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User experiences and future conceptions about online marketing

Thesis

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Thesis Abstract

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The purpose of this study is to explore users' experiences and conceptions of online marketing. This was done by surveying businesspeople at Nordic Business Forum 2014. The aim of this study is to find out the participants' experiences and conceptions of online marketing. The study was done with the help of Semio Oy, a Finnish advertising agency.

The theoretical part deals with the background and methodology of the thesis, and evolution of online marketing

In the empirical part, the results of the survey are analyzed by going through each question one by one in order to achieve an in-depth analysis. The results were collected with a quantitative method by conducting a survey among the people participating at Nordic Business Forum. In total, there were 73 responses; the sample included employees, entrepreneurs, managers, and owners. The results were analyzed by using the SPSS program.

The conclusion part offers future recommendations for companies as to how to implement online marketing, and what should be taken into consideration when marketing on the Internet.

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Opinnäytetyön tiivistelmä

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Tämän opinnäytetyön tarkoitus on tutkia verkkomainonnan käyttäjäkokemuksia ja tulevaisuuden mielikuvia. Kyseisiä asioita tutkittiin toteuttamalla kysely henkilöille, jotka osallistuivat vuoden 2014 Nordic Business Forum -tapahtumaan. Tämän tutkimuksen tarkoitus on selvittää, millaisia verkkomainonnasta saadut kokemukset ja mielikuvat ovat. Tutkimus toteutettiin Semio Oy:n avulla, joka on suomalainen markkinointitoimisto Seinäjoelta.

Teoreettinen osuus käsittelee opinnäytetyön taustoja, tutkimusmenetelmiä, ja verkkomainonnan kehitystä

Empiirisessä osuudessa analysoidaan kyselyn tulokset. Tutkimustulokset analysoidaan käymällä läpi jokainen kysymys yksi kerrallaan, jotta analyysista saadaan perusteellinen ja tarkka. Tulokset kerättiin määrällistä menetelmää käyttäen Nordic business Forum -tapahtuman osallistujilta. Kaiken kaikkiaan kyselyyn vastasi 73 henkilöä, jotka edustivat työntekijöitä, yrittäjiä, esimiehiä ja omistajia. Tulokset analysoitiin SPSS-tilasto-ohjelmaa käyttäen.

Viimeinen eli yhteenveto-osio tarjoaa suosituksia yrityksille, miten verkkomainontaa kannattaisi toteuttaa ja mitä pitäisi ottaa huomioon, kun harjoitetaan markkinointia verkossa..

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Abbreviations

PPC	Pay-Per-Click / Cost-Per-Click
SEO	Search engine optimization.
CMS	Content management system
B2B	Business to business
B2C	Business to consumers

1 Background

After discussing with Semio's chief executive officer in early September about Semio's needs to have research about certain topic to be made. Conclusion was that upcoming business seminar creates possibility conduct research about opinions and outlooks of online advertising, and what will be upcoming trends.

Plan was created, and it was to do questionnaire at Nordic Business Forum which was held in Helsinki in early October, and based on questionnaire's results, analysis of it would be conducted afterwards.

1.1 Aims of the thesis

The main goal for this thesis is to discover future potential benefits in the in online advertising sector by analyzing answers, and comparing those to previous studies that have been made. This thesis will be part of the material which will be sent to every participant.

The results are taken from Finnish businesspeople, and what they think that is important when it comes to marketing themselves digitally and future trends in online advertising.

This thesis will not go into basic knowledge of online marketing, because the commissioning company and respondents are already aware of those matters. Main emphasis is on analyzing the results of the questionnaire, and comparing these results to past studies and trends.

1.2 Structure of the thesis

Firstly, research methodology, questionnaire that was made at the Nordic Business Forum, and theory of online marketing will be discussed. After that research is divided into six parts, according to the questions in the questionnaire. The thesis will be analyzing of the results of the questionnaire.

After the methodology part, the first part is the theory part of this thesis. In that part the development of online marketing will be gone through.

Secondly, digital strategy of online marketing will be discussed, that part includes the question "goals of advertising". The goal is to gain knowledge on how users perceive the purpose of advertising

The third part is about visual strategy, and how users think about how websites are designed nowadays. Which factors are important, and what are not considered as important or should be improved.

The fourth part handles the aspect of managing marketing projects. This question was asked, because it tells if company outsources its marketing activities and what are the factors that make them choose a certain advertising agency.

The fifth part goes through the future use of online advertising and social media channels in future. This was asked to find out how marketing in online channels will change in the future, and how the use of different channels will change in the future.

The sixth part deals with how familiar are content management systems. The purpose of this question is to find out how familiar these content management systems are, especially commissioning company's own product Webio.

The seventh part will go through the open question about the participants' opinion about the online advertising's future. This is the open ended question which purpose was to get personal opinions how the online advertising will change in future, and will it focus on something specific.

Lastly, the research will be analyzed as whole in form of reliability and validity. In order to get a big picture how the research was implemented.

1.3 Nordic Business Forum

Nordic Business Forum is a subsidiary of Nordic Business Group which was founded in 2008 (NBForum Ref. 21.11.2014). The first annual main event was held in Jyväskylä in 2009, and it has grown each year. In 2009 event there was 700 guests, and this year's event there were over 5000 guests (NBForum Ref. 21.11.2014).

> The annual main event has grown to be one of the most significant business seminars in Europe (NBForum Ref. 21.11.2014).

Idea of Nordic Business Forum is to educate businesspeople with seminars, and offer chance to network with other like-minded people so that people would get new ideas and possibility promote their business (NBForum Ref. 21.11.2014).

It is estimated that the just the Nordic Business Forum alone will grow its revenue 1.3 million euros from 2013 number. Thus, in total to 3.8 million euros (NBForum Ref. 21.11.2014).

2 Research methodology

2.1 Research method

The method of research chosen for this thesis is quantitative, therefore a questionnaire was conducted. Reasons for choosing quantitative as research method were: size of the sample was not known in the beginning but it was projected to be close to a two hundred, and questionnaire would be conducted (Answer Research Inc. 2011) (National Foundation for Educational Research. Ref. 15.1.2015). Also the reason for choosing quantitative method was that Nordic Business Forum was not ideal situation to conduct full scale interviews. Answer Research Inc. (2011) summarizes this research well: "A numbers-based research discipline, quantitative research statistically measures customer attitudes, behavior, and performance."

The data that was collected are not naturally in quantitative form due to that the data is about participants' opinions and beliefs. Therefore questions were collected in quantitative way (Muijs D. 2010, 2).

There were 12 questions in total. Those were forced-choice -, category -, rating questions, and one open question: A forced-choice question gives specific answer choices from which to choose, in a category question participant's answer fits to a certain category, a rating question are used to get respondent's personal opinion, and in an open question participant answers in his own words (Saunders 2009, 374-376; 378)

Participants were randomly chosen from the population. The categorical data received was manually inputted and coded in SPSS. The course of this paper graphs and figures will be presented. Questions were recorded by using numerical codes. Due to reason that majority of the questions in the questionnaire were multiple choice questions, from which participants could choose from. An own variable for each answer had to be defined.

2.2   Research question

The research question for this thesis is development of online marketing based on the results which were obtained from the questionnaire.

2.3   Implementation

The survey took place at Nordic Business Forum which is a business seminar. There are notable people speaking during that time, there is also an exhibition hall where sponsors and partners of the event have a booth and they can promote their own company. Besides visitors want to educate themselves and broaden their thinking, they go there also to network with others. The research was done at the event because Semio was a sponsor for Nordic Business Forum and they had a booth at the exhibition hall which created an opportunity to conduct this research.

Demographics in this study included mainly Finnish businesspeople from variety of companies, but also people from other countries for instance Norway, Estonia, and Russia.

Non-probability sampling was used to select participants from the population, and number of participants were 73 people. As Crossman and Taylor suggest the type of sampling to be used in this kind of situation is convenience sampling where there is a large number of population, and people are constantly on the move (Crossman A. [Ref. 2015]) (Taylor C. [Ref. 2015]) . Thus, it would be most be convenient to select the sample from those who were available at that time. Although Taylor criticizes the value of studies made based on convenience sample, it does not apply to this study because population from which the sample was selected was limited to businesspeople at the event. Therefore due to the situation it is certain that people were knowledgeable.

Population for the research was everyone who were at the exhibition due to emphasis of the event, and high ticket price, the highest number of respondents were middle –and top management, 59.5 % of all participants. Since the NBF's

one area of emphasis was networking, companies send people to represent who are at high position in a company.

The questionnaire categorized participants by their position at the company, type of business they are at, and the size of the company they work at.

