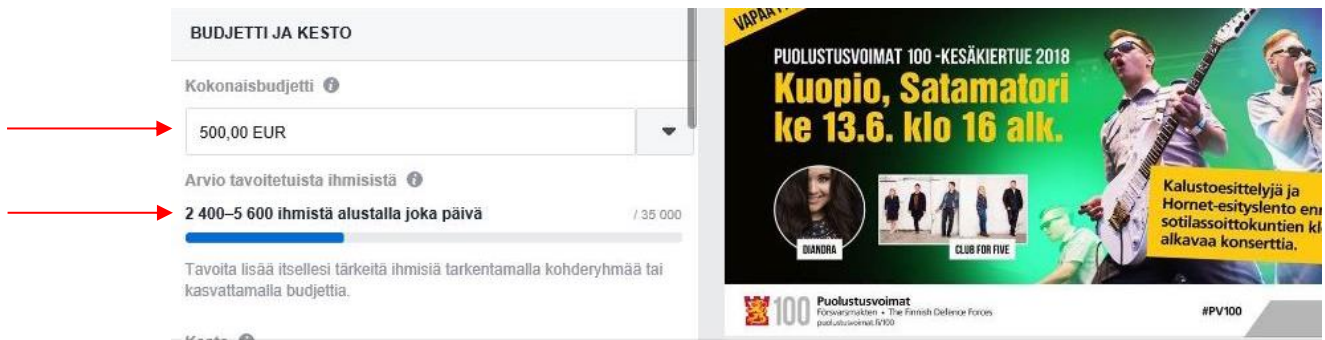


FIGURE 3. Budgeting the Facebook campaign (Facebook 2018)

## 6.2 Timing the campaign

The purpose of the PV100 Kesäkiertue event ad is to reach target audience without annoying by too aggressive advertising. In advertising, important is to be realistic and understand the limits of pushing information. Rather than advertising constantly, the business user should instead consider the proper time of boosting the site's activities and increase the visibility by advertising. The purpose of advertising could be, as in the study, to promote the upcoming event. In addition, there are differences at what time of a day people are most actively using social media and often, the best time to post is in afternoon. However, the 24/7 featured social media ad reaches users at any time during the day. Also, the time period of advertising does not have to be long. Instead, by one or too week intensive advertising period the organization gains significant results in increasing visibility and attracting audiences compared to the results of organic reach. The PV100 Kesäkiertue event campaign on Facebook will last for two weeks. (Facebook Business 2018; Sellas 2015.)

## 6.3 The advertisement content

The advertisement content and message on social media should be clear, so the ad attracts the target audience and it is easy to share. Thus, the marketer should define which type of content the target audience desires to read and often, target audience's age and gender play a major role in content designing. In PV100 Kesäkiertue event campaign, the aim is to promote the event in less-authorial way and attract young people of all genders. As today's young population ate attracted more powerfully through visuals, the event advertisement contains only a limited amount of text information and exploits more colors and images. (Facebook Business 2018; Ryan 2017, 219,290-300.)

## 6.4 The target audience

Target marketing is planning and structuring the market segmentation based on different categories. The segments are framework in planning marketing strategy and advertisements. Identifying the target audience allows marketers to shape a meaningful and specific message to its

audience. Weinstein (2004, 6-7) addressed that segmentation marketing implies knowing own customers and providing them exactly what they want or may want. The following figure presents four most common categories that shape the audience profile;

Demographic	Psychographic	Geographic	Behavioural
<ul style="list-style-type: none"> <li>• Age</li> <li>• Gender</li> <li>• Education</li> <li>• Occupation</li> <li>• Religion</li> </ul>	<ul style="list-style-type: none"> <li>• Lifestyle</li> <li>• Attitudes</li> <li>• Values</li> <li>• Interests</li> <li>• Personality</li> </ul>	<ul style="list-style-type: none"> <li>• City</li> <li>• District</li> <li>• Community</li> <li>• Region</li> </ul>	<ul style="list-style-type: none"> <li>• Relevant behavior</li> <li>• Readiness to change</li> <li>• Stage of change</li> </ul>

FIGURE 4. Categories of the audience profiles (Weinstein 2004, 6-7)

If the marketer knows the location of the target audience, preferred is to target them by geographic areas. Hubbard (2018) explained that location-based marketing provides an opportunity to reach relevant audiences with a relevant message; leading the increased awareness and engagement, as well opportunities to collect data and build user profiles forward. PV100 Kesäkiertue event campaign targets the audience based on demographical and geographical characteristics. The aim is to reach population of the age of 15-35 around Northern Savonia from all genders. (Hubbard 2018; Ryan 2017, 191; Vos and Schoemaker 2005, 88-89; Weinstein 2004, 6-7.)

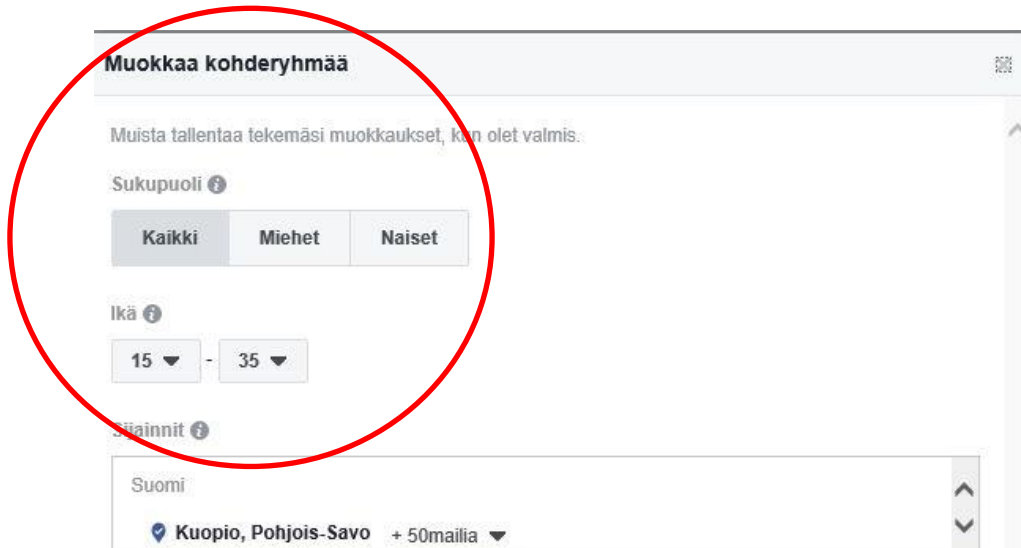


FIGURE 5. Identifying the target audience of the campaign (Facebook 2018)

## 6.5 The campaign analysis

Facebook data provides information according to the campaign results, for example, the number of people who are reached through the advertising period. The Figure 6 demonstrates data of organic and paid reach according the Air Force's event sub-pages. As Sotilasilmailusta ammatti-event and PV100 Kesäkiertue-event are organized in various operational units around Finland and their ad contents are similar, it is interesting to compare the results of their total reach on Facebook. As

PV100 Kesäkiertue- event organized in Kuopio was the only event involving Facebook advertising, it is easy to examine effects of the paid reach.












