Free Digital Marketing for Monimos -
A Non-profit Social Network

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Abstract:

This thesis focuses on developing a free digital marketing campaign for Monimos – a project of Moniheli Ry. Search engine optimization and social media marketing are selected channels to discuss in the paper. The literature is aggregated from books and a variety of online articles. Empirical data are collected via different sources including surveys, interviews and Google Analytics. By combining theoretical frameworks and practical information, detailed analysis is conducted. It reveals the fact that the organization did not pay much attention to marketing aspect of the site. Further investigation of Monimos points out some fundamental improvements needed in order to improve its visibility ranking on search engines. On the other hand, public opinions and organization's orientation steer suggestions for social media marketing with key channels to focus on. Lastly, this thesis provides secondary data for future research on different fields related to Monimos.

Keywords:	social network, social media, internet marketing, multicultural communication, free marketing, digital marketing, search engine optimization, Moniheli, Monimos
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GLOSSARY

Click-Through-Rate (CTR) - percentage of page views result in clicks on the advertisements (Tech Terms, 2012).

Crawl - Exploration of websites by search engine software (bots) in order to index their content (Google, 2010, p.8).

Google Analytics (GA) - Google Analytics not only lets you measure sales and conversions, but also gives you fresh insights into how visitors use your site, how they arrived on your site, and how you can keep them coming back (Google, n.d.).

Google Drive - A service offered by Google that allows you to store and share files online (Tech Terms, 2012).

Google Webmaster Tools (GWT) – Google Webmaster Tools provides you with detailed reports about your pages' visibility on Google. To get started, simply add and verify your site and you'll start to see information right away (Google, 2012).

Hypertext Markup Language (HTML) - A set of codes that can be inserted into text files to indicate special typefaces, inserted images, and links to other hypertext documents (Downing et al., 2009, p.237).

Impressions - Impressions track how many times a webpage or element on a webpage is viewed. It is one of the standard metrics used in website analytics software (Tech Terms, 2012).

Information Technology (IT) - Computers and electronic communication (Downing et al., 2009, p.262).

Internet Protocol address (IP address) - the numeric address of a machine, in the format used on the Internet (Downing et al., 2009, p.260).

Microsoft Excel - A spreadsheet program for Windows and Macintosh computers (Tech Terms, 2006).

Really Simple Syndication (RSS) - A system that makes it easy to be notified of new information on web sites (Downing et al., 2009, p.418).

Root directory - Directory at the top of the tree structure of a site. It is sometimes called "root" (Google, 2010, p.8).

Search Engine (SE) - Computer function that searches data available on the Internet using keywords or other specified terms, or a program containing this function (Google, 2010, p.4).

Search Engine Marketing (SEM) - Internet marketing method that focuses on purchasing ads which appear on the result pages of search engines such as Google (Business Dictionary, n.d.).

Search Engine Optimization (SEO) - The term Search Engine Optimization describes a diverse set of activities that you can perform to increase the amount of targeted traffic that comes to your website from search engines. This includes things you do to your site itself, such as making changes to your text and HTML code (Grappone and Couzin, 2006, p.4).

Search Engine Results Page (SERP) - The page that you see after you perform a search using a search engine. It includes a list of search results that are relevant to the search phrase or keywords you entered (Tech Terms, 2009).

Snippet - Text displayed beneath the title of a corresponding web page on the search results pages of a search engine. A web page summary and/or parts of the page that match the search keywords will be displayed (Google, 2010, p.6).

Social Media Marketing (SMM) - Refers to marketing done through social media or social networking websites (Tech Terms, 2010).

Search Query - Single or multiple terms which are input by the user when performing a search on search engines (Google, 2010, p.4).

Uniform Resource Locator (URL) - A way of specifying the location of publicly available information on the Internet, in the form *protocol://machine:port number/filename* (Downing et al., 2009, p.505).

XML Sitemap - A list of the pages on a particular website. By creating and sending this list, you are able to notify Google of all pages on a website, including any URLs that may have been undetected by Google's regular crawling process (Google, 2010, p.10).

FOREWORD

This thesis would not be completed without great emotional support from the love of my family. I would like to express deeply gratitude to my grandparents, my parents – Lam Minh Ty and Le Kim Le - and my brother – Lam Tuan Kiet. They have always been going abreast with me on every steps of my life, even though they are 11.000 kilometers away.

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Lastly, I would like to thank my friends, Praven Govender and Trang Tran, who gave me recommendations. Those advices are indispensable for my writings.

I hope that my work will benefit Moniheli Ry in reviving their project, Monimos, as well as other people who may conduct relative researches to my thesis.

Helsinki, January 3rd, 2013.

Tri Lam

1. INTRODUCTION

Marketing is no longer a distant concept to business world. The original nature still remains but there was migration in methodology in accordance with human race development levels. Nowadays, in the era of Internet, marketing puts on a totally different coat with colorful textures and infinite extensible possibilities. Digital world has given entrepreneurs numerous opportunities to get in touch with their potential customers, sometimes, for free. Motivated from special courses of ecommerce module in the university, author wants to take an in-depth observation at this powerful resource. Fortunately, during the internship at Moniheli Ry, he was able to take part in renovation team for one project of the organization called Monimos. Although renovation process was completed, still one task remained undone. That task aimed at marketing Monimos to the public in the attempt to drive more traffic to the site. With limited budget, free methods would be more preferable for the sake of organization. Therefore, when the situation and desire meet each other in author's mind, thesis idea was formed. With permission and support from Moniheli's CEO, this paper focuses on building a proper free digital marketing for Monimos.

1.1.   Association introduction

"Moniheli is a service and interest network that facilitates collaborative leadership and activities in the Helsinki metropolitan area and nationwide" (Moniheli, 2012). Monimos is administrated directly by Moniheli Ry. Moniheli aims to promote relationships and cooperations between foreign groups in Finland by creating opportunities for them (parties, events, workshops,...) to meet each other and exchange experiences, knowledge in different aspects of life. The association also benefits its members with free services, for example, free premise renting. Different seminars with diverse contents have been held in the attempt to help foreigners integrate to Finnish society.

1.2.   Monimos background

This thesis discusses a social network called "Monimos" (located at http://www.monimos.fi), administered by Moniheli Ry. The organization gives official definition of Monimos as follows:

> Monimos is a new social media service for everyone living in Finland or interested in Finland. It is a virtual meeting place for internationally minded people and associations to promote participation, diversity, networking and active citizenship from the grassroots level. It is a place for taking action and influencing decision makers. Monimos offers the platform for participation, but the content is created by its users. (Monimos, 2012)

According to information given on the site, "Monimos" is a combination of the word "moni" (meaning multiple in Finnish) and "mos" (meaning mosaic). "It reflects the collaboration of various people and associations and the richness of interaction. Small contributions make the big picture like in a mosaic" (Monimos, 2012)

Visitors can read contents posted on Monimos without registration or login. However, registered users (it is free to register) would be able to write their blog and join discussions created by others. Groups and organizations can be created inside Monimos as well for more privacy or identity. Moreover, users may create polls and events on their behalf to either promote or express opinions towards specific topics.

After being released 2 years ago in 2010, Monimos was warmly welcomed by internet users but later on, there was significant decrease in its utilization. The website has been forgotten by users even though it once proved to be an efficient communication channel for everybody. Just like a relationship, at first, everybody was very eager to know more about their new friend, later on, if mutual communication decreases, that relationship tends to be fainted.

In June 2012, a renovation plan for Monimos was given with new features and redesigned interface in the attempt to revive the site. As a non-profit organization, Moniheli does not earn any monetary benefits from Monimos, except for its contribution to immigrants' society. Due to the limited time and budget, this development was restricted at a certain stage. Nowadays, Moniheli staffs keep Monimos updated with posts and events from association itself as well as other member organizations. People have been witnessing some increases in both number of visits and number of newly sign-up users. Nevertheless, there still is a need in boosting up popularity of the site to a broader audience via online marketing.

1.3. Research questions

In-depth understanding about current status of the site and availabilities on the market will provide necessary information, which serves the aim of preparing an appropriate online marketing for Monimos. Moreover, there was no official study about Monimos conducted since it was launched in 2010. Hence, by collecting opinions from visitors, the research will have better objective perspectives for marketing campaign as well as open new possibilities for future study. In that sense, research questions center in three major elements as follows:

- What were the opinions of audience towards Monimos?
- What is the current status of marketing and search engine optimization?
- How to utilize collected data to form a free online marketing plan for future?

1.4. Aim of study

After essential data are collected from answers of research questions, the thesis will analyze them and these results are promised to be delivered:

- Summary of public's opinions about Monimos.
- Suggestions for search engine optimization and social media marketing plan of Monimos based on above data and organization's orientation.

2. LITERATURE REVIEW

In 1990s, the information revolution began striking human civilization with the invention of Internet and our lives have changed consequently. To some people, the time they spend on virtual world critically outranges their real world living moments. Hence, the significance of Internet is irrefutable. It opens countless opportunities accompanied by numerous challenges in almost every field of life.

History of marketing dated back to hundred years ago and it turned to new chapter just within the past few decades in the new age. Tiny binary numbers have commenced replacing traditional marketing ever since and kept growing remarkably at the present. Some popular brands confirm their budget percentage is in favor of digital marketing. For example, Converse had 90% spending on electronic channels; 50% of Lexus's budget rested in "digital and emerging technology" and Virgin America claimed 70% expenses on digital initiatives (Frazier, 2011). A study conducted by Property Solutions (2011) revealed the fact that spending on conventional marketing methods had migrated to digital ones.
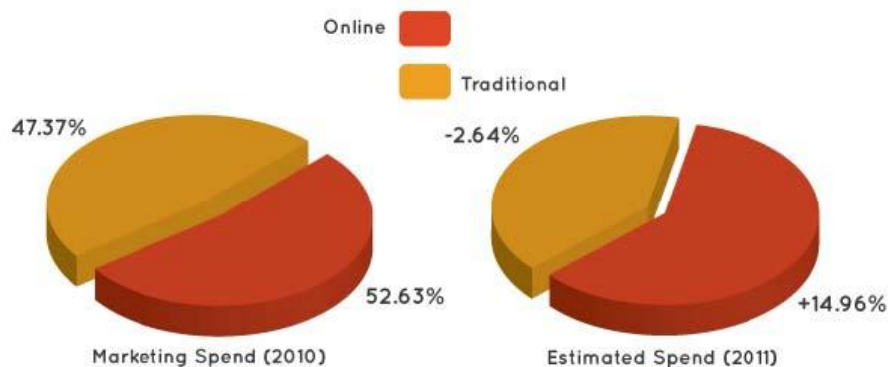
Figure 1 - Marketing budget shares (Property Solutions, 2011)

Another critical characteristic differentiated digital marketing from traditional ways is "zero money". Meanwhile almost every conventional marketing strategy requires certain amount of monetary investment; digital forms allow users to start their marketing campaign with an empty wallet. Paid methods are definitely effective and those are vital earning for online advertising providers. However, if one cannot enter the

main door, he can go around, it will take longer and more effort but the results are identical, even better.

Some free channels for marketing can be thought of, but not all of them are optimal for the purpose. Nowadays, the most visited sites are search engines and social networks. In a ranking system of Alexa (2012), except for Amazon, which is online merchandiser, social networks like Facebook, YouTube, and Twitter along with search engines such as Google, Yahoo dominated the top-ten most visited websites. It means if someone can optimize their campaign for these platforms, they would succeed in reaching potential customers. Moreover, in the scope of this study, these two approaches are very suitable for Monimos since they are purely web-based activities. Therefore, this section will mainly focus on search engine optimization and social media marketing literatures.

2.1. Search Engine Optimization (SEO)

2.1.1. What is Search Engine (SE)?

In the past, people could find answers for their questions in library, in written documents, on television or simply by asking around. Nowadays, the most popular and also the most convenient way to achieve that goal has migrated from traditional methods since information age formed a powerful tool namely Search Engine (SE).

"Search engine is a program that searches for and identifies items in a database that correspond to keywords or characters specified by the user, used especially for finding particular sites on the Internet." (Oxford Dictionaries, 2012)

The above definition describes only core purposes of Search Engines, their actual possibilities are extremely gigantic. Every single Internet user touches SE at least one time a day if they access Internet. There is a number of SE at the moment, for example, Google, Yahoo, Bing, Ask, and so on. Six years ago, in March 2006, in the United States only, 6400 million searches were done on all SE available at that time. (Sullivan, 2006) Now, in 2012, when the world population has almost reached 7 billion people, and the United States does not have remarkable share in global Internet users anymore, this number seemed to be uncountable in every way.

One of SE has become so popular that even people replace the word "search" by its name – Google. Instead of saying "search for it", now they use this phrase: "google it". In the matter of fact, Google has dominated 74% of SE usage all around the world (Panzarino, 2012). Therefore, Finland – host country of Monimos – is not an exception at all. Figure 2 reveals SE preferences of Finnish users. Since Google has a multilingual interface, the chart shows different origins of Google services such as Google Finland, Google Sweden or Google U.K. Nevertheless, the sum of these channels is 91%, a remarkable number. Hence, it is quite obvious that Search Engine Optimization in this thesis should be mainly based on Google standards and guidance.
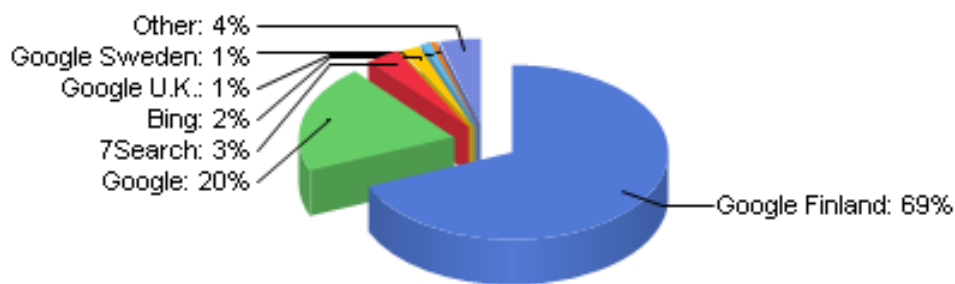
Figure 2 – Total Market Share of Search Engines in Finland (Net Market Share, 2012)

2.1.2. What are Search Engine Optimization (SEO) and Search Engine Marketing (SEM)?

"The term Search Engine Optimization describes a diverse set of activities that you can perform to increase the amount of targeted traffic that comes to your website from search engines (you may also have heard these activities called Search Engine Marketing or Search Marketing). This includes things you do to your site itself, such as making changes to your text and HTML code. It also includes communicating directly with the search engines, or pursuing other sources of traffic by making requests for listings or links. Tracking, research, and competitive review are also part of the SEO package." This is the full definition of SEO and SEM in the book "Search Engine Optimization: An Hour A Day" of Jennifer Grappone and Gradiva Couzin (2006, p.4). However, some people can argue that there is a distance between SEO and SEM.