Majority of the participants worked in a B2B company, 63.5%, and 21.6% worked in company that did business both in B2B and B2C. Rest of the sample worked equally with 6.8% either in B2C company, or some other for example B2G or within the government to the government.

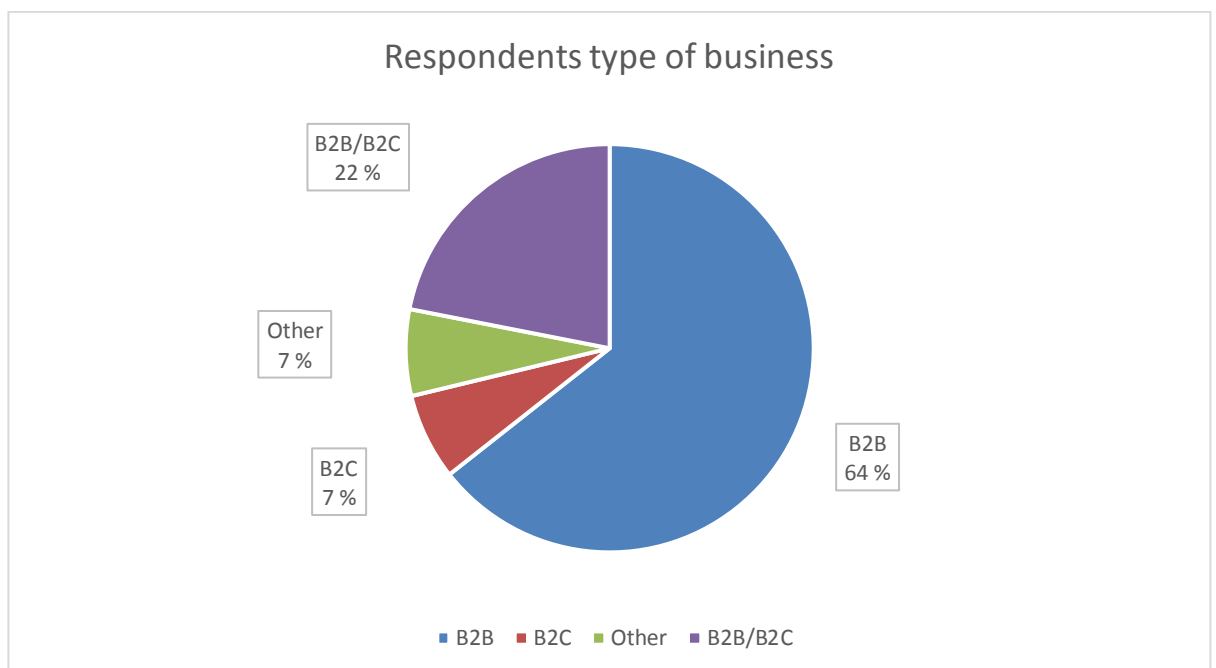*Figure 1. Respondents' type of business*

When comparing the participants' company size they work at, it is more equally distributed than the type of business. Majority worked at micro-enterprises 34.2%, which is roughly 10 percentages more than the others, which are SME's and large enterprises, they all are between 23.3% and 20.3%. Below there is detailed graph about the type of business represented at the NBF.

A form of self- administered questionnaire was done in paper, in 9th and 10th of October in 2014. Only instruction for participants was that if there is something that he cannot understand, ask from the observer (Saunders 2009, 362). In some rare cases (if the participant asked or he looked doubtful) the observer was next to participant, and observer explained the questions.

Observers were the author of this paper and a few people on behalf of the company. Creation of the questionnaire, and tests made, worked as a training for observers.

2.4 Limitations

First and foremost the biggest limitation was time constraint. After agreeing on the thesis topic, there were 14 days to complete the questionnaire. The data was gathered at the event which lasted two days. Also the observers did not have any experience about the situation.

The majority of the sample represents B2B sector, so the results are mainly from respondents who work in a company that operates in business to business sector. Therefore the results cannot be generalized to each sector. The reason why this is a limitation is that companies that operate in B2B sector have a different marketing strategy than B2B companies for instance social media strategy is completely different in each sector. The number of observers also limited the sample size, whenever questionnaire was filled each of the observers could only handle maximum couple of respondents at a time, just in case anyone would have questions concerning the questionnaire (Wyse E. 2014). Also human factors of observers affected to the efficiency of gathering the data. Such as motivation to collect data, and fatigue when they are collecting data for 8 hours straight.

Lack of available and reliable data added also some limitations to the analysis part (USC. Ref. 2.12.2014). There are not so many research done about the topic in Finland or even in Europe. Many of the sources that can be find are about North America. Also the prediction of the future is hard in this field. The technology is evolving constantly, and sources about it are mainly just writers' opinion, and there is no exact truth what the future holds for online advertising.

3 Theory of online marketing

3.1 Evolution

The history shows that until this day the development of technology assists online marketing to grow and evolve. Therefore in 1983 after the Internet was opened to public, the first commercial internet email product was launched. The next step was companies started to launch websites shortly after the first browser was released, according to various sources this happened in early 1990's (Vertical Leap. [Ref. 2015]) (Hathhorn R. [Ref. 2015]) (Warner A. 2013). Those sites were mainly online versions of their printed marketing material. During those early days of online marketing, acquiring customers was not the purpose when having a website (Vertical Leap. [Ref. 2015]). In 1993, the first online advertisement, banner ad, was sold to a law firm (Oberoi A. [Ref. 2015]). Two years later e-commerce businesses started to appear into the online scene, Amazon.com probably being the most well-known one (Roos D. 2008)

After technology, and thus websites had progressed a few years search engines came into picture in 1994. It is arguable which actually the first search engine is, and it depends on what is looked at. However Huffington Post, David Shedden, and Lee Underwood agree on one thing which is that in 1990, Alan Emtage was the person who invented the first search engine, but he created it only for university he was working at that time. (Huffington Post 2013) (Shedden D. 2014) (Underwood L. 2004). Emtage did not patent the code, thus shortly there appeared multiple other search engines. Besides those authors also Warner and History of SEO's article "short history of early search engines" agreed on that the WebCrawler was the first search engine which was similar to present search engines, the entire text in web pages was indexed in it. (Warner A. 2013) (History of SEO [Ref. 2015]). (Warner A. 2013). Today's the most popular search engine, Google was not founded until 1996 (Warner A. 2013) (Brekke V. 2011). After 1995, during the so called dotcom bubble, SEO became important for companies who are online, because companies wanted to be seen at top of the results.

It is interesting to notice that even though social media was the last of these three to evolve as a marketing channel, it still was technically invented first. There were a few social networking applications. The first was bulletin board services, BBS in 1978 (Borges B. 2012). BBS's main purpose was to allow users to share files and games, and also post messages to other users (Digital Trends Staff 2014). It was not until 1997 when the first social network, AOL was launched. It was the first one that was similar to present day networks such as Facebook and Twitter (FindandConvert [Ref. 2015]) (Borges B. 2012).

Different stages of WWW (also known as World Wide Web), are Web 1.0, Web 2.0, and Web 3.0. Firstly, the Web 1.0 offers only limited interaction between users, and it does not offer anything that would made visitor to come back (WittyCookie 2012) (Strickland J. 2008). Thus those sites are mainly from which people are passively looking for information. Then there is the opposite of that, Web 2.0, it allows users to interact with each other freely (WittyCookie 2012). The popular opinion about Web 3.0 is that it is thought to be an extension of Web 2.0, while Nova Spivack defines it as connective intelligence meaning connecting data, concepts, applications and people (webopedia [Ref. 2015]).

However it has to be taken into consideration that, Web 2.0 is not clearly defined term, therefore Web 2.0 and- 3.0 has and will have different definitions depending on who you ask that (Spivack N. [Ref. 2015])

3.2 Data mining

Data mining is extracting specific and detailed data from large databases, with that data obatained purchasing behavior, and future trends can be predicted (Alexander D. [Ref. 2015]) (Thearling K. [Ref. 2015]).

In short, in the beginning it was just gathering data, and when technology evolved enough it generated opportunity to create data mining tools which helped to extract the information from the databases. Thearling and Alexander summarizes this evolution really well: In 1960's it was just about data collection, twenty years later in 1980's accessing the data was feasible after technological evolvement. After computers became even more evolved (faster, cheaper, and more storage) in 1990's, data was started warehousing, and use as support when making decisions. Then in 21th century became the data mining concept as we know it, also because technology had developed even more.

