Tampere University of Applied Sciences

How To Develop Best Practice In Instagram Marketing With Limited Resources?

Case WorkPower Oy

Tiia Rintakoski

BACHELOR'S THESIS
May 2019

Degree Programme in Media and Arts
Interactive Media

ABSTRACT

Tampereen ammattikorkeakoulu
Tampere University of Applied Sciences
Degree Programme in Media and Arts
Interactive Media

TIIA RINTAKOSKI
How To Develop Best Practice In Instagram Marketing With Limited Resources?
Case WorkPower Oy

Bachelor's thesis 70 pages
May 2019

_____

As people's interaction with online content is gearing more and more towards mobile use, Instagram, which is designed for mobile, provides an additional visual medium for businesses to promote themselves outside of traditional media channels. Visual content, in general, receives more engagement from consumers thus making Instagram one of the most potentially influential social media marketing channels.

The purpose of this Bachelor's thesis is to study how Instagram can be used in marketing specifically with limited resources.

The theoretical part of the study focuses on social media marketing and Instagram for Business and its use in marketing. In the social media marketing part of the study, the focus is on covering the basic concepts and discussing why Instagram is so popular and should be included in marketing strategies by brands. In the Instagram for Business part of the study, the aim is to go through several aspects and features of the application as well as points of interest.

The case study was done in collaboration with WorkPower Oy, which is a Finnish recruitment agency operating in several cities in Finland and abroad. The result of the case study is a marketing plan done for the company as well as pointing out beneficial practices for general use by companies with limited resources.

The case study indicates that it is possible to create quality content for social media with limited resources. Instagram is a useful channel when enhancing the image of the brand and interacting with the consumers in an engaging way.

_____

Key words: Instagram, social media, marketing, Instagram for business

CONTENTS

ABBREVIATIONS AND TERMS

Affordance	Design related term used to describe different allowances and restrictions given by, for example, technological features. What can and cannot be done with different objects and materials based on their qualities and features.
Application	A program that is designed for a specific purpose, usually downloadable to a smart device.
Brand	A brand distinguishes a product, a service or a company from other similar products, services or companies in the eye of consumers with a lasting impression on the customer.
IGTV	A service provided by Instagram for users to produce their own videos and airing them on the platform.
Smart device	Usually an electronic device that enables the user to connect to other devices, networks or people. These devices can be either portable or stationary.
Social media	Social media refers to websites, services, communication tools, online platforms and applications that have emerged during the 2000's that allow users to create and share content.
Instagram Story	Instagram's feature where the user can showcase short vertical videos or images for 24 hours for their followers.

1 INTRODUCTION

Nowadays billions of people in the world are connected to multiple social media networks. People want to be able to share their own stories, stay in touch with other people, meet new people of interest and engage with content. (Musonera 2018). As long as the person has funds to access the internet and a smart device, most social media applications and services do not cost money to download and thus the ease of access enables the wide use of these channels. For this research, the focus will be on social media usage in Finland.

Number of mobile phone users in Finland 2018 (in millions)

■ Mobile phone users (4.6.)   ■ Non mobile phone users (0.9)
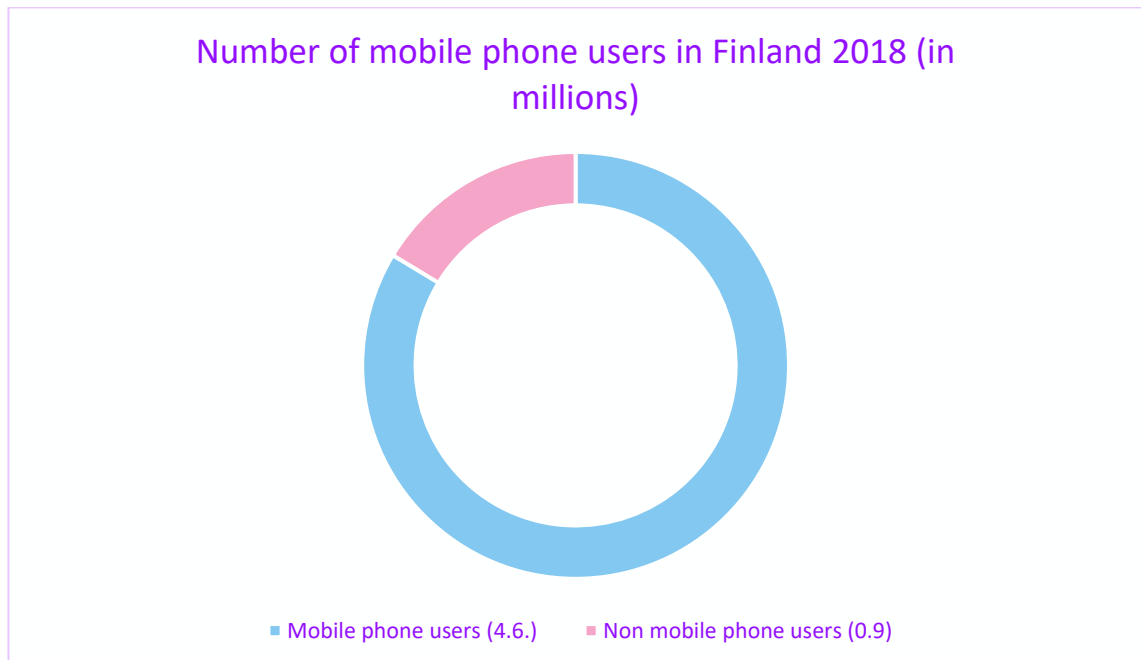
FIGURE 1. Number of mobile phone users in Finland (Statista)

Figure 1 indicates that out of the current population of Finland of approximately 5,5 million people 4,6 million have a mobile device even though it might not be a smartphone. This means that 83,6 % of the population across all ages have a mobile phone in use. This proves the substantial potential in social media and digital marketing.

As social media and technology evolve constantly, many companies have had to change their marketing strategies or even start thinking about marketing. The development of digital advertising opportunities such as content marketing, social

media marketing, and search engine optimization have put both challenges and possibilities in front of companies. The Internet holds the power to build or destroy brands, bring customers and companies together and enable a more thorough analysis of the market and competitors. The implementation of personal digital devices, internet and e-commerce have fundamentally changed how brands operate and market themselves. (Khanna & Mishra 2018.)

Instagram is a popular, photo and video sharing smartphone application and a social media platform with a community of 1 billion monthly active users and over 500 million daily users globally (Hootsuite 2019). Instagram is the most visual social media channel from Facebook's apps and services selection. People use Instagram to be inspired, entertained, to keep in touch with their friends and interact with several different people and brands. 60 % of people say that they've discovered new businesses, brands, and products on Instagram (Instagram.com.)

Instagram allows businesses to share content creatively in a visual environment with a highly engaged audience. Even a company with limited resources can create effective content for Instagram as long as their marketing strategy functions properly. Laying the groundwork takes some time but after some trial and error, the process can become habitual and more efficient.

As digital marketing has become more crucial in modern consumer behavior influencing, brands looking to market themselves should turn to Instagram. This social media platform presents a huge consumer audience that not only post their own content and look at photos and videos but also interact and share their experiences with brands. (Klie 2015.) Instagram has been designed in a way that it generates and encourages engagement, thus providing huge potential for brands to reach and activate the consumers. Brands should be prepared to create visual content to engage and communicate with people.

2 SOCIAL MEDIA MARKETING

Modern day technologies have moved marketing to the internet, bringing customers, companies, and competition closer to each other. This enables the companies to potentially reach even more customers, which is an opportunity that they did not have with just traditional media. (Becić, Stojanović & Nikolić 2018.) Regardless of the size of the business, it is common that they have a separate marketing department as it is widely believed that if the company is not online, it does not exist in the eyes of the consumers.

Social media and social media channels are a world of their own and are especially important when it comes to marketing. Companies have always, more or less, paid attention to the impressions and opinions of their customers but the ways this information have been taken into use by some companies is lacking. The gathered information should be used to improve sales, gain more exposure and show the customers that their feedback has been heard. (Becić et al. 2018.) Modern technologies help companies to gather information about their users and their marketing and business strategy, in general, should be customer-centered.

The users of social media are both demanding and very specific to the relevance of the features and services of the applications. The channels try not only to attract new users but also to attract advertisers. Brands go to the social media in search of growth of revenue and by advertising in these channels they can gain more exposure and stay relevant. (Musonera 2018).

2.1 Social media

Social media enables its users to share, interact and communicate with other people globally and instantly. People share parts of their lives through images, text, and videos as well as information, opinions and knowledge. In short, social media is a medium of collaboration and communication. With the development of internet and mobile devices, the connectivity between people and brands has

grown exponentially. (Khanna & Mishra 2018.) Social media implements many different forms such as forums, blogs, podcasts, videos, and images.

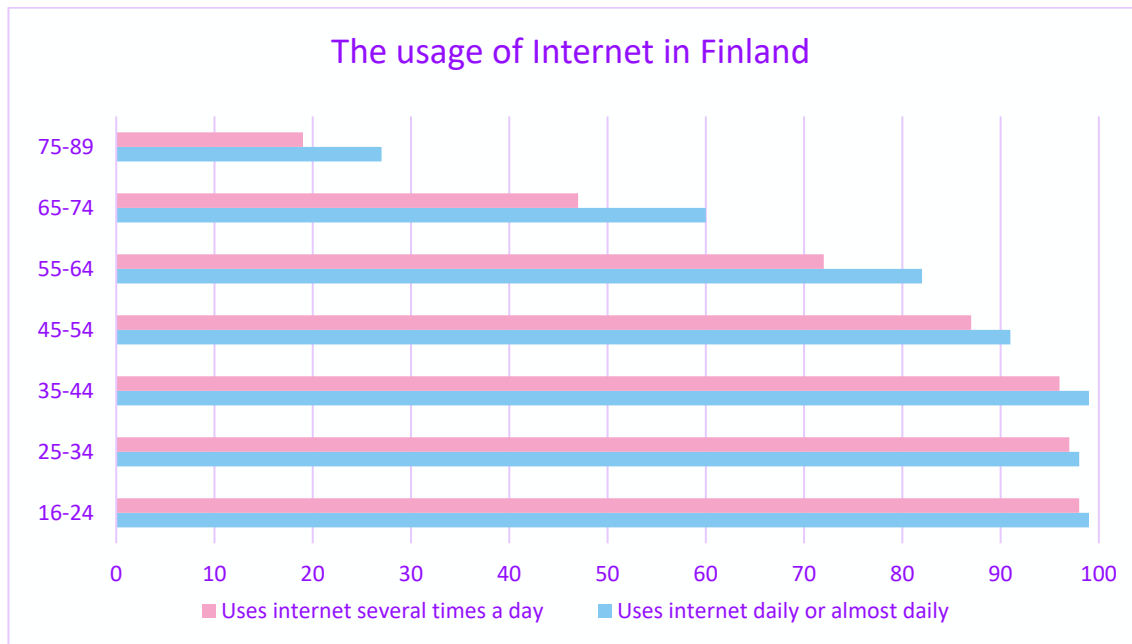

FIGURE 2. The internet usage by age in Finland % of the population (Tilastokeskus 2018)

Looking at the statistics provided by Tilastokeskus (2018) they show that 97% of Finland's population between the ages of 25 and 34 uses the internet several times a day. Figure 2 shows that apart from the older age group 65+ almost everyone in Finland utilizes the internet for something on a daily basis.
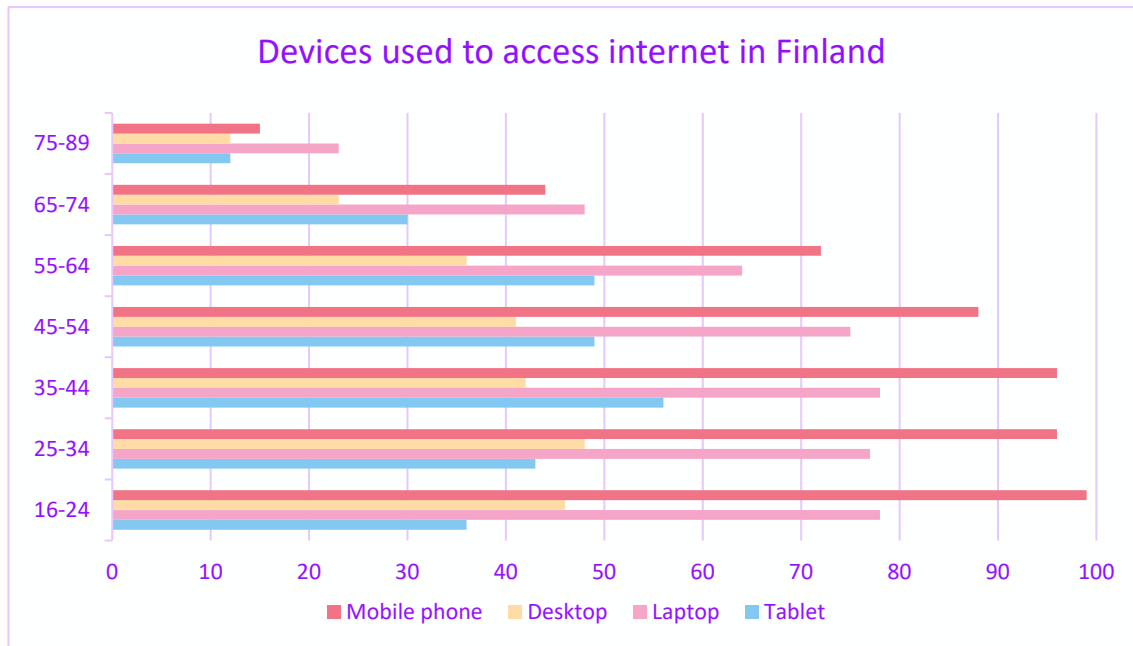
FIGURE 3. Devices used to access the internet in Finland by age group % of the population (Tilastokeskus 2018)

According to figure 3, the least popular devices to access the internet in Finland are desktops. As technology has evolved most people either have a laptop or a mobile phone and desktops are a dying breed. In the age group of 35-44, people also favor tablets in browsing the internet. The little that the older generation of 65+ use the internet is done mostly by either laptops or mobiles phones.

WorkPower Oy targets people entering the working life and people who already have working experience. Figure 2 showcases how most of the people using the internet between the ages of 25 to 44 access it several times a day. Looking at the statistics of figure 3, the age group of 25-34 and 35-44 use mobile phones to access the internet and thus the target group is widely reachable through mobile. The target groups of WorkPower Oy will be examined closer later in this research.