SEO aims bring website to the top ranks in SE. It relates to configuration of design, with HTML improvements, low competitive keywords, robot.txt and so on and so forth. In order words, SEO only helps search engines to recognize the website easier so that it would appear on the first page when user type in keywords.

Meanwhile, SEM implies broader area including SEO and, usually, other paid methods such as Google Adwords and Pay-per-click (PPC) principle - meaning the company has to pay for each click, linking to company's site, made by users. Hence, a decent amount of money might be spent on PPC but with a bad site usability or terrible design would lead to failed SEM, still.

However, in the scope of this thesis, organic SEO is mainly focused on due to free marketing strategy. PPC will not be mentioned at all.

2.1.3.   Benefits and limitations of SEO

The description of SEO was given but what actual gains it brings to customers and what challenges they have to face with?

❖ **Benefits**

✓ The most obvious advantage of SEO originates from its own function of getting SE to recognize the site easier. When a site's rank climbs up on the query list, an increasing traffic to the site is witnessed.

✓ Secondly, it is about affordability as pursuing SEO is a low-cost, even zero-cost campaign. Organic search is simply a free service provided by SE operators. Hence, the expenses are usually for SEO companies, but if one can conduct a proper strategy him/herself, there is no need to spend any money on SEO procedure.

✓ Jonathan Schroeder (2011) stated that long-term reliability is another pro of SEO over its twin - SEM. Company has to pay an amount of money on every click users made on Google Adwords in SEM, but what if they stop making payment to Google? The service is closed and company's site is nowhere to be found easily. So that tactic's efficiency and surfers' attraction will last as long as the budget is available. On the contrary, the organic SEO formulates a more stable

foundation where site's appearance on SERP (See Glossary) remains much longer depending on site's improvement and maintenance.

❖ **Limitations**

✓ First of all, by engaging SEO environment, the company has to deal with high level of competitiveness from top-ranking competitors. People tend to focus merely on a few top results on SERP. Figure 3 expresses users' CTR (Click-through rate) (See Glossary) in the top 20 results found in different queries on Google US. 36.4% of users go for the first option and the percentage declines dramatically in the second one. At the end of the day, only 11% of users patiently go to the second result page. Consequently, once the site is out of the first page, much less chance it has to reach potential customers.

✓ Another challenge is that nobody can guarantee how successful SEO is or how long the site remains on its current position. Internet environment alters day by day, so does SE. In fact, Google has modified its ranking standards regularly. Hence, it is essential that SEO strategy keep itself updated as much as possible.

✓ There is no free lunch. Even if no money is required for SEO, it still takes time and efforts for maintaining an effective SEO strategy. Bringing the site to top ranks is not a short-term activity but a patiently tactical process lasting for a few months or even a few years.

Rank #	Average CTR	Median CTR	Delta #n-1	Delta #n1
1	36.4%	25.0%		
2	12.5%	9.1%	-65.68%	-65.68%
3	9.5%	7.1%	-23.84%	-73.86%
4	7.9%	5.5%	-16.53%	-78.18%
5	6.1%	3.8%	-23.54%	-83.32%
6	4.1%	2.7%	32.01%	-88.66%
7	3.8%	2.6%	-8.26%	-89.59%
8	3.5%	2.0%	8.71%	-90.50%
9	3.0%	1.8%	-13.33%	-91.77%
10	2.2%	1.5%	-26.07%	-93.91%
11	2.6%	1.3%	17.80%	-92.83%
12	1.5%	0.7%	-42.37%	-95.87%
13	1.3%	0.7%	11.71%	-96.35%
14	1.1%	0.7%	13.72%	-96.85%
15	1.2%	0.5%	7.55%	-96.61%
16	1.2%	0.5%	0.10%	-96.61%
17	1.4%	0.5%	9.63%	-96.28%
18	1.3%	0.5%	-4.76%	-96.46%
19	1.4%	0.5%	9.57%	-96.12%
20	1.4%	0.6%	1.57%	-96.06%

Click Through Rates of Google US SERPs based on Optify data

Figure 3 – Click-through rate of Google US SERPs (Danny Goodwin, 2011)

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2.1.4.   Onsite SEO

Optimizing onsite search engines involves carefully writing in HTML code and human language level that be seen by users (Schommer and Broschart, 2009). Therefore, onsite SEO basically deals with all kinds of improvements which can be made inside the website. In the Google Search Engine Optimization Starter Guide (2010), they recommend a few standards to be considered as follows:

o **Title tags**

This element usually lies at the top of SEO list in different materials. Titles accompanying with landing pages and tags are most important and long standing SEO factors (Grappone and Couzin, 2006, p.150). An experiment conducted by SEOmoz also points out that keyword used in title tag is a high-level ranking factor (Enge et al., 2010, p49). An example of title tag in HTML format:

```
<title>Winter Booth – Buy Winter Fashion, Skiing Clothes</title>
```

Common suggestion from experts is creating accurate, unique and informative title tags. One should avoid using generic terms when building titles whereas target keywords should appear in titles to provide surfers as well as search engines with explicit perception of what the site or page is about. However, being too greedy is not good, since most search engines only display 40 to 60 characters on search results (Grappone and Couzin, 2006, p.151), it is unwise to integrate the whole description or even a long paragraph into title tags. Lastly, each page should have unique and separated title from the rest of the site in order to steer SE's focus on specified landing page.

o **Meta description tags**

Meta description tags represent the content of specific page or site. They have the structure as follows:

```
<meta name="description" content="Tickets from European, Asian
airlines - Find your best price within seconds">
```
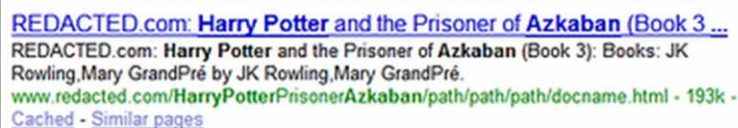
Search engines, for example Google, consider them as snippets (See Glossary) for pages in SERPs. Preferred meta description give accurate and enough information without repeating what has been written in the title. Keywords should be included in meta description. Similarly to title tag, uniqueness is recommended for each pages of the site. However, one may have to face with an obstacle in producing vast number of meta description tags when there are hundreds or even thousands of pages within one site due to the reason that creation process consumes a remarkable amount of time and money as well. In this case, programmatically generating descriptions is encouraged and it is still effective as long as the description is not spammy (Krishnan, 2007).

Figure 4 - Comparison between quality and low-quality meta description
(Raj Krishnan, 2007)

o **URL (Uniform resource locator)** (See Glossary)

Similar to title and meta description tags, search engines would crawl (See Glossary) over URLs as well. "If your URL contains relevant words, this provides users and search engines with more information about the page than an ID or oddly named parameter would" (Google SEO Starter Guide, 2010). Hence, creating both informative and understandable URLs is essential in SEO.

Firstly, URLs display location of specific pages, files or images. In the attempt to simplify URL, a proper directory needs to be built logically. Secondly, particular names should be chosen for different pages, generic term like "page1" is strongly avoided. In addition to this, strange parameter would totally confuse users and definitely make

URLs hardly to be found by SE. Instead of having those symbols, hyphens or underscores should be utilized to separate terms in URLs (Haque, 2010). One last thing suggested by Google, there should be only one version of URL reaching the specific document due to the reason that too many different versions of URLs would possibly reduce reputation as well as credibility of that content. An example of URL optimization for the same content:

Non-optimized URL:

```
http://example.com/dir1/locat%%%12/ex_afhwu-s%=23.html
```

Optimized URL:

```
http://example.com/articles/how-to-optimize-url.html
```

o **Improvement of navigation**

Navigation system also contributes to SEO and users' experiences at the same time. A proper navigation system enables them to understand explicitly what content the website consists of with ease. Consequently, website's rank in both SERPs and human's perception will incline. Relating to this matter, two major categories are mentioned: breadcrumbs lists and sitemap.

✓ *Breadcrumbs lists*

Breadcrumbs are usually perceived as a single line of text located on the top of documents but below menu bar (in some other cases, they may be put somewhere else on the site, however still be visible for users). Breadcrumbs show exactly where user is at the moment via hierarchical navigation. Here is a display example of breadcrumbs:

```
Home > Products > Food & Beverage
```

One obvious benefit brought by breadcrumbs is allowing users to navigate themselves within the site. Moreover, they also attract searchers to go back to higher-level pages to refine their search or just simply to check out what the site offers. Simultaneously, the website bounce rate is reduced and amount of time users stay onsite increases (Gube, 2009). However, it is unwise to abuse

breadcrumbs everywhere. They cause positive effect on large-scale website with hundreds or thousands pages. On the contrary, uselessness is experienced when putting breadcrumb for a promotional site with 3 pages only. Negative effect is also found as the page is linked back to itself which creating irritation and even lowering credibility since people may wonder if this site is properly built (Smarty, 2009). Nevertheless, the nice way may not be the best way. Beautiful design with Flash or JavaScript attracts human but creates obstacles for SE robots to look for information since they cannot filter text inside an image form. Hence, keeping breadcrumbs under the form of text links is advised by Google itself.

✓ *Sitemap*

Another approach of website's navigation is sitemap which displays contents, topics hierarchically in a separated page. Yet one should notice that there are two different types of sitemap in terms of SEO. The first type is called HTML (Hyper Text Markup Language) sitemap and the second one is XML Sitemap (See Glossary). For short, people distinguish them by capital letter: <u>s</u>itemap for HTML type and **<u>S</u>**itemap for XML.

HTML sitemap is designed for human beings since it contains hyperlinks to each page of the website or high-level categories. It is visible to Internet users.

Whereas, XML Sitemap contains similar links as sitemap but it is not visible to visitors. The Sitemap is written under special format in order to submit to search engines. Therefore, the ultimate purpose of Sitemap is increasing website's visibility to search engines. This was confirmed on Google site (2012): "We use the data in your Sitemap to learn about your site's structure, which will allow us to improve our crawler schedule and do a better job crawling your site in the future. In most cases, webmasters will benefit from Sitemap submission, and in no case will you be penalized for it."

For this reason, each site is strongly recommended to have two versions of sitemap, one for human and the other for search engines. There are some tools

provided to create an XML Sitemap automatically. For example Google Sitemap Generator, www.xml-sitemaps.com, www.xmlsitemap.com …

o **Using robots**

Although everybody strive for higher visibility on SE, some information on their websites needs to be kept confidential. That is the main purpose of robots in this sense. As SE reaches the site, it looks for robots file at first. There are two types of robots that can be found in the guide:

✓ Robots.txt - This is a file created by administrator of website and put in root directory (See Glossary) of the site. Robots.txt contains information such as: "user-agent" (name of SE robots are listed here), and "disallow" (shows confidential contents).

✓ Robots meta tags – Having similar purpose as robots.txt, however robots meta tags do not stay in root folder but in each page that requires privacy. They are located in the HTML head of the page (Grappone and Couzin, 2006, p.203).

2.2.   Social Media Marketing

In the past, people only think of SEO as a technical approach to increase site's visibility to search engines. Nowadays, in terms of SEO, there are two categories: on-site and off-site SEO. In previous section, onsite SEO has been introduced. Off-site SEO centers in backlinks. Backlinks (a.k.a. inbound links, incoming links) are located on a website but they contain hyperlinks to another website. In the present, almost everything apart from technical issues mentioned above can be considered as off-site SEO. For example, hyperlink in an article or on a post in social networks is all backlinks. Nevertheless, each communication channel has its own characteristics. Following parts will reveal some common channels that may be usable for thesis's purposes.

2.2.1.   What is Social Media?

Social media is defined as follows:

> Social Media are websites and applications that enable users to create and share content or to participate in social networking (Oxford Dictionaries, n.d.).

> Social media isn't a "thing" in the sense that direct mail or TV advertising are, but is rather a collaborative process through which information is created, shared, altered, and destroyed (Dave Evans, 2008, p.34).

In modern days, "social media" is a common term that keeps appearing in numerous writings, speeches and even in mankind's perception. Every time this word is mentioned, people automatically form up some popular brands in their minds such as Facebook, Twitter, YouTube, Wordpress and so on… It is totally understandable why these names jump out first since they are idols in the field of social media. Apart from traditional channels delivering information like newspaper, television or phones, social media has made a giant step in communication industry. Conventional ways usually offered one-way or at most two-way communication between two parties. Meanwhile social media provides a matrix communication between many different parties. Human

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beings now are able to interact, share, and comment with friends, families, strangers, basically everyone on earth. Due to its enormous possibilities, social media became the fertile land for business, particularly for marketing.

2.2.2.   What is Social Media Marketing?

Figure 5 - Social Media Marketing Channels (Easy Social Media Marketing, n.d.)

The major difference between social media marketing (SMM) and traditional marketing is the platform that activities are conducted on. Old-way marketers make their success with strategy for "real" world, whereas new-age marketers build strategy for virtual world. The principles of marketing do not change, only the means does. Figure 5 expresses quite clearly relationships between different social media channels and one's marketing strategy. "Your Message" here consists of products, information or values that people want to deliver to their audience, meaning their customers. Forming an appropriate strategy for SMM requires marketers to acknowledge pros and cons of each type as well as to think all channels as a whole because they impact mutually.

One should also keep in mind that social media is an open and free environment for everyone so coercion or trickery is not beneficial in long-term, sometime they even cause negative effects. Thus, giving people a nice experience to talk about positively and using resulting conversation to improve more is preferred in doing SMM (Evans, 2008, p.38).

2.2.3.   Benefits and limitations

❖ **Benefits**

✓ *Gigantic possibility from social networks* – The nature of social media is the very first advantage of SMM. With traditional marketing channels mentioned above, commercial ads or phone calls can reach a specific number of customers in given time. However, information on social media channels spread out with tremendous speed in short period because it bases on multi-level relationship system. By clicking "share" buttons, one user delivers that message to all of his/her friends. When those people click "share" again, it arrives at their friends on social networks and so on and so forth. The procedure keeps continuing boosting viral marketing's effect just within minutes, even seconds.