According to Microsoft's Developer Network (2014) site there are multiple different data mining models. Firstly, it can be used for forecasting i.e. predicting sales. Secondly, it could be used to analyzing risks and probabilities. Thirdly, which products should the company sell together. Fourthly, to predict next event based on previous actions i.e. selections in shopping cart. Finally, data mining can be used for categorizing customers into groups.

4 Digital strategy

In this part, the goals of advertising question will be discussed, because this question belongs under the digital strategy topic. Question number four, will go through, which are the three most important goals are important to respondents nowadays.

4.1 Goals of advertising

Position of this question in the questionnaire is right after demographical questions because the purpose of it is to find out general attitude towards advertising and what respondents think are the most important factors. In this questions respondents had to choose three answers from the choices, which are the most suitable ones'.

- Majority of respondents' opinion was that the most important goal is to increase sales with 79.5%, and 4.1% of the total results were incorrectly done.

- The second most important goal is to build the company's brand with 76.7%, and 5,5% of the total results were incorrectly done

- The third most important to respondents is pretty even between attention to value & standing out, and committing the customer with 47.9% and 42.5%. 6.8% of the total results were incorrectly done.

On average four respondents' answer had to be taken out from each questions' total number, because they had answered incorrectly. The incorrect answers are mainly blanks, too many or too few answer have been selected from the choices.

In the figure below you can see specifically how respondents have answered to the question.
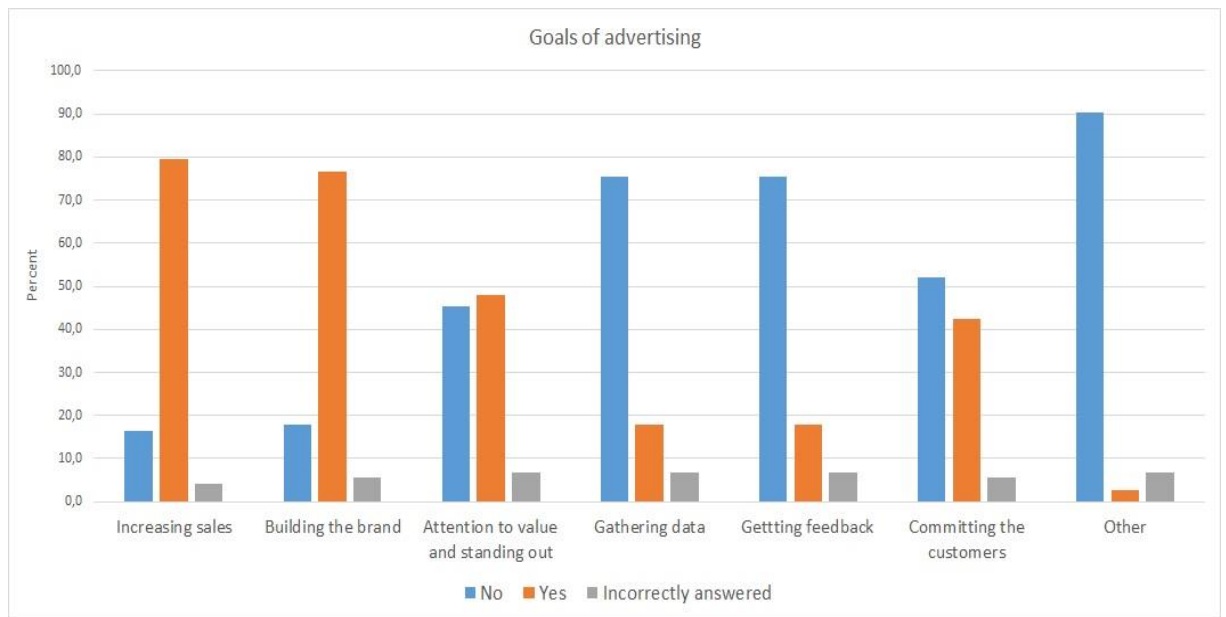
Figure 2. Goals of advertising

As you can see in the graph above, "no" means that respondent did not choose that, "yes" means that it was chosen, and "incorrectly answered" means answers that are incorrect and cannot be taken into consideration. Following figures are made similarly, so there will be column for those whose answers' could not be taken into consideration.

After doing some research it was noticed that there are other goals which are important but were not included in the questionnaire. Such as replacing lost customers, getting consumers to act immediately, and changing perceptions (Joseph C. [Ref 2015] (Suttle R. [Ref. 2015]).

5 Visual strategy

This part will discuss about visual strategy, in form of what is important when designing a website.

5.1 Attributes of website

The purpose of this question is to clarify how well present-day websites are designed base on peoples' personal opinions rather than from a company's representative perspective. When you look at the figure below you can see that almost in every question the "average" has clearly the highest percentage. This is maybe caused by lack of interest towards the question and questionnaire, or the answer scale is too wide.

A great number of respondents' opinion was that today's websites' are structured and organized somewhat properly. Majority (38.4 %) think that it's on average level, and therefore most of the websites are at satisfying level when it comes to structure and clarity, but still 16.4 % thinks that structure and clarity is on poor level. This answer choice was put on the list because it was important to get information what do respondents think about the structure of websites.

Over half of the respondents (54.8 %) said that quality of images in the websites are at least reasonably high. Only 9.6 % said that the image quality is poor or extremely poor. Based on this information current state of image quality is at good level. Especially the main image, usually the largest is important. Eye tracking study made by Missouri University of Science and Technology shows that visitors spend the fifth most time looking at website's main image, with 5.94 seconds (MST. 2012). Eye tracking study that measures the activity of eye by having tracker linked with computer (Eye Tracking. [Ref. 2015]). The tracker equipment interprets data usually by infrared (Eye Tracking. [Ref. 2015]). It observes the movement of an eye, and direction of gaze. Quality of images means in this question those images which are at the website, and are those images' quality good or bad.

Navigation was thought somewhat difficult or confusing. In this context, it means the ability of visitors to move around the entire website, and do users know how to move there. Results were evenly distributed, and many of the respondents (16.4 %) thought that the structure/clarity is poor. Diverge in the answers in the structure and clarity question explains this. This tells us that even if your website is clear and organized it can be still ruined by bad navigation, and that effects on visitor's opinion about your website and its clarity. Good navigation is consistent everywhere in your website, it will is user friendly when the navigation bar is located in the same place in different pages, and design stays the same in every page (Miller E. [Ref. 2014]). Visitors are more likely to stay on your site when your navigation is in order. Also the eye tracking study done by Missouri University of Science and Technology supports the argument that navigation is important, since the 6.44 seconds spent focused on the navigation menu/bar is almost as high as time spent on website's logo (MST. 2012).

The ease of finding information is the visitors' ability to find the information they are looking for from website. Finding the information from websites is thought by majority (32.9 %) to be somewhat hard. This is quite interesting see because most of the respondents answered to the earlier question that websites are satisfyingly organized and structured. The biggest reason has to be the poor navigation, if it is poor the information visitors are looking for is hard to find. After they get lost in the website, they become frustrated and leave from your site.

Reason why question about speed of browsing is included was because it does not depend only on the internet connection speed. Also how heavily is the website designed, it does not matter if visitor has a fast internet connection, if the website is filled with data. Majority's opinion is that download time of websites are at quite good level, over 50 % answered that it is above average or better. Of course, speed of the internet connection plays important role in this section. Nowadays the average speed of internet in Finland is more than capable to download websites fast. Research done by Akamai tells that average speed in Finland in 2013 was 8.5 Mbps (It-viikko.fi. 2014). However even if the internet connection is fast, it does not how fast it is if website's performance is slow. The biggest reason for slow

performance is that images haven't been optimized, this means using suitable image file format when adding graphical material to website (Isham M. 2013)

Based on the results it can be noticed that responsive design isn't yet so important when designing websites. In short responsive design means that website's content, layout, and user interface scales according to the device that is being used. This needs to change in the future due to the growth of the use and development of mobile devices. In order to have competitive business and to get customers. According to Statistics Finland (2014) number of people using smart phones and tablets has increased rapidly. In 2013, 49 % of people between ages 16-89 used smart phone. Now in 2014 the number is 60 %. Also the use of tablet has increased 13 % from 2013's number, which makes it 32% of all people between ages 16-89 use tablet. The trend seems to be growing so therefore having responsive website design will be crucial in the future.