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	<div> <b>Sotilasilmailusta ammatti Karjalan lennostossa</b>            Siilinjärvi · Finland            16. toukokuuta 2018 12:00         </div> <div>           12354            </div>
	<div> <b>Sotilasilmailusta Ammatti Satakunnan lennostossa</b>            Pirkkala · Finland            15. toukokuuta 2018 12:00         </div> <div>           9178            </div>

FIGURE 6. Comparing organic and paid reach on Facebook according different events (Facebook 2018)

The difference between the power of organic and paid reach is significant, as explored in the above figure (Figure 6). According Facebook data, event sub-pages that relied on organic reach (e.g. PV100-Kesäkiertue Tampere, Sotilasilmailusta ammatti) attracted in total of 8000-12000 people during a two-week period before the up-coming events. Instead, PV100 Kesäkiertue Kuopio event ad reached in total of 95 343 people during the same time period with paid Facebook reach. During the campaign, Facebook data was analyzed daily to learn how target advertising affects the reach of different age groups. The records present that through the event campaign the number of the reached young people increased during the advertising time linearly compared to the organic reach of another event sub-pages. Also, it is noteworthy that the organic event sub-pages reached mainly people who already follow the Air Force's Facebook page, as the paid reach allows to attract powerfully new audiences.

As learnt in the chapter 5.3, Facebook advertising might increase organic reach of the site after the main advertising period. Thus, it was interesting to follow the Air Force site's data to examine the overall effects of the PV100 Kesäkiertue event campaign. The Air Force's site data that was analyzed two weeks after the main advertising period, demonstrated that the campaign affected the site's activities and the results of organic reach positively after the actual advertising time, as introduced in the Table 3.

TABLE 3. Facebook data two weeks after the PV100 Kesäkiertue event campaign (Facebook Business 2018)

Function	Change (%)
<b>Call to action</b>	+800%
<b>Page preview</b>	+117%
<b>Page likes</b>	+97%
<b>Page followers</b>	+97%
<b>Overall page reach</b>	+76%

Facebook Business provides records presented that the campaign affected the page's visibility significantly as the overall site activities increased strongly after the advertising time. Call to action refers to the activity, whether people who are the Air Force's page followers or not, have clicked any function on the page such as contact information, video watch or viewing the post-button. Page preview examines the users who have previewed the Air Force's page but have not necessarily clicked to visit the site. Page likes, instead, examine the amount of new page followers. (Facebook Business 2018.)

## 7 EXECUTION OF THE RESEARCH

The purpose of the research was to gain an overview of the effectiveness of Karelia Air Command's current event marketing channels. An intention to conduct the study increased when Karelia Air Command noticed that annual events organized in recent years have attracted mainly older generations. In recent years, event marketing channels have involved the local newspapers of Kuopio and Siilinjärvi, the Air Force's official website and Facebook relied on the channel's organic reach. The participation of young people is the core point of the events, as they are the main target audience from a recruitment viewpoint. The topic and the execution of the research were agreed with the client organization and the research permit was applied from the Defense Forces before the study process. The author's passion toward topics under the study supported the implementation of the research.

In addition to the marketing channel analysis, the client organization desired to investigate more thoroughly the utilization of social media in event marketing. The aim was to explore, how the Facebook advertising affects the reach of young people compared to the channel's organic reach and also, how advertising affects the site's overall visibility. Thus, the Facebook event campaign was conducted during the research on the Air Force's Facebook site to explore the results. The survey results, instead, provide findings of which media channels allowed to attract audiences most effectively and how the Facebook campaign affected the number of visitors who gained the event information from the Facebook advertisement.

The study was quantitative and conducted with questionnaires at two events called Sotilasilmailusta ammatti and Puolustusvoimat 100 Kesäkiertue; the latter involving the Facebook event campaign and the first on relied on the organic channel reach. Sotilasilmailusta ammatti-event was arranged in May at the area of Karelia Air Command and Kuopio Airport and the estimated number of visitors was 2000-2500 people. PV100 Kesäkiertue-event, instead, was hold at Kuopio harbor in June gaining approximately 10 000 event visitors. The questionnaire implemented at Sotilasilmailusta ammatti-event collected in total of 334 responses from event visitors and the questionnaire conducted at PV100 Kesäkiertue-event in total of 573 responses. However, only in total of 43 visitors of the age of 15-22 took part in the questionnaire in Sotilasilmailusta ammatti-event and 63 in PV100 Kesäkiertue-event.

Event marketing channels in both cases involved Facebook, the local newspapers, billboards, the official website and the event information was shared on Twitter during the event day. The questionnaires were hold at the Air Force's recruitment stand, where people had the possibility to interact with professionals. The place for holding the questionnaire was selected because of the central and visible spot of the stand and the motivation to participate in the questionnaire was increased by giving the Air Force's beanie to respondents. Questionnaires queried two basic questions according the age-group and gender of respondents and the main question solved, through which channel the visitor acquired the event information.

After defining the research topic, it was necessary to contain a certain amount of theory of the topic being investigated. A literature review generates ideas which lead establishing a deeper intention for a research. (Wilson 2010, 20-21.) After defining the knowledge base, the researcher determines the main research problem, which is more specific than a topic. Kananen (2011, 23) addressed that the research problem places the frames of the research process. A specific, measurable research problem assists to increase chances that the resulting information is valuable to the researcher and stakeholders. An early developed problem in the research process increases the quality and quantity of the received data. (Phillips et al. 2013.)