✓ *Bring people together* – Social media creates opportunities for people to give their opinions about one matter. In other words, multidimensional comments can be achieved for higher credibility. (Beirut, 2010)

✓ *A fun and creative method* – It can be so when people conduct SMM. They have chance to talk, to express ideas and to make friends with someone from half the world away. Moreover, nobody can make sure that their solution is the best, nor do companies. Via mutual communication with a wider audience, they may utilize some innovative ideas or constructive comments. A typical example in software industry: errors or undesirable functions can be found in forums' threads or comments on social networks that helps companies to identify their strengths and weaknesses.

✓ *Cost effective strategies* – Usually monetary expenses are not significant in SMM, in some cases, it is zero. However, if one affirms that SMM is totally free, he may encounter disagreements since time is an expense as well and implementing an effective SMM requires considerable amount of time. This will be discussed later in the limitation section.

❖ **Limitations**

✓ *Viral social disadvantage* – Word of mouth is both advantage and disadvantage of SMM. Bad news spread out as fast as good news do on social media channels. Hence, companies need to notice not only what to deliver but also how to deliver them to audience. "Disgruntled customers or employees can publish negative

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comments that are not always removable" (Sandilands, n.d.). Moreover, somebody contribute negatively to company's reputation through their bad comments. These words may be from real customers reflecting correct problems or simply company's rivals sabotage activities since everyone online is almost anonymous.

✓ *Security risk* – Occasionally, we can find on newspaper titles that social network A has been hacked or a number of accounts had been leaked from B. In the matter of fact, SMM activities have to deal with high security risks caused by hackers and virus. Every information put on social network need to be filtered carefully beforehand in order to avoid disclosing business's secrets. In addition to this, frequent check-up on all account is a must since one may hack account and use it for bad purposes under the name of company.

✓ *Time consuming* – As mentioned above, there is "no free lunch". Engaging social media means remaining active activities with consensus in information quality on all channels. Instead of paying intermediate agent to conduct SMM, organizations have to do the work themselves and it requires great amount of time as well as effort (Coetsee, 2010).

2.2.4. Facebook

Nowadays, most of Internet users know about Facebook whether they use it or not. Being established in 2004, Facebook soon became one of the most popular social networks on over the world. According to statistics on Socialbakers.com, Facebook reached 1 billion users on 14th September, 2012 and among those, more than 2.2 million accounts in Finland penetrating 42.92% of the country population and 48.29% of the online population. Obviously, this system proved to be a rich land for communication, or particularly reaching customers in terms of business. The most suitable method for free marketing on Facebook is achieved via fan pages. Facebook has the "Like" button allowing whoever clicks it to follow activities of a fan page. However, it is also fierce competitive environment. A study conducted by Edgerank Checker (2012) reveals the fact that "most Pages are experiencing Post Lifetimes around 3 hours." Due to that reason, a lot of effort needs to be put into management, meaning a long pause between posts is least preferable. Active administration and continuous interaction would draw more attention from Facebook society and consequently increase traffic to the page. If

so, there is greater opportunity that people know about company and its actual website as well. Nevertheless, companies must keep in mind that "customers want to be informed and engaged, not pitched and harassed" (Bradley, 2010). In other words, the fan page should not simply be used as a poster on which all ads and new products/services are presented. Its ultimate purpose is communication, so use it for that purpose in order to gain credibility as well as interests from population. Marketing messages are to be put appropriately, not frequently. Recommendations from a friend are more weighted than from a stranger.

Facebook does not leave entrepreneurs alone on their marketing campaign. It provides users with different alternatives to integrate Facebook pages into their own website via Social Plugins widgets. No special programming skills are required for this task since Facebook took care of them already. Users just need to select preferred widgets, and then input necessary data. After that, the code is automatically created and ready for embedded to the site, simple and easy. These wonderful tools can be found at: http://developers.facebook.com/docs/plugins

2.2.5. Twitter

Another popular communication gateway is microblog and its spotlight is Twitter. "Microblogs boil social networking down to its most essential elements: a post, a comment, and an indication of relationships" (Evans, 2008, p.217). Different from Facebook, Twitter takes away unnecessary complexity and offers simple interface returning to original idea of social network which are listening and being listened. Two fundamental goals are:

➢ Letting people share their thoughts with other users via 140 characters message
➢ Letting people follow others "tweets" (meaning posts) by clicking follow button.

However, this simplicity does not bore Internet users but on contrary, a significant growth has been observed over 6 years of operating (since Twitter was launched in 2006). On February 21, 2012, almost 500 million registered Twitter users were a remarkable number to be noticed (Dugan, 2012).

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Again, social network should not be taken advantage of with overwhelming commercial ads and sale message. Sharing and being friendly to the others are always more preferable. "Great executive tweeters don't try to sell to their followers; they try to engage them in a personal way" (Philp, 2009). Since Twitter limits the number of characters, one should have good writing skill to make the message condense, informative and even humorous if possible. It contributes greatly to gain credibility from reader.

Similarly to Facebook, Twitter also provides users with built plugins to be embedded on their websites. They can be found in the following addresses:

https://twitter.com/about/resources/buttons

https://twitter.com/settings/widgets

2.2.6. YouTube

Over 800 million unique users visit YouTube each month and over 1 trillion views globally in 2011 (YouTube Press Statistics) prove the significance of this enormous channel in SMM. To many people, words are not as attractive as videos. They deliver the message faster, clearer in a more dynamic way. That is why YouTube has migrated from its original intention of sharing videos to a search engine. From the very small problems in ordinary lives such as "how to make coffee in a coffee maker" to greater deals like "US presidential debate", everything may be typed in and found with suitable videos. Different categories are listed at http://www.YouTube.com/charts. YouTube even has a separate page to tell about recent trends on their site at http://YouTube-trends.blogspot.fi/ but not many YouTubers know about its existence.

At the moment, if someone types in letter "g" in search box, the first recommendation will be "Gangnam Style". This video became most popular video ever just in short period of time with more than 878 million views (on December 3rd, 2012). However, not everyone can achieve such miracle but they can get something out of their efforts as long as they meet the needs. In the video "YouTube Marketing - Top Tips and Tricks for Social Media Marketing via YouTube" (2011), Jason McDonald– Senior SEO

Director at JM Internet Group – presented some approaches to make a video popular on YouTube:

- As mentioned above, YouTube now is a search engine and even more, it belongs to the giant – Google. Hence, proper SEO with keywords in title, tag and description will boost video's visibility efficiently.
- Meanwhile SEO answers searcher with that they are looking for, viral effect spread out the word for what people feel interested in. This means a video with interesting content would draw more attention and provoke sharing to others on YouTube or on another social media channels, Facebook or Twitter, for instance.
- The third type is called collateral where videos provide information to specific audience. In other words, it is a bulletin board to inform new products/services or summary of a meeting.

In term of SMM, it would be pointless to get traffic to the video without somehow guiding audience to company's website or at least, know about the company. Hyperlinks can be put in description or comments. Another method is using annotation to get users' attention from where they focus most on – the player screen.

2.2.7. RSS

RSS stands for Really Simple Syndication. RSS helps people to keep in touch with their favorite articles, blogs or websites in a both easy and systematical way. Dave Evans (2008, p.70) noticed two major benefits brought by RSS:

- It allows users to control what information they received rather than being overloaded with tons of newsletters.
- Users save more time by using RSS instead of crawling over dozens or even hundreds of sites every time they surf internet. (As Dave explained, nobody wants to check up daily from sites that have no frequent updates.)

So how does RSS work actually? The answer is simple in this case. RSS collects updates from websites, blogs or articles that user subscribed and put them in one common place called RSS aggregator. "An RSS aggregator, also known as feed reader, is a program that runs in the background and constantly waits for your favorite sites to

post new content" (Prindle, 2012). There are 2 types of this program: Web-based or desktop-based. Again, with their user-friendliness and perfect synchronization, Google Reader seems to be the star, even though there are different candidates in this field.

Not only Internet users benefits from RSS but also social media marketers. As mentioned before, some sites do not update frequently so people may get bored at them after a few visits. However, if user subscribes the site or blog, it will stay in RSS aggregator and every time some updates spotted, they will pop-up. Possibly, subscriber will notice and find interest again to the site. It is efficient method to remind customers about the site as well as to earn back traffic as a result.

2.2.8.   Articles, Blogs and Wikipedia

First of all, it is necessary to identify what is article and what is blog. Both of them have a common purpose which is delivering information to audience under the form of an essay. However, some differences there are even though they are getting blurrier nowadays. Article tends to be more formal and objective in writing style whereas blog tells stories, opinions of authors in an informal and subjective style. (Spencer, 2011) Previously, comments are permitted for blogs only but now they are available for articles as well. This function contributes to narrow down the distance between article and blog.

Nevertheless, in terms of SMM, they stand together on one side since their goals are mutual complimentary. The article may be utilized as introduction of company or getting audience's interest at particular topics related to company's field of business. The blog provides great channel to "tell customers what you're doing and invite them to share their thoughts" (Evans, 2008, p.211). Most importantly, both should consist of hypertext linking back to company's site. That is how these channels are used for marketing.

Articles can be posted on article submissions sites such as Hubpages.com, Triond.com or on numerous online newspapers. In addition, companies should create their own blog page for blogs with integration of RSS in order to ease their readers.

One potential platform for this method is Wikipedia. Since the last decade, Wikipedia has been dominating online encyclopedia. Almost every Internet users have visited it, at least once, intentionally or accidentally. As people search for some definitions, usually the very first lines on SERP would direct them to Wikipedia. It is not only the largest encyclopedia of English articles but also of multilingual articles as well. In the newest report of Wikipedia at 00:00, 05 December 2012 (UTC), there are 37,766,394 articles in 284 different languages all around the world and among them, English alone accounts for 4,111,948 articles. Wikipedia offers talk pages with function of comments and discussion. One may take advantage of that when creating a new article to earn more attention. Another trick suggested by Minda Zetlin (2010) is "starting with a stub". Long article tends to be removed almost instantaneously, instead one or two sentences only will provoke Wikipedians to search information or images to add, she explained.

2.2.9.   Forum Marketing

There are million forums out there in virtual world with huge mountain of information varying from technical issues to kitchen tips. Some forums are famous, some are valueless; some are free, and the others require payment to access. No matter how, this is a potential channel for marketing as well since the opportunity to engage other people is vase. Still, many people claim that they failed in earning from this method. Yet, the problem could not belong to forum but it might be caused by their lack of patience.

Of course, backlinks to company's site is the ultimate purpose of forum marketing but in order to implement decent forum marketing, some notes need to be taken:

- Jumping to every forum randomly is not recommended at all. If that forum has compatible subject as the company's business. Posting there tends to get more attention and traffic to the site as well. So a careful study of different forums and selection of appropriate ones should save more time while more outcomes are promised.
- As surfing over topics, one would spot some threads like "Visit this website…" They are direct promotional comments which usually received ignorance, sometimes even hatred, from readers. Hence, it is a common mistake for many people. "…the links are important, but how you get those links is just as

important (if not more so…)", says James Pruitt (2011). Aiming for posting links as many time as possible, that thought helps nothing but turning the nick name into a spammer and later on, be banned from forums. Instead, building credibility and reputation should benefit much more. Those can be earned by giving comments to help people solve their problems.

- James (2011) also suggested that private messages should not be ignored due to the great number of opportunities they consist of.

- Behaviors on forum also contribute greatly to one's image. Writing style should be informative, funny but general and childish comments should be avoided, for example: "It works yanks LOL". One does not have to engage a fight on forum with ruthless words. These postings will damage professional image. Respect for admin should be paid as well (Inspiration Feed, 2012).

- Last but not least, this method is almost free in terms of money. However, time compensates cash. Haste actions are not preferred in this situation but patience and effort will be paid off worthy.

2.3. Summary of literature review

In terms of free digital marketing, search engine optimization is unforgettable. Due to limitation of paid services, Google Adwords, for instance, organizations struggle to make their websites familiar with targeted audience. Hence, an optimal way is implementing some adjustments in the attempt to ease search engines when they crawling overs the sites. Different search engine provider can be named, for example: Yahoo, Bing, Google, MSN, Baidu… but more or less, they all possesses similar standards to sort results for search queries (See Glossary). Google is obviously the most powerful and popular tool for this type since it stays on top of Alexa ranking list (Alexa, 2012). Some tricks with HTML code that helps increasing ranks on SERPs were suggested by Google developing team. Those include improving title tags, meta description tags, navigation, URLs and using robots file. These types are called on-site SEO which purely depends on search-engine-friendliness of the site itself.

Unless the site stays at top 3 results on the first SERP, ranking is not everything in marketing. The desired outcome of digital marketing is getting real traffic to the site, not getting higher in ranks. There is another field of SEO which is off-site SEO or backlinks. However this category is vase and closely relates to almost the rest of electronic marketing methods among which social media marketing has a big share in the field. Nowadays, everyone involve in this enormous environment. People make friends and keep in touch with each other on or via social networks. Readers move from printed resources to electronic articles. Scholars share knowledge online. Troubles can be solved at a global scale via forums and so on. Moreover, all of these channels are linked together. Posts on Twitter posts are integrated to Facebook; YouTube videos can appear in social networks, blogs; Wikipedia contains links to articles and so on and so forth. Information spread out at a rapid speed in a broad scale. Thus, by utilizing this powerful resource, marketers will have both efficient backlinks for SEO and real traffic to their websites.

3. METHODOLOGY

In order to conduct the research properly, researcher needs to draw up an appropriate research design based on given research questions. As Ghauri and his partners stated (1995, p.26), "research design is an overall plan for relating the conceptual research problem to relevant – and doable – empirical research." It acts as a guide to steer research process in the right direction. Therefore, it is definitely to be careful considered before proceeding practicalities.

3.1.   Purpose of the research

First of all, one must comprehend what purpose he/she is pursuing. There are three popular classifications of research purpose including exploratory, descriptive and explanatory (Saunders, Lewis and Thornhill, 2009, p.139). In short, these categories can be defined as follows:

- Exploratory studies serve well to seek insights and approach the phenomena from a new perspective. They are more adequate to apply when the research problem is badly understood (Ghauri, Grønhaug and Kristianslund, 1995, p.28).

- Descriptive studies attempt "to portray an accurate profile of persons, events or situations" (Robson, 2002, p.59). Such studies show their effectiveness when there is a demand to have a clear vision over the phenomena.

- Explanatory studies (or causal studies) answer the causal relationships between variables (Saunders, Lewis and Thornhill, 2009, p.140).