The brand recognition choice was in the question to figure out how recognizable brands are on their websites'. Only 6.8 % answered that the website they are visiting in, the brand recognition is poor or extremely poor. Whilst over 60 % answer that it is above average or excellent. Michaels (2013) writes about 10 ways to better brand recognition. Here is a couple points that she has wrote. Firstly, companies should have great customer service, meaning to be more personal. Secondly, be active and put customers to remember the brand for instance sending tips and so on. regularly to email. Finally, be consistent in your marketing material; use same logo in every material. Missouri's University of Science and Technology study also supports this, their research indicates that visitors use most of their time focused on the logo by 6.48 seconds (MST. 2012).

Language versions are at average level with 31.5 % have said that they are average, and 27.4 % of the respondents said it is above average therefore sites wouldn't have to improve that. Although the poor column is also quite high (19.2 %), and during the data collection multiple participants mentioned that it is not rare that the content in multilingual versions are narrow, when you compare it to Finnish version. Companies should emphasize this more, there are three billion internet users in the world (Internet live stats. 2014), and there is only slightly over five million users in Finland. Especially if wanting to expand to abroad it is good to

know that about 75 % of internet users will not make purchase if the information is not in their native language (Williams S. 2014). Also having a multilingual website makes the website more visible.

Also websites' unique visual look has received some critique. 24.7 % has said that websites are not unique. This can be something that companies can take advantage of having a unique website. When a company has a unique website compared to competitors that company will stand out from the crowd and be more recognizable than others. However the design cannot be too unique, meaning that if it is too complex it is going to be complex for visitors to understand, thus they will not like the website (Laja P. 2012). It will lead them leaving your site without doing any actions that might lead them to become your possible customer.

There were some comments about other website features that were not in answer choices. Two respondents said that companies contact information were poor. Someone mentioned the feeling/tone of the site. Now when looking back, if this question would have been more about the design the tone would definitely been there. Positive tone will leave visitors feeling happy, and the probability of them visiting the site again is high (Anum. 2011). Having a positive and harmonious tone in website creates personality of the brand (Sye M. 2014). The tone is in harmony when there is clear visual hierarchy (Sye M. 2014). Although majority of respondents answered that they prefer outsourcing the website designing for an ad agency, it is still important for the commissioning company to work together with agency in order to get a website has positive tone and harmonious appearance. When wanting to create visually appealing website it is crucial to know your target customers, and what does your company want to achieve with the website (Partridge A. 2011).

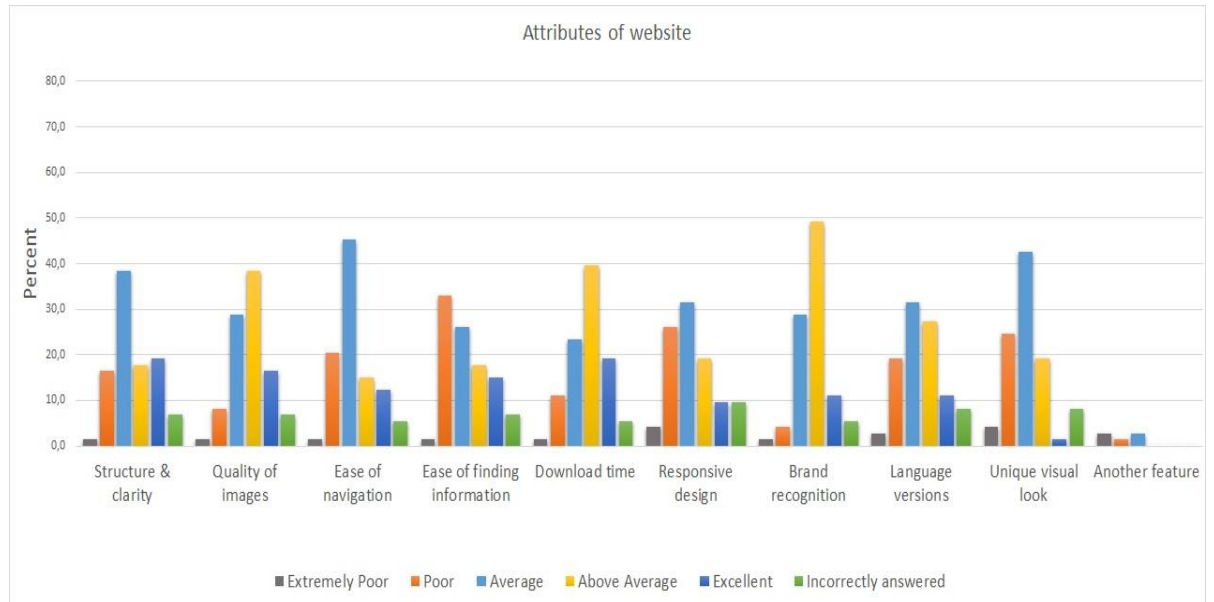Other factors that some respondents mentioned were social media linkage, and support of different browsers.

Figure 3. Attributes of website

It takes only milliseconds from viewer to form an impression of the website he/she is watching (MST 2012) (Laja P. 2012). Various sources that have made research about importance of websites' visual design suggest first impressions are 94% design related. However sources that were researched about this subject used a research which was 10 years old (Sillence E. Briggs P. Fishwick L. Harris P. 2005), and preferences have changed since that.

Although, it is still a fact that appearance is the first thing that gets peoples' attention for instance according to Terri Long's article "Yes, We Really Do Judge Books by Their Covers" (2013) the cover of the book affects how well a book sells. Long cites the founder of Smashword's, Mark Coker in her article. Coker states that there is clear correlation between well designed covers and great sales, he has had multiple examples at Smashwords. Changes to covers according to Coker has increased sales drastically, in one example changes to cover grew sales of a one novel from a few copies per day to over 1000 copies per day.

In order to have attracting website, it needs to create positive impression. With good first impression, problems in usability can be overlooked. Reason why design comes first is because well designed website creates positive first impression, thus visitors will have point-of-purchase (POP) stimuli already before going any further on the website. The website's appearance is the first thing that will caught visitors' attention, with visual appearance you can influence on that, therefore it will work as POP. Elements that effect on the viewer's first impression are: colors, fonts, graphics, and layout (Prescient Digital Media [Ref. 2015]).

It takes about 17-50 milliseconds from a viewer form an opinion about the website he/she is visiting. The first impression is the most important thing that affects how likely the visitor is going to be your customer. According to Michael Mora (2012) visual design is the factor that impacts visitor's perceptions about the company, based on the first impression he/she receives from the website, Laja's (2012) text also supports this. A good first impression can be created with good visual appearance, but still simple, and of course that the site works properly (Faeth B. 2014) (Conversion Optimization 2014).

All in all, Results from this question provides date that supports a website as a comprehensive system, where everything is connected to each other, one feature effects on everything else. It is not enough to have only one or two attributes of website in excellent condition, because if you have even a one feature done poorly, it can be the crucial factor why visitor will not become a customer.

5.2 Creating a website

This question was asked because it was important to know do people prefer making the website themselves and do they want to use same service provider to every online marketing function.
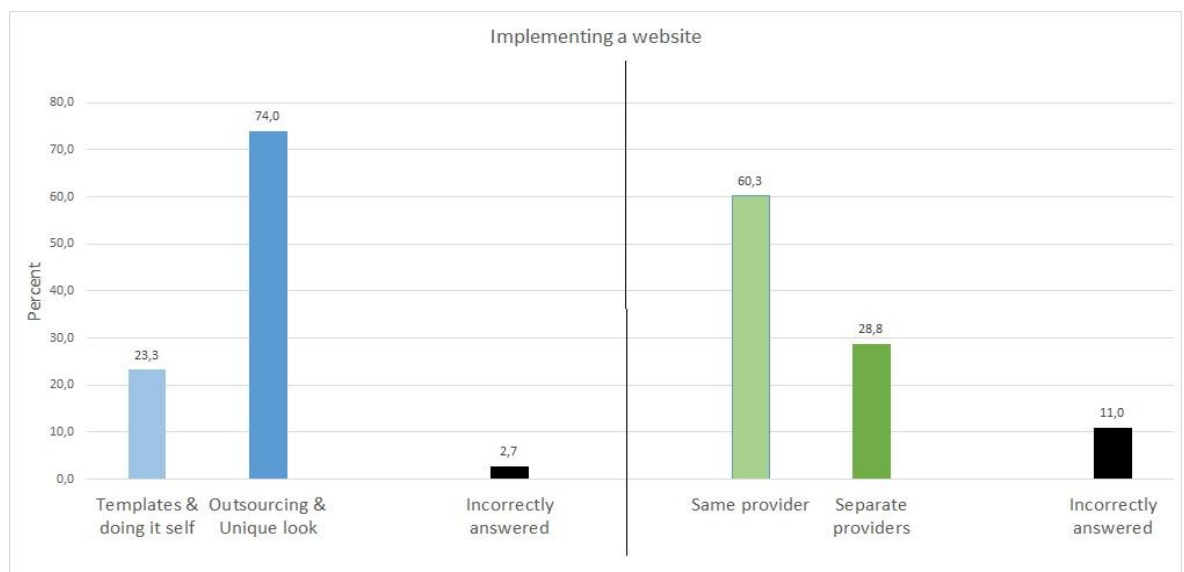
Figure 4. Implementing website designing

A vast number of respondents wants to outsource its website creation to have unique visual look. One of the reason might be the one that was mentioned in last chapter, that unique website helps to stand out from the crowd.