The research problem leads determining the research question(s); the frames of which the researcher intends to answer through conducting the research. Overall, the purpose of the research question is to open the research case to be studied and thus, the researcher sets questions in order to answer the research problem. (Wilson 2010, 44-45.)

The research questions of the study:

- What are Karelia Air Command's relevant event marketing channels from a viewpoint of reaching the target audience?
- What is the difference between Facebook organic and paid reach from a viewpoint of reaching the Air Force's target audience?

Usually, it is not possible to answer to research questions simultaneously. Thus, the main questions are divided into sub-questions or hypotheses that enable to tackle the research problem in a more step-by-step manner. Sub-questions are presented in a logical order, so that the first of them need to be clarified before the latter can be solved. In addition, the findings of sub-questions provide answers to the main question. (Swaen 2016.) Sub-questions of the study assisted to gain the knowledge base of marketing through different media types and to understand the power of social media marketing and the effects of the Facebook paid reach. They also provided an overview of values and social media usage of the today's young people and how their internet usage behaviors might affect the organization's marketing and marketing channel decisions.

Sub-questions of the study:

- What are the main differences between digital and traditional media marketing?
- What are the current social media trends?
- How Facebook paid reach affects the Air Force's Facebook site activities?
- How internet and social media behaviors of new generations affect the choice of marketing channels?



## 7.1 The research process

Research is a systematic, detailed investigation into and study of sources in order to discover new information, establish facts and reach new understanding (Cambridge Dictionary 2018). The goal of the research is to increase knowledge and the purpose of business research is to gather information in order to aid business-related decision making. In addition, business research is important in identifying opportunities and threats and solving managerial problems in the organization. Kananen (2011, 23) addressed that the starting point of the research is a problem which answer is not yet known. According Wilson (2010, 3-4), the problem can be linked to any business field, example to marketing or human resources.

Research is as a step-by-step process involving collecting, recording, analyzing and interpreting of information. The research process passes a particular formula through pre-determined steps that help the researcher to conduct the study in a logical way. The purpose of the research process is to measure the subject under the investigation according to the order of the research method.

(Suomen virallinen tilasto SVT 2018; Phillips, Aaron and Phillips 2013.)

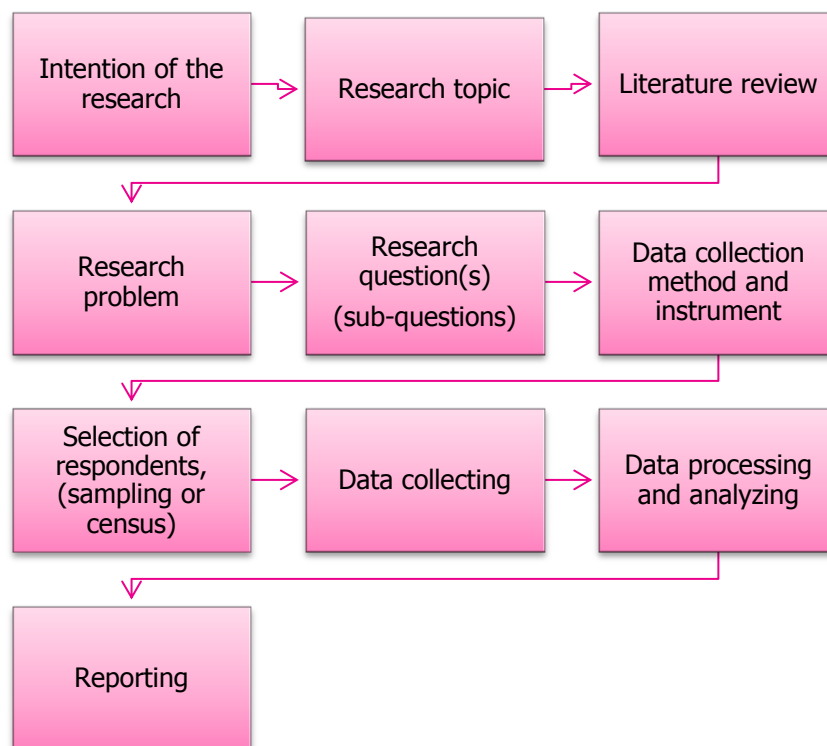


FIGURE 7. Steps of a quantitative research process (Heikkila 2014; Revise Sociology 2016.)

First, the researcher needs to establish an intention so there is a basic purpose to conduct the research. Generally, the choice of the research topic is likely to be influenced by the researcher's own interest which maintains the motivation to conduct the research. The research topic should be specific and meaningful so the research process will progress with a measured timeline with a clear purpose. (Heikkila 2014; Revise Sociology 2016; Wilson 2010, 20-21, 36.)

## 7.2 The research method

Research methods are divided into two categories; quantitative and qualitative. Research questions often determine which method should be utilized and sometimes, both quantitative and qualitative methods are used in a study as a mixed-method. (Wilson 2010, 13.) Quantitative and qualitative researches provide information in different ways, both serving the research purpose to obtain answers to the research questions. Juholin (2009, 358) explained that a quantitative research is a statistical study examining numbers, percentages and the dependencies between different things or changes in the investigative phenomenon. Heikkilä (2014) clarified that a quantitative research discovers the existing situation but does not directly determine the causes.

Quantitative data collecting methods involve survey forms, such as paper or online questionnaires, face-to-face interviews, telephone interviews and online polls (Wilson 2010, 136-137). A quantitative approach draws a large and representative sample from the population of interest and aims to create generalizations regarding the population as a whole. Denzin and Lincoln (2000) described that the quantitative research emphasizes the measurement and analysis of causal relationship between variables, rather than processes. (Wilson 2010, 13-14.) A quantitative research answers to the questions; *what, where, how much, how often?* (Juholin 2009, 358).

Qualitative methods do not try to reach statistically significant outcomes; instead, their goal is to find explanations for things. A qualitative study sample is more discretionary and narrower compared to a sample of a quantitative method. However, qualitative analysis often deals with an extensive amount of raw data. The main qualitative data collection methods are observation, interviews and focus groups. (Wilson 2010, 253-254.) A qualitative research analysis answers to the questions: *why, how, what?* (Juholin 2009, 358).