Since the research questions are to describe Monimos users' opinions and compose new marketing plan based on those data, this thesis has more than one aim and lies between descriptive and explanatory types. Nevertheless, Saunders, Lewis and Thornhill (2009, p.139) confirmed this situation as well in their writings: "your research question can be both descriptive and explanatory, so your research project may have more than one purpose". They called this type "descripto-explanatory studies" which is most suitable for this paper.

3.2. Research methods

After determining purpose of study, author has to decide which research methods he wants to use: qualitative, quantitative or both. According to Mark Saunders and his cowriters (2009, p.151):

- Quantitative method is used as a synonym that implies data collection technique or data analysis procedure that generates or uses numerical data.

- Qualitative method is used as a synonym that implies data collection technique or data analysis procedure that generates or uses non-numerical data.

These methods seem to be totally against each other but in fact they stay side-by-side in the same research. There are different combination models for them. However, mixed method research is an appropriate solution for this thesis.

> Mixed method research uses quantitative and qualitative data collection techniques and analysis procedures either at the same time (parallel) or one after the other (sequential) but does not combine them. (Saunders, Lewis and Thornhill, 2009, p.152)

In order to serve the question of opinions towards Monimos, quantitative approaches are required in order to gather primary data from broad array of users. Moreover, historical data in numerical form also need quantitative analysis process. On contrast, the second task demands in-depth understanding of organization's orientation to formulate a proper marketing plan. Hence, qualitative will be effective in this case.

3.3. Research strategy

Research strategy refers to the means that data are collected and analysis. In other words, it tells the whole story of how researcher conducts his/her study.

3.3.1. Survey

Surveys and questionnaires are very popular data collection method in business studies (Ghauri, Grønhaug and Kristianslund, 1995, p.58). The survey allows researchers to collect and analyze gathered information in a quantitative way using descriptive and inferential statistics (Saunders, Lewis and Thornhill, 2009, p.144). Carefully planned collection procedure which guarantees representativeness of sample would require significant amount of time and effort.

This strategy is an adequate tool to get information from vase amount of sample which are, in this case, users and non-users of Monimos. However, not all of general Internet users are studied. Only ones who are interested in immigrant issues should be focused on because Monimos was purposefully built for them. Author utilizes a free online survey service provided by Google Drive (See Glossary). Survey form is composed (See Appendix 1) and sent to people surveyed via newsletter system of Moniheli. After 7 days of the first message, a reminder will be sent in the attempt to get more answers. Every time someone completes the survey, response is automatically archived on Google Drive for later access.

3.3.2. Interview

At some points, survey is perceived as a form of structure interview while unstructured interview offers freedom to discuss reactions and opinions on respondent (Ghauri, Grønhaug and Kristianslund, 1995, p.64). The second type of interview is quite popular in qualitative research because it provides insights to the matter. Interviewers usually benefit from this strategy in the sense that they can extend findings even more than they expected due to open discussion with interviewees. Nevertheless, it is difficult to interpret and analyze data collected from interview. Maintaining the course of interview and keep responses on the subject is another obstacle which demands interviewer to be cautious as developing conversation further with supplementary questions (Ghauri, Grønhaug and Kristianslund, 1995, p.65).

A proper marketing plan needs to correspond with Moniheli's orientation. This kind of information cannot be gathered by other quantitative strategies since it is not collected from huge number of respondents and unable to analyze with statistical methods. Therefore, interview serves best in gaining in-depth understanding about the topic and an interview guide was composed by the author (See Appendices). Due to several changes in organizational personnel, not many current employees clearly acknowledge about Monimos. Author decided to conduct an interview with Moniheli organization coordinator, Julie Breton (See Appendix 3), in order to have better information about future orientation for Monimos.

3.3.3. Secondary data

Beside the primary data provided by interviews and surveys, researcher can also access another source called secondary data. Secondary data implies the information that has

already been collected for some other purpose. Those maybe reanalyzed to answer, or partially answer the current research questions (Saunders, Lewis and Thornhill, 2009, p.256). An obvious advantage is that authors will save a lot of resources (time and money) by utilizing secondary data. However, since those data were collected for particular purposes, it is difficult to make them consistent with the study at hand (Ghauri, Grønhaug and Kristianslund, 1995, p.56).

To gain better perspective of users' opinions about Monimos as well as explicit proof for interview results, a source of secondary data is chosen to use. According to the available date of historical data, Google Analytics (GA) and Google Webmaster Tools (GWT) (See Glossary) were implemented in Monimos website on 2 October 2012. These sources provide all information about traffic to the site under the form of tables, graphs and specific numerical data. Hence, it brings ease to author in the attempt to compare with other primary data. Due to the reason that there are too many information on GA, only related parameters are collected and put together into dashboard(s) (See Appendix 4, 5 and 6).

3.4. Sampling technique

First of all, samples are selected from a broader set of cases called population. Every individual is a case. In some circumstances, researchers are able to collect data from the entire population but in many cases, it is impossible to do so due to massive size of population. There are usually obstacles of impracticality, budget constraints, time limitation or restriction of analysis workload (Saunders, Lewis and Thornhill, 2009, p.212). Two major sampling are:

- Probability sampling: probability of each case being chosen in population is known and usually equal.
- Non-probability sampling: probability of each case being chosen in population is unknown.

Among probability sampling techniques, one is called "simple random sampling". Saunders, Lewis and Thornhill (2009, p.222) defined it as follows:

Simple random sampling (sometimes called just random sampling) involves you selecting the sample at random from the sampling frame using either random number tables, a computer or an online random number generator, such as Research Randomizer (2008).

In the scope of this thesis, interview does not require sampling due to the reason that there is only one person who actually acknowledges about Monimos and can be reached. Obviously, secondary data would not need sampling neither. The only remaining problem lies at online survey. As mentioned before, surveys are sent to people via newsletter system of Moniheli Ry. There are more than 950 contacts existing at the time of thesis. However, due to the time constraint of this thesis, waiting and analyzing time for such amount of data is not practical. Thus, author decided to narrow down the number of surveyed people with simple random sampling. 100 cases are selected randomly with the help of Microsoft Excel (See Glossary).

Overall, the research strategy processes are summarized in the below graph.

Figure 6 - Research Strategy Processes

3.5. Credibility of research findings

3.5.1. Reliability

Reliability answers the question: Can someone else repeat the research and come up with similar results? In other words, it assures data collection techniques or analysis procedures will yield consistent research (Saunders, Lewis and Thornhill, 2009, p.156).

According to Robson (2002), there are four major threats to reliability:

- Subject or participant error: survey or interview in different time may not produce the same results. Neutral time when interviewees not busy or stressful is preferable
- Subject or participant bias: interviewees do not reflect their own opinions in responding but reflect what their bosses want instead. Care in analysis and maintaining anonymity of respondents is advised.
- Observer error: different ways of interview may lead to different answers; structured interview schedule is suggested to avoid this threat.
- Observer bias: this threat is due to multiple ways to interpret replies.

Obviously, minimizing these threats is what author should pay attention to. The interview was conducted at late afternoon when the interviewee finished her job and there was no pressure from her direct supervisor. Because author was given full support from CEO of Moniheli as well as access to necessary organization's data. Surveys were sent to a number of random people (See Section 3.4 for more explanations). They are from many organizations and bearing dissimilar demographic characteristics. Vase amount of such diverse respondents assures survey's objectivity and high possibility for repetition with the same results.

3.5.2. Validity

Validity refers to the question of "whether the findings are really about what they appear to be about" (Saunders, Lewis and Thornhill, 2009, p.156). There are two types of validity mentioned by Ghauri, Grønhaug and Kristianslund (1995, p.33): internal validity (refers to whether the results obtained within the study are true) and external validity (refers to whether the findings can be generalized). Saunders, Lewis and Thornhill (2009, p.15) named some threats to validity:

- History: some recent or about-to-happen events may affect researched population.

- Testing: the experiment itself may affect the responses.

- Instrumentation: unusual activities were made in the attempt to adjust the findings.

- Mortality: this refers to participants dropping out of studies.

- Maturation: the results may not come from elements that being researched but from another sources.

- Ambiguity about causal direction: there maybe confusion in identifying causal relationship between variables.

Author needs to consider carefully about validity of his findings and attempt to eliminate validity threats. The most recent event on Monimos was the layout renovation which happened 3 months prior to the thesis. Hence, it would not have any critical affect the results. The survey may drive people to the site for short review before taking the survey. If so, they may not have clear ideas about functions of Monimos. However, this affect was dealt with the first question; it excludes the number of people who knows about Monimos via this survey. Neither improvements to layout or marketing were made during the survey, so the objectivity is assured in this case. Mortality is big obstacle to deal with since people would easily drop out of the survey. Nevertheless, because estimated time to complete survey is about 5 minutes only, possibility of this threat is reduced at some points. Since most of questions in survey relate to past experience, maturation causes no significant affect. Similarly, the study is not a causal research, so ambiguity about causal direction should not occur in this case. Lastly, the survey form and interview guide were reviewed by supervisor before they are implemented.

4. RESULTS

4.1. Descriptive Survey

The survey was created on Google Drive and sent to surveyed people; it can be found at the following address:

https://docs.google.com/spreadsheet/viewform?formkey=dHd4WGZHYmIxOEVoQzIwaEZNNGtETWc6MQ

Responses were collected in 15 days from December 18, 2012 to January 3, 2012. There were 21 responses from 100 people to whom surveys were sent.

$$The\ response\ rate = \frac{Number\ of\ responses}{Number\ of\ sampling\ cases} = \frac{21}{100} = 21\%$$

Google Drive provided helpful support as it produced summary of responses under the form of charts for further analyzing. Below are results from the survey.

Yes (Please continue the rest of survey)	16	76%
No (Please skip to question 8)	5	24%
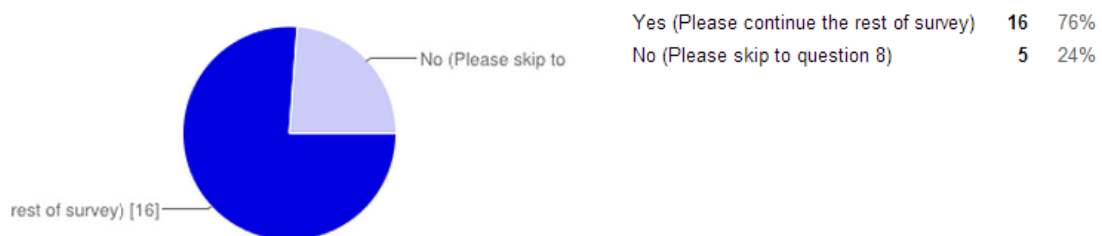
Figure 7 – Have you heard of Monimos.fi before?

Among 20 responses, 3/4 of people stated that they knew about Monimos before taking the survey whereas 1/4 did not hear about Monimos.

Yes	**14**	67%
No	**2**	10%
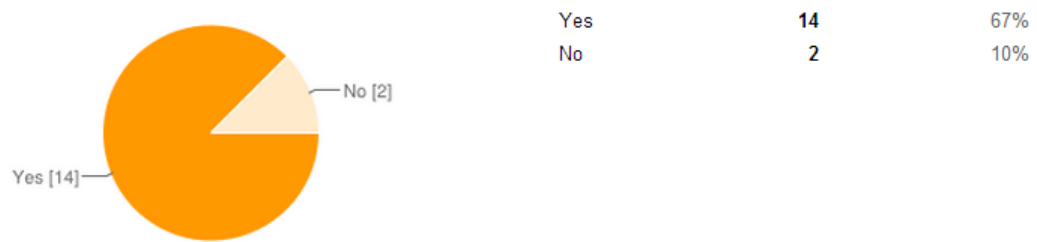
Figure 8 – Did you register to Monimos?

Among 15 individuals knew about Monimos, 14 people registered as a user at Monimos.

Moniheli website	**8**	50%
Distributed flyers	**0**	0%
Social Networks posts (e.g Facebook, Twitter...)	**1**	6%
Search engines (e.g Google, Bing, Yahoo...)	**1**	6%
Other	**9**	56%

People may select more than one checkbox, so percentages may add up to more than 100%.
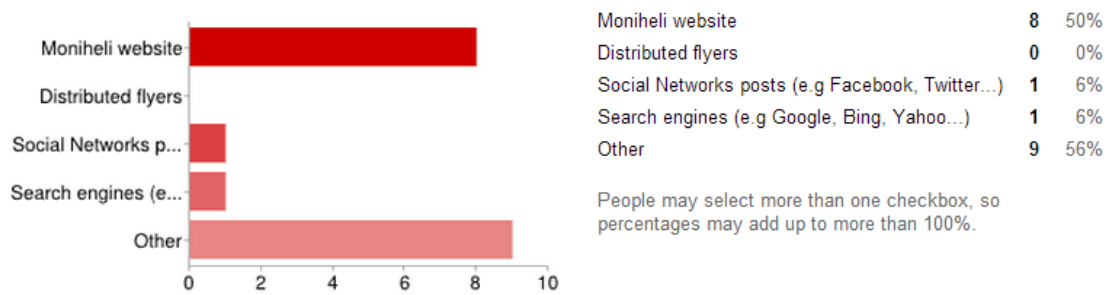
Figure 9 - How did you know about Monimos?

Most of respondents knew about Monimos via Moniheli website and other channels. As in their responses, these channels are:

- Emails
- Moniheli office
- Being a Moniheli worker
- Being a Monimos development team

Everyday	**1**	5%
Once a week	**2**	10%
2 to 3 times a month	**7**	33%
Once a month	**1**	5%
Rarely	**5**	24%
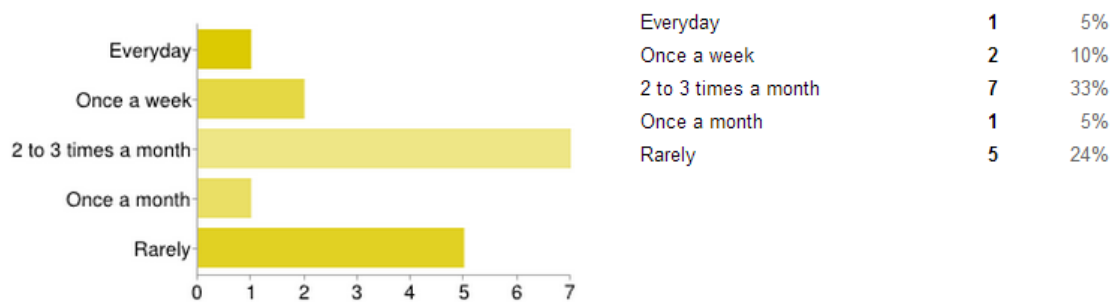
Figure 10 - How often do you visit the site?