To the second part of this question, majority wants to centralize their online marketing activities and only use one service provider. This brings consistency and monetarily more beneficial (Durant 2013) (Anika 2013). It is easier for a company when everything is at one place for instance communication is easier, and the marketing as a whole is more consistent when one agency does them.

So will the website be developed in-house or outsourced? Company's strategy and tactic in marketing has to be taken into consideration when making that

decision. When looking willingness to outsource marketing functions, for some companies it might not be useful to outsource their marketing, and they can manage without any outside help thus will not have extra expenditures. Whilst other companies need to have good marketing strategy in order to success.

It is true that anyone can do their marketing themselves, but company needs to figure out which is more beneficial: Hiring people to the marketing team, and someone to manage that team, or giving it to a company which has the know-how and abilities immediately.

6 Marketing management

Now questions seven and eight will be dealt with. Results from these questions will tell you, what makes companies to choose advertising agency when outsourcing its marketing, and which external agency's features are important for companies when choosing one.

6.1 Outsourcing marketing

The reason why the question number seven is in this research, is because those questions tells what makes companies to outsource its marketing activities.

The three most important factors according to respondents why they have outsourced their marketing activities: Firstly, it is more time efficient thus, there is more time to concentrate on actual business. Secondly, the quality of work is better than it would be done by the company itself. Lastly, it is more cost-effective to outsource marketing than do it itself.

Of course you have to take into consideration that there were a lot of papers mistakenly filled, on average 13.7 % had done this question incorrectly. 56% of the total respondents answered that they haven't outsourced their marketing
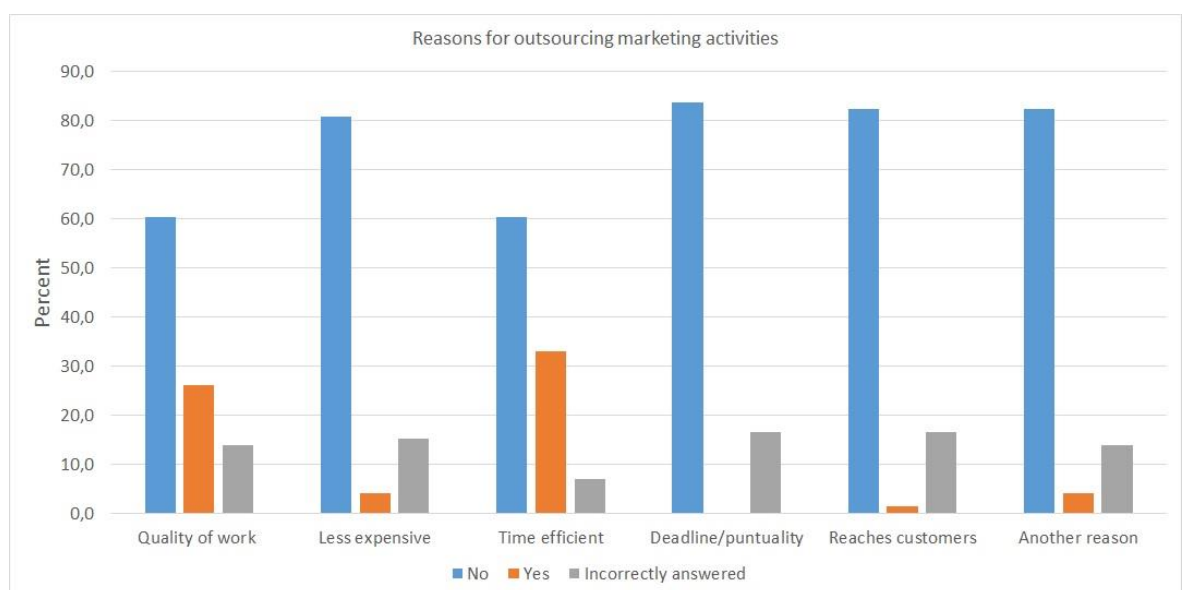

Figure 5. Reasons for outsourcing marketing activities

6.2 Advertising agencies and customers

This question is about features that are important for companies when choosing external marketing agency. The purpose of this question is that respondent chooses three most important factors according to his or hers own personal opinion about why they choose a certain external partner.

The most important factor is the references that possible customers get from agency's previous customers. The second most important feature is the reputation of the agency, this effects on people's perceptions about the agency. The third most important factor is the word of mouth because references can move by the power of word of mouth, but also social media creates big emphasis on this. These three most important factors go hand in hand because they effect on each other, that's why it isn't such a huge surprise that these three are the most important ones.

Here are few of the factors that were mentioned in the open ended choice: competitive bidding, experience of the agency, and possibility to make changes self. The possibility to make changes self means that customer has the power to do changes etc. for instance if agency has done a website for a company, it is important that customer can maintain the site itself.

The answer choice on reliability has to be emphasized also. Nowadays there has been a lot of security breaches where hackers have gotten company's private records for instance customers' credit card information, addresses, and passwords etc. According to USA Today's survey (2014) breaches occurred recently have caused 24 % of Americans to stop shopping online due to them. The most well-known ones are breaches at eBay and Target, in both of the cases millions of user records were stolen (The Week 2014) (Krebs on Security 2014). Although those breaches impacted mainly Americans it is still a warning to others. There has been also breaches at websites which Europeans, and Finnish people use like Adobe and Sony PSN from where users' account information was obtained; account names and passwords (McCandless D. 2014). Adobe is company that offers different photo editing, and coding software (Adobe.com [Ref. 2014]). Whilst Sony PSN is the online gaming platform which allows users to connect with other users,

buy and download games, and play games online. Of course those providers are not used by majority of Finns but still it is good example that it can happen to anyone, and it is crucial to have service provider who is reliable and particularly have good internet security.

This is the question in which there are a lot of errors. On average 32.9 % had done this question incorrectly. This high percentage is caused by mainly blank answer, but also in many paper there were too few answers. The reason why the error percentage is so high is because respondents chose too few choices. Also some of the respondents answered from the perspective of the company they work for and they left the question blank because they did not know the reasons.
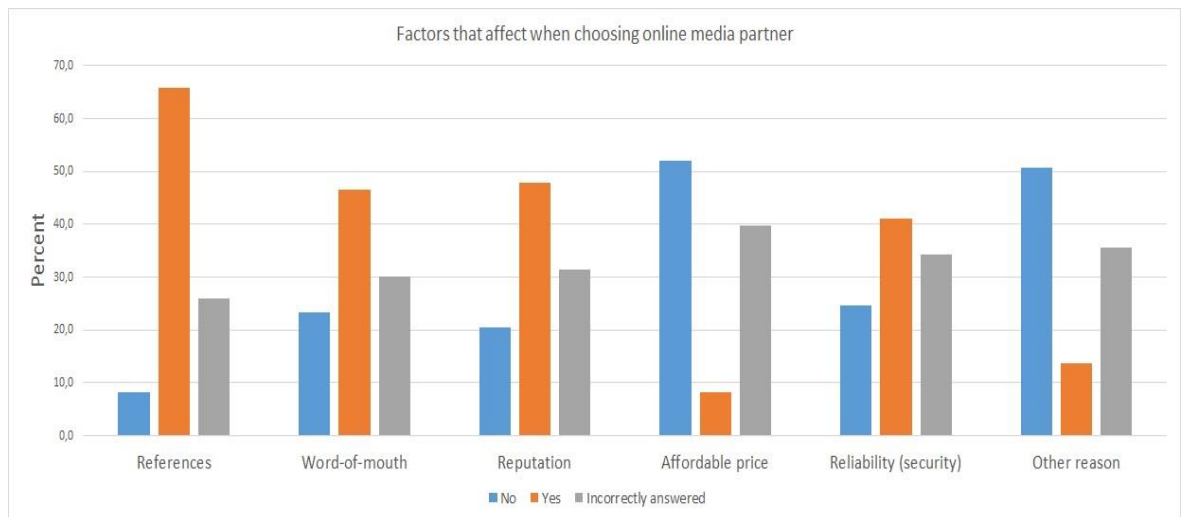

Figure 6. Factors which matter when choosing an online media partner

You could summarize results from this question to a one phrase, and that would be that the image of the agency is the key for possible customers.