The quantitative method was selected to the study because of its clear, consistent and efficient progress. The client organization desired to explore the current situation of utilized marketing channels and to solve through which channels especially young people are reached. Thus, the quantitative method was suitable to the study as it enabled to receive accurate, numerical data of the media channel which was the most popular in attracting audiences. As it was an important to achieve a high response rate, a quantitative method allowed collecting responses in time-saving way from a wide audience.

## 7.3 The questionnaire survey

The researcher should consider how to acquire and collect information so which data collecting instrument to utilize in the research process. A survey is one of the most useful and popular instruments of collecting and examining information about different social phenomena, people's actions, opinions, values and attitudes. In business researches, surveys are often used to gather data to confine the effects of a program on improvement in business measures. Thus, survey data can provide extraordinary value to an organization. Surveys can also be used to influence or assure an audience, make changes or understand behavior and conditions. (Phillips et al. 2013)

Surveys gather information through different instruments, including questionnaires, interviews, focus groups or observations. A questionnaire is the most popular survey tool which answering can be implemented, for example, by face-to-face, online or phone. The benefit of the questionnaire is that it provides information relatively fast regarding respondent's perceptions, experiences and expectations, why the method is adapted to the study. Also, the questionnaire survey serves best the study process as it allows gathering plenty of answers to solve the research problem in a cost-effective and time-consuming mean. Also, questionnaire answers are analyzed fluently even the sample of the research is relatively large.

A questionnaire comprises a set of questions and question types designed to generate data that is suitable for achieving the research goals. Kananen (2011, 26) suggested that the questionnaire should ask only questions that add value to the research and those assist to solve the main research problem. The main questions types are closed questions, multiple choice questions and open questions. A closed question allows a respondent to choose from a limited number of potential answer options, those are usually straightforward yes or no. (Kananen 2011, 25.) Wilson (2010, 153) explained that the benefit of closed questions is, that they are relatively quick to respond and analyze. Alternatively, multiple choice questions require the respondent to choose from multiple response options. (Wilson 2010, 153).

The weakness of a structured questionnaire might be that questions and answers are limited by phenomena, so spontaneous views of respondents are not raised. Thus, open questions are often added to complete structured questionnaires which responses are analyzed by qualitative methods. (Juholin 2009, 358-359.) An open question does not include answer options, so the respondent does not indicate a specific response. Open questions provide the possibility to respond to a question in detail, but on the contrary, they tend to generate lengthy answers that are slow to analyze. Also, if respondents are not motivated enough to answer the questionnaire, open questions might not bring comprehensive answers. This challenges analyzing results and it might undermine the reliability of the research. (Kananen 2011, 26, 44; Phillips, Aaron and Phillips 2013; Wilson 2010, 153-155.)

A questionnaire form of the study was created based on determined questions and the layout of the form was simple, but attractive (Appendix 1 and 2). The structure of the questionnaire took into account respondents; it was reasonably short to ensure the respondents' motivation to participate in the survey. The questionnaire included only a few, relevant questions those assisted to provide answer to the main research problem. It is recommended to test the questionnaire before the implementation to ensure that the form is user-friendly and there are no errors included. (Wilson 2010, 148.) The questionnaire of the study was tested before the actual implementation also for ensuring that the response process is not time-consuming, as respondents are people who will voluntarily participate in the survey.

#### 7.4 Primary data and secondary data

Research data is collected, observed, or created for analysis purposes to produce research results. Research data comprises research observations or findings, such as facts, measurements or images in various formats that can be stored in databases. Data can be categorized into primary and secondary data, based on the original source the researcher has collected it. A primary data collection refers to the use of data collected by the researcher using a selected data collection tool, rather than relying only on existing (secondary) data sources. Thus, collected data is unique, and it generates an interesting set of findings that often provide significant contributions to the research. (Burnham 2012, 4-5.)

Secondary data is existing data collected by other researchers or authors in the past. Secondary data is classified into electronic and written formats, and it is collected from various sources, such as from reports, theses or textbooks or other publications. Most researches begin with a secondary data analysis after which the researcher determines if there is a limited amount of data of the chosen research topic that creates a need for a primary data collection. The main advantage of secondary data is that such data saves time of the research process if the data is relevant and suitable for solving the research problem. On the other hand, the researcher should regard the reliability of the secondary data and if it is applicable to the study. (Wilson 2010, 134-136, 169, 170, 174-176.)

The study examined secondary data to obtain a broader knowledge base of the topics being investigated. Theories of generations, traditional and digital media and social media were studied thoroughly to learn the basics of the topics. In addition, several articles and publications by marketers and marketing companies that have observed current and previous situations of social media evolution were studied. Also, a guide to conduct a research was examined before the actual implementation of the survey to ensure that necessary steps are taken during the study process. Primary data, instead, was collected by two questionnaire surveys and from Facebook data.

#### 7.5 Data collection method

The researcher determines which data collection method is suitable to the study based on the topic being investigated, the research schedule and budget. The main methods to gather information include forms of a sample and census survey. A census survey gathers information from all participants in the population as a sample survey utilizes a representative group of a given population to determine characteristics of the entire population. (Heikkilä 2014; Wilson 2010, 194.)

In census, everyone in the sample is involved in the study, so basically the sample and the population are the same. Kananen (2011, 20-22) explained that a census method sometimes ensures the reliability of the study, as the one problem of a quantitative research might be that the sample is not comparable to the population. The study is recommended to conduct as a census survey, if the sample is limited; on the other hand, it is often impossible or impractical to count each of the entire population. Thus, sampling occurs when the population is large and when data is

required to be collected during a limited time. A sample survey is often more cost-effective option compared to a census. (Heikkilä 2014.)

Sampling is the process of selecting a representative group from the population under the study. The population hold the information needed and thus, represents the group to which the researcher desires to generalize results. Sampling ensures that the right people and the right number of people provide usable data after which inference can be generated to a wider population. (Phillips et al. 2013.) The main sampling techniques are probability (random) and non-probability sampling. Their main difference is that non-probability sampling does not involve random selection as probability sampling does. Probability sampling occurs when every item in the population has an equal chance of being included in the sample, as in the study. Instead, non-probability sampling means that the probability of each case being selected from the total population is not known or there are circumstances in where random sampling is not practical or theoretically sensible. Thus, the researcher's discretion is used in the selection of the sample. (Menetelmätietovaranto 2003; Trochim 2006.)