The social media industry is one of the most competitive and fastest growing in- dustries with over a hundred social media platforms serving different niches. There are several different categories in the industry where purchases, sharing, localization, and microblogging are just some of the few. Today there are over 2 billion active social media accounts around the globe which represents 29% of the world's population. (Musonera 2018).
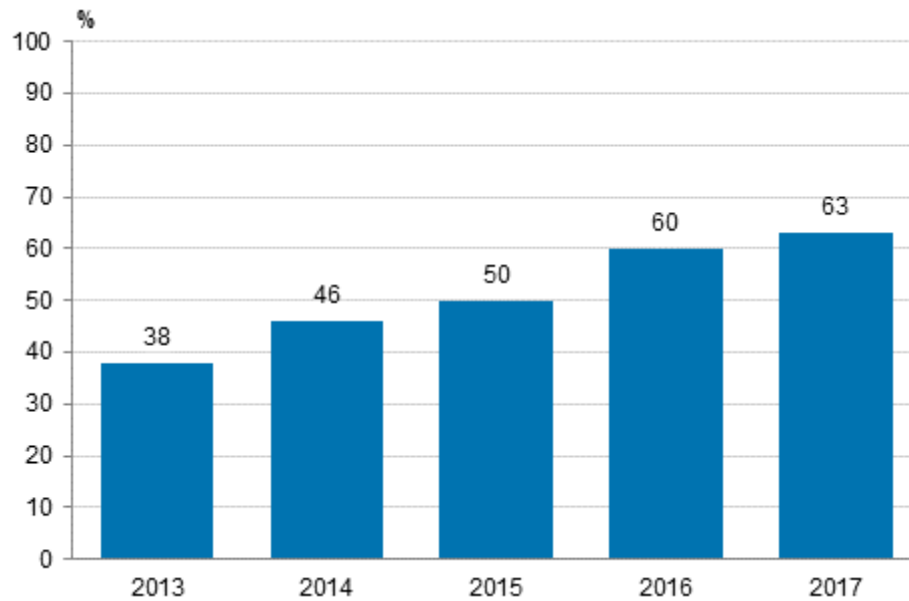
FIGURE 4. The usage of social media by companies between 2013 and 2017 in Finland (Tilastokeskus 2017)

From figure 4 it is visible that the usage of social media platforms has increased between the years 2013 and 2017 by 25 %. In the year 2017, 63% of companies employing over 10 employees use social media to promote their business. Social media has become one of the most used channels by companies especially in marketing and/or promotion of products and/or services. 89% of all companies (including companies employing less than 10 people) use social media for marketing purposes, 53% for recruiting and 58% for receiving and replying to feedback. (Tilastokeskus 2017.)

2.2 Marketing in social media

Marketing is one of the key features when the goal is to enlarge the customer base and bring the services and products towards the users. As the world changes constantly so does the medium of social media. It is important for marketers to understand and anticipate these changes in order to enable effective business. (Becić et al. 2018.)

There are several benefits of social media marketing, such as increased brand recognition, brand loyalty, increased traffic to the company's website, decreased

marketing costs and richer customer experiences. Social media is relatively inexpensive while still being effective as customer interaction and acquisition is easy. (Khanna & Mishra 2018.)

A typical marketing strategy consists of gaining followers, interacting with them and eventually turning them into customers. In order to follow through with this process, it is important to know what the target audience wants and giving them exactly that. (Weblog 2019.) There is also a side to marketing where marketers create a need for their target group. A need that they might have not known they have.

The communication needs to be a two-way channel thus taking the interaction to the followers as well. (Weblog 2019.) The biggest mistake a company can make is to ignore the possibilities of social media as they offer multiple ways of interaction such as promotions, feedback gathering, and customer service. (Becić et al. 2018.)

Sarah Warlick lists five reasons why no company is too traditional to benefit from social media and why it can fit into any company's marketing strategy. In addition to social media helping with reaching the desired audience, it can bring concrete business benefits when done properly. (Warlick 2018.)

1. Building relationships. Social media was developed as a medium for people to be social with each other. It allows companies to build personal connections to other companies, potential clients and professionals.

2. Showcase expertise. Social media allows its users to share their advice, knowledge and thoughtful insights to relevant topics and thus establish their expertise in the field.

3. Reinforce specialties. By sharing insights and tips it is possible to catch a potential client's eye and they can start recognizing the company or individual as an expert and someone they can turn to in a time of need. Search

engines also boost social media content, so by being active and using the right strategies it is possible to rank higher in search results.

4. Attract people. Companies and people want to stay relevant thus creating the need for engaging content. By appearing modern it is possible to attract the right kind of people to work in the company or promote the products and/or services. When searching for information, people will go through social media channels of companies as a reference and draw conclusions from them.

5. Gaining visibility. People tend to turn to companies and other people that they are already familiar with. By having a strong online presence and creating relevant content for people to see, the company will stay in people's minds for longer. The message that is being sent determines whether the association will be positive or negative.

The points made by Sarah Warlick showcase well why it is crucial to include a social media marketing plan. As shown previously in this study the potential reach of social media is substantial and by putting effort towards it and creating relevant content it is possible to gain more exposure for the company. Social media is not without risks as people can interpret the content in many ways and there are always people who do not enjoy the created content. Therefore, knowing the target audience helps to direct the content and thus enables the possibility to reach the desired outcome of better visibility and more engaged consumers. Dealing with unsatisfied consumers has always been a part of business life, but with the integration of social media to everyday life it has become easier for people to express their opinions and experiences.

2.3 Visual marketing in social media

Visual marketing is one of the most engaging ways to promote brands. Pictures appeal to people and to emotions and are an effective way of reaching consumers

across different languages and cultures. The saying "A picture is worth a thousand words" is relevant in this context and when adding the aspect of moving image, the impact can be even greater. The message can also be conveyed by implementing text into the image or having an image with only text. This has greater potential to catch the attention of the viewer than using just text.

There are several different forms of visual communication, such as video, pictures, animation, data visualization, and typography. Visual communication means arranging information in a visual way to efficiently create meaning. Smart content gets straight to the point and conveys the intended message effectively. (Dalibor 2018.) There is always room for nuances and different interpretations of the content by the user, but it is easier to reach the user by using visual content regardless of the way they respond to it. By adding not just images but other forms of visual representations the viewer gains a more diverse selection on how they would want to interact with the information.

The average human attention span is calculated to be around 8 seconds, thus it is no wonder that marketers turn towards visual communication as it is faster to receive information through images (Dalibor 2018). One challenge with using visuals is that they leave room for interpretation, where the conclusion might not always be the intended one. Regardless of this challenge visuals will improve the message and increase the attention of the viewer.

One minute of video can be more powerful than millions of words (Dalibor 2018). Most people will only remember the first couple of seconds of a video, so it is important to capture their attention right from the start. The sound is muted by default by most social media platforms, so getting the message across and stopping the viewer even without music should be taken into consideration. (Britner 2018.)

2.4   Traditional media vs. Social media

The development of technology and the internet created a new perspective to consider when creating marketing material and opened several opportunities for companies. Modern technologies provide people easier access to information and they expect to be served in certain ways in an online environment in addition to the physical world. (Becić et al. 2018).

Traditional media is commonly a one-way channel between the brand and the consumer. People read the newspaper, listen to the radio or watch TV and thus the two-way interaction provided by social media is lesser than with traditional media. (Khanna & Mishra 2018.) People can still send letters to the editor and call the broadcasting company or radio station. There are integrations between social media and traditional media such as including a Twitter feed on TV-shows or providing a chance for radio listeners to message the station through Whatsapp. Social media in return gives the opportunity to connect and interact with people. The digital society not only shares information but allows people to meet new people, express opinions, participate in campaigns and raffles and multiple other activities. According to Khanna and Mishra, with both traditional and digital media, there are differences between the mediums and formats thus creating the need to define which of them should be used in marketing and in which ways while keeping in mind the target audience. (Khanna & Mishra 2018.)

Unlike traditional media, that can be costly to companies, a social media marketing strategy usually does not need the same amount of funds. Whereas social media can be used as a targeted marketing tool traditional media can be hit and miss type of advertisement. (Becić et al. 2018). Social media enables both a passive and an active approach to marketing, as the target audience is reached through the placed and targeted advertisement and provide thorough analytics on the campaign.

There are several different ways to gather information about customers. With traditional media, it was common to use surveys and observations as means of receiving feedback from the customers. Modern technologies allow brands to

gather information from a broader range of marketing research capabilities by using e-mail, interviews and social media networks. This data is gathered from different sources and analyzed by the marketers so that they can determine changes in the market and customer behaviors and act accordingly. There are different data collection technologies, for example, open source and data mining that can be useful for marketers. (Becić et al. 2018).

What modern technology has brought to the table is easier interaction with the customers. These interactive and integrated mediums are used daily to connect retailers, customers, and brands. This drive shifted towards mobile when in 2018 the use of mobile devices overtook computers. As technology continues to evolve, people will be spending more and more time accessing the internet through their mobile devices. However, even with the digital world, traditional TV remains one of the largest mediums by consumption time. (McCrea 2018.)

According to McCrea, when comparing marketing tactics, it is notable that there are 1 000 tactics in social media in comparison to one that might be used with a TV or print campaign. The mediums within social media differ from each other and even the screen size should be taken into consideration when planning campaigns. Even now the mobile screen sizes are made larger, but they still require different treatment than a laptop or a TV screen. (McCrea 2018.) This limits the choices of where to appear on social media when thinking about the available resources. But as the digital advertising evolves further it will become more intertwined with traditional advertising mediums. Digital content is more effective when working simultaneously with traditional media.

2.5   Challenges in social media

Social media and its networks provide a vast amount of new possibilities for companies to engage more with their customers, but there is also a dark side. A bad customer service experience can spread like wildfire through social media and the internet depending on the case and the network. As anyone can respond to a campaign on social media, there is not much the marketer can do to prevent

this from happening. (Khanna & Mishra 2018.) Creating the wrong kind of content, responding in an unsatisfactory way or ignoring the customers can cause serious damage to the brand and the company. (Becić et al. 2018.) For example, by not responding to a customer's questions they can easily make a post about it where they explain the situation from their point of view and spread the negative feedback about the customer service. It is common that a negative feedback or experience spreads wider and faster than a positive one.

Social media marketing requires a solid base knowledge and work in the beginning before establishing the strategy and operation models. Navigating through the challenges and risks of social media takes some preparation and a whole lot of time before the results can be seen in the long term. People working in marketing need to be ready daily to respond to feedback from the customers, create relevant content and analyze the gathered data. This creates the need for human and time resources as well as capable employees with professional experience in marketing. (Khanna & Mishra 2018.)

In addition to content creation, the outcomes of the marketing need to be controlled and measured. This is done in order to understand whether the campaign, advertisement or strategy, in general, is efficient and if there are adjustments to be made. Some of the social media channels are more efficient than others, depending on the company and the brand, and thus resources and time should be focused accordingly. However, measuring the success of social media and the return of investment is a difficult task and takes time. (Khanna & Mishra 2018.)

Social media has created a whole new world of issues regarding privacy, security, intellectual properties, and other legal issues. Thus, marketers need to have a basic understanding of information technology and copyright laws. Different malware, viruses, and spyware are part of the risks of security concerning internet usage. (Khanna & Mishra 2018.)

One of the aspects to consider is to create visual content that is mobile- and social media friendly. It is essential to keep in mind that most people use mobile devices with smaller screens to access the internet and depending on the platform the

resolutions and sizes of visual content vary greatly. In addition to the visual aspect, it would be advised to keep headlines and text concise enough to read when glanced through quickly. (Dalibor 2018.)

There are some issues concerning social media such as the fact that it is always a combination of technology, culture and political environment of a specific country or context. The internationality of the internet provides challenges when catering to a larger audience. Marketers have to constantly stay up to date on several aspects of social media and technology and train other employees on the importance of good online behavior. (Becić et al. 2018.)

2.6   Affordance theory in social media

According to Taina Bucher and Anne Helmond, the concept of affordances originates from ecological psychology and was later integrated into design studies. Affordances are usually used to describe different material or abstract aspects that allow people to interact with objects. These are all kinds of action possibilities defined by the environment and allowances and restrictions it offers. Affordance in itself can be conceptualized in many different ways and people can understand it in different ways even within the field of media. (Bucher & Helmond 2018.)

Social media consists of mediums that gather people together but these channels each have their own restrictions and possibilities from a technical and interface point of view. The technology structures introduce different ways for people to engage with these digital environments. These affordances do not directly determine the ways that people can interact with the social media services, but they do dictate and restrict the uses to certain practices while people need to work with or around these features. By understanding these channel-specific affordances and dynamics people using social media can determine probable practices and predict behavior. (boyd 2010.)

The social media services are constantly changing with new updates and features being added to them. These changes can be simple ones, such as enabling liking,

commenting or sharing and making it possible for the user to determine who sees the content they interact with. Algorithm changes determine in which order the user sees the content on their feed, search functions help people find information or people they are looking for and threading under comments makes it easier to follow the conversation. Some of the affordance features are profiles, friend lists, interaction with the content (like, share, comment) and posting. (boyd 2010.)

boyd describes four affordances that shape many of the environments of social media. These are persistence, visibility, spreadability, and searchability. None of these affordances are new, but technology and the digital world have given them new meanings and ways of manifesting. Social media provides new ways of altering and amplifying social situations through technological development. (boyd 2014, 11-13.)

Technologies are designed to enable durability of the shared content, thus persistence. The shared content might not disappear even though the user would delete it and the sent messages will be waiting for the recipient to read them. Visibility comes from the opportunity of sharing content to large audiences. Many popular social media platforms share the content and interactions publicly by default even though they might offer the possibility to restrict visibility. Most of the content is also easily shared with a few clicks, thus spreadable, and social media platforms encourage its users to share information. Some of the platforms have made it easy by providing "share", "forward" or "repost" buttons and if these are not available it is easy to copy paste or download the content for sharing. Searchability being the last one is the easiest to understand, the content is easily accessible through keywords and search functions provided by the platforms. (boyd 2014, 11-13.)

For example, with Instagram, which is the focus of this research, there are limitations to the content and interface. As it is mobile-focused, posting anything without the application is impossible. The Instagram algorithm makes it possible to see all the posted content but determines the order. The users can choose to have a private account thus making it impossible for people who are not following them to see the content they have posted. The search function enables the users

to search for specific hashtags, accounts or places. The users will see advertisement on the platform whether they like it or not. The user can only "heart" someone's photo in addition to commenting on it, sharing it or tagging people to it.

3 INSTAGRAM FOR BUSINESS

In contrast to a normal Instagram profile, Instagram for Business account comes with statistics about your posts, stories, and followers. The marketer can get real-time metrics on the profile's performance and engagement as well as how the followers interact with the brand's stories and content. Using a business account also gives the marketer the possibility to create and launch paid campaigns.

As people's interaction with online content is gearing more and more towards mobile use, Instagram, which is designed for mobile, provides an additional channel for businesses to promote themselves. The advertising and brand building efforts are taken to the next level with this service as you can reach people outside of traditional media channels such as radio, TV or print. The young and future generations of consumers are very media orientated and, for example, the brand image is important to them when considering purchasing or obtaining services. (SyndiGate Media Inc 2016.)

3.1 Instagram statistics

Figure 5 shows the global distribution of Instagram users where it is possible to see that 71% of Instagram users are under the age of 35 and the breakdown between females and males is close to even. People under the age of 25 use Instagram 32 minutes a day on average whereas the age group of 25 and older use it 24 minutes a day on average. According to Hootsuite, this is because of the introduction of Instagram stories as they add even more entertaining and interesting content to the platform. In addition, over 80% of global Instagram users follow at least one business profile, which adds to the importance of Instagram in the modern social media marketing. (Hootsuite 2019.)