7 Future of online channels

This part deals with questions nine and ten. Questions nine and ten will go through how the use of online advertising -and social media channels will change in the future

7.1 Use of online advertising channels
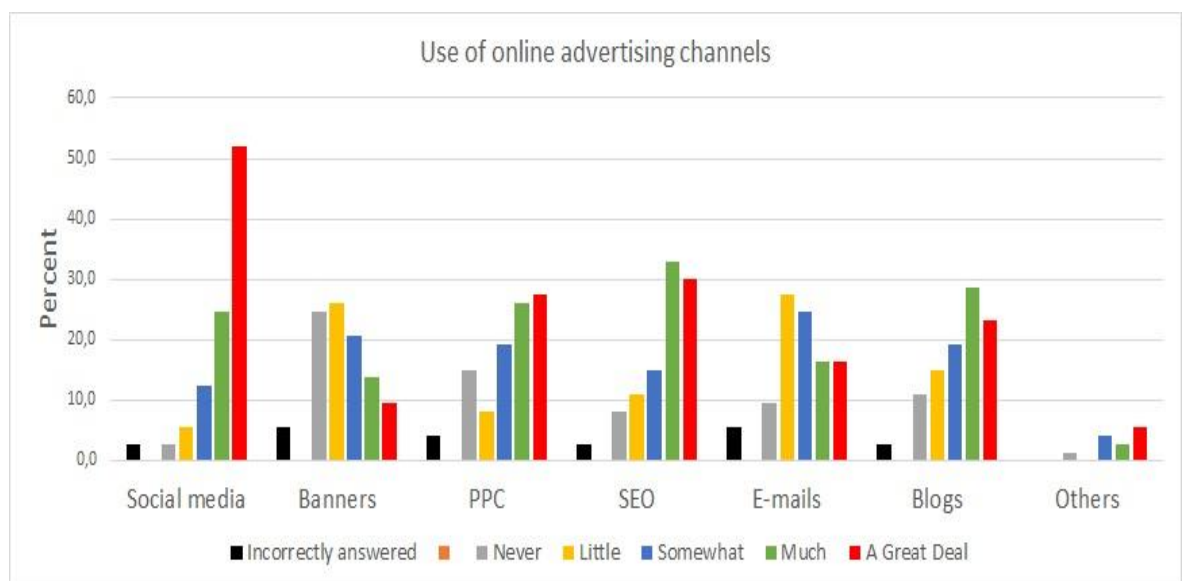
Figure 7. Use of online advertising channels

Among respondents the importance of social media will increase in the future. Over 50 % said that the use of social media will be the most important channel of online advertising in the future. This is already known fact because now that younger generation that has born and lived their lives in this social media era, are getting older and becoming the biggest consumer group.

According to Statistics Finland's (2013) research about prevalence of Internet usage and certain purposes of use: Already 47 % of total population between 16-89 ages have used social media in the past three months. People between ages of 16-54 are the most active users of social networks, even 41 % of the age group of 45-54 has used social media in the past three months. Both 16-24 and 25-34 age groups, in both of them over 78 % has used social network in the past three

months. Therefore the trend is that future older generations uses more social media than the current generation.

Use of banner advertisement seems to be less important in the future according to the results. About 50 % of the respondents said that they will use banners little or not at all. This shows that companies are aware that consumers are using ad blocking extensions in their browser, which prevents banners to be shown. PageFair's and Adobe's 2014 report "Adblocking goes mainstream" shows that 16.3 % of Finland's internet users use ad blocking software. People between ages of 18-29 are the most active ad block users with 41 %. In the future banner advertising will become less effective, because the biggest age group that use ad blockers will become older, and younger users have lived all their lives in the web and they will know how to use ad blockers.

Although banner ads can be successful even if users use ad blockers, but those must be designed correctly so that they will be acceptable ads, but there isn't clear guidelines for those for instance AdBlock Plus makes decision itself what find as an acceptable ad. Acceptable ad means an ad that gets through the ad blocker (Business of Adblocking 2014. [Ref 2014]). Also it would be vice to prefer websites which block users to see the content if they are using ad blocking software, there are already multiple websites doing that for instance Finnish websites that show television series for free online.

However it is debatable how effective these banner ads are, but it does not look bright for the display advertising. Advertisers' biggest problems are so called banner blindness, and trust that consumers have towards display ads. Banner blindness means that instead of reacting to banners on websites, people tend to ignore them (Rouse M. 2006). Recent study made by Infolinks, company which is a global leader in monetizing digital advertising industry. The results from that research showed that only 14% of the respondents remembered the last display ad they saw (MarketWire 2013). Also trust on banner ads is low, Nielsen's report on "Global Trust in Advertising and Brand messages" indicates that globally only 42 % of people trust banner ads, whilst 84 % trust on word of mouth from people that users know (Nielsen 2013 via Kadambi J. 2014). According to study made by eMarketer on US display ad spending (2014), suggests that ad spending on

banners will decline in the future. In 2014, 48.7 % accounted for spending on banners, and forecast predicts that it in 2018 the number will be 37.8 %.

While results of PPC and SEO tells that companies will use pay per click significantly more in the future. 53.4% of the respondents said that the significance of pay per click for them will be much or a great deal in the future. Search engine optimization will also be important channel of advertising, 63% of respondents answered that importance of SEO will grow in their company.

This is a good sign that companies acknowledge that it is important to use both in their online marketing. Reason for this is that if just either one is used, are not necessarily effective. If using only PPC, the ad will get clicks but the quality of clicks is not good, meaning clicks won't become leads, and leads won't become paying customers (Glegg J. Ref 5.11.2014). Whilst if using only SEO, it really demands time and knowledge to get to the top of organic search results (Glegg J. [Ref. 2014]). However, if you use both and you have website has just been launched, it is easy to get visibility right from the beginning. All in all it could be stated that PPC is a good complement for a long-term SEO. Good SEO brings the right kind of visitors, and PPC gives you even more visibility.

Results from e-mail advertising weren't surprising, when over 50 % said that the use will stay somewhat at the same or the volume will be small. Nowadays there is a lot of noise when it comes to emails, it is hard to stand out from the noise. You have to design your email carefully that it will get through the spam filter. In the research done be Symantec in February 2014 Finland was in top sources of spam with 5.3 % of all spam (Symantec. 2014). While the number of total spam was 64 % of all emails. (Symantec. 2014). Nonetheless, the future for email advertising looks bright.

Governments are starting to create legislation to reduce spam. For instance in 1.7.2014 anti-spam law came into effect in Canada which allows spammers to be held responsible for their actions (Perimetec. 2014) (Canada.ca 2014). The law states that if company wants to send for instance commercial email they have to have consent from the receiver (Canada.ca 2014). As an individual they have

option to take legal actions against the legal entity who sent the spam. (Canada.ca 2014)

Also people are getting smarter when it comes to email and spam, they are deleting spam messages and acquiring applications and add-ons which removes the spam Perimetec 2014).

Blog is seen as growing and important channel to market. There are multiple reasons to do that but here is a few: It generates quality traffic to the website, creating and maintaining customer relationship is easy (Cohen H. 2013). It also makes company be visible online through search engine optimization. Maintaining a blog requires more effort than Facebook and Twitter, but it can be beneficial to the company. The reason is that the blog will read by consumers who are interested in your company

Other channel that was not on the list, but was mentioned was guerilla marketing. Let's look at it how it can be used in online marketing. Organize contests and giveaways, when organized well those can give you a lot of exposure, for instance if one of the rules to participate is that participants must share your contest with their network. Prizes do not have to be expensive but it needs to be something good for instance special edition etc. (Lewis Shoes Blog 2014) Audience for your contest/giveaway should be your target group, they are interested what you do, and it will create leads. Also it would be a good thing attach discounts because it will help to increase sales. (Massaro G. 2013)

7.2   Use of social media channels

Facebook, LinkedIn, and Twitter will be the most important channels for majority.

- 67.1 % opinion was that LinkedIn will be used in their company much or a great deal in the future.

- 64.4 % said that Facebook will be used in their company much or a great deal in the future.

- 58.9 % answered that Twitter will be used much or a great deal in the future.

The number of people using LinkedIn is not surprising when 64 % of respondents are from the B2B field, due to the fact that it is the largest professional network with over 300 million members worldwide (Nishar D. 2014).