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Figure 10 reveals that many people visit the site 2 to 3 times a month or rarely visit the site.

Very poor	0	0%
Poor	2	10%
Fair	4	19%
Good	7	33%
Very good	3	14%
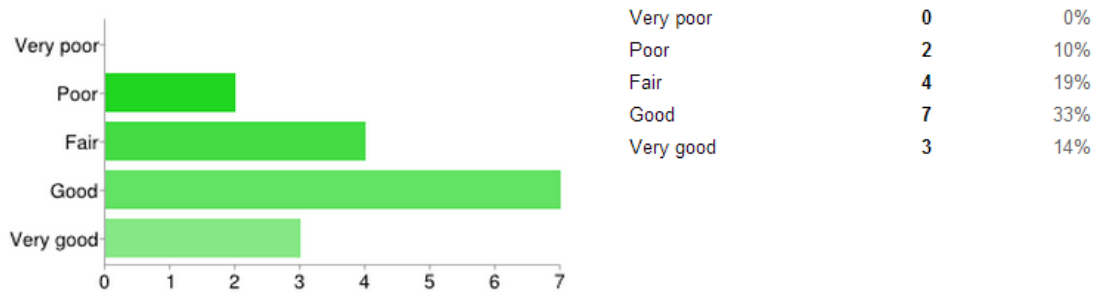
Figure 11 - From your own experience with the site, please rate: Visual appearance/layout

Very poor	0	0%
Poor	2	10%
Fair	10	48%
Good	1	5%
Very good	3	14%
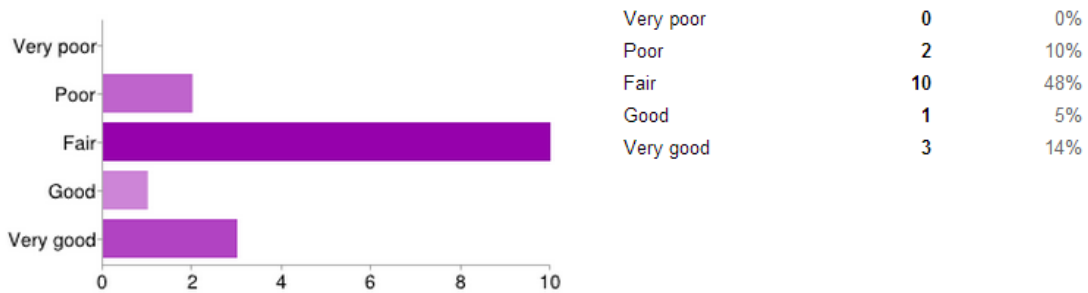
Figure 12 - From your own experience with the site, please rate: Informativeness

Very poor	0	0%
Poor	3	14%
Fair	3	14%
Good	9	43%
Very good	1	5%
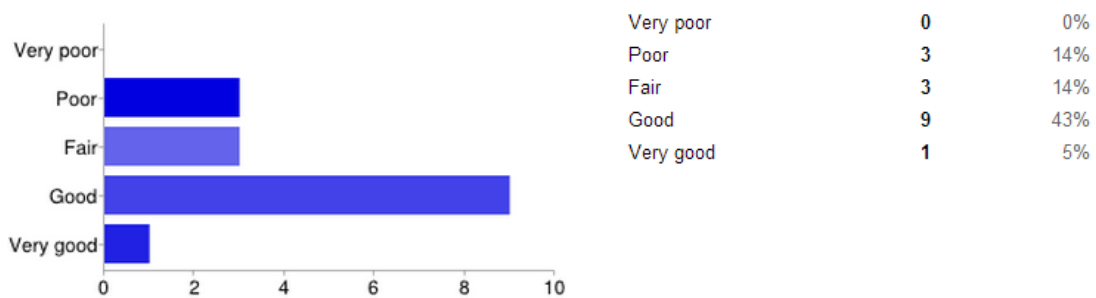
Figure 13 - From your own experience with the site, please rate: Ease of use

Figure 11, 12 and 13 describe results from a grid question which requires respondents to rate corresponding features of the website. The visual appearance was considerably good. But informative ability was judged to be fair only. Lastly, the ease of use was quite acceptable to users.

Difficult to navigate through the site	4	19%
Information is not well-organized	3	14%
There is too much information	1	5%
Takes too long to load a page	0	0%
The visual appearance is not attractive	2	10%
Improper language selection function	0	0%
Other	11	52%
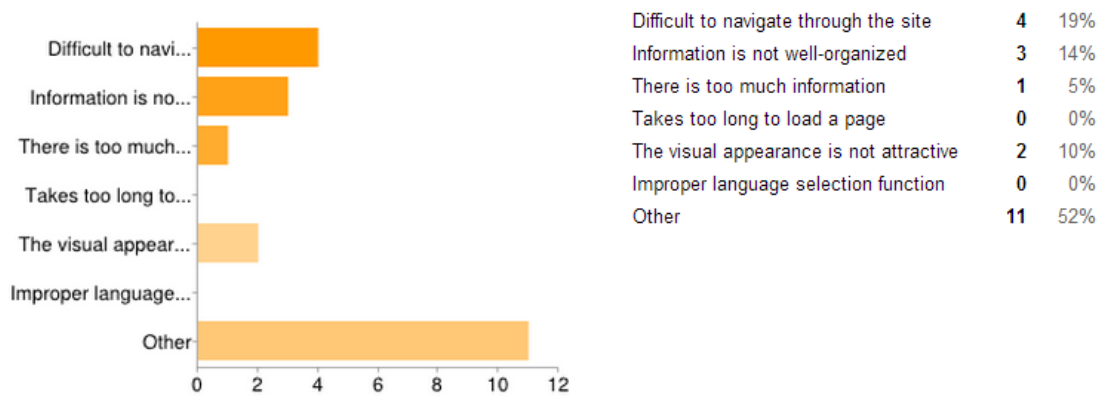
Figure 14 - In your opinion, what is the biggest challenge in using Monimos?

Many people said that it was difficult to navigate through the site and information was not well-organized. However, some others gave different opinions as follows:

- Maybe more information concerning multicultural happenings and associations would be needed and better organized in sections. The site should be promoted more among immigrant organizations etc.
- Forum and comments are not well-organized.
- Junk mail and junk users.
- Not many items of interest to me so far.
- Not Facebook integrated and competition of Facebook use.

Event Calendar	6	40%
Entries	3	20%
Organizations and Groups	6	40%
People's Journalism	5	33%
RSS (Really Simple Syndication)	4	27%
Social networks integration	6	40%
Other	1	7%

People may select more than one checkbox, so percentages may add up to more than 100%.
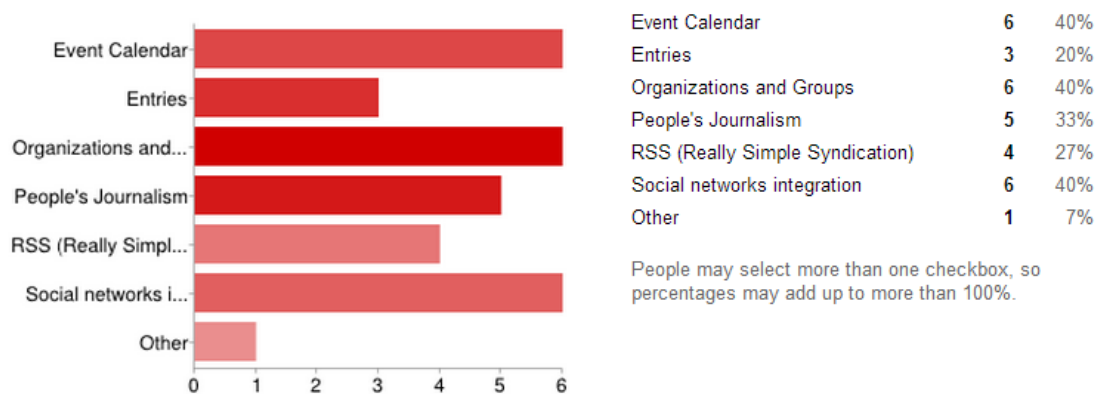
Figure 15 - Which features that you think should be improved or added on Monimos?

Many features are thought to be improved by sampled individuals. Except for entries sections, almost everything else is noteworthy for improvements.

Social Networks (e.g facebook, twitter, youtube...)	10	50%
Forums	9	45%
Articles and Blogs	12	60%
Other	6	30%

People may select more than one checkbox, so percentages may add up to more than 100%.
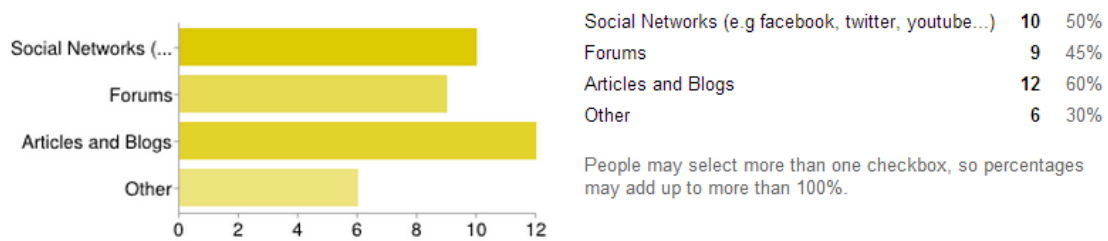
Figure 16 – Please select channel that you usually visit to find answers for immigrant issues.

As in figure 16, people surfed over almost every channel to get information about immigrant issues. Some other ideas were:

- Mailing lists by email
- Local associations
- Just Google!
- Newspapers

The last question of survey offers people opportunities to give additional suggestions. Below are some comments received from respondents:

- To make the site known better among multicultural associations (especially the large ones) and individual users, organize more training for it and update it actively (should be the responsibility of one person in the Moniheli staff and others can help as they'll have time). If a page is not constantly updated, it is neither interesting nor actual to the users and they don't bother to use it. This is a question about resources of course. It seems that Moniheli has too many web pages to update but only few people to do that. In my opinion would be better to have 1-2 constantly updated and informative web pages than 3 (moniheli.fi, icount.fi, monimos.fi) that the staff don't have time to update as often as they should. If planned and designed well, all the information could be on one web page. Only if the web page would have more visibility among bigger audience it would be useful to add more features and develop the interaction which is very important nowadays (i.e. to have people commenting and having conversations online). The question is how to promote monimos.fi in order to make it more visible and appealing among the target group?

- Put links to news concerning immigrants, more information about Moniheli.

- Important thing: find a way to avoid spammers (they are in groups) and raise a permanent debate on hot topic.

- The whole system should be changed. As Monimos is now is not successful system and construction.

- Not sure at this moment; maybe, you can make room for member organizations to upload members event's photos, for others organizations, etc.

- Actually foreigner needs the association, like Monimos, to help them. So, you should propaganda yourself to let everybody know you.

- Active developing community groups focused on not just immigrant but rather a national issues and the entire field. The most dangerous and dead of innovation is to isolate our self for rest of the social media and subject matter by laminating and isolate our-self as JUST immigrant issues.

4.1. Google Analytics and Webmaster Tools data

The data collected from Google analytics and Webmaster Tools attempts to answer three following questions:

- How was the overall view of visitors' attributes?
- Are any SEO improvements needed?
- How was the traffic driven to Monimos?

The author retrieved data from October 2, 2012 to December 25, 2012. Only critical elements are presented here, further information can be found in appendices.

4.3.1.   The overall view of visitors' attributes

Visits
1,591
% of Total: 100.00% (1,591)

Unique Visitors
941
% of Total: 100.00% (941)

Pages / Visit
4.58
Site Avg: 4.58 (0.00%)

Avg. Visit Duration
00:04:35
Site Avg: 00:04:35 (0.00%)

Bounce Rate
50.53%
Site Avg: 50.53% (0.00%)
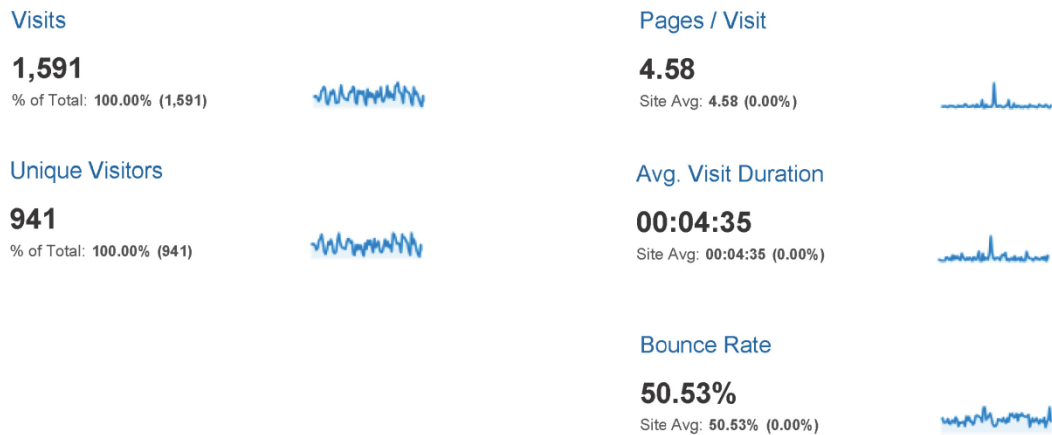
Figure 17 - Audience General Metrics (See Appendix 4)

1591 visits were conducted by 941 unique visitors who were real human beings visited the site. Unique visitors were identified based on IP addresses (See Glossary) of them. On average, they went through 4 – 5 pages and about 4 to 5 minutes they stayed in every visit. The bounce rate tells that half of the people jumped out of the page right after visiting.

Visits by Visitor Type

- ■ **55.62% New Visitor**
  885 Visits
- ■ **44.37% Returning Visitor**
  706 Visits

Unique Visitors and Pages / Visit by C...