Distribution of Instagram users worldwide

Female
Male

	13-17	18-24	25-24	35-44	45-54	55-64	65+
Female	3%	15%	16%	9%	5%	2%	1%
Male	3%	17%	17%	7%	4%	1%	1%

Source: Statista

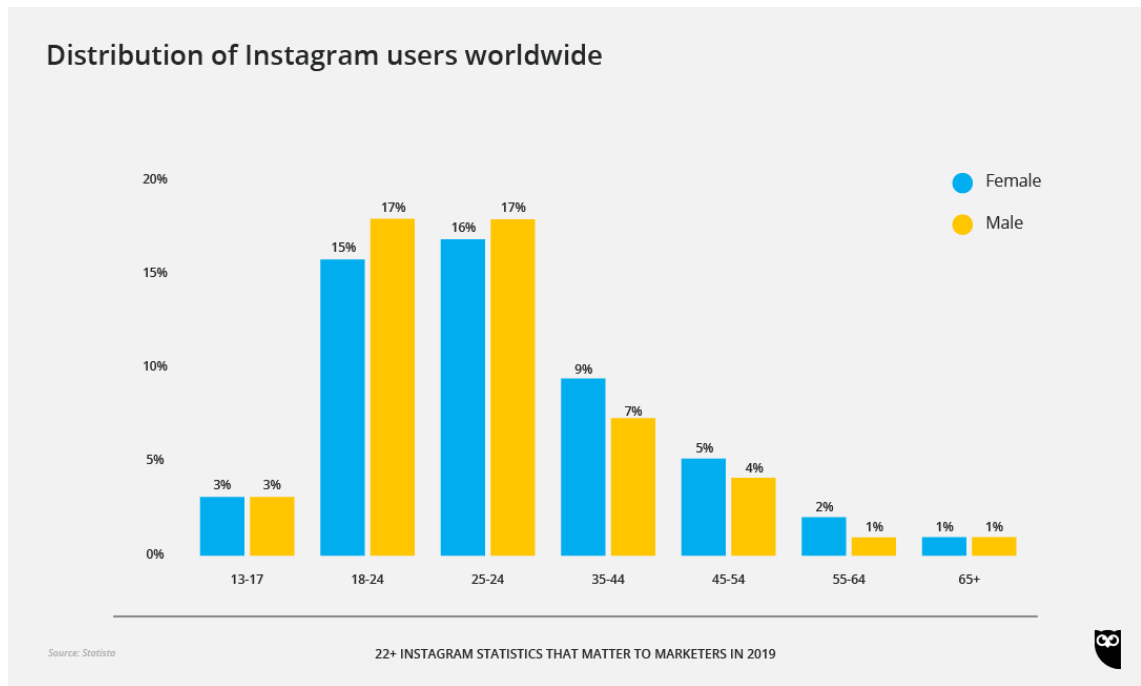22+ INSTAGRAM STATISTICS THAT MATTER TO MARKETERS IN 2019

FIGURE 5. Distribution of Instagram users worldwide divided by gender and age (Hootsuite 2019)

In Finland (figure 6) there is still a large number of people who do not use Instagram at all. This can be because of a large group of older generation people living in Finland who do not use Instagram as much. Amongst the younger generation, social media usage is common globally as can be seen in figure 5. According to Statista, in 2014 Finland had 2.8 million social network users which was forecasted to exceed 3.25 million individuals by 2021. The annual increase of social media users was estimated to be between 30,000 and 70,000 users. (Statista 2019.)
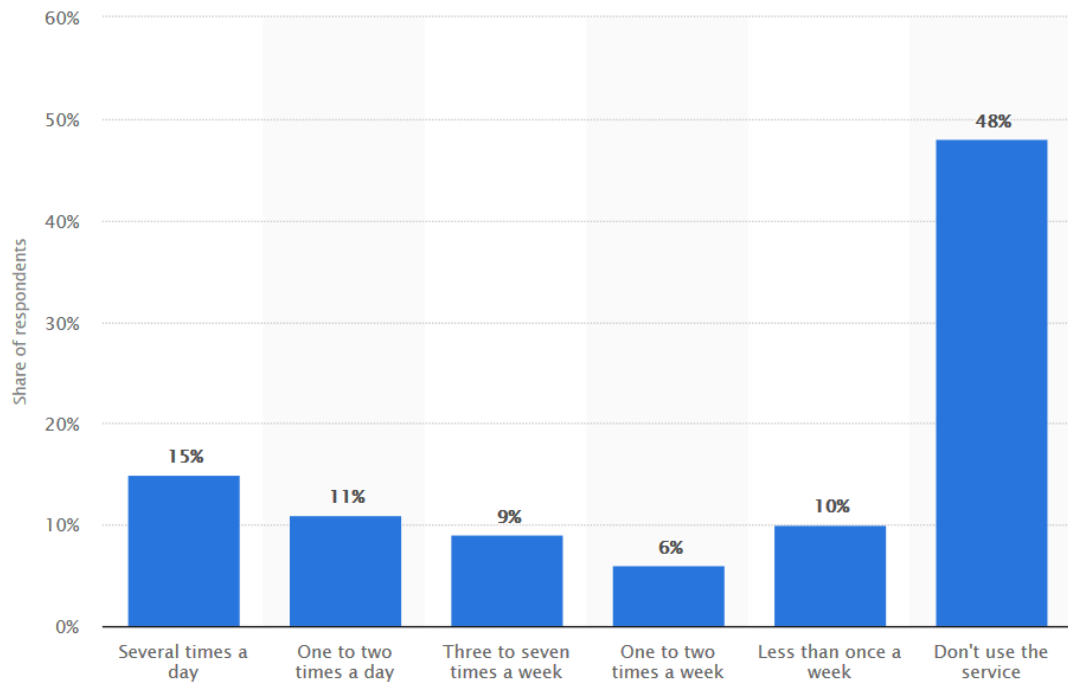
Do you use Instagram?

FIGURE 6. The usage of Instagram in Finland (Statista 2018)

Since its initial release in October 2010 Instagram has evolved from the newest social media platform into a worldwide marketing channel. People can showcase and market themselves and their skills in the same manner that brands and business' market their services and products. Figure 6 shows that half of the people who use Instagram use it at least once a day and 15% use it several times a day. This behavior indicates the potential in Instagram as people go through their feeds several times and interact with the content.

Out of the 500 million profiles, approximately 25 million are business profiles. Over 2 million advertisers use Instagram to share their stories in a visual manner and over 200 million Instagrammers visit a business profile on a daily basis. (Instagram 2019.)

3.2 Getting started

Rather than creating a normal account on Instagram, brands should consider making a business account as it comes with several useful features. The idea of making an account in the first place is to give people more information about the product, service and/or business in a creative and visual way. (Instagram 2019). Figure 7 presents WorkPower Oy's Instagram account's feed and the main page as an example of a finished Instagram for Business profile.
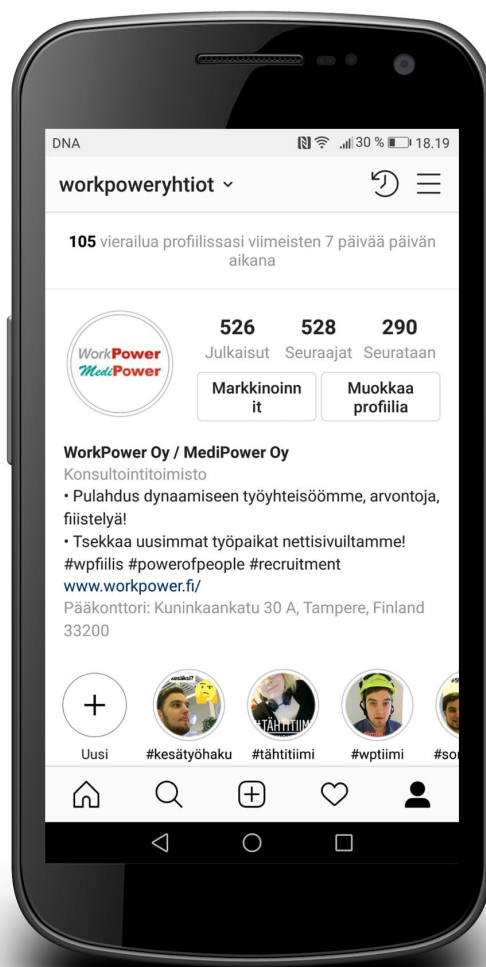

FIGURE 7. Screen capture of WorkPower Oy's Instagram account's feed

First, users need to download the Instagram application. It is possible to use Instagram on a desktop to browse and interact with others, but there's no possibility to post anything or have a conversation with another user. After installing the application, the user creates an account by signing up or connecting it to a Facebook account. The username should be something that clearly represents the

business, such as the business' name. For the account, there is a need to add a profile picture, a biography and a link to the company's website. It is wise to consider linking the Instagram account to other third-party sharing sites such as Twitter, Tumblr and so on if they are included in the marketing strategy. From the settings in the application, the user can switch to a business account, which gives the possibility to showcase business information as well as gain access to useful analytics tools. The last step is to start posting according to the company's social media plan and following similar and relevant accounts.

A business starting out on Instagram needs to define their marketing theme for the application and target groups for the maximum benefits of the platform. The competition is tough and finding a niche is important as it is not wise to spread out too thin and try to appeal to everyone. (Instagram marketing secrets 2018.) As important as gaining visibility for the business' account is, the main goal should be to gain followers who find the content relevant, useful or entertaining. This can be done by looking at the general market and starting to build an Instagram marketing strategy.

3.3 Advertising on Instagram

As Instagram users do not have to pay to download the application, it is possible to use it to promote the business organically. One option is to pay for an advertisement to reach more people. (Facebook Blueprint 2018.)

After the user has created a business profile on Instagram, they gain access to the advertising possibilities. As Instagram is owned by Facebook, the user can also create cross-platform advertisement that appears on both. It is possible to promote either posts or stories directly from Instagram by clicking the Promotions button, promote directly from the post/Story or by using the Facebook Ads Manager and its comprehensive tools to create ad campaigns. There are possibilities to determine the total amount of money spent on the advertisement as well as the duration of the campaign and target group. The user needs to add a payment method such as PayPal, Debit or Credit card in order to pay for the advertisement.

The money spent on the promotion can vary greatly between campaigns based on the target group and the desired outcome. If the promotion works nicely, there is no need to spend a lot of money on it. In WorkPower Oy's case, the standard campaign runs for 14 days with a 100 € total budget and in most cases, the campaign is for a specific job opening that needs more applications in one certain area. The budget and duration of campaigns vary according to the target group, but this standard method has proven to be satisfactory considering the goal.

Even with the promotions, Instagram's algorithms define who will see the advertisement, so it is hard to say beforehand exactly how many people will see it in the end. If people who have seen the advertisement interact with it by liking, commenting or saving it to their gallery, more people will end up seeing it as Instagram defines the content as interesting and worthy of showing.

All advertisements will be submitted for a review to make sure that they meet Instagram's ad policies. The promotion looks similar to organic posts and stories with a few key differences. Promotions have a sponsored label in them, can include a call-to-action button such as a link to a website and can be either vertical or horizontal. The created advertisement will appear normally on your defined target group's feed and stories.

3.4 Algorithms

When Instagram first launched the users saw content in reverse chronological order. After being acquired by Facebook the feed began to sort and show content based on, for example, the level of a user's possible interest in it. The feed ranking is powered by constantly adapting and improving machine learning. In March 2016 a new update was announced and even though Instagram is not going back to its old ways, meaning the reverse chronological order of the feed, this should bring some order back to the application. (Pirani 2018).

Instagram uses different methods and metrics to determine the order of posts on the user's feed. A few of the metrics are the likelihood that the user will be interested in the shown content and previous interactions with the person who has posted the content. Instagram collects information on its users from multiple sources, such as Instagram itself, Facebook and other third-party websites and applications. The ads that are shown are based on, for example, the people that the user follows and the kind of content they engage with on Instagram and on Facebook.

3.5 Feed content

The user of Instagram can create three different types of posts on their feed; static images, videos or carousels. The static images are done by adding a picture in the new post section of the application. The image can be cropped to a square, which is a standard format in Instagram, or made to retain its original aspect ratio. After choosing the image there are options to stylize it by using filters and/or effects as well as by adding some text, hashtags, and mentions in the description section of the new post. Adding a video works the same as adding images, but the length has to be between three and sixty seconds. An example of a static photo feed content can be seen in figure 8.
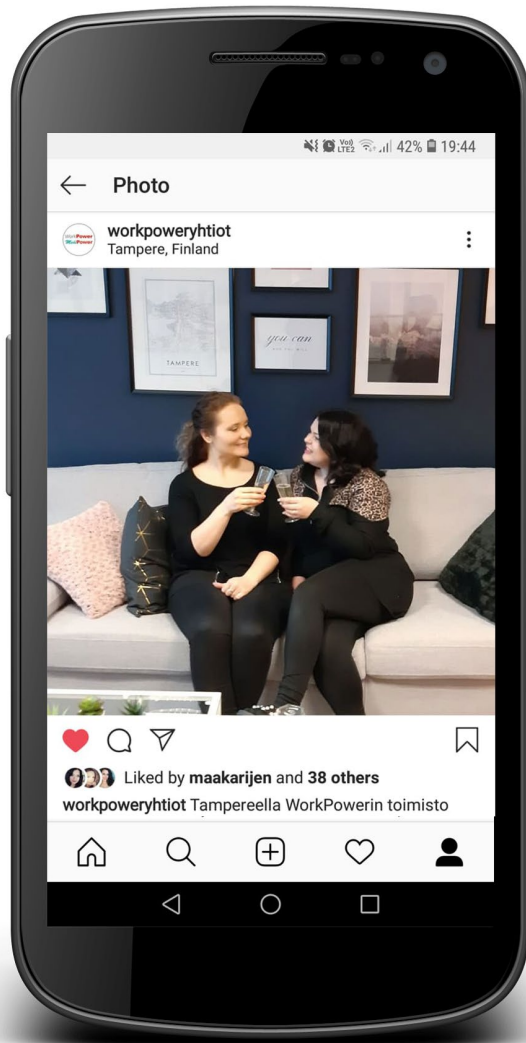
FIGURE 8. Static photo example in Instagram's feed

Instagram carousel works much like creating a one image post, but it allows the user to add up to ten images in one go. This feature works by swiping from right to left to the screen smoothly scrolling through the added photographs, much like a carousel. The carousel can include both images and videos and the order of the content can be changed even after adding them to the application. It is possible to apply the same filter to each piece of content or edit them individually. The carousel can only have one description embedded to it and not separate ones for each image or video and this applies to liking, commenting and sharing as well. The same rule applies to the orientation of the images, only one can be applied to all of the content at a time.

The feed shows the user content that the machine learning thinks is relevant to them. These posts appear towards the top of the feed with some suggested accounts of interest. Regardless of in which order the users see the posts they can browse through all of them. The order is determined by Instagram, but the application does not hide any of the content that is not considered a violation against the terms of use.

Instagram offers the possibility to save any of the posts that the user sees and collect to a private section of the profile. This is done by adding the post to an existing or a new collection which can later be accessed from the user's profile. Other interactions with the posts are liking, commenting and sharing.

3.6 Instagram Stories & highlights

Instagram allows the user to create Stories for the profile that can be seen by other users for 24 hours unless the user adds it to their profile's highlights. Instagram Story is a vertical video or image that can be between five to fifteen seconds long. Instagram allows its users to edit their videos and photographs with a large variety of options. There is a possibility to add filters, stickers, music, emojis, text or even draw on the Story for additional effect. For more cinematic effects there are several features in the application such as Boomerang, Rewind, and Superzoom. The user can also create polls and ask questions which their followers can in return respond to.