Co-founder of LinkedIn, Konstantin Guericke said in Mixergy's interview, reasons for why LinkedIn became popular. At the very beginning they invited people who they knew and who were very well connected to join LinkedIn, when they joined they asked their connections to join there too. Within one month after the launch the number of users increased from 350 to 4500. Also other reason what aided the rapid increase in number of users, was that they were able make a stealth launch, so it was a kind of a wow experience for people. To this date it is also easy to setup an account and yet it is free to use with the option to have paid membership (Mixergy 2010).

Popularity of LinkedIn in Finland has grown a quite bit since January 2010. It was the 44th most visited website, but now according to latest statistics of Alexa.com (2014] it is 18th most visited website in Finland (Vassalo D. 2010). Also number of members in Finland keeps growing. Blog that has been written in 3.7.2014, the number of users in Finland was 627 674, now according to the latest statistics the number is 696 086 to date, November 10 2014. So over 68000 users in 4 months. These results show obvious it is that the role of LinkedIn will just keep growing among internet users in the future.

Even though the YouTube only the fourth most important channel for the respondents. There are a lot of possibilities on YouTube to market business, especially for B2B –companies, but also for B2C -companies because it is a good place to do content marketing. Is good for B2C –companies to know that 64% of that watch a video are more likely to purchase the product from an online store (Westbrook J. 2013). Whilst in business marketing the video ad is six times more effective than print and online ads, and half of the viewers who watched the video purchased the product for their company (Westbrook J. 2013). However there can be few problems for B2B –companies because some of the corporations block YouTube's domain so that employees can not use it, also at times the performance of streaming might be poor, and there is really is not support if you have a problem unless you are paying a lots of money to YouTube (MagnetVideo [Ref. 2014])

Site like Instagram was also found to be so somewhat significant in the future. Not as much popular as LinkedIn, Facebook, and Twitter because for instance many might think that Instagram is not ideal channel for B2B –companies, due to that it's not easy to market with a separate pictures taken out of the context. However it is possible to market yourself at Instagram for instance show your story; company history; old pictures etc. it helps the audience to understand your company (Herman J. 2014) (Berger B. 2014). Other possible ways how Instagram can be used are: promoting the content of your other channels, and take your followers "behind the scenes", give them material from inside the company (Herman J. 2014) (Berger B. 2014).
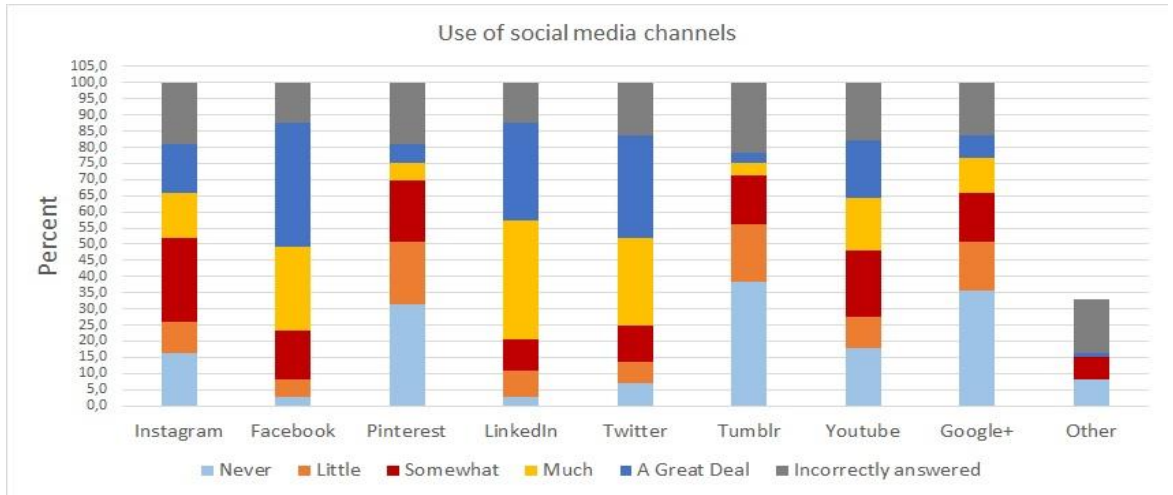
Figure   8.   Use   of   social   media   channels

8 Knowledge on content management systems

Content management that were listed in the questionnaire were not so familiar for majority, at least 47% did not know any of the CMS that was asked in the question. The most well-known system from those four was Joomla but only slightly more than others.

However, even though a slight majority (56.2 %) has not outsourced their marketing, and still these content management systems are quite unfamiliar for respondents. Of course there are a lot of different CMS available which makes it hard to be aware of each of them, and according to recent study made, we were missing the most used content management system, WordPress (Built With 2014)

Figure 9. Familiarity of content management systems
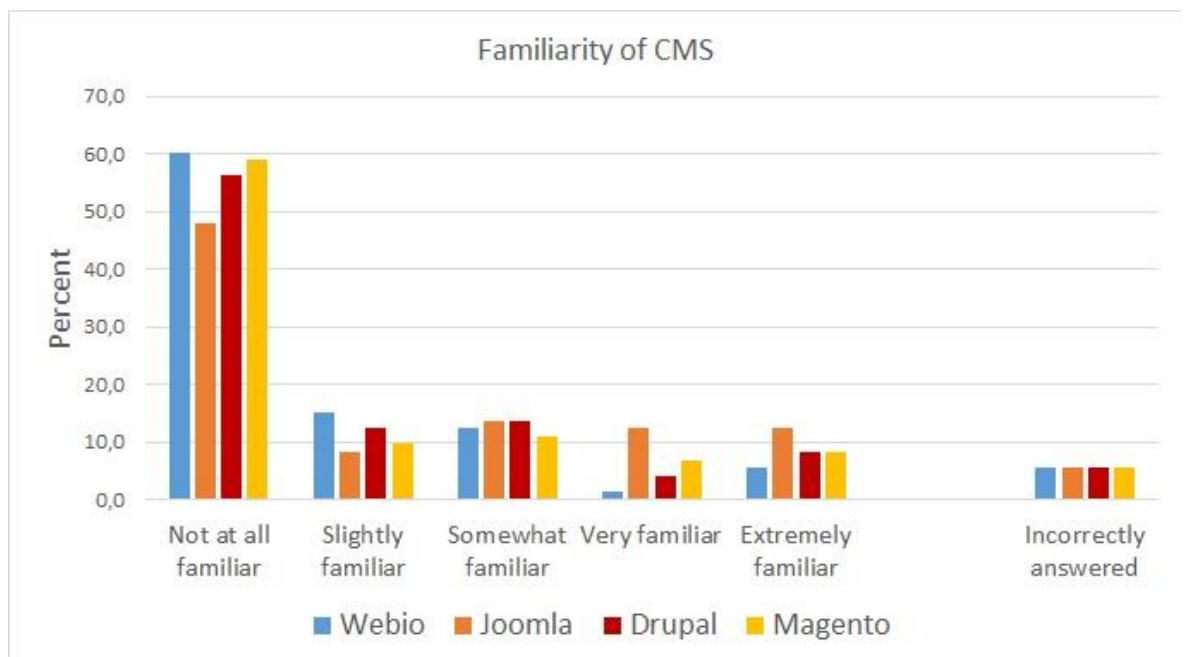
After researching about what makes WordPress the most popular content management system, it is obvious that there is not a one reason why it is the most popular one. Various sources states that it is easy to use than most of its competitors, there is good customization possibilities, and WordPress offers a lot of different plugins and features (Zaborszky P. 2014) (Houde L. 2013).

Jason Mark suggests that the reason why WordPress has the edge over its competitors is because it was created for bloggers at first, which then allowed them to better focus on usability when they decided to make it content management system (Mark J. 2011), thus already had user base. Also WordPress gets free publicity when big companies use their service, and visitors can see what WordPress can do. Research made my Web Technology Surveys (2014) states that 23.3% of all the websites in the world uses WordPress, and it has 60.6%. Among that 23.3% of websites are users like CNN.com, ebay.com, and Forbes.com (WordPress [Ref. 2015])

WordPress offers a lot of different features in one package in a user friendly way, when compared to its main competitors Joomla and Drupal. User does not need to know anything about coding in order to create website with WordPress, which is especially useful for companies who do not have resources or are not willing to invest in hiring professional marketing department (websitesetup.org [Ref. 2015]). However among all the content management systems there are, it is certain that there are similar systems, for instance Webio, but because there is a lot supply on content management systems and only a few dominant ones, it is hard to separate from the pool of content management system. Even though the idea behind every business is to be successful, it is not vice to start competing with the big players of CMS. Companies who offer content management systems need strategize themselves carefully, meaning by having target market for their service, and create awareness in that segment.