Count of Visits	Unique Visitors	Pages / Visit
1	884	3.59
2	135	5.67
3	53	9.36
4	37	6.03
5	27	3.15
6	21	3.10
7	14	3.43
10	12	5.42
8	12	3.67
11	10	4.30
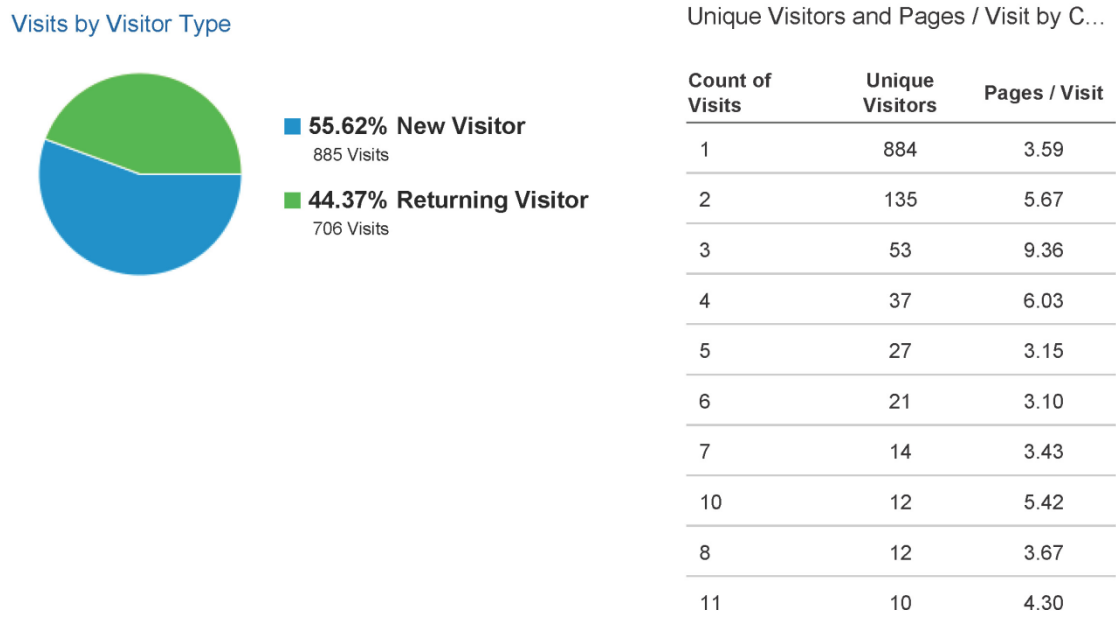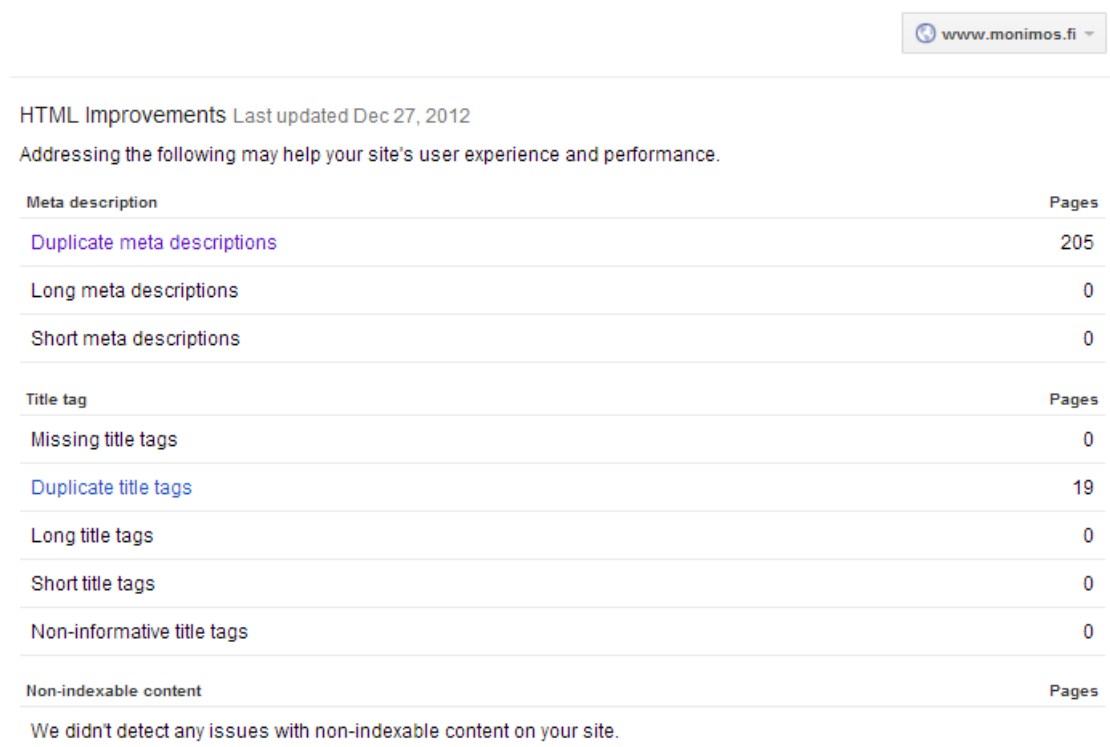
Figure 18 - Visitor Type and Count of Visits (See Appendix 4)

The pie chart shows that half of visitors were newcomer and the rest had known about Monimos already. In the table, number of unique visitors declined dramatically at the very first counts of visits. 884 people visited the site once only; this number was cut down almost 7 times when only 135 returned for second time and only 2/5 of 135 had reached 3 visits. After that, the number of unique visitors still decreased but at slighter pace.

4.3.2. SEO improvements

These data were collected from Moniheli's account in Google Webmaster Tools.

Figure 19 - HTML Improvements (Google Webmaster Tools, 2012)

Figure 19 reveals two drawbacks of HTML in Monimos. Firstly, there are 205 duplications in meta description and 19 duplications in title tags. Other errors such as long or short tags were not found by Google.
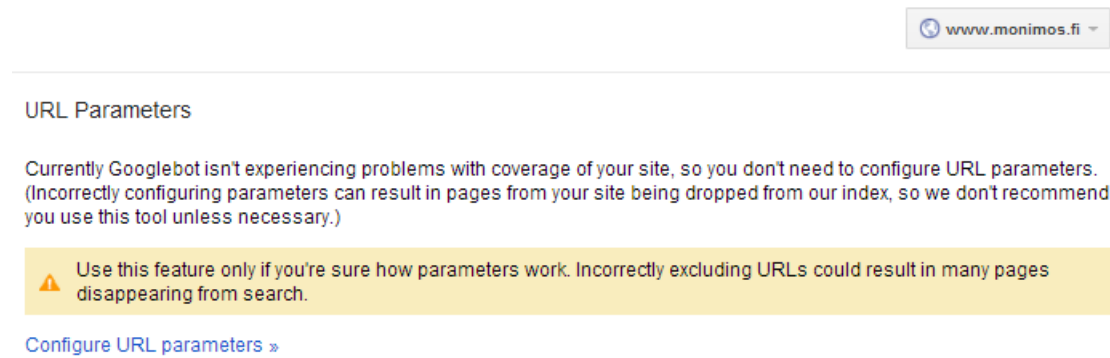
Figure 20 - URL Parameters (Google Webmaster Tools, 2012)

Above figure describes explicitly that there is no need to improve URL parameter since they were formed appropriately already.

Figure 21 - Blocked URLs (Google Webmaster Tools, 2012)

Although figure 21 mainly tells about blocked URLs, it proves that a robots.txt file was implemented within the Monimos.
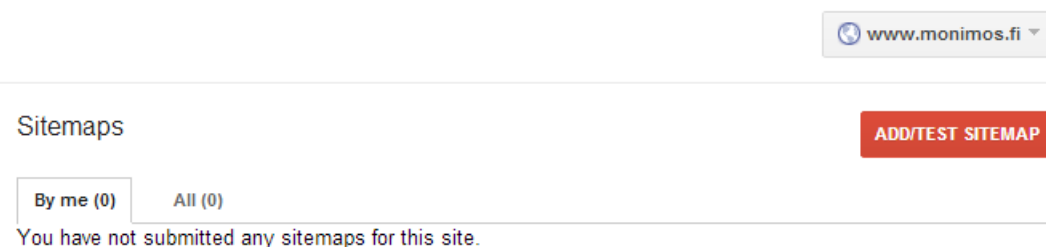
Figure 22 - Sitemaps (Google Webmaster Tools, 2012)

Figure 22 shows that there was no sitemap submitted to Google.

4.3.3. Traffic sources to Monimos
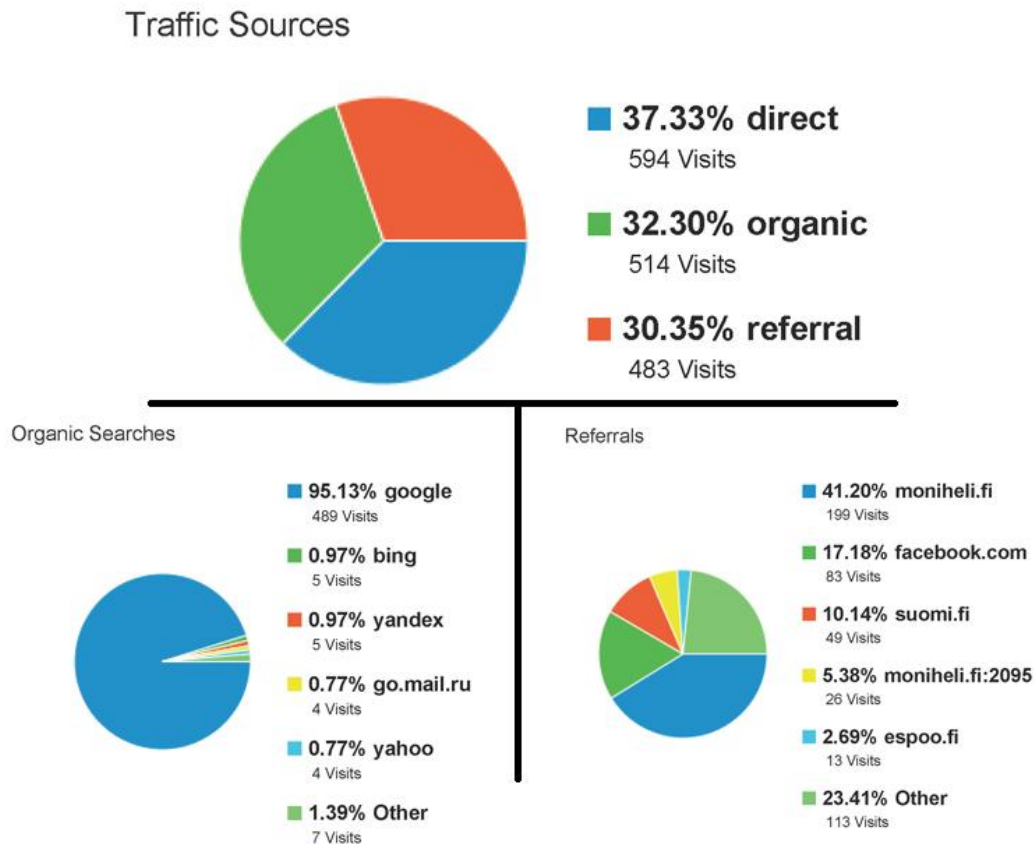
Figure 23 - Traffic Sources (See Appendix 6)

Percentages of traffic sources are quite equally distributed as the first chart shows. 1/3 of audience typed "www.monimos.fi" on their browser' address bar, whereas another 1/3 found the site via organic searches and the rest came from backlinks.

Among search engines used by visitors, Google overwhelmingly defeated other rivals with 95.13% visits that it generated.

About 70% of 483 referral visits were bought by three major sources. With 199 visits, almost half of referral traffic, moniheli.fi had most links to Monimos. Facebook was on the second place with 83 visits and suomi.fi was on the third position with 49 visits. Although the rest sources accounted for 30% of total referral visits, each of those sites did not significantly contributed to the total number.

Figure 24 - Backlinks to Monimos (Google Webmaster Tools, 2012)

Different from figure 23 which shows number of visits generated by referral sources, above table lists the sites that have most links to Monimos. There are 681 links to Monimos and top five sites are named in the table, icesi.edu.co stays on top with 99 links. Moreover, monimos.fi seems to be the most preferable landing page for referral sources.

	Query	Impressions	Clicks	Average Position	CTR
1.	moniheli	900	5	3.8	0.56%
2.	väestöliitto	250	0	13	0.00%
3.	afaes	200	5	7.0	2.50%
4.	monimos	200	30	16	15.00%
5.	sondip	200	5	2.9	2.50%
6.	avatar	150	0	44	0.00%
7.	familia club	110	0	8.2	0.00%
8.	kansu	110	0	7.5	0.00%
9.	kulttuurikameleontit	110	0	6.6	0.00%
10.	nepal	110	0	160	0.00%

Rows 1 - 10 of 681

Figure 25 - Search queries (See Appendix 5)

Figure 25 shows top ten search queries that would possibly bring audience to Monimos. The term "moniheli" caused most impressions (See Glossary) but "monimos" led to more clicks. The rest of this list brought a lot of impressions but had unpersuasive CTR.

5. DISCUSSION

Empirical data from surveys, GA and interviewee are aggregated together in the attempt to implement a summary upon users' thoughts towards Monimos as well as to give suggestion on SEO and SMM. Although the number of respondents for surveys was not big enough to explicitly be generalized to the whole population, but as combined with other sources of information, it still reflects an overall view of the picture. Below discussions will be presented under the form of questions and answers.

Firstly, it is necessary to clarify purpose of the first two questions in the survey. 16 of 21 survey respondents said that they had known about Monimos (See Figure 7) and 14 of which had registered to Monimos (See Figure 8). These numbers seem to be magnificent. However, these people have heard about Moniheli so they potentially heard about Monimos. Thus, the initial intention of these parameters was merely to increase credibility by assuring that people in the survey had certain knowledge about some basic functions of the site.

5.1.   Summary of users' thoughts towards Monimos

- *Has Monimos attracted more visitors?*

GA data provide a better point of view about audience in the past few months. Figure 17 shows that there are almost 1000 unique visitors with average visit duration of 4.3 minutes. This is quite good results for a site and even more, Monimos has considerably low bounce rate of 50%. Only half of the visits failed to continue. The pie chart of visitor type (See Figure 18) also points out that 55% of total visits were caused by new visitors. Nevertheless, the question is, whether these compelling data are possibly interpreted as success?

By taking further look into the table of Count of visits (See Figure 18), people can spot an ironic phenomenon immediately at the first row of the table. There were 884 unique visitors with only 1 visit during the studied period. Returning visitors indicate people that came back to the site for second time or more, so one-time visits can only be caused by new visitors. And in the pie chart, there were 885 visits (55% of total) caused by new visitors. Put them all together, the fact is revealed that only 1 new visitor came back to

Monimos when 884 other people did not. Figure 10 also supports this idea with high rate of responders who rarely visit the site. In addition to this, Julie confirmed that "recently, there are actually more people register from the newsletter to that… but then for some reasons, people just turn to be inactive on the website" (See Appendix 3). So why did Monimos fail in retaining its new users' loyalty? The answer may be found in the survey results.