A colorful ring will appear around the profile picture indicating that the owner of the account has published a new Story. This indication is shown on the profile as well as on the feed of account's followers. If the user's profile is public, anyone can see the Story from their profile, but if the profile is private, then only the approved followers can see it. If the user mentions someone on the Story by adding @ directly in front of the username with the text editor, they will get the same kind of notification as they would when someone else would tag them on a post. When viewing the Stories of the followed accounts on top of the feed they automatically scroll on to the next one. After opening the Story, the person viewing it can reply

to it by sending a reply via direct messaging. The owner of the profile can see who has watched their Stories.

It is possible to create a post directly from a published Story, in addition, making a highlight out of it. Previously taken photos or videos can be added to the Story from the camera roll and photos or videos taken with the Story feature can be saved to the phone.

3.7 Direct messaging

Instagram offers its users the possibility to use direct messaging. This feature lets the users send messages, photos, profiles, hashtags and locations to one person or more people. The icon for direct messaging is located on the top right corner of the application and through there the user can find all their sent and received messages. Through direct messaging, users can also video chat with up to six people at a time. If the account is private, only accepted people can video call the owner of the profile, but anyone can message another user. The content sent through direct messaging will not be seen by anyone else except the respective parties.

Instagram direct messaging can effectively be used to communicate with the company profile's followers. This way they can individually address their followers and gather feedback as well as interact with them.

3.8 Hashtags & Location

The extra defining possibilities for the Instagram content are adding different hashtags and a location to the post. These features help users find the account's content if the specific hashtag that has been used in the post is followed. Hashtags are used by adding # in front of the word that is being tagged in the post for example #instagram. Locations are added in a specific part when creating the post or editing it later and can be either places or events. Adding a location

lets people know where the content has been taken or if it is tied to a specific location or event.

The account has to be public so that other users can see the content based on hashtags. The user uses the search and explore feature of the application to browse through the content that Instagram suggests to them based on algorithms. By using hashtags, it is possible to reach people who are not following the account as the post appears on the corresponding hashtag's page. Hashtags allow numbers, but not special characters and it is possible to add up to 30 hashtags per post. In addition to following accounts, the user can also follow hashtags to see the posts and stories that have used the specific hashtag.

Hashtags are free advertising as it brings the content in front people who might be interested in the content if they are following the hashtag. It is also a way to connect with communities and receive feedback or even get inspiration from other accounts. Using hashtags makes the Instagram algorithm appreciate the posted content and makes the content searchable for everyone. Instagram offers a service where after searching for a hashtag a possibility to look at related hashtags appears.

In the Weblog article, it is said that using hashtags can result in the increasement of engagement by as much as 12.5%. The number of hashtags that should be used can vary, but each post can have up to 30 hashtags. Using no or few hashtags can render the post unnoticed but using too many can appear annoying. According to Weblog, a study has found that using seven or fewer hashtags seems to be an ideal number. (Weblog 2019.)

3.9   Scheduling

There are several applications, such as Iconosquare and the Preview app, that allow the user of the Instagram for Business profile to schedule their content posts beforehand. This allows the marketers to plan out what they want to publish in

advance and schedule them so that they do not have to post it at certain times manually.

Scheduling is useful when thinking about the best time to post the content. This factor is determined by previous engagement rates from the followers as well as the times they are online the most. A marketer should aim to post at these times in order to gain maximum reach for their content. These times can be highly specific to certain themes and accounts. The most profitable time for one account might not work for another.

3.10 Instagram live & IGTV

Much like Instagram Stories, there is a possibility to go live on Instagram. This works much like creating a Story, but the user starts a live video to connect with their followers in real time. The live video will not be visible after it has ended unless added to the Story as a replay. During a live video, there is a possibility to interact with people who are watching through the comments section that shows at the bottom of the screen. The user can also invite someone who is viewing the live video to join them and appear on a split screen view. The indicator of a new Story will be added around the profile picture with the word LIVE written on it. The live video can be watched by clicking on the profile picture.

Instagram has launched a video sharing platform IGTV that is meant to work as a video sharing platform to compete with YouTube. The main difference is that IGTV's format is vertical, other than that you have channels like in a TV or YouTube but in addition, the user can browse and watch shared videos and upload their own videos to the service. (Pakistan & Gulf Economist 2018).

3.11 Strengths & Weaknesses

Although Instagram is one of the newest social media platforms, it has grown into one of the most popular photo and video sharing channels in the world and it

keeps on growing. In social media platform industry, the competition is brutal and Instagram, despite its many reasons for popularity, continues to face threats from other platforms such as Snapchat. (Musonera 2018).

Owning an Instagram account is only the first step to starting marketing on this social media channell, the results will start to show based on how the brand interacts with the audience and how the content is placed amongst the followers. No social media channel will render immediate results, so consistency is key after choosing applicable strategies to the business. (Weblog 2019.)

The users of Instagram expect a certain kind of content especially after seeing a post that they enjoy. Experimenting with content will most likely bring down the user engagement resulting in more unfollows. Experimenting will also leave the company very little valuable data for analysis on how they are doing. (Weblog 2019.)

As technology evolves there is room for Instagram to grow; adding features that attract users and improving the existing ones in order to increase the usage of current active users. One of the best ways to do this is to listen to the users and their feedback. One of the backlashes to Instagram was its privacy policy that states that all of the content uploaded to the application is free for Instagram to distribute further to advertisers without the explicit consent of the users. (Musonera 2018). This can make people feel like they are relinquishing their right to the content they have created and their privacy.

Instagram's algorithms provide an issue of their own. As Instagram governs the content shown to users, there can be a possibility that the company's posts will not reach all of the followers. This can be avoided by paying for advertisement. This change can be seen on Facebook and Instagram as the company killed off organic reach and now demands payment in order to reach to the right audience. (Britner 2018.)

There are many different aspects that need to be taken into consideration when creating content for a business account on Instagram. The aim of the content

should be to add value to the consumers in different ways that are not purely promotional and informative as for the users of Instagram, entertainment is the key. (SyndiGate Media Inc 2016). In addition to planning out the content so that it is interesting, ways to reach the desired audience need to be considered as well. The usage of different hashtags and benchmarking are equally as important in Instagram marketing. As the platform is visual it should not be too heavy on the text and aim to show concise storytelling with text when necessary.

4   WORKPOWER'S INSTAGRAM

This research focuses on the usage of Instagram by WorkPower Oy. The Instagram profile of WorkPower Oy was created in 2015 but has not been active until 2017. As the marketing department of the company has existed only for two years there was little emphasis on social media marketing before.

This section of the research includes the competition of WorkPower Oy and an overview of the current status before the project created for this thesis. There are in-depth observations about the community, engagement and data analyzation.

4.1   Company description

WorkPower Oy provides human resource solutions to its new and existing client companies. Their services consist of providing employees with a large selection of different work positions from several fields such as industrial, construction, service sectors and logistics and thus helping their client companies find capable employees to hire. The goal of the company is to find the right people for the right job at the right time.

WorkPower Oy was founded in 2003 in Tampere. The Finnish company has several offices in Finland (Tampere, Helsinki, Pori, Turku, and Jyväskylä) and operates also abroad (Hungary, Poland and Estonia). WorkPower Oy is the 13th largest company in the industry with 50 employees working in the office and over 2000 rental employees per year. Over 20 000 people apply to the positions offered by WorkPower Oy and its customer companies which number closer to 400. (WorkPower Oy 2019).

4.2 Marketing strategy

As WorkPower Oy's marketing division has not existed for long, the social media marketing aspect of the company has only now started to have a clearer structure. For the purpose of this research, the focus is on the company's marketing strategy for Instagram.

WorkPower Oy's goal is to produce content that brings out the personalities of its staff as well as showcases the company's brand. This is done by showing the values of the brand as well as providing useful and entertaining information about the brand, WorkPower Oy's services and the possibilities they offer and where they can be found at certain times such as during events or fairs. 80 % of the content should be focusing on the conveyed and planned a brand story and the remaining 20% on the advertising of the services and products offered by the company.

As a human resource service, the company has two targets groups. The first is the customers that order employees through WorkPower Oy and the other is the actual employees that apply for positions. The target group of WorkPower Oy's Instagram account is young adults who are looking for entertainment and possibilities of employment. As Instagram is mostly used by young adults, the platform offers a possibility of increasing brand awareness amongst current and future followers.

Some of the methods used are weekly planning of the posted content as well as following the visual rules of the brand. The goal is to produce interesting content through quality photographs, immersive and engaging storytelling and adapting to the current affairs in the world. Most of the content is pictures and videos from events and gatherings where WorkPower Oy participates. The aim is to spread the word about the activities and working culture of WorkPower Oy.

4.3   Current situation

WorkPower Oy's Instagram account is relatively new; it was created on the 20th of November 2015. The marketers of WorkPower Oy use Iconosquare to analyze and manage the Instagram account in addition to using the actual application. Iconosquare provides detailed analytical data about the community, engagement, and competition.

4.3.1   Community

As of date, WorkPower Oy has 548 followers on Instagram. Figure 9 shows the distribution of the followers based both on gender (male or female) and age range. Most of the WorkPower Oy's Instagram followers are female in the age range of 25-34 which is also the largest group of male followers.
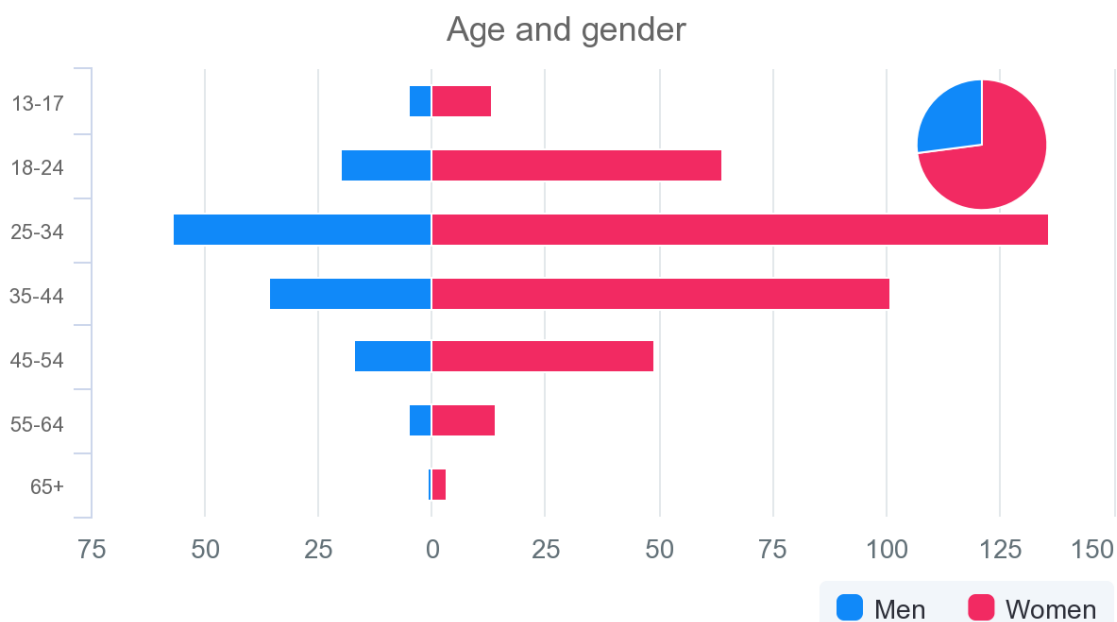
FIGURE 9. WorkPower Oy's follower distribution of men and women by age range (Iconosquare 2019)

Figure 10 shows the evolution of WorkPower Oy's followers starting from when it was founded. As Iconosquare was not in use when the profile was created that part of the chart shows up as an estimation of the growth. There are a couple of

upwards leaps in the number of followers, most likely caused by a raffle organized by WorkPower Oy.
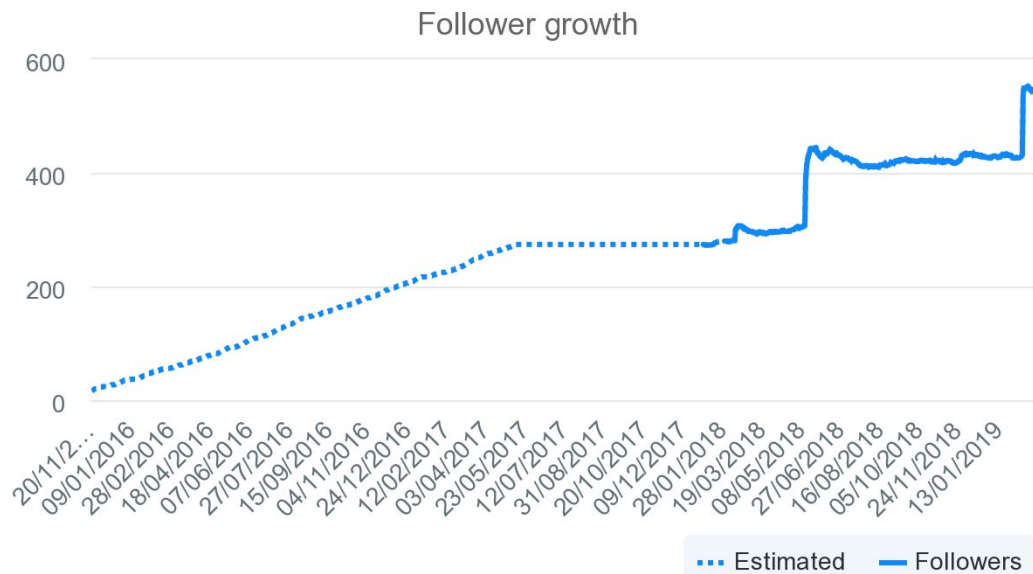

FIGURE 10. WorkPower Oy's follower evolution starting from the 20th of November 2015 (Iconosquare)

As shown by figure 11, most of WorkPower Oy's Instagram followers come from the Helsinki area. The other cities where WorkPower Oy operates are not that well represented but this division of origins of the followers controls the content posted on the profile. As most of the followers are from the capital area, Work-Power Oy's Instagram is designed to cater to them to an extent.