## 7.6 Analyzing and reporting

The researcher conducts a research, after which answers are saved and results are analyzed and reported. Through data analysis it is possible to describe a situation, compare relationships among measures and examine outcomes. The first step of data analyzing results is organizing acquired data so it is possible for analysis. The researcher enters the data, for example, into a spreadsheet or matrix after which data is easier to read and analyze. (Kananen 2011, 20-22; Wilson 2010, 214.)

A questionnaire survey may include various types of questions that have different analysis opportunities. Stevens' theory (1946) suggests four classified categories for a measurement: nominal, ordinal, interval and ratio. Nominal scales, used in the study, are in which the response choice is a category that has the same value of all other categories on the scale. The analysis includes counting the number of responses for each response choice; nevertheless, it does not include mathematical computations. (Phillips et al. 2013)

In sample surveys, important is to examine if differences obtained in the sample can be valid also in the population. A cross tabulation assists to understand how two different variables are related to each other. A cross tabulation, in addition, is a basic technique to examine the relationship between two categorical variables, as in the study; age groups and event marketing channel. The method provides the possibility to create a two-dimensional cross tabulation that presents the number of event visitors in each age category reached through different media channels in both events after which comparisons in more detailed can be generated. Nevertheless, as the interest of the study was to examine especially the reach of young population through marketing channels, but the response rate of young people in the survey was narrow, the method of the cross tabulation was not adapted to the study. (IBM Knowledge Center 2018; KvantiMOTV 2004)

The last step of the research process is reporting conclusions in the way that serves best the research purpose and readers. Organized data can be presented by various methods, for example by frequency tables or diagrams. Frequency tables provide a clear display of data and are useful in describing categorical data. Diagrams, instead, are convenient way to present differences between variables as percentages. One of the main types of diagrams; bar charts, demonstrate outputs of the survey in an interesting way so that the reader can easily examine findings. Survey implemented in the research was analyzed first by organizing data in the spreadsheet after which bar charts were created based on data to assist examining the results. The research outcomes were presented to the organization at the end of the process. (Wilson 2010, 218-220.)

## 7.7 Results of the questionnaires

Questionnaire results presented through which media channels event participants were reached in both case events. The questionnaire in Sotilasilmailusta ammatti-event collected in total of 334 responses and in PV100 Kesäkiertue-event 573 responses from the event visitors. However, as the sample of young population in the survey was narrow, it was challenging to draw unambiguous generalizations regarding which channels were the most effective in attracting them. Instead, it was more reliable to acquire an overview of channels' effectiveness regarding people of all ages, even though the purpose of the research was to examine the situation regarding young people. According the survey, the most relevant media channels in event marketing were the newspaper Savon Sanomat, Facebook (paid reach) and the Air Force's official website.

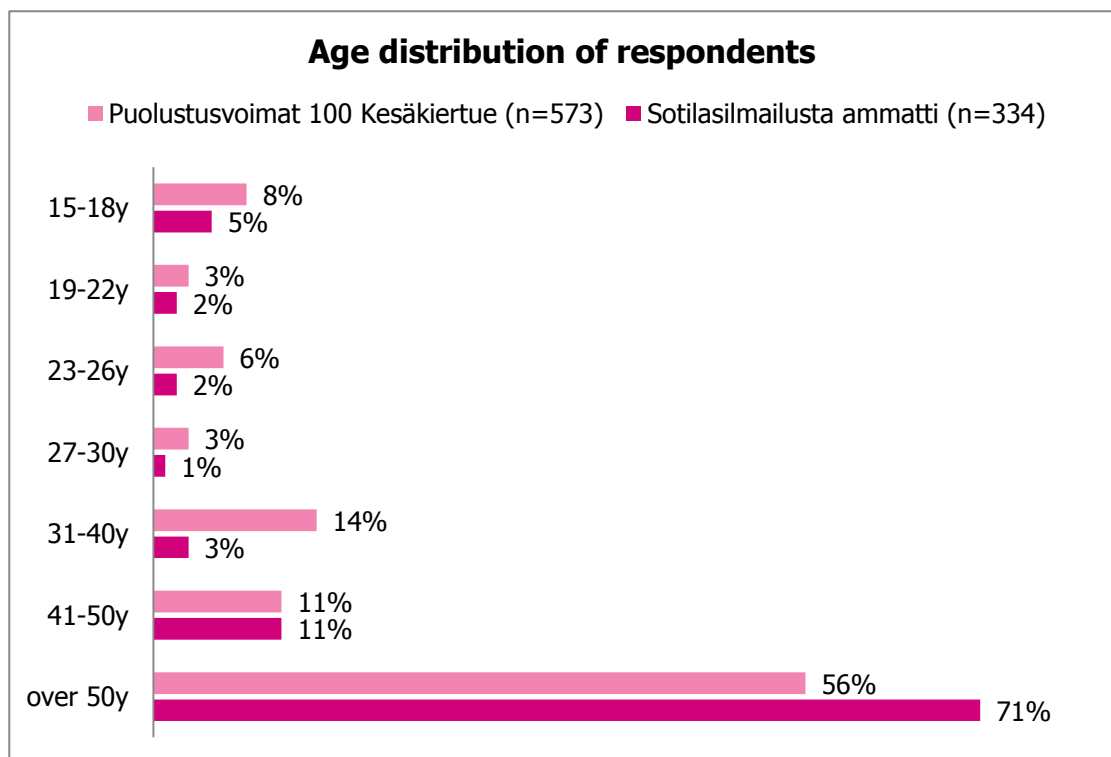


FIGURE 8. Age distribution of respondents in the case events

Sotilasilmailusta ammatti event questionnaire results (Figure 9) discovered that most of respondents (32%) found the event information from the newspaper Savon Sanomat, if they did not hear about the event in another not-determined way (word of mouth). However, results also presented that

77% of the newspaper readers were over fifty years old and less than five percent belonged to the target population. Similar, PV100 Kesäkiertue event questionnaire results uncovered, that 39% of respondents found the event information from Savon Sanomat. Still, 75% of them were people over fifty years old and only five percent belonged to the target population.

Even the clear difference between effects of Facebook organic and paid reach was examined already in the study (Chapter 6.5) based on the Facebook data, the outcomes were also noticed in the survey results. In the questionnaire of Sotilasilmailusta ammatti-event, only 11% of all respondents found the event information from Facebook so the power of the Facebook's organic reach remained relatively low. Instead, PV100 Kesäkiertue questionnaire results presented that Facebook was one of the most popular channels through which people found the event information; likely as a result of the event campaign. Overall, when comparing the questionnaire results, the number of people who were attracted through Facebook increased significantly with the PV100 Kesäkiertue campaign, however, the result is regarding all age groups.