- *How did people perceive Monimos?*

According to the results of grid question displayed in figure 11, 12 and 13, meanwhile visual appearance and ease of use partially satisfy people, informativeness is not the strength of Monimos. This is supported by the high level of difficulties in navigating through improper organized information flow found in figure 14. Moreover, there are some comments mentioning bad organization of information concerning multicultural happenings and associations, of forum and comments and junk users (or spammers) as well (See Figure 14).

In the interview, respondent also stated: "I think it is necessary that we have a working website which we are still trying to get" (See Appendix 3). She acknowledged current problems within the website. Users usually struggle with creating or posting some contents on Monimos and occasionally, somebody raise questions that the Moniheli staff cannot answer because they simply do not know if that thing works. Thus, this is a serious problem that must be dealt with as soon as possible. A detailed instruction document or some training sessions may be the solution.

Lastly, as a member of Monimos renovating team, the author has worked with the site for almost 3 months. From his own experience, he sees that there are a number of technical issues which are not properly working. Except for the homepage which is relatively clean and clear, information on other pages was spread out into multiple boxes all over the screen. They may annoy to users because they do not know where to locate. Complication is also found in the structure of different tabs, for example, "Groups" or "Organization".

- *What does audience suggest?*

In figure 15, respondents express their assessment in the form of suggestions to improve or implement new functions into the site. Among those, people pay attention mostly to the event calendar, organizations, groups and social network integration.

Some other comments given in the survey recommend that Moniheli needs to propaganda more about Monimos, for example, promoting via other organizations' websites. The improvement to possibilities of groups and organizations would allow them to be more interactive with each other, as someone suggested in the last question (See p.42-43). One particular comment advises Moniheli should pay more focus on keeping the site updated efficiently and some training session would be good for users.

The organization coordinator also agreed upon some of these things. She said that Moniheli was trying to get a media follow-up about immigrant issues as well as get rid of technical errors (See Appendix 3).

However, these implementations more or less require IT-skilled (See Glossary) people and, usually, a budget. Except for promoting aspects which will be discussed in later sections, other improvements are beyond the scope of this paper. Therefore, such amount of changes and how to make them are potential subjects for future study.

The organization's coordinator stated the fact that "mostly due to constraint of budget, there was no actual campaign" (See Appendix 3). Except for media coverage of a fairly big event when Monimos was launched in 2010, flyers were the main marketing means for the site. Obviously, there was critical problem with the site since it has not been promoted properly to the public.

In addition to this issue, from the aspect of survey analysis, most of respondents knew about Monimos via Moniheli website and personal relationships with the organization itself. Organic searches and other referral sources did not contribute much to that result (See Figure 9). Does that mean these channels were not as important as personal relationships? Nevertheless, from another aspect, GA data reveals that equal contributions were found among direct, referrals and organic traffic (See Figure 23). Further analysis of SEO and SMM will answer this riddle.

5.2. Search Engine Optimization (SEO)

- *What is the impact of SEO to Monimos?*

Traffic sources pie chart (See Figure 23) reveals the fact that there were 514 visits (32.30% of 1591 total visits) originated from organic searches. Evidently, search engines have a significant contribution to the number of traffic to website. Deeper analysis into this sector, people can see that competition leverage between rivals was absolutely unbalanced since Google dominated more than 95% of all traffic from organic searches. Such phenomenon is rational due to the reason that Google is the most preferable option for Finns with 91% of usage in Finland (See Figure 2). Consequently, adapting SEO techniques based on Google's recommendation will be very sufficient to increase visibility of Monimos.

As mentioned in section 2.1.3, SEO is an effective method to earn traffic, sometimes even better than SEM as Schroeder (2011) suggested. Particularly in the case of Monimos, SEO is not only an efficient alternative but also affordable choice when the budget is limited strictly. Yet, Internet environment keeps changing day by day, and administrator needs to keep him/herself updated to most recent changes. SEO is a long but stable way.

- *What SEO improvements should be made?*

Title tags – According to GWT, there are 19 duplications in title tags (See Figure 19). However most of those are from pages relating to activities and organizations on Monimos (See Appendix 8). These pages are automatically created as an activity or organization is created by users. Hence, in order to deal with this problem, Monimos administrator needs to make some adjustments to the automatic system in a way that it will produce isolated title tags which differentiate separated pages.

Meta description tags – Different from title tags, 205 duplications in meta description tags were found by Google (See Figure 19). These errors occur not only in pages created by users (See Appendix 7) but also in other general pages. Author examined this by checking HTML code in different pages on the site and the below meta description was found to be duplicated many times:

```
<meta name="description" content="Virtual meeting place for
internationally minded people and associations in Finland.">
```

Clearly, the description tag does not differ one page from another. Moreover, its content is more like a title than description. It should be kept in mind that these two entities

must be different from each other. Keywords should be implemented in this tag as well in order to make it more visible to SE. Search queries listed in figure 25 are potentially utilized for different pages for their uniqueness. Time will be the biggest obstacle in conducting such large amount of work. Thus, programmatically generating descriptions is a suitable solution. Nevertheless, general pages are exceptional. General pages refer to different tabs on Monimos, for example, "Front page", "Group", "Organizations" and so on. Particular meta description tags describing exactly purpose of specific pages should be created. One last thing to notice is the language. "…the main reaction on the website and you can see some comments on the website are "why it is only in English?"… the integration if you don't speak Finnish so it is really not good…", said Julie (See Appendix 3). This may be one reason preventing targeted audience to reach the site. If people engage some matters in Finland, usually, those appear in Finnish. Hence, queries in Finnish are potentially used by surfers in this sense. As in meta description tag cited above, there is no Finnish content and that will reduce dramatically the chance Monimos is found by searchers. So if the meta description tags can be put in two languages, Finnish and English, it would be much more beneficial for Monimos's visibility in search engines.

URL – GWT did not find any false in URL parameters of Monimos (See Figure 20), so this step can be skipped out.

Navigation – In terms of navigation, some people find it difficult to navigate through the site (See Figure 14) and actually author himself was struggling to locate where he was currently at. With a lot of pages at the moment and possibly more pages created by users in the future, navigation system needs to be improved to ease people. As mentioned in section 2.1.4, breadcrumbs list and sitemap are optimal methods for this. Currently, visitors cannot find any of them on Monimos site (See Appendix 9). Besides, figure 22 also confirms that there was no sitemap submitted to GWT. Firstly, breadcrumbs list is a must-have function to Monimos. Not only easier navigation the users are provided with but also the bounce rate is reduced and visit duration increases as well (Gube, 2009). However, too deep leveled breadcrumbs list would appear unnecessarily long and ineffective, some limitations should be set. For example, the deepest level of breadcrumbs should be the organization name, not its entries:

```
Home > Organizations > ABC Ry
```

Secondly, two sitemaps should be created, one for human and the other for search engine. Similarly to breadcrumbs, because Monimos is a social network, HTML sitemap may include a necessary level of pages only in order to be cleaner for observation. XML Sitemap for search engines, particularly Google in this case, is important as well since Google (2012) affirmed: "We use the data in your Sitemap to learn about your site's structure, which will allow us to improve our crawler schedule and do a better job crawling your site in the future".

As Monimos was built on Wordpress platform, there are numerous plugins that automatically generate breadcrumbs and sitemaps. After minor adjustments, Monimos will be equipped with a proper navigation system. Some tools that may serve the purpose can be found in following addresses:

http://wordpress.org/extend/plugins/breadcrumb-navxt/

http://wordpress.org/extend/plugins/sitemap/

http://wordpress.org/extend/plugins/google-sitemap-generator/

Robots – As figure 21 shows, a robots.txt file was implemented in Monimos already to keep important information confidential, so there is no need to make any more improvements at this step.

5.3.   Social Media Marketing

- *What is the impact of SMM to Monimos?*

Referral visits accounted for 30.35% of all traffic from different sources (483 visits of 1591 total visits). Hence, careful consideration of this potential is necessary. Among all domains, Moniheli, Facebook and Suomi are sites that generated most visits to Monimos. (See Figure 23) The rest did not have significant number of referrals individually, but all together they contributed 31.42% with 152 visits.

Again, SMM is an optimal solution for limited budget marketing campaign which matches Monimos circumstance. It creates massive opportunity for mutual communication as well as rapid updates of news. Social networks, forums, articles and blogs are surfed over by almost everybody to get information about immigrant issues (See Figure 16). So these are fertile lands for Monimos to be propagandized.

- *What are promised fields of SMM for Monimos?*

Social Networks – 40% of survey respondents suggested that more social networks integration should be implemented (See Figure 15). As the statistics says, there are 2.2 million accounts in Finland penetrating 42.92% of country population and 48.29% of online population (See Section 2.2.4) and almost 500 million registered Twitter users have been spotted all around the world (See Section 2.2.5). Facebook and Twitter are extremely powerful tools for marketing due to which they are discussed in this case.

Particularly, in social network referrals, Facebook brought 83 visits originating a quite decent number of 183 pageviews (See Appendix 6). 17.18% of referral visits generated by Facebook is a noticeable number (See Figure 23). In addition to this, the comparison of two timelines in appendix 6 describes the significance of social networks, or more specifically, of Facebook. In peak of total visits timeline, possibly there was an event coming up on that period or so. And social networks were proved to have contribution in increasing number of visits by spreading the words to population. Thus, Facebook was certainly important in SMM for Monimos. However, Julie confirmed that there was no Facebook page that had been created for Monimos. So those visits must have come from Moniheli page on Facebook (See Appendix 3). According to author's working experiences, Moniheli staff has limited human resource to keep all information updated on every channels of the organization (so far, there are already 4 sources to be managed). Moreover, some suggestions collected from the survey say that more information about Moniheli should be found on Monimos and more integration to Facebook as well.

Aggregating all given information and the puzzle appears. There is a need to integrate Facebook to Monimos, telling more about Moniheli without increasing amount of works for employees. This puzzle can be solved by utilizing two social plugins from developers of Facebook. They can be found in following addresses:

✓ Like box: https://developers.facebook.com/docs/reference/plugins/like-box/
✓ Comments box: https://developers.facebook.com/docs/reference/plugins/comments/

A separate page or sector on Monimos site can be saved for these two tools. Once integrated, "Like box" would allow people to like as well as keep track of recent post on Moniheli Facebook page with ease. In that way, a lot of information about Moniheli will

be automatically transferred to Monimos screen and it costs neither employees nor Monimos visitors any efforts. "Comments box" allows people to comment on Moniheli's feeds and post things on their behalf. Posts in "Comments box" are attached with a specified link to any page that Moniheli wishes. So every time a visitor, even unregistered visitor, posts something via this box, his/her post containing a link back to Monimos homepage will appear on his/her timeline. Definitely, more traffic will be earned with this method. In conclusion, the combination of these two plugins will serve best the puzzle found above. (More explanations about plugins can be found at given addresses).

Nevertheless, some people may raise a question that "Why they should use Monimos instead of Facebook?" Actually, the main selling point of Monimos is the calendar which aggregates multicultural events, as Julie suggested (See Appendix 3). Users do not have to go to separate pages of different organizations on Facebook to look for event, everything is updated on Monimos calendar. Thus, the homepage with this calendar should be set as landing page for "Comments box" function.

The interviewee also provided that there was no Twitter account created for Monimos. Nevertheless, it should be utilized as well in the attempt to bring Monimos closer to Twitter users. After creating an account, a useful widget call "User timeline" provided by Twitter developers (located at: https://twitter.com/settings/widgets/new/user) can be put on the site allowing people tweets about things related to Monimos.

RSS and Articles – Figure 16 shows that 58% of respondents went through articles and blogs to look for immigrant issues. Improvements of social networks with features mentioned above have some short of blog's functionality because users can follow-up what is happening in Monimos, Moniheli as well as share their ideas about specific topics to other people. Meanwhile, RSS and articles have slightly different purposes.

RSS should be implemented in two-way. Firstly, hot topics and interesting events, for example, can have RSS subscription button to let people follow them on their own feed reader. On the other hand, a feed aggregator widget can be put on Monimos to keep visitors informed of happenings around immigrant issues in Finland. Someone suggested that links to news concerning immigrants should be put on site (See p.43) and Julie also expressed a wish that they can have a media follow-up on the front page

allowing people to "see a glance all articles speaking of immigrant and these kinds of thing in the last days" (See Appendix 3). Many tools for this task can be found on Internet for free. An example for this type is FeedWind located at: http://feed.mikle.com/en/. Moniheli staff may input URLs that usually have articles about immigrant issues, then an HTML code is produced automatically and ready for embedding in Monimos. A promised channel for this method can be found in the project "Win-for-all" of Espoon Järjestöjen Yhteisö (See Appendix 3). They are building a system that gathers information from different sources and put them in the same place. Moniheli can implement RSS from this project into the Monimos site in order to get more data. However, as Julie said, they are still discussing the collaboration but definitely Monimos would earn mutual benefits from this project.

On the contrary, articles would give people stuff to read and lead them back to Monimos. As mentioned in section 2.2.8, articles can be submitted on free submissions sites such as Hubpages.com, Triond.com or on numerous online newspapers. Besides, other organizations website that in corporation with Moniheli could be great places to post articles. However, the difficult part is how to write an article properly to draw attention from readers. The organization should consider putting one or two articles about Moniheli and Monimos on Wikipedia, an extremely popular online encyclopedia. Last but not least, keywords relating to immigrants and organizations' activities are to be blended in those articles.

YouTube – At the moment, there are not many videos about Monimos except for some clips in People's Journalism. Still these videos do not have significant number of views. Further improvement may be applied to tags with better keywords. Keywords should not only mention the content of videos but should be generalized to a wider topic which has more hits as people search. It is wise to put annotations with links back to Monimos on player screen instead of listing them at the end of long descriptions. Viewers rarely go that deep when they are watching. People's Journalism is an interesting feature of Monimos. The organization should revive it for the sake of Monimos.

Forum marketing – This would require a lot of efforts to conduct because frequent communication with other people is a must. Finlandforum is a good example to apply this method with posts and comments related to immigrants' problems. But whoever uses forum marketing has to keep in mind that supportive, not promoting, comments

will raise credibility. As a result, later promotions are acceptable and possibly more successful. In future, if there are more employees in the organization, it can be utilized more effectively.