Top Cities

City	Count	Percentage
Helsinki, Uusimaa	136	31,05%
Tampere, Pirkanmaa	71	16,21%
Jyväskylä, Central Finland	38	8,68%
Oulu, Northern Ostrobothnia	17	3,88%
Lahti, Päijät-Häme	17	3,88%
Pori, Satakunta	13	2,97%

FIGURE 11. Statistics showing where WorkPower Oy's Instagram followers are located (Iconosquare 2019)

4.3.2 Content

WorkPower Oy's aim is to create three to five posts per week, ideally one post per day. The times this content is posted is guided by Iconosquare's analytics on the best times to post. These times are based on average engagement and times when there are most followers online. Figure 12 shows the posting habits of WorkPower Oy indicated by black circles. The bigger the blue circle the better chance of engagement and the yellow circle shows the best time to post. Figure 13 shows the steady increase in posts during the year 2018.
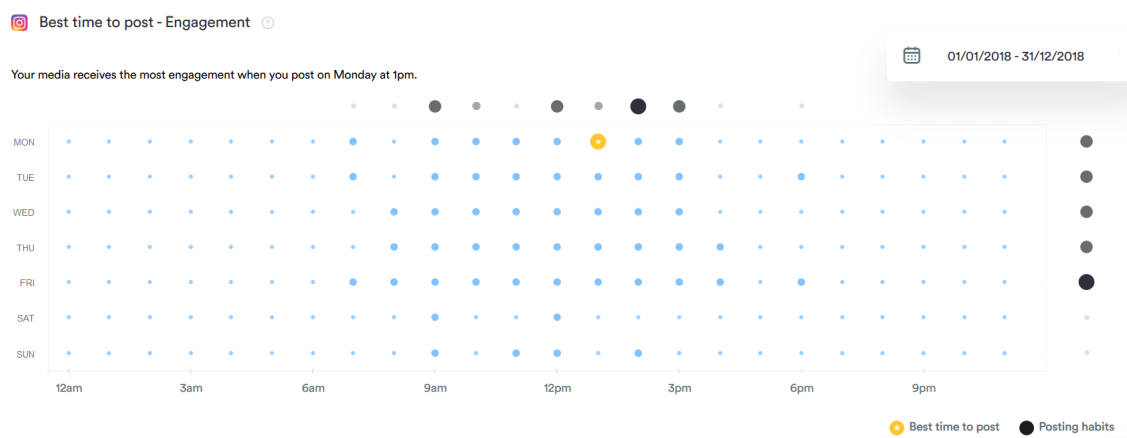
FIGURE 12. Posting habits and best times to post based on engagement (Iconosquare)
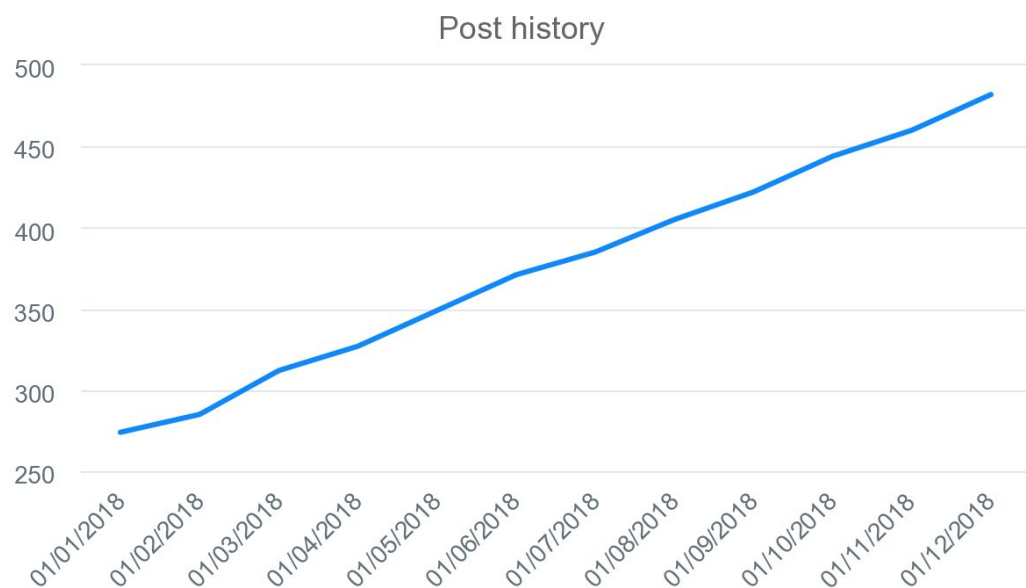
FIGURE 13. Post history of WorkPower Oy's Instagram account during 2018 (Iconosquare)
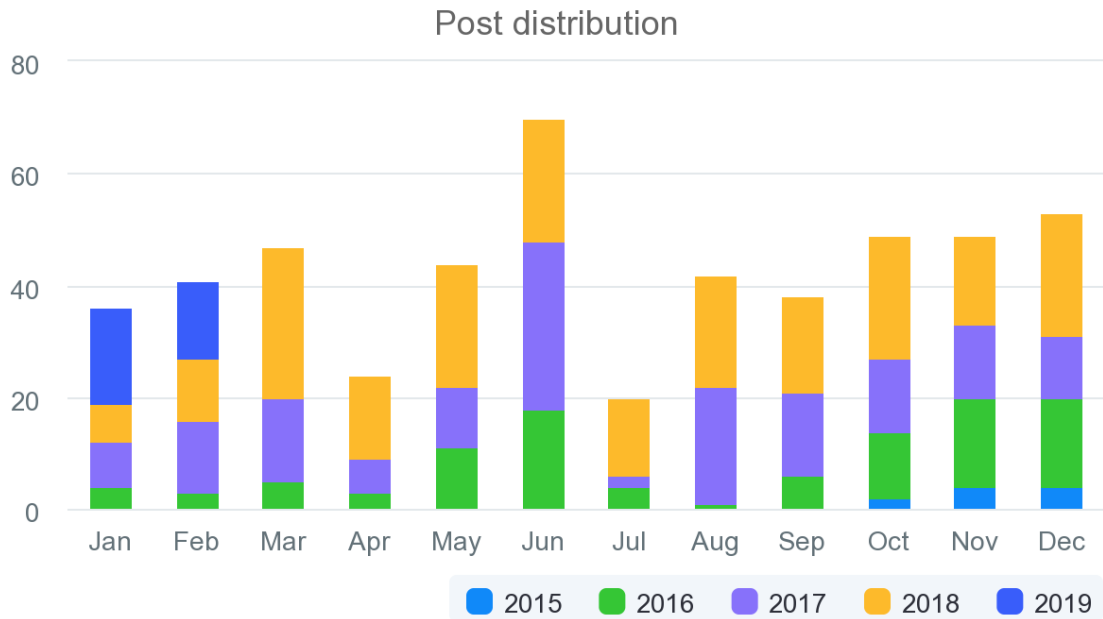
Post distribution

FIGURE 14. Number of posts per calendar month compared to the same month from previous years (Iconosquare 2019)

From figure 14 it is possible to see when the marketing department was founded. Before the year 2017 there was not much content posted compared to the years 2017 and 2018. In 2018 WorkPower Oy hired an intern to work only with social media, who later continued to work for the company focusing on creating content and managing all of the social media profiles of the company. This can be seen in figure 14 in the increased number of posts per month during 2018. The small number of posts in July can be explained by the employees' summer holidays and the lack of events and other activities during this time period.

As most of the content is pictures from events and recruitment gatherings at universities or public places it can be challenging to maintain a good and coherent quality throughout the pictures. The aim is on the quality of the images and not on the quantity. Other topics for posts are available work positions, special holidays, employees of the month, promotions or announcements.

WorkPower Oy's visual guide states that the pictures should be of cool color, clean and white and have red details if possible. Some of this is accomplished in post-production when editing the pictures but it is kept in mind when taking the

photographs. The same visual rules can be noticed in the company's presence in the real world.

WorkPower Oy occasionally organizes raffles in social media. The idea behind these raffles is to gain more exposure and reward active followers. In most cases the rules of the raffle state that anyone who wishes to participate in the raffle needs to be following the account. This increases the number of followers, but the goal is to keep the current and future followers engaged with the content even after these social media raffles have ended. Figure 15 shows an example raffle organized by WorkPower Oy where the prize was a gift card to Flamingo Spa. The rules were to follow WorkPower Oy's Instagram account, like the image and tag a person the user plans to spend time with during the summer.

FIGURE 15. An example raffle picture from WorkPower Oy's profile

4.3.3 Engagement

For the engagement of WorkPower Oy's Instagram account the time period that is examined is from 1.1.2018 to 31.12.2018. This choice has been made to make the statistics clearer and more importantly see how the engagement has increased during the year 2018.

Figure 16 shows that during the year 2018 WorkPower Oy's Instagram account has received 4,300 likes which is an 83,10 % increase to the previous year. The average of likes per post is 20 likes and an average of comments is 1. This due to the fact that there have not been many social media raffles on Instagram during the year 2018 organized by WorkPower Oy. Usually, other posts do not receive comments from the followers, but this problem is the same with all the companies in the field who have Instagram accounts.
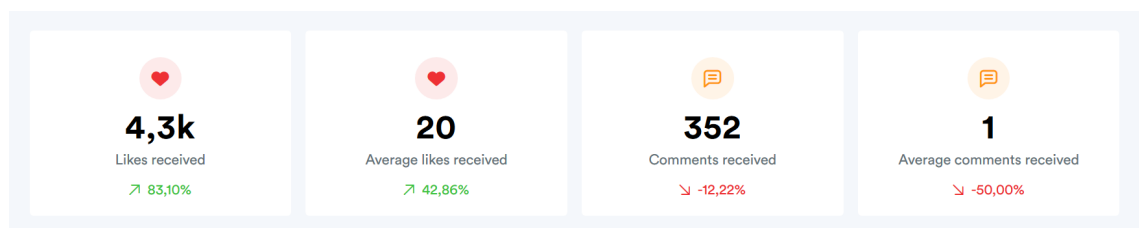

FIGURE 16. Engagement statistics of WorkPower Oy's Instagram account in 2018 (Iconosquare)

From figure 17 it is possible to pick out the times when a raffle was organized by the increasement of likes. Figure 17 shows that WorkPower Oy's content receives a fair number of likes per post depending on the post type. This indicates that the followers of WorkPower Oy's Instagram account are engaged with the content posted though there is always room for better engagement rates which is the goal. Even though the number of followers would be large, the engagement rate matters the most as the goal is to create interesting content for the followers to interact with.
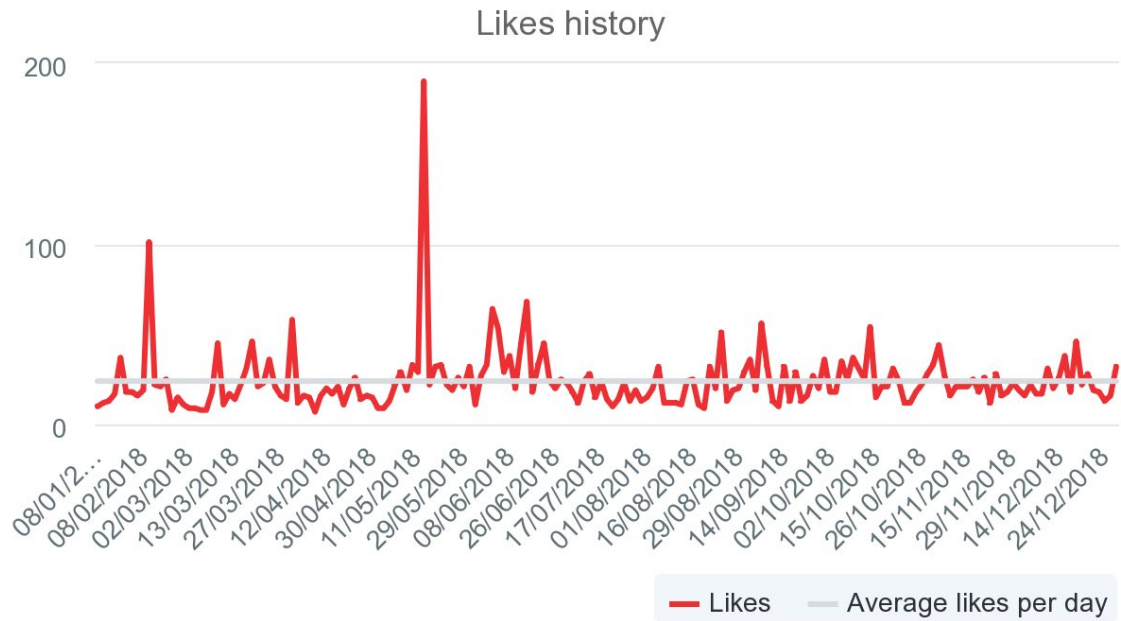
FIGURE 17. Likes history of WorkPower Oy's Instagram account during 2018 (Iconosquare)

4.3.4 Stories

WorkPower Oy has only recently started to integrate Instagram Stories more profoundly to their marketing strategy. This has been because of a lack of resources to plan and create specific and relevant content for the Stories. For this part of the study, the examined period is form 1.1.2019 to 29.3.2019 in order to see the evolution of the usage of the Stories being implemented.

Starting from January 2019 a marketing intern was hired to the company. One of their main assignments was to start creating content for the Instagram Stories. Several different campaigns were created just for this purpose such as showcasing the people who work at WorkPower Oy and bringing the working culture closer to the followers.

Figure 18 shows the number of Stories posted by the Story type. Both images and videos have been used in the Stories. Videos are still used more than images but with Instagram, it comes more down to how the message is conveyed rather

than the format of the Story. As Instagram offers some editing possibilities, Stories can be turned interactive as well.
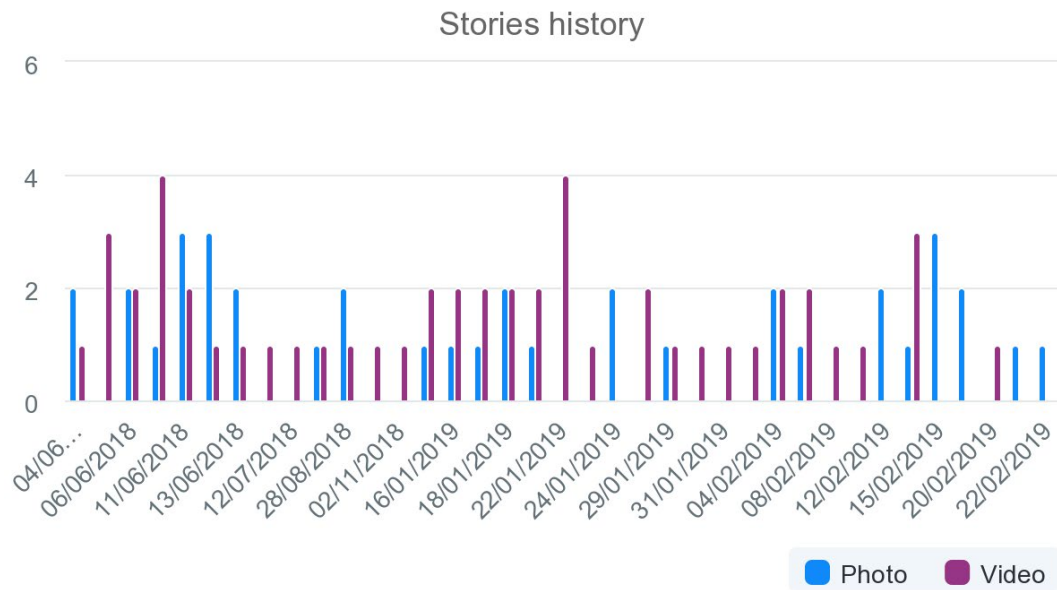

FIGURE 18. History of Stories posted by WorkPower Oy's Instagram account (Iconosquare)

Figure 19 shows that most of the followers of WorkPower Oy's Instagram account complete watching the posted Stories. This indicates that the content is interesting to the followers and they want to watch more Stories. Stories have proven to be an engaging way of showcasing the work culture and work environment of WorkPower Oy.
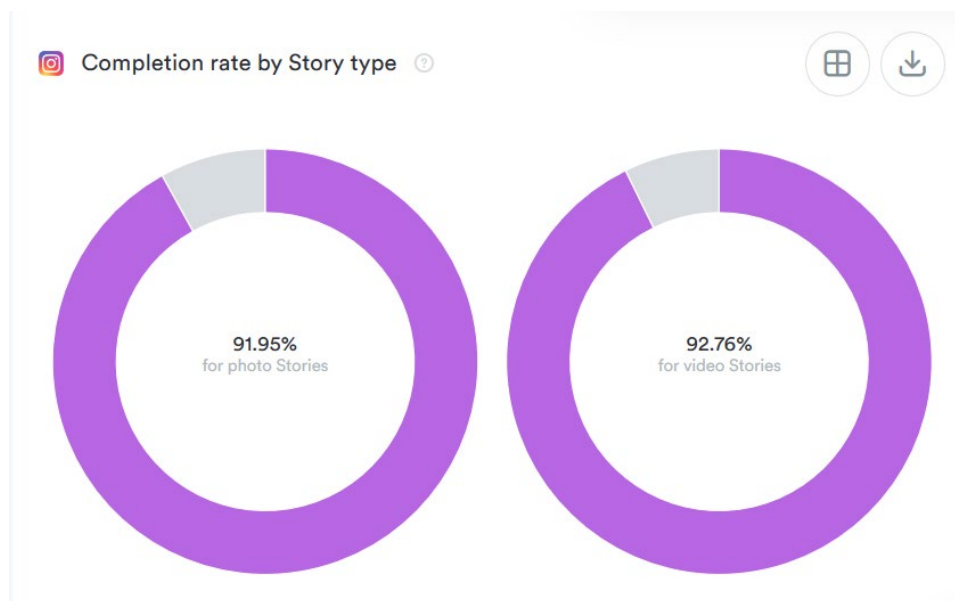

FIGURE 19. Completion rate by Story type of WorkPower Oy's Instagram stories (Iconosquare)

4.3.5 Competition

WorkPower Oy has several companies that it is competing with within the industry. For the purpose of this study, there are only three competitors considered, Staffpoint, Smile Palvelut, and Barona. The time period examined in this part of the study is between the 29th of January to the 27th of February 2019 as Iconosquare offers more thorough analytics for the past 30 days. These competitors were chosen from the field as they are different from each other to an extent and thus offer a better perspective.