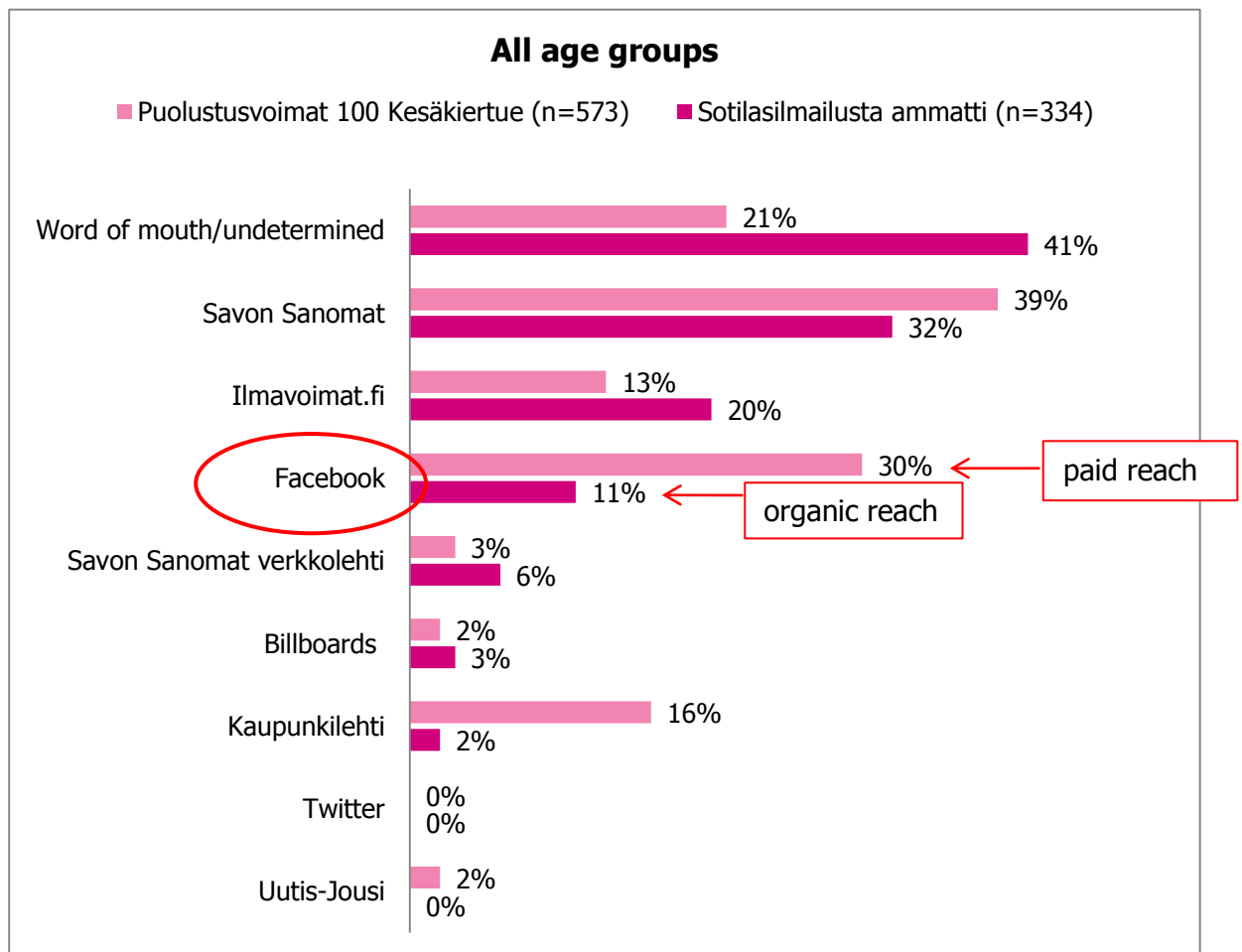


FIGURE 9. "From which channel you found the event information?"

According to the results of the questionnaire in Sotilasilmailusta ammatti-event (Figure 10), only seven percent of people at the age of 15-22 found the event information from Facebook. Instead, according to the results of the questionnaire conducted in PV100 Kesäkiertue-event, Facebook attracted with the event campaign 18 percent of people belonging to the same age group. The

results support the fact of declined power of organic reach explaining that the Facebook Business user should utilize Facebook advertising to gain visibility and attract not only young people but also to increase the reach of all age groups more powerfully. Billboards, newspapers Uutis-Jousi and Kaupunkilehti were the less powerful channels in attracting young people especially, but in addition, their poor outcome in efficiency is noticed even with all age groups. Interesting is, that Savon Sanomat and the Air Force's website had power in attracting young population, even readers of newspapers consist often older population rather than young people.