5.4.   Summary of Discussion

In general, Monimos made some progress in attracting new visitors but failed in making them return for second time. The root of this phenomenon can be found at technical errors, bad organization of information as well as ineffective visual impact. However, these are potential fields for later researches due to limitation of this study. The paper focuses on anther weakness which is the lack of propagandizing activities and social networks integration, or in other words, the marketing aspect.

Speaking of marketing for Monimos, free methods were selected for least expense. Search engine optimization and social media marketing are powerful tools for this job. As statistics shows, they contributed 2/3 of total traffic to the site but were not properly noticed. For such reason, some critical improvements are suggested to utilize better their possibilities.

In terms of SEO, corrections should be made at title tags and meta description tags since there are too many duplications of them, which obviously lower Monimos visibility to SE. Navigation system is to be improved as well in order to make it easier for both visitors and SE robots. This may sound complicated but with built plugins for Wordpress platform, the implementation is not that difficult.

Secondly, social networks (Facebook and Twitter in this case) are the most sufficient and practicable means for SMM. Moreover, the integration can be done easily by using widgets and plugins developed by Facebook and Twitter developers themselves. Providing users with information from other sources is critical as well in the attempt to gain visitors' interest. RSS and article marketing methodologies should be used for this purpose. YouTube and forum marketing are not priorities at the moment due to great amount of efforts, but in future they may become useful techniques for marketing as well.

6. CONCLUSION

Apart from traditional marketing methods, digital world offers organizations tons of possibilities to deliver their message to target audience. Usually, it requires considerable amount of money to implement or outsource digital marketing. Nevertheless, with tightened or even no budget at all, entrepreneurs are still able to do the task with free channels. Among those, search engines optimization (SEO) and some social media marketing (SMM) are efficient tools.

Combining real needs and theoretical contents, a research was conducted on Monimos in the attempt to apply known knowledge to practicality. Marketing was not properly focused on by the organization. But if only minor modifications and efforts are implemented, the situation may turn upside down in near future. Based on collected data from different sources, the paper reveals strengths and weaknesses of website at the moment. Suggestions on improvements of free marketing methods have been made.

Monimos has great potential for multicultural communication and may turn to be valuable resource supporting immigrants in Finland. Nevertheless, due to some limitations of its own, the site temporarily does not receive significant attention from the public. During the process, researcher has confronted some matters which should be further developed. More improvements of contents organization and removals of technical barriers are potential topics to focus on. Although the scope of this paper cannot cover them all but some materials found in results can be utilized in later studies.

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APPENDIX 1

Survey from

Monimos - Network for Immigrants

Deriving from the needs of mutual communication, Monimos website was established under the form of a social network where people can share ideas, opinions and look for helps as well as instruction from a wide community of foreigners in Finland.
Please help us serve you better with only 5 minutes of your time! Thank you!

1. Have you heard of Monimos.fi before?

- o Yes (Please continue the rest of survey)
- o No (Please skip to question 8)

2. Did you register to Monimos?

- o Yes
- o No

3. How did you know about Monimos?
(You can select more than 1 option)

- ☐ Moniheli website
- ☐ Distributed flyers
- ☐ Social Networks posts (e.g Facebook, Twitter...)
- ☐ Search engines (e.g Google, Bing, Yahoo...)
- ☐ Other:

4. How often do you visit the site?

- o Everyday
- o Once a week
- o 2 to 3 times a month
- o Once a month
- o Rarely

5. From your own experience, please rate the following features of the site:

	Very poor	Poor	Fair	Good	Very good
Visual appearance/layout	O	O	O	O	O
Informativeness	O	O	O	O	O
Ease of use	O	O	O	O	O

6. In your opinion,what is the biggest challenge in using Monimos?

- o Difficult to navigate through the site
- o Information is not well-organized
- o There is too much information
- o Takes too long to load a page
- o The visual appearance is not attractive

o   Improper language selection function
o   Other:

7. Which features that you think should be improved or added on Monimos?
(You can select more than 1 option)

☐ Event Calendar
☐ Entries
☐ Organizations and Groups
☐ People's Journalism
☐ RSS (Really Simple Syndication)
☐ Social networks integration
☐ Other:

8. Please select channel that you usually visit to find answers for immigrant issues.
(You can select more than 1 option)

☐ Social Networks (e.g facebook, twitter, YouTube...)
☐ Forums
☐ Articles and Blogs
☐ Other:

9. We would like to hear your suggestions on how we can expand or improve our site.
What additional information or features would you like to see added to the site?

APPENDIX 2

Interview Guide

1. Could you please state the purpose and orientation of Monimos at the moment?
2. How was Monimos marketed in the past?
3. What were the responses from the public from the beginning to the present?
4. Was there some study conducted about Monimos previously?
5. How do think about improvements of marketing for Monimos? Should you do it?
6. If the budget is not available, will free marketing be the choice for Monimos future? What channels do you think of?
7. Do you have any collaboration with other website in the attempt to promote Monimos? Could you name those?
8. The following site have significant contribution to Monimos:
   - Finfo has most impressions
   - ICESI, Updowner, Suomi.fi, Webandsite.fi have most links to Monimos
9. Did you try to reach audience by really communicating with them or just give the links?
10. How is the SEO? Do you know how was it developed for Monimos?
11. Has Monimos been promoted by using social networks channels like Facebook, Twitter, YouTube?

APPENDIX 3

Transcript of Interview

Interviewee: Julie Breton – Organizational Coordinator of Moniheli Ry

Duration: 26 minutes

Time and Place: Wednesday, 12 December 2012 at 16:30

Place: Swedish School of Social Science (Snellmaninkatu 12, 00014 Helsinki).

Interview method: Note-taking and audio recording.

Interviewer (I) – First, could please state the purpose at the moment and orientation for the future of Monimos?

Responder (R) – Well, at the moment, Monimos is the website that is encouraging discussion and dialogue within immigrant community in Finland in Finnish and English and with the emphasis on multicultural calendar for associations to promote their multicultural activities, for Moniheli also to communicate with people. I think, shortly, that's what it is right now. In the future, actually, we are discussion collaboration with Espoon Järjestöjen Yhteisö, who is running the program which called "Win-for-all". Well, they are looking at similar services for associations in the municipality, all associations, not only the multicultural ones. And the idea is that from there, associations can write information about how did run the associations, different tips for to do the book keeping and these kind of things. And they also have similar event system where people putting information and the ad about events also go to the Helsingin Sanomat internet page for events, to a lot of different places and they will be put all together in the same place so the associations know what activities and events that they have. Considering that Moniheli is trying to do the pretty much exact same stuff for the associations. We've been discussing with them and I don't know if it happens in the future. But something I really really wish is that we would be able to make Monimos a part of that bigger project, not only for the Espoo but for all the associations of Moniheli. So basically we can also exchange information so the feed of one service will be feeding the calendar of another service and these kinds of things. This is the ideal way of it in the future.

I – Thank you. So, second question is how was Monimos marketed in the past, online and other channels?

R – Well, there hasn't been actual ad for that. It was marketed mostly with flyers and I think the original idea is that it would market itself. Because it was big enough to invite people and people will start visiting website and more people will come to the website. So I think mostly due to constraint of budget, there was no actual campaign says "Hei, start using Monimos" or anthing, so we could only market it in the events and we're handing out flyers. To me, that is only marketing about that. And for example, fairly big event when Monimos was officially launched in 2010 June in the Ministry of the Education and Culture and there was some media coverage for that. But beyond that, that's it.

I – Okay, because I research on Google Analytics and I found some sites that have most links to Monimos, do you anything about those? (showing the list of sites having most links to Monimos)

R – No. But it might be due that people outside Moniheli just says that "hei, that's a good idea, I should promote that by putting the link here and there", OR, it might be the team previously, when I wasn't there yet, did these kinds of things. But since they are not there anymore…

I – That's a long story. So what were responses from the public when Monimos was launched?

R – Well, the only real reaction that I heard from the press because there is an article available somewhere in some blogs that you can find in Google. The easiest way to find it is to type Monimos and Linnanmäki because they were put in the same article. So the main reaction on the website and you can see some comments on the website are "why it is only in English?" It shouldn't be only in English because it's probably a few immigrants speaking mostly Finnish rather than English were a bit not really happy with it, maybe Finnish people that have this idea. Well, you know the integration if you don't speak Finnish so it is really not good that the website for immigrant and it is only in English. It has to be also in Finnish.

I – And then the number of users decline?

R – Yeah, if you don't count the spammers. But recently, there are actually more people register from the newsletter to that. People were recommending a bit earlier but then for some reasons, people just turn to be inactive on the website. I don't know if people get tired of, or move to somewhere else or maybe because people start posting less. I really don't know why.

I – *Yes, anyway, when I started my internship, you said there was some study conducted about Monimos. Is it true?*

R – There has been one thesis about Moniheli itself. But I am not sure if there is anything about Monimos in there because I am not sure when the thesis was. I think thesis was like in 2010 but it might have been before the Monimos even started.

I – *What do you think about free digital marketing for Monimos? Is it necessary?*

R – Well, I think it is necessary that we have a working website which we are still trying to get. People just come to it, they don't understand how it works and if something doesn't work, they come to us and ask questions we cannot answer because we don't even know it doesn't work. So that's something about it. But yeah, digital marketing would be a good thing but then I think the website should have something to offer. There should be content on there already. That's why Moniheli office is putting things there. Now, if multicultural calendar is really taking off and I think if some associations know how to post something, that maybe a content that could be marketed. Unless they really really need to find the place to post something, and the thing is on the internet there are so many places, why should they go to the website they don't know, try to get familiar with it? But besides that, as soon as there is something solid to promote, I think yes, digital marketing is a good thing, especially if it is targeted for immigrant multicultural entities in Finland.

I - *Yes, because in my thesis, I have a part about forum marketing. Like, you can go to a forum, register there and help people to solve their problems to increase your reputation. Maybe you can add articles about Monimos and link it back to Monimos which can help people with their problems.*

R – Or the idea is that we can have a media follow-up about immigrant issues. It could be installed on the front page and you can see at a glance all articles speaking of

immigration and these kinds of thing in the last days. That is an example of really good content to promote and then people may be checking the website for that.

I – Speaking of free, I think the budget is not big for Monimos. So what free marketing channels that you can think of, digital one?

R – One thing we can do is passing to Monimos the content from Moniheli. So instead of sharing links of events on Facebook, we can share links on Monimos so that people have time hanging out with the website and maybe pay attention to other contents that we have there. Then it's not super viral but at least it creates a trend to make people come to the website. Instead of saying "Hei come to the website", we say "hei, read that on this website rather than on other websites".

I – So do you mean that you shouldn't promote events on Facebook?

R – Well, the problem is that much easier to create events on Facebook and the interface is much cleaner, people can join and share them on their walls. If the sharing thing can be well integrated on Monimos, people can join it and share it. So basically, the thing we can avoid is having Monimos entirely Facebook integrated on all levels. Letting people with Facebook profile editing on the website would be more difficult than doing with a separated Monimos profile.

I – Okay, I have hear a graph that shows social networks linked to Monimos (show interviewee Network Referrals report)and this is the total number of visits. So we can see that social networks contributed a lot to this number. Do we have any Facebook page for Monimos?

R – No, not the page on there. The links come from Moniheli page.

I – Do we have any Twitter because there is 1 visit from it?

R – No, we do not have on Twitter. Maybe it comes from one of our member associations.

I – If you integrate Facebook into Monimos, people may raise a question that "Why they should use Monimos?"

R – Then people are on Facebook but on the website. Well, Monimos aggregates multicultural events; you can't find that on Facebook. Or you can follow up events from different associations Facebook account but you cannot see them all at one glance which is the main selling point of the calendar on Monimos.

I – *One more thing, what you usually do is posting links on Moniheli Facebook page, but not really interact with users, is it?*

R – Yeah, that's why the technical barrier should be removed in the sense that clicking on Monimos is as easy as on Facebook. Then we can see if people are really interested in the content and actually go to the site to discuss about specific topics.

I – *How about the SEO, search engine optimization, do you have any idea how it was developed for Monimos?*

R – I have no clue if there is actually anything about that. It might be some.

I – *Okay, as I study the website, I recognized some fundamental SEO technique was missing there on Monimos. So… do we have any collaboration with other organizations' websites to promote Monimos?*

R – Not really… The only one that we want to do is from Pakolaisapu. They will have Monimos promoted on their website and their media follow up on our website.

I – *Is it free?*

R – That would be free. But the thing is that for now they just send thousand emails with bunch of links without formatting, without pictures. It is kind of boring. It will be better if you can open it and see that the article is interesting and you will copy the links or open links in new tab and read it. So, it is absolutely free but not attractive even though it is practical and a lot of people subscribed it. If you can put that in colors and pictures, along with calendar, it would be good.

I – *Does that page operate in English or just Finnish?*

R – They do have articles in English and Finnish, the ones they sent us.

I – *I think that's all information I need. Thank you very much for your time!*

APPENDIX 4

Google Analytics: Audience Overview

APPENDIX 5

Google Analytics: Search Queries

Google Analytics

Monimos - http://www.monimos.fi
Monimos [DEFAULT]

Queries   Oct 2, 2012 - Dec 25, 2012
Google Search: Top 1,000 daily queries.

● % of clicks: 100.00%

Explorer

Site Usage

● Impressions

Impressions	Clicks	Average Position	CTR
5,500	**70**	**53**	**1.27%**
% of Total: 100.00% (5,500)	% of Total: 100.00% (70)	Site Avg: 53 (0.00%)	Site Avg: 1.27% (0.00%)

	Query	Impressions	Clicks	Average Position	CTR
1.	moniheli	900	5	3.8	0.56%
2.	väestöliitto	250	0	13	0.00%
3.	afaes	200	5	7.0	2.50%
4.	monimos	200	30	16	15.00%
5.	sondip	200	5	2.9	2.50%
6.	avatar	150	0	44	0.00%
7.	familia club	110	0	8.2	0.00%
8.	kansu	110	0	7.5	0.00%
9.	kulttuurikameleontit	110	0	6.6	0.00%
10.	nepal	110	0	160	0.00%

Rows 1 - 10 of 681

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APPENDIX 6

Google Analytics: Traffic Source

APPENDIX 7

Meta descriptions duplication

APPENDIX 8

Title tags duplication

APPENDIX 9

Screenshot of Monimos' homepage