Barona is one of the biggest and well-known companies in the human resources field and has been in operation since 1999. They offer positions for example in IT, sales, customer service, industry, logistics, and accounting. In addition to Finland, Barona operates in Sweden, Norway, Estonia, Spain, Poland, and Russia. Their services cover a wide range of different personnel needs from recruitment to far-reaching outsourcing solutions. Barona uses a Finnish comedian, Niko Kivelä, in their advertisement and for example, features a video series "Työkylässä" where Kivelä visits different work environments and talks about working there. Barona's Instagram feed is quite diverse but there is still room to work on the coherent content. It is still clearly visible that their detail color is blue. As a big operator in the field, Barona has funds to put towards marketing and has over ten people working on creating content for their social media accounts. (Barona 2019.)

Smile Palvelut, founded in 2014, is a relatively new competitor, but as shown in figure 19, it is one of the biggest rivals of WorkPower Oy in terms of social media followers. Smile Palvelut offer HR solutions in catering, customer service, industry, construction, logistics, and health care fields. They have put effort towards their marketing; for example, spreading large posters seen around Finland and hiring Sami Hedberg, a Finnish comedian, to appear in their advertisement. Smile has a fairly clean Instagram feed with the detail color of blue. Smile's marketing department is smaller than Barona's, but still includes five people on it with two people focusing only on content creation. (Smile 2019.)

Staffpoint's history dates back to 1970 and now they operate in 14 different cities as well as in Estonia, Spain, and Lithuania. Staffpoint operates especially in hotel, catering, logistics, security, industry, and construction fields. In some regards, the specialty fields overlap with WorkPower Oy, and in some they do not. Staffpoint's detail color is orange and it pops out in their Instagram pictures, but overall the feed is quite incoherent. Staffpoint's marketing department is similar to Work-Power Oy's but they are better known in Finland according to the Instagram statistics. (Staffpoint 2019.)

	workpoweryhtiot	staffpoint	smilepalvelut	baronacareers
Community				
Total number of followers	546	799	1 397	1 507
Total follower growth (last 30 days)	115	15	35	68

FIGURE 20. Comparison of followers between WorkPower Oy and three competitors (Iconosquare 2019)

From figure 20 it can be determined that WorkPower Oy has the least followers out of the competition. The increase in WorkPower Oy's followers has been because of a recent raffle that was organized by the company on their Instagram account. The biggest competitor, Barona, has 1507 followers, Smile Palvelut has 1397 and Staffpoint 799. These numbers constantly change as people follow and unfollow the companies' accounts. Also, raffles or other activities, such as using famous Finnish people, can increase the number of followers.

	workpoweryhtiot	staffpoint	smilepalvelut	baronacareers
Content				
Media posted (last 30 days)	18	14	3	6
Posts the most on	Tuesday at 2pm	Monday at 4pm	Wednesday at 2pm	Tuesday at 10am
First media posted on	20/10/2015	24/09/2014	12/11/2015	06/02/2014
Latest media posted on	26/02/2019	25/02/2019	14/02/2019	22/02/2019

FIGURE 21. Comparison of content between WorkPower Oy and three competitors (Iconosquare 2019)

Figure 21 shows that WorkPower posts the most content out of the competitors. As shown by figure 21, the other three competitors considered for this study have more followers than WorkPower Oy, even though according to figure 19 they post less content. Only Staffpoint and Barona have had their Instagram accounts operational longer than WorkPower Oy. (Iconosquare 2019).

Looking at the profiles of these four companies, similar issues can be noticed. For instance, the feeds are not especially coherent in anyone's case as the content varies. All of the companies have their detail color popping out from the images but none of them have chosen a specific filter, layout or color template for the images. As these companies are not advertising agencies, the content should not be too graphic but as a whole, the accounts should be more coherent regardless of the field.

Using celebrities to promote a product or service can be lucrative but with limited resources, it could prove to be problematic as they tend to charge relatively large sums of money for their services. People can also watch the videos done by, for example, comedians as they want to be entertained and enjoy the humorous content. Using promoters or recommenders can be easier on the budget, so looking out for suitable individuals or groups is recommended.

5 MARKETING PLAN OUTLINE AND PROPOSAL

As social media is more cost efficient than traditional media and Instagram especially is recognized as one of the best ways to engage with the consumers with creative ways, the focus of the marketing plan for WorkPower Oy will be on Instagram. The main goal is to create interesting and engaging content for the current and future followers of WorkPower Oy's Instagram profile and thus increase brand awareness and loyalty, while developing the brand's distinctive competency.

5.1 30 Days of Instagram content

For the monthly schedule, the aim will be to provide value to the followers. For this reason, the ideas for the content will exclude national holidays and fairs that might take place during the 30 days of Instagram content. The proposed content is universal that could be posted at any given time regardless of the period. For the case study the content has not been posted yet but is still a proposal.

References – Before making a decision or a purchase, people try to find out all the relevant information they can. For this reason, creating content where normal people compliment and give honest reviews about the service is the kind of content people would like to see. If the brand just compliments itself, the impact is not that great. But by adding other people to drive the same message the impact multiplies.

WorkPower Oy has received many references from its customers and rental employees. These comments would be the kind of content that should be shown on the social media pages. This can be done by creating a template where the text is edited and then posted to create a more coherent feed in the process.

Showcasing the employees – It is never too late to introduce employees to the followers. As we work with people it is essential that people know who they would be dealing with if choosing to look for a job through us.

User-generated content – One of the options is to ask from the followers what kind of content they want to see in WorkPower Oy's Instagram profile. There are some cases where a follower has used the hashtag #workpower and in those cases, the image gets reposted by the company on their feed as well. This behavior should be encouraged more and perhaps even rewarded by sending small gifts or giving extra recognition. The aim is to create a community of engaged followers who would continuously send in material for the company.

Showcasing the open positions – This can be done in a fun way by taking the followers onsite to different workplaces and showing real content about the jobs. This can be a whole campaign where the idea is just to show the different possibilities offered by the company and all the while showcasing the people who work through the company.

Videos – People enjoy watching videos especially because it is quicker to absorb the intended message and information on a mobile device rather than read a chunk of text. As Instagram is designed for mobile use, creating content that is mobile friendly is a must. Videos come in handy in this case as they can showcase much more than just a single image or a carousel. In the fast-paced world, we live in, video is one of the types of online material that consumers need as it provides concise entertainment, value, and flexibility that the on-the-go consumers crave (Dalibor 2018). Most of the content ideas presented in this thesis can also be done as videos.

With modern technology, producing a video has become increasingly cheap and easy. Current mobile devices have high-quality cameras to shoot video with and many gadgets, such as selfie sticks and microphones, are easy to acquire to give that extra push to the video content. In addition, the internet is full of free applications to use to edit the videos on the go with the mobile device, making the post-production process effortless for the marketer and having a publishable

video ready in minutes. Editing is still relevant, but as most of the videos posted on social media are relatively short, and done on-the-go, the editing is usually very light.

Tips and tutorials – There are people who might struggle with applying for work. Instagram is a good platform to advertise for example blog posts or tutorial videos of how to create a clear CV or how to behave in a job interview by posting a short trailer.

Quotes – As people working at WorkPower Oy are professionals in their industry, creating short quote posts about tips and comments on the field can be interesting to the followers. These can include expert advice, comments on relevant news and/or thoughts of the day. These can also be posted as carousels to add content to a single post. These quotes can also come from WorkPower Oy's blogs or podcasts by having a theme week/month.

Customer photographs – WorkPower Oy already posts an employee of the month but also showcasing the customer companies could be beneficial. Especially when a new partnership is made, making a post of it can show the followers of WorkPower Oy who are the companies they are working with.

Q&As – If there are common questions that get asked, making a Q&As section on Instagram could be helpful for the followers. In this section, the target group should be kept in mind as most of the followers of WorkPower Oy's Instagram account are 25-34-year-old females living in the Helsinki area. What kind of content could be interesting to them and what would they like to know about Work-Power Oy?

Job openings – As WorkPower Oy works in human resources and rental workforce some job opening can be posted on the Instagram profile as well while keeping in mind the target group and the background of the people already following the account. These job openings can be for example directed towards young adults who have next to no experience in work life and could be interested in jobs such as marketing or sales.

5.2   Marketing plan

For the marketing plan, there are several steps that should be taken.

Firstly, all the employees of WorkPower Oy should be trained to take good quality photographs and taught how to perform in front of a camera. This can be achieved through step by step instructions and showing the employees some practical examples. As the goal is to showcase the employees using stock photos is not ideal. The basics of marketing should also be included in the training program, as it will help people understand the processes and results.

Secondly, clear instructions and visual guides should be created and taken into practice. These guides should be followed when creating the content for the Instagram feed and kept in mind throughout the process. This applies to the themes and messages that are being conveyed. WorkPower Oy's color palette is cool colors with red details.
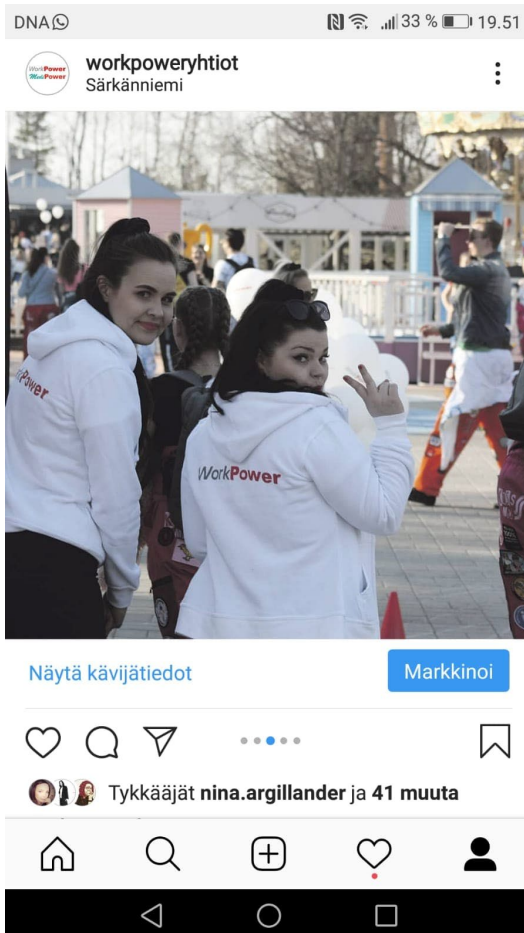

FIGURE 22. An example of a good post

Figure 22 shows an example of a good post from WorkPower Oy's profile. The colors are cool with minor red details and focus on the people. As the picture has been taken outside, the lighting is good and people who work with photography can see from the clear image that it has been taken with a good camera. The background is a little bit blurred focusing on the people on the foreground. In figure 23, an example of a bad post can be seen. Here the red color is too dominant and takes away attention from the main subject of the image. The choice of background is also disturbing, as there is too much going on. The picture was taken inside and had to undergo some post-production steps to make it less orange. Natural light is always better even though the colors can be altered afterward. This is not always possible, but there are other options to take into consideration to make the picture more balanced.

FIGURE 23. An example of a bad post

Thirdly, people should have patience when dealing with social media. Measuring success is not simple and campaigns can have long-term effects which cannot be seen immediately. People need to understand that a community is not built overnight but takes time, planning and consistency.

Fourthly, a thorough analysis of the target group should be compiled. WorkPower Oy's target group for Instagram is young adults and students. This means, for example, creating humorous content and keeping up to date with viral videos and topics. Still keeping in mind the brand and the company, this kind of content should be created with good taste.

When creating content, the brand's goals should be kept in mind. Is the goal to build brand awareness, to build a community, to bring value to the followers, to showcase the products or perhaps all of these? Having a clear goal and the target group in mind helps to determine what kind of content should be posted. Posting with a purpose will help any brand towards its goal.

These posts can be about what the followers would like to see. If there is no base knowledge on what the target group would like, the options are to start experimenting with content that could be interesting, directly asking the followers what kind of content they would like to see or benchmarking the competition. The process can also be started by thinking about what kind of content the creator would like to see themselves. By putting themselves in the customer's shoes, the marketer should be able to think of some topics that could be of relevance and interest. In addition, posting about topics that the brand wants to be known for is a good idea. For WorkPower Oy this means pointing out how they differ from other companies in the field.

One useful tactic to consider when creating any kind of content is to do it in batches, for examples on Mondays, and making all of them in one go. This helps planning the content for the week and saves time when it is ready just to be scheduled and posted.

5.2.1 Increasing the engagement

One of the main goals of WorkPower Oy's marketing strategy is to increase engagement from followers. This is done by creating interesting content that encourages the followers to interact with it. The goal of creating this kind of content should be kept in mind constantly, as posting without a goal can be considered a waste of time. Most important questions here are "What is the message that needs to be conveyed?", "What is the target group?" and "Does the content bring value to the followers?".

The content that is created will increase the likelihood that people engage with the brand more and want to know more about the company. Many decisions are based on collected information, which results in the importance of content provided by the brand and other people who have associated or still associate with it.

One of the ways to increase engagement is to use more user-generated content such as posting reviews or thanking followers. WorkPower Oy's Instagram followers mostly interact with the content by liking, but the goal is to get them commenting more. For example, now two years in a row organized raffle for Valentine's day has received multiple replies and from these, a collaboration has been made picking out some of the responses and creating content based on that. There should be more content like this, so that the followers will feel like they are listened to and paid attention to.