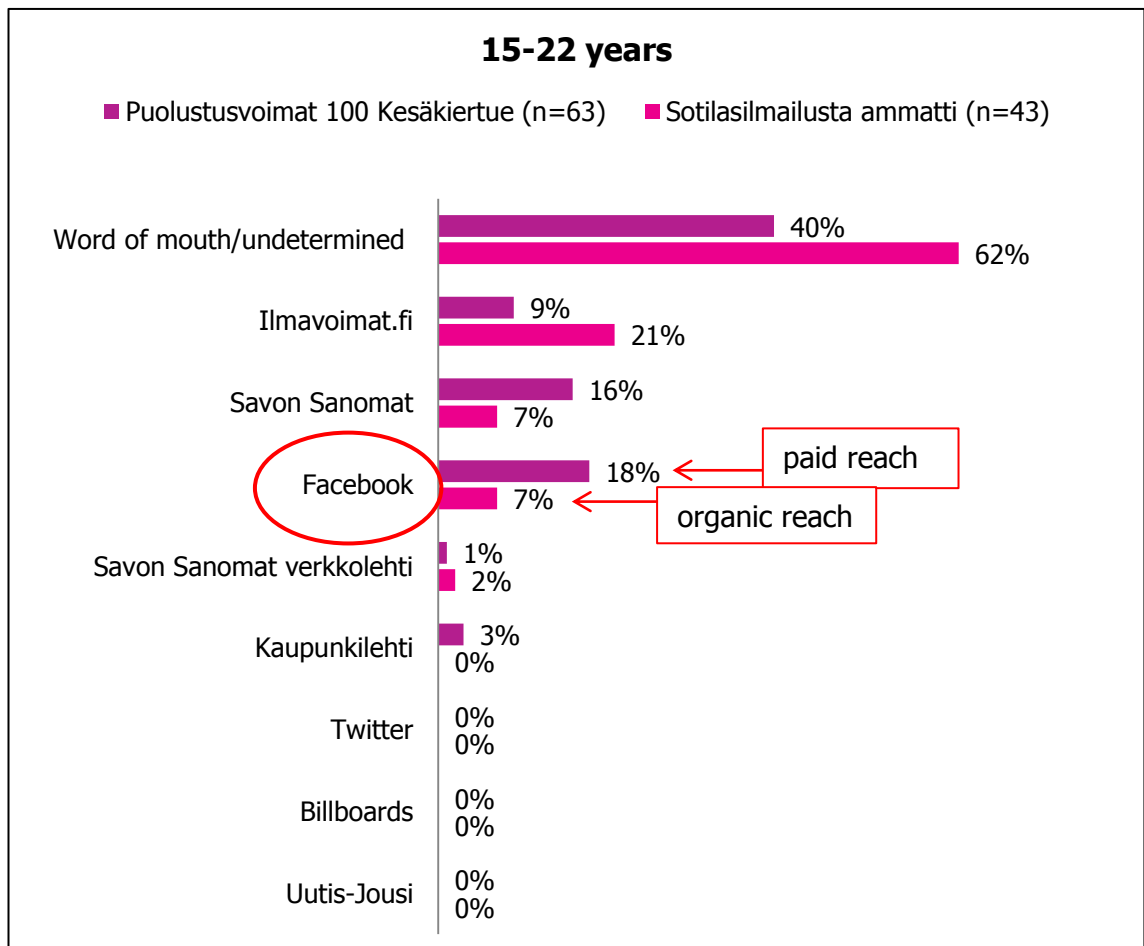


FIGURE 10. "From which channels you found the event information?"

## 7.8 Validity and reliability

Validity and reliability of the survey are one of the core features of a successful research. Like in any data collection method, there is always a some level of error, including types of sampling errors, non-response errors and measurement errors. The error risk arises, for example, if the survey does not achieve the desired respond rate or the researcher selects an unsuitable survey instrument. The researcher can minimize these errors by developing a clear research plan, following the steps of the research process systematically and by paying attention to all research stages from the beginning to the end. (Phillips et al. 2013)

A well-defined research problem assists to implement a reliable research. The research should measure what is meant and it should provide result with limited systematic errors. Thus, research



questions need to be clearly defined and they should measure relevant things. Also, they should be unambiguous and cover the whole research problem. In order to obtain reliable results, the researcher should ensure that the sample of the survey is representative and large enough. (Heikkilä 2014.) Phillip's et al. (2013) suggested that the researcher should acquire a valid survey instrument which measures what is intended based on the research problem. Heikkilä (2014) emphasized that a pre-determined, detailed research plan is the key to a successful research process.

As the questionnaire of the study was implemented at two events to compare results and to gain a broader overview of marketing channels' efficiency, it was important to ensure, that the circumstances of both research situations were as similar as possible. Noteworthy is that the events were organized in different places and in different day times which might affect the outcome that the first questionnaire achieved responses more from older generations, who might have more time to participate at the event in a day time. On the other hand, the latter event was hold at more central area in Kuopio, in where young generations might have a better possibility to participate if they are living in the area. The stand to implement the questionnaire was selected carefully to ensure that all event visitors had the same possibility to visit the stand to participate the survey.

Questionnaires implemented in both events received responses mostly from older generations and the sample of young people remained relatively narrow. When analyzing the results of respondents at the age of 15-22, in total of 43 youngster of the age category took part in the questionnaire at Sotilasilmailusta ammatti-event and 63 at PV100 Kesäkiertue-event. Thus, the sample of young people in the survey was not as representative as the researcher desired, why questionable was to draw unambiguous generalizations according the results of which channels were the most effective in attracting them. Thus, secondary data; such as statistics and previous findings of social media and marketing channel trends, assisted to summarize conclusions.

The research analyzed Karelia Air Command's current event marketing channels and aimed to solve, which media channels allow to reach and attract especially the young people. Also, the purpose was to investigate, how Facebook's paid reach affects outcomes in attracting audiences and enhancing the Air Force's Facebook site activities. The study was quantitative and conducted with questionnaires at two events called Sotilasilmailusta ammatti and Puolustusvoimat 100 Kesäkiertue; the latter involving the Facebook event campaign and the first one relied on the organic channel reach. The questionnaire solved, through which marketing channel event visitors were attracted. Facebook data in addition to questionnaire findings provided insight into the results of the Facebook campaign and the power of the channel's paid reach.

The questionnaire in Sotilasilmailusta ammatti-event collected 334 responses of the total estimated visitor number of 2000-2500. Instead, the questionnaire in PV100 Kesäkiertue-event collected 573 responses of the total visitor number of 10 000. However, the sample of the young people in the survey was narrow, as only 43 people belonging to the age group of 15-22 years participated in the first one and 63 in the latter questionnaire. Thus, it was challenging to generalize questionnaire results of the young people and gain reliable findings regarding the channels' efficiency based on their responses. However, conclusions were generated regarding responses of people of all age groups in general. Also, previous studies and statistics of social media trends, organic reach and social media behavior of young people supported the research results and assisted to provide recommendations to the marketing channel selection in the organization in future.

According the survey, Facebook (paid reach), the newspaper Savon Sanomat and the Air Force's website were the most effective media channels in attracting locals and the channels should be utilized also in future event marketing. Even the newspaper readership likely consists of middle-aged and older people; they could share the event information with their children and other people as word-of-mouth. In addition, the research revealed the inefficiencies of billboards and the local newspapers Uutis-Jousi and Kaupunkilehti, as the channels had no power in attracting young people or people belonging to any age group. The finding was meaningful, as the cost of billboard advertising was a half of the total marketing budget used in event marketing.