Humorous content appeals to young people and they especially enjoy viral videos and topics. Keeping relevant and up to date on what is happening in the world will help directing the message and hopefully resulting in more interaction. This can be seen in the latest content posted in WorkPower Oy's Instagram feed in videos such as a promotion for open construction jobs and an ASMR (autonomous sensory meridian response) video created to promote open positions in relation to an event called Särkän Märkä. In addition, quality content usually gets shared which complements the engagement and visibility of the brand.

As most viral videos or ideas land in Finland later than for example the US, it can be smart to especially focus on following what is happening in the world. It is important to maintain good taste when creating humorous content as the goal is not to offend anyone. Image-based humor seems to be more efficient than text-humor as people prefer visual ways of communication. Humorous content can be word plays, picking out relevant topics and combining them with humor, memes or other viral images or gifs implemented to the brand's message.
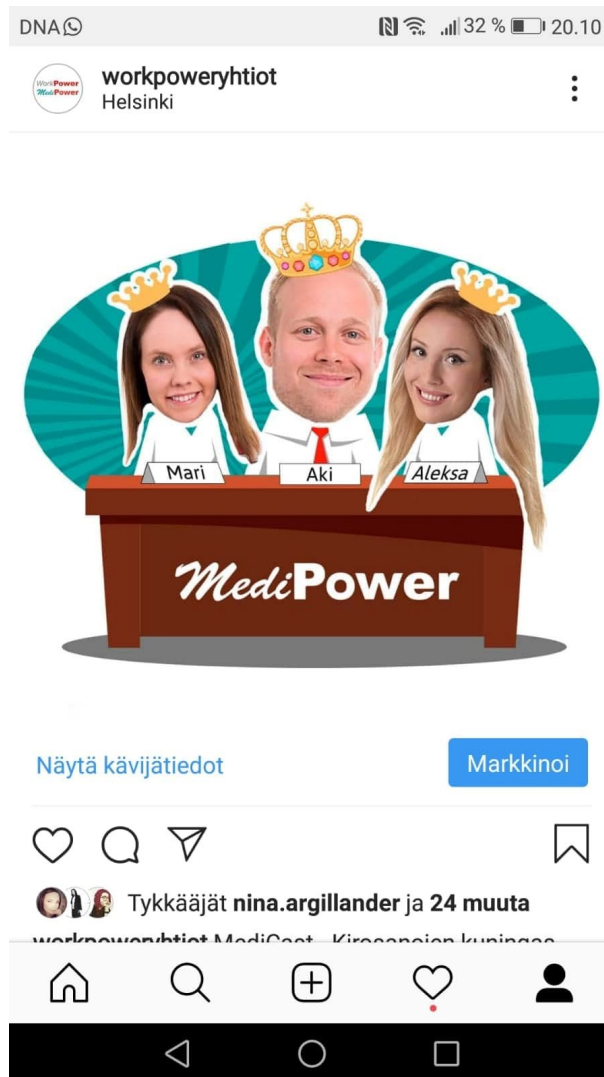

FIGURE 24. An example of humorous content posted by WorkPower Oy on Instagram

Figure 24 shows one example of humorous content by combining graphics with photographs. The post advertises a new podcast episode and using cut-out heads combined with drawn bodies can be seen as clever and thinking out of the box.

One of the strategies can be to make the followers feel like they are following a friend rather than a brand. This could be accomplished by leaving out most of the sales type of content and focusing purely on showcasing the people working at the company, events and the possibilities offered by the company. By removing the advertisements and non-authentic photos it is possible to bring the brand closer to the followers. If the content is relatable to the target group, it will most likely get more engagement from the followers and humor as well showing the honest side of working through a rental workforce company can help with achieving this.

5.2.2 Visual communication

One of the WorkPower Oy's goals is to achieve a more coherent feed on Instagram. This should be done by planning the content beforehand and following the visual guide for the images.

One of the steps that can be taken here is to choose a layout and stick to it. The more pleasing the feed looks and flows, the more people enjoy looking at it. For example, Instagram allows the user to add different size photos, but sticking to one standard size makes the feed look more coherent. For WorkPower Oy's Instagram, the choice is to use square images as it is the standard size in Instagram and the feed does not get disrupted by cropped photos.

One of the layout ideas that could work for WorkPower Oy is using the tiles system, where every other photo is an illustration or a quote. By combining this with references and reviews, the feed should start flowing better. Adding a simple white background image with some text breaks, the flood of different kind of images and brings balance to the feed. Adding a white border to the images will give them more air and give the viewer a better chance of focusing on each individual image. An example of the proposed layout can be seen in figure 25.

Choosing a color palette and sticking to it also brings out the flow of the feed. This can be done for example including the colors on the background and/or in the

details. White background, for example, gives a fresh feeling and helps the other colors pop, red in this case.
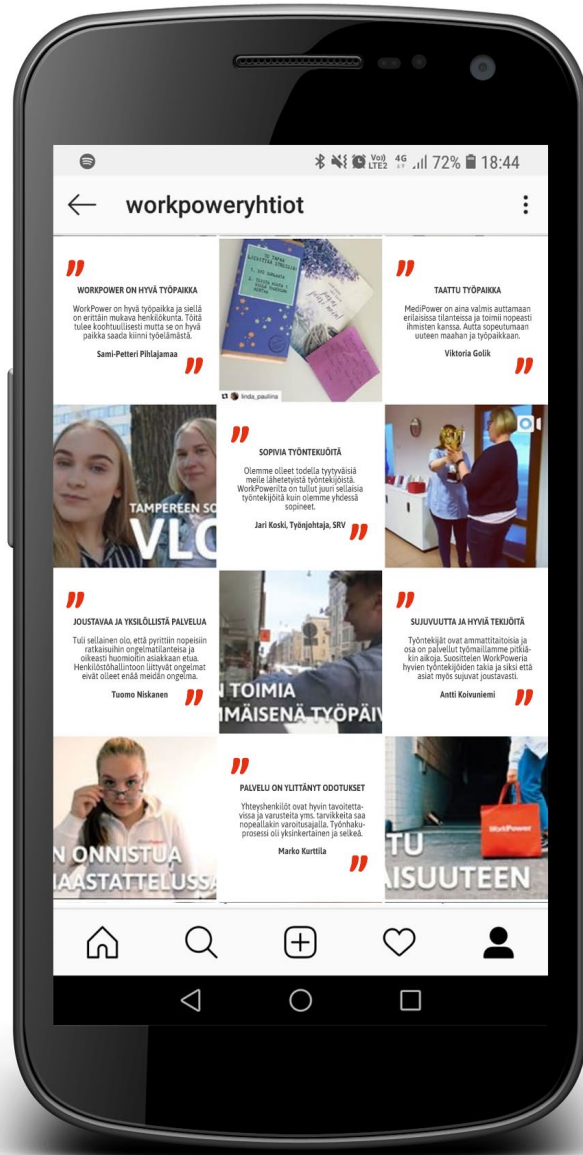

FIGURE 25. An example layout for WorkPower Oy's Instagram feed

Choosing a font and sticking to it is also advised. The font should be easy to read, however, for additional pop some words can be written in a different font, for example, in cursive or handwriting. A good rule of thumb is still to choose one font, font size, and color. WorkPower Oy's chosen font is Asap.

Instagram offers filters as a standard to its users but there are many down-loadable filters as well. To keep the visual outlook the same, only one filter should

be chosen if there is a need for a filter in the first place. Using a filter can give the coherent look to all of the content making it more unison as a whole.

5.2.3 Advertisement

Instagram offers a possibility of continuous advertisement for the business. There is also a possibility to advertise specific posts or campaigns, but regarding brand awareness, the continuous visibility through advertisement is efficient. Nevertheless, this requires profound planning of what should be shown and how.

A simple advert for job openings can work in this context for example. As most of the possible customer companies' representatives might not be on Instagram, the focus should be on the job seeking people and showing them what WorkPower Oy can offer for them. An example of such advertisement can be seen in figure 26.

FIGURE 26. An example advertisement for WorkPower Oy

5.2.4 Instagram Stories

Instagram Stories can, for example, include day-to-day activities or behind the scenes materials, celebrating customers or employees, new post alerts and sneak peeks of content to come, Q&A's, tips or something completely different and fun. One of the best features of Instagram Stories is creating polls that followers can reply to. These should be included in the Instagram Stories strategy and used to gather input from the followers by asking them simple, entertaining and relevant questions that they can answer.

5.2.5 Raffles

Raffles are a good way of gathering more followers and gaining more exposure. As the tax department of Finland banned open gift cards, such as S-group gift cards, raffle prizes should focus on useful products that are gender, location and age neutral. The prizes should be as alluring as possible so that more people will take part. People enjoy participating in raffles because of the anticipation of winning the prize.

WorkPower Oy has organized raffles previously on both Facebook and Instagram. Instagram offers a different kind of interaction and more engagement from the followers and people who are participating in the raffle. For this, the themes have been related to national holidays or for example the summer holidays. Tying the event to something relevant to the time helps to bring it out in social media.

5.2.6 Collaboration with other Instagrammers

As using celebrities to promote the business can be too expensive, finding Instagrammers to do the same could be an option. Influencers could be invited to appear on videos or podcasts and in exchange, they could be promoted through the company's channels and thus gaining extra exposure. These kinds of collaborations are beneficial to both parties but finding promising candidates can be difficult

and take time depending on the field the company or the person is in. For Work-Power Oy such Instagram influences could, for example, be politicians, professionals from specific fields or even marketers and lifestyle coaches.

5.2.7 Inspiration from successful cases

As stated earlier in this study, benchmarking is important. If it is visible that something is working for someone, it might be a smart move to think about how it could be implemented in the company's marketing. Even though some of the methods other accounts and brands take into practice cannot be done with limited resources, there can still be useful tips and inspiration to gain from them. Many brands that are successful on Instagram are already well-known and have large teams taking care of their marketing.

GoPro, the producer of versatile action cameras, is a good example of user-generated content that works well. They use Instagram to tell the product's story through the eyes of their customers. The feed, as seen in figure 27, is full of pictures taken by people around the world with GoPro cameras. This way, the followers see the different situations where the GoPro camera can be used with little effort from the marketing team, as people want to show how they interact with the product and send hundreds of pictures for the brand to use.
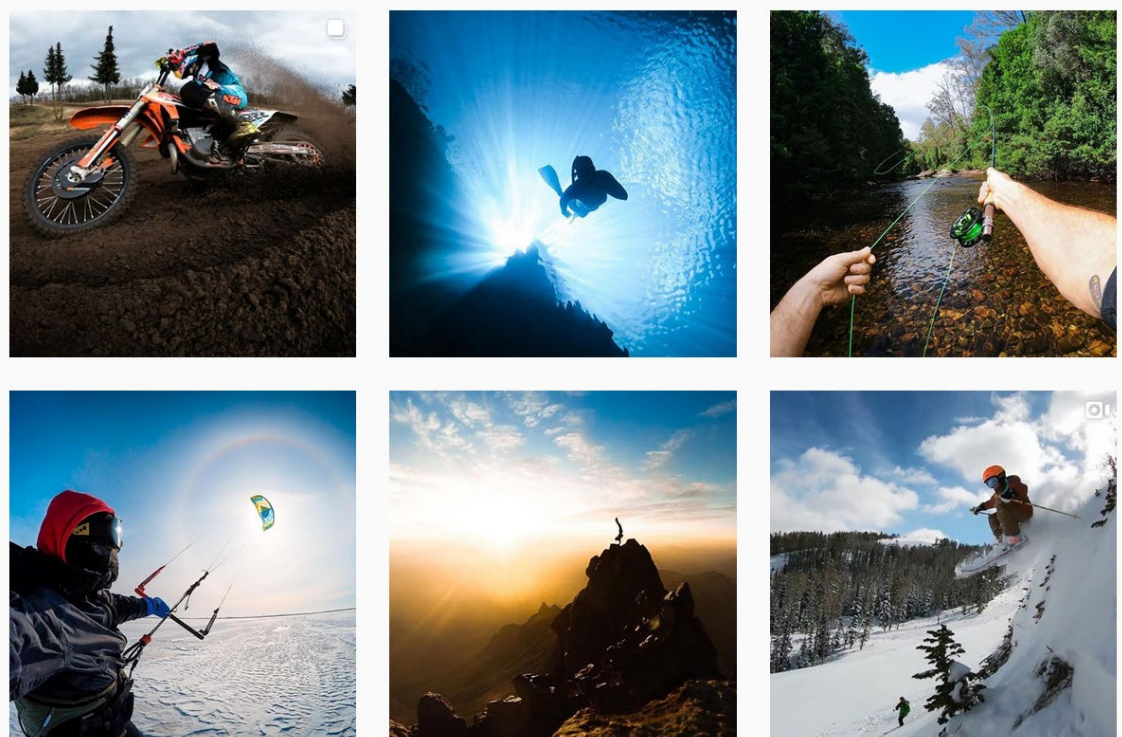
FIGURE 27. GoPro Instagram feed example (GoPro)

WeWork is a company that provides services and shared workspaces for a large variety of different professionals. The brand uses their Instagram to strengthen the community and showcase the different people using their offices. By using mostly user-generated content they can highlight the experiences of their members and at the same time showcase how WeWork plays into their lives. The example photos shown in figure 28 aim to make the viewer feel like they would like to jump into those situations and office spaces. They use specific hashtags to promote some of the content such as #DogsOfWeWork and allowing people to share their pets in the office spaces. It is a good way to promote a laid-back culture of the brand but also bring people together. The brand has also collaborated with Ashton Kutcher, a famous actor, who held a speech for the company and spread their message further.
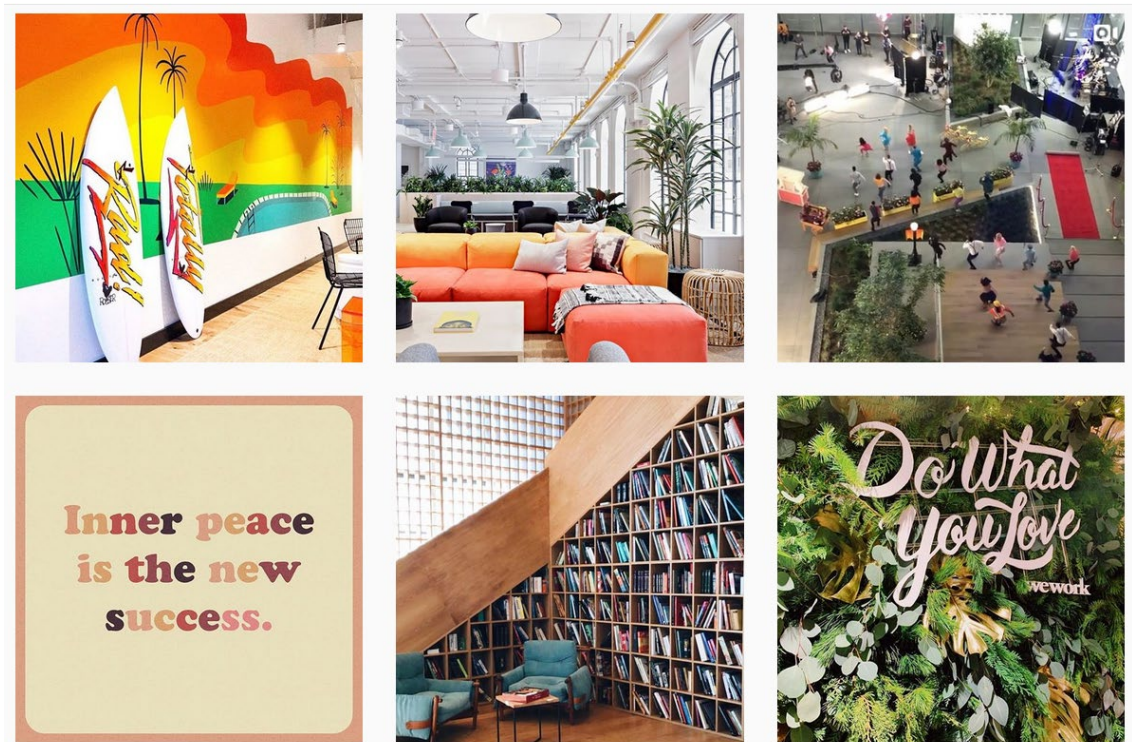
FIGURE 28. WeWork's Instagram feed example (WeWork)