The survey results supported previous studies regarding the declined power of organic reach leading to the suggestion, that the Air Force and Karelia Air Command should utilize Facebook advertising to gain visibility and attract not only young people, but also people of all ages more effectively. According the survey results, the number of young people at the age of 15-22 who were attracted through the Facebook event campaign and visited in the PV100 Kesäkiertue-event increased in total of 13% compared to Sotilasilmailusta ammatti-event, which relied on the Facebook's organic reach in sharing the event information. Also, the improvement is significant in all age groups, as the number of visitors who were attracted through the Facebook event advertisement and visited at PV100 Kesäkiertue-event increased in total of 19% compared to the results of Sotilasilmailusta ammatti-event in which marketing paid reach was not involved.

In addition to the questionnaire results, Facebook records proved that the difference between the power of organic and paid reach is significant. The PV100 Kesäkiertue event sub-page on Facebook boosted with the campaign reached ten times the number of users compared to the Air Force's event sub-pages that relied on organic reach. Also, the records presented that the reach of the target audience increased during the advertising time linearly. In addition, the overall site activities increased significantly after the advertising period, so the campaign impacted positively on the organic channel reach forward.

It is noteworthy that marketing channels under the research did not involve utilizing other social media channels, such as Instagram, why their potential effectiveness could not be measured. However, Facebook as the only utilized social media site in the Air Force is probably not enough to reach people of all ages and especially the main target group of young people. Even though Facebook is known as the most popular social media channels around the world, its popularity among young people, especially those under the age of 18, has been declining. In addition, the Air Force's Facebook site followers consists people at the age of 13-17 years only 1 percent of the total number (12 434) of the site followers. Noteworthy is, that young people of this age make choices related to studies and military service in near future and thus, they are one of the most important target groups to be attracted.

The organization should consider utilizing social media channels more variously, as different sites enable to reach different age groups. According studies, social media channels such as Instagram and Snapchat have increased their popularity among young people in recent years. The channels allow attracting most effectively especially people under the age of 18 and young adults. However, as channel trends evolve constantly; today's fact might be old in the next year. Thus, necessary is to track and analyze the effectiveness of marketing channels more actively in future to maintain communication activities on relevant channels up-to-dated.

Overall, the internet usage behavior of young people impact on the organization's marketing channel selection from the viewpoint that young people prefer to gain knowledge and experiments in their daily life mostly through internet and social media. Thus, the organization should be presented in the same media than young people. According statistics, 98% of young people at the age of 16-24 years in Finland used internet daily in 2017 and 96% of the usage was based on of social network sites. As today's young people are attracted through visuals and videos, marketers should pay attention, which media channels allow utilizing contents in most attracting and creative ways.

The narrow sample of the young people in the survey might be a sign of the lack of media channels in event marketing that allow to attract especially young population. As both questionnaires received over a half of responses from people over fifty years old, the event visitor base, apparently, consisted mostly of older generations. Even though the actual purpose of the study was not to investigate the age distribution of event visitors, the finding is interesting and provides opportunities for further research. On the other hand, marketing channels are not necessarily the only reason for

such low participation rate of young people at the events. The further study could also examine Karelia Air Command's current employer image or organizational visibility, those can be reasons for the issue as well.

The research process could have been planned and implemented differently in order to achieve more comprehensive results. Young people would be asked to participate in the questionnaire more actively, so that the researcher would have walked around the event area and use, for example, systematic sampling method. Systematic sampling is a type of probability sampling, in which elements are chosen from a target population by selecting a random starting point and selecting other members after a fixed sampling interval. (Question pro 2018; KvantiMOTV 2004) Thus, the query would have been targeted specifically to young people and the number of responses from them could have been probably better. The questionnaire could have queried which channels young people prefer in their daily use and from which channel they likely search information. As the research was conducted by querying only the channel from which the event visitors found the event information, the potential effectiveness of other channels, such as social media sites, remained upon the theory.

The implementation of the study proceeded according the research plan in co-operation with the client organization. Even the survey did not gain unambiguous results due the narrow sample of young people in questionnaires; guidelines to the marketing channel selection could be generated. The author acquired the know-how of social media advertising and will benefit from obtained skills in the career in the field of communication. The client organization, instead, could utilize research results in future event marketing planning and understands the importance of social media in attracting the target audience. Research findings were presented to the head communication departments of the Defense Force's and the Air Force's Headquarters. Noteworthy is that at the end of the study, the Air Force introduced Instagram as one of its main social media channels in addition to Facebook.

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## APPENDIX 1

Hei! Tämä on Karjalan lennoston kysely Sotilasilmailusta ammatti -tapahtumaan osallistujille. Vastaaminen vie aikaa noin 20 sekuntia ja vastauksien perusteella kehitämme lennostomme viestintämenetelmiä.

Valitse sinulle sopivin vastausvaihtoehto:

## 1. Ikä

15–18

19–22

23–26

27–30

31–40

41–50

yli 50

## 2. Sukupuoli

Mies

Nainen

En halua vastata

## 3. Mistä sait tiedon Sotilasilmailusta ammatti-tapahtumasta? Voit valita useamman vastauksen.

Koululta

Ilmavoimat.fi

Facebook

Twitter

Savon Sanomat

Savon Sanomat verkkolehti

Kaupunkilehti

Tienvarsimainos

Kuulin tutulta/kaverilta

Karjalan lennoston työntekijältä

Muu, mikä? \_\_\_\_\_

Kiitos vastauksestasi!

## APPENDIX 2

Hei! Tämä on Karjalan lennoston kysely PV100 Kesäkiertue -tapahtumaan osallistujille. Vastaaminen vie aikaa noin 20 sekuntia ja vastauksien perusteella kehitämme lennoston viestintämenetelmiä.

Valitse sinulle sopivin vastausvaihtoehto:

## 1. Ikä

15–18

19–22

23–26

27–30

31–40

41–50

yli 50

## 2. Sukupuoli

Mies

Nainen

En halua vastata

## 3. Mistä sait tiedon tapahtumasta? Voit valita useamman vastauksen.

Puolustusvoimat.fi

Facebook -mainos

Twitter

Savon Sanomat

Savon Sanomat verkkolehti

Kaupunkilehti

Uutis-Jousi

Tienvarsimainos

Diginäyttö esim. torilla

Kuulin tutulta/kaverilta

Muu, mikä? \_\_\_\_\_

Kiitos vastauksestasi!