Lego, the world-famous block-building toy company, has been around for a while. While their main target group seems to be children, the content they create for their Instagram feed also resonates with an older audience. Lego uses their Instagram account to take on pop culture references as well as clever and fun ways of showcasing their products and what can be done with them. Their content showcases, for example, life-sized characters and objects from popular series or movies. From figure 29 it is possible to see the clever ways the brand showcases its products and makes the content relatable or informatic.
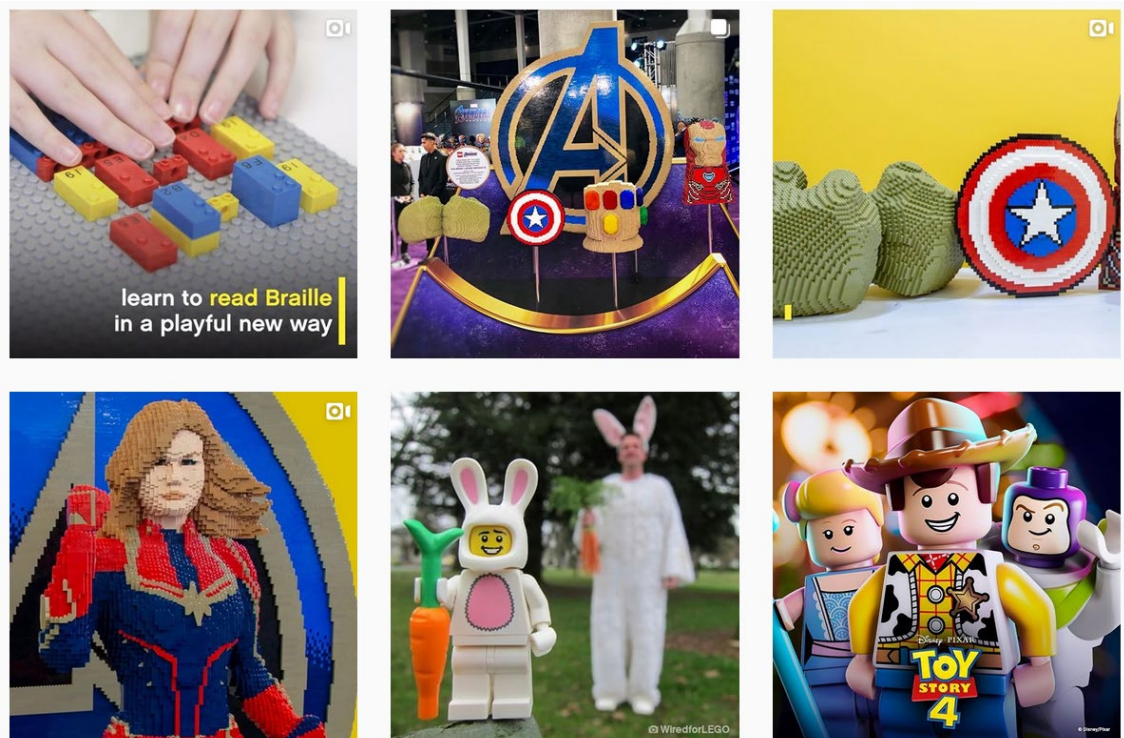
FIGURE 29. Lego's Instagram account example (Lego)

5.3 Challenges

Some might question why anyone would want to follow a recruitment company on social media, especially on Instagram. They have a point and the challenge is to produce quality content for them to see and interact with, for example, providing useful tips for job hunting or interview situations or asking the followers for their experiences with job interviews. These topics are relevant to everyone at some point of their lives, but the trick is to present in a way that it is interesting and stands out from the sea of the same kind of tutorials and tips.

One of the challenges are the pictures, as they are either purchased from stock photos or taken by people who do not have sufficient training in photography. Achieving a coherent feed is difficult as there are limitations to how much, for example, the background can be affected. As most of the content is pictures from events the visual environment usually depends on the location and cannot be changed without equipment.

One of the big challenges is also providing extra value to the followers. As value is subjective, it can sometimes be hard to determine what brings value to the followers. As social beings, humans enjoy being a part of a group, for example, through brands or fandoms. For brands, this can be achieved through making the followers feel entertained, important and/or exclusive where personal interaction comes to picture. Education, knowledge and useful tips can also be valuable as people enjoy consuming information that is relevant to them and easily accessible.

Recruiting agencies are not very highly regarded by the general population, which provides more challenge when thinking about marketing. Recruiting agencies used to take advantage of their employees and avoid paying them properly in the 90's. As people tend to have a negative approach to the recruiting field and it is impossible to change their opinions overnight, the option is to keep the communication transparent and respond to feedback accordingly. There are always people who will complain and throw around negative comments, but as it is impossible to please everyone, the focus should be on focusing on the positive feedback while still responding to the negative ones.

Looking back at the history of WorkPower Oy in social media, one can see that there has not been a thought-out marketing strategy and the content is very diverse. There is no clear theme in the content, as some of the posts are advertisement types and in general, they do not receive much engagement from the followers. The images have not been very thought-out, and the quality of the images could be better. One of the issues is also that since the marketing department is in the Tampere office, a lot of the content posted is from there, as the other cities do not participate in the content creation as much. It would be better to showcase the other offices as well as the people working in them and bringing out the fact that we are also just human and want to help people find a job that is suitable for them.

6 CONCLUSION

The main goal of this thesis was to go through different aspects of social media marketing focusing on Instagram and its use. The case study focused more on creating content for a company's Instagram account with limited resources at its disposal. Companies with limited resources probably might not have a strong brand nor can they afford sustained marketing or a marketing professional.

Based on the research and the case study, it is evident that creating content with limited resources can be done through hard work and a coherent marketing strategy. Depending on the available budget, the steps can be different and some of the suggestions in this thesis can be left out from the planning.

Social media marketing and planned content creation are important for any company wishing to stand out from the crowd. If a business does not create content, it is likely that they will go unnoticed. Nowadays competition is demanding and if the brand does not take necessary actions to stand out, it will get trampled by other similar content. Social media is one of the few, if not only, effective, versatile and cost-efficient tool for brand building.

There are several different actions that can be taken in order to reach potential audiences via Instagram. Advertising allows the company to target people based on specific qualities, partnering with an influencer who share the company's target group can enhance the brand and following relevant accounts all the while posting content are all key features in gaining visibility. The aim is to bring value to the current and future followers and avoid blatantly promotional and "sales" natured content as social media users, in general, prefer not to be directly marketed to.

When creating the content, one of the most important things to consider is what the target group enjoys as it is impossible to please everyone. One of the challenges is also to be coherent with the content after defining a strategy as in most

cases it will not render results immediately and experimenting does not bring valuable data to the marketers. Too much experimenting and variety of content can also result in unfollows as the users are expecting certain type of content from the profile.

Instagram is only one part of social media marketing and should not be the only channel used in marketing. Regardless of some of its flaws and challenges, it is a good addition to marketing and offers more interactive, personal and engaging ways of reaching the desired audience. Instagram works well as a channel of portraying the brand and showcasing interesting topics. Because of its many features and mobile-friendly approach, Instagram offers a relatively effortless way of marketing, but if the main goal is to produce good content and create more buzz about the company, a strategy specifically for Instagram should be devised and used.

The points can be remembered by an acronym GIFTS. Define the GOAL, understand INSTAGRAM, plan out the FEED, define the TARGET GROUP and stick to the STRATEGY. As your content should be there for your followers, it can be thought as if giving them a gift. Having one person oversee the social media strategy can be the icing on the cake as one person will take care of the coordination. This acronym works as a whole, and the points made affect each other.

GOAL - Defining the goal will help with guiding the content. Is the goal to build a community, to showcase products, make sales, help people or build a brand? By finding out the specific goal for Instagram it will be easier to come up with content.

INSTAGRAM - Understanding the limitations and allowances offered by Instagram the marketer can better design the content as they understand what can and cannot be done. Such aspects are the behavior patterns of Instagram users (how many times a day they use the application), how the analytics work and what is the competition doing wrong or right. There are also the technical allowances such as defining the location, using hashtags, how the search works, and the basic controls offered by the application.

FEED - Planning the feed can help with creating content. Thinking about visuals it is better to choose, for example, a specific font and color scheme to make the feed feel more pleasant. The goal might not be to create a beautiful Instagram feed, but it is worth considering how the message is displayed. As Instagram is a visual platform the consumers tend to pay attention to the visual aspects of an account.

TARGET GROUP - Finding out the desired target group for Instagram can be done by looking at the statistics of people using the application. Instagram is probably not the best place to reach the older generation, but it is better suited for reaching teenagers and young adults. By knowing who to cater to with the content, creating content and engaging with the followers becomes easier.

STRATEGY - Sticking to the chosen strategy helps with finding out whether it is working or not. The big changes will not happen overnight and, for example, building a brand or a community takes time. Consistency is a key here as the users of Instagram will learn what kind of content the account posts and whether they are interested in it. It comes down to repetition and being patient with the content and followers and thus helps the marketer to understand their target group better by analyzing what kind of content they enjoy seeing.

The findings in this thesis cannot be used for every company, even though some of the guidelines apply to many. Many of the topics that are covered are also applicable to profiles of individuals, for example, the research of feed structures and visuals. The main issue is knowing the target audience and figuring out how to engage with them. After narrowing down the kind of people that are desired it is easier to focus on creating content targeted at them.

REFERENCES

Barona. 2019. About us. Read on 12.3.2019. https://barona.fi/en/barona/

Becić, S., Stojanović, M., & Nikolić, M. 2018. ROLE OF MARKETING AND SO-CIAL NETWORKS IN IMPROVING BUSINESS EFFECTIVENESS. Ekonomika 64 (3), 77-88.

Britner, L. 2018. What are the advantages of social media marketing and will it ever replace traditional media for drinks brands? - analysis. Just - Drinks Global News.

boyd, d. 2010. Social Network Sites as Networked Publics: Affordances, Dynamics, and Implications, 39-58.

boyd, d. 2014. It's complicated – the social lives of networked teens. Yale: Yale University Press.

Bucher, T & Helmond, A. 2018. The Affordances of Social Media Platforms. The SAGE Handbook of Social Media. SAGE Publications Ltd.

Dalibor, J. 2018. Visual communication in public relations campaigns. Marketing of Scientific and Research Organisations 27(1), 25-36.

Facebook Blueprint. Facebook. 2018. Introduction to Instagram for Businesses. E-learning course. 15.11.2018. Read on 28.1.2019. https://www.facebookblue-print.com/student/activity/176919-introduction-to-instagram-for-bus-nesses?fbclid=IwAR0PMoh6I3JiQwrOh7-EQqbPGLU582LMUp3CG1vBWzot48sY2yT0FDxiMJo#

GoPro. 2019. GoPro's Instagram account. Read on 20.4.2019. https://www.insta-gram.com/gopro/

Hootsuite. 2019. 22+ Instagram Stats That Marketers Can't Ignore This Year. Read on 24.3.2019. https://blog.hootsuite.com/instagram-statistics/

Iconosquare. 2019. We are Iconosquare. Read on 28.2.2019. https://pro.iconosquare.com/company

Iconosquare. 2019. WorkPower Oy's statistics. Read on 28.2.2019. Not available for public

Instagram. 2019. Instagram Help Center. Read on 17.2.2019. https://help.insta-gram.com/

Instagram launches IGTV, A vertical video platform to compete against YouTube. (2018). Pakistan & Gulf Economist, 37(25), 64. Read on 17.2.2019. https://search.proquest.com.elib.tamk.fi/docview/2069423655/fulltext/11A9B9B E953846BCPQ/1?accountid=14242

Instagram marketing secrets. 2018. 3: When is the best time to post on Instagram? Reporter: Derek Videll. 31.12.2018. Spotify.

Khanna, K. & Mishra, S. 2018. Social media as a marketing tool: Opportunities and challenges. Sansmaran Research Journal 8(1), 1-14.

Klie, L. 2015. Firms should embrace Instagram. Customer Relationship Management 19 (3), 15.

Lego. 2019. Lego's Instagram profile. Read on 20.4.2019. https://www.instagram.com/lego/

McCrea, B. 2018. Response : Multi - Channel Direct Advertising 26 (4), 28-32.

Musonera, E. 2018. INSTAGRAM: A PHOTO SHARING APPLICATION. Journal of the International Academy for Case Studies 24 (4), 1-9.

Pirani, F. 2018. Instagram is finally fixing its algorithm to show newer posts first. TCA Regional News, Chicago.

Smile. 2019. Smile-konserni. Read on 12.3.2019. https://smilepalvelut.fi/smile-konserni/

Staffpoint. 2019. Staffpoint-konserni. Read on 26.3.2019. https://www.staffpoint.fi/staffpoint-konserni/konsernin-yritykset/staffpoint-oy-suomi

Statista. 2019. Social media usage in Finland - Statistics & Facts. Read on 24.3.2019. https://www.statista.com/topics/4173/social-media-usage-in-finland/

Statista. 2019. Number of mobile phone users in Finland from 2013 to 2019 (in millions). Read on 27.3.2019. https://www.statista.com/statistics/274756/forecast-of-mobile-phone-users-in-finland/

SyndiGate Media Inc. 2016. Instagram for business - Do or don't? Bizcommunity.com. Cape Town. Retrieved from https://libproxy.tuni.fi/docview/1835197823?accountid=14242

Tilastokeskus. 2017. Sosiaalinen media laajasti yritysten käytössä. Released 30.11.2017. Read 23.02.2019. http://www.stat.fi/til/icte/2017/icte_2017_2017-11-30_tie_001_fi.html

Tilastokeskus. 2018. 1. Suomalaisten internetin käyttö 2018 – viestintää, asiointia, tiedonhakua ja medioiden seuraamista. Released 4.12.2018. Read 23.02.2019. http://www.stat.fi/til/sutivi/2018/sutivi_2018_2018-12-04_kat_001_fi.html

Vinerean, S. 2017. Importance of Strategic Social Media Marketing. Expert Journal of Marketing 5 (1), 28-35.

Warlick, S. 2018. 5 reasons for social media. Accounting Today 32(7), 32.

Weblog. 2019. The 60 Second Marketer: Instagram Marketing Mistakes That Small Businesses Should Avoid. Newstex Global Business Blogs, Chatham: Newstex.

WeWork. 2019. WeWork's Instagram account. Read on 20.4.2019. https://www.instagram.com/wework/

WorkPower Oy. 2019. Kuka olemme. Read on 21.3.2019. https://www.work-power.fi/kuka-olemme/kuka-olemme/39