9 The future of online marketing

From 73 respondents, 30 answered to this open ended question, and opinion that repeated in the most of the answers was that advertising will become a lot more diverse, targeted and personalized. Other factor that often appeared in the answers was that in the future the role of online advertising will increase and replace printed media.

Obviously, the spending on online advertising will increase in the future. According to eMarketer.com table "Digital Ad Spending in Western Europe, by Country, 2012-2018" (2014). Finland's spending on digital ads will increase by $60millions during the next four years.

As the answers show targeting and personalization will be playing a big role in online advertising, especially pretargeting will get important alongside with retargeting. (Weatherall E. 2014). Pretargeting's purpose is to predict consumer's behavior, simply predicting buyer's preferences and targeting ads according to them (say Daily Editors 2014). You could say that it can be used to "steal" your competitors' customers to you. Due to that there's one possibility when doing pretargeting, and that is to get information from visitors who visit your competitors' websites (Karr D. 2012). While retargeting is based on "history" for instance previous purchases (Caroline. [Ref. 2014]) (Goodwin. 2014).

Marketers' motivation for pretargeting should be understanding why consumers behave the way they do online and make emotional connection between brand and customers, for instance characteristics of consumers and what made them to make the purchase (Weatherall E. 2014) (Parkes h. 2014). When looking from a consumers' perspective, the goal is to make them feel that they are being treated as an individual. Therefore the relationship with customers will be crucial, it will be one factor that will make one brand stand out from competitors. (Weatherall E. 2014)

As the technology evolves, ways to market evolves as well. Google has opened eyes with its newest product Google Glass on what the future could be for marketing. The future which is meant here is virtual –and augmented reality. Augmented reality is blending the real world to virtual, and those can be recognized as two separate things (McKalin V. 2014). Paul Sawers (2011) describes augmented reality very well: "Augmented reality (AR) is a term used to describe a live view of a physical, real-world environment that is augmented by computer-generated sensory input, such as sound or graphics". While virtual reality is about creating completely a virtual world, and it is implemented by wearing some kind of helmet or glasses (McKalin V. 2014).

Augmented reality is already quite common, for instance different kind of map software for mobile phones uses this technology when using phones camera it adds locations of specific places to the screen, and with that you can navigate where you want to go. Those kind of apps are called geo location apps (Marvin K. 2013) Also various companies are using augmented reality for marketing purposes, for instance Ikea has a catalogue which allows users to visualize IKEA's furniture in their home which uses mobile devices camera (Contributor 2014). Different kind of method of implementation is also the virtual fitting room for instance Ray Ban, the well-known eyewear manufacturer and seller, is using it. Visitors can select a specific sunglass model, and by using computer's webcam they can try those sunglasses on virtually.

Development of augmented reality means for marketing purposes that charging for ads could be Pay Per Gaze instead of PPC, since the augmented reality can be implemented in a way that it tracks the eye movement and charges advertiser per users focus on their ad, for instance Google has a patent for the pay per gaze   -process for Google Glass product (Rollenhagen L 2013). Matthew Szymczyk's (2015) article on MarketingCharts's research, suggests that in the future measurement of marketing will move on from customer acquisition to customer engagement and impact on revenue

As Kyle Marvin (2013) and Pritham Marupaka (2014) states that the biggest limitation of AR, besides the state in which AR technology is now, are the privacy concerns. AR gathers massive amounts of data to databases so there is always a possibility that someone tries to abuse it.

Whereas virtual reality is not yet as common, there is not any virtual reality devices available for consumers, those are still in development phase. Still without any doubt it will be the future of technology, and thus marketing. So far only few industries have clear methods how virtual reality can be used for, and can benefit from that, those industries are gaming and entertainment but first and foremost gaming (McGee M. 2014) (Heine C. 2015). One method how companies from other industries could use virtual reality for advertising could be that when consumer put VR gear on him, he would be put in to an ad, to experience it (Delo C. 2014). Surely, it will take time before virtual reality and marketing in it, takes really off. Nevertheless, it seems that augmented reality and more in so virtual reality are the future of marketing in long term.

10 Conclusion

While researching it is evident that online marketing is an area which is constantly evolving. There is not one correct answer to what the future holds for it. Therefore results of this study are suggestions what it might be.

While planning visual strategy companies need to be careful when designing a website, or if they commission it they have to pay a close attention to the appearance of website. As discussed previously in the visual strategy section, the visual appearance is the first thing that visitor pays attention, and it is the crucial factor when raising brand awareness. Even though the visitor is thinking that he/she is going to buy a product, and you happen to offer it also, with poor visual design you can ruin visitor's experience and make him go elsewhere to search the product he is looking for.

Here are few key points that stood out from the questionnaire concerning the visual design. Firstly, navigation needs to be in order because if there is a poor navigation in website, leads will not become paying customers due to that they are not able to find what they are looking for, and this correlates to finding information on website. Secondly, the images are important not just for the visitor but for the website itself also because having the right file format for the image makes the website light, so the site works faster for both parties. Finally, the overall placement of different formats, for instance text, images, and navigation bar is important. According to the eye tracking studies made, visitors focus on certain sections when they first arrive on website before focusing other sections of the website. Those sections that visitors focus on first are located on the top of the page for instance logo and menu.

Importance of making a website responsive for all mobile devices cannot be emphasized enough, because use of internet in mobile platforms is increasing all the time, and people are moving away from regular desktop computers to tablet devices, and mobile phones. We can draw a conclusion from the answers which were received from the question that asked this, it seems that it is not considered as important among the respondents, but reality is that it is the future of

ecommerce. In Finland alone, over half of the population is using mobile devices daily.

In today's world internet has made world a smaller place, and it will keep going to that direction, therefore having a website that is offered in different languages will be even more important. As noticed from the results, websites' language versions other than the native, are usually narrow and does not include all the same information as it is in the native language one. Even if the company is not doing business outside of its country, there are still people in that country who do not speak that language as their native tongue, or can't even understand the language that is used in that specific country.

When it comes to the agencies that offer marketing services, it is good to have a variety of products/services in the portfolio, because customers value the centralization. It is easy for them to have everything from under one roof, thus they don't have to communicate with various different companies, and by having one services provider makes the marketing more consistent and more beneficial.

All in all, it is hard to know what is the real future of online marketing, it is certain that it will be even more user focused, and individual. Data received from users will play even bigger role than it has, alongside with it the competition will increase. The marketing itself will be more interactive with consumers when augmented - and virtual reality will develop more and become more common.

11 Discussion

11.1 Reliability and validity

Validity

Questionnaire was created in 14 days, and during the collection was noticed that some of the questions should have been phrased better. Also there should have been more practicing before conducting the research, it was practiced only few times with a couple of respondents.

The place where the questionnaire took place, was not ideal. People wanted to concentrate on the seminar rather than the questionnaire. Collection of the results wasn't done as carefully as it should have been due to the hectic nature of the situation.

The number of incorrect answers reduced the validity of the research. Respondents did not understood some of the questions. It was also obvious that some results were filled out in a hurry, especially in questions four, six, seven, and eight where participants needed to choose certain amount of answer choices. There multiple results where there were chosen either too many or too few answer choices, which made the analyzing more difficult. Expectation for the research was that the respondents would executives, owners, and managers, and that was group the questions were targeted to. When analyzing it appeared that there was also many respondents who did not know about their company's marketing because there was someone else responsible for that.

Random errors of individuals who answered to the questionnaire, and also possible errors of researcher's might not have positive impact to the results (Methods Guide for Comparative Effectiveness Reviews. 2013).

Reliability

The results can be interpreted in different ways because it is quite impossible to have only one view from the results. Technology is constantly evolving, therefore isn't just one correct answer. It is hard to tell exactly how the technology will change in the future. Also the results might be different, if the research would have been conducted in more relaxed situation for instance having the questionnaire online, and the link being sent to a population. This of course does not mean that the sample would be bigger.

All the results were handled equally, even if there were incorrectly filled papers. Each question were analyzed separately, and those who had mistakenly answered were not counted in the answers. In each question the errors were put into their own columns, which gave the error percentage in that question. However there is a chance of mistakes because data was input manually by human to SPSS statistics program. It is possible that when inputting data, wrong value has been put into the respondents' answers.

Size of the population was large enough but sample size could have been bigger to obtain more accurate and generalizable results, but in order to get bigger sample size it would have meant that accuracy of the results would have been even more inaccurate. Due to the fact when collecting responses, it should have been faster, thus asking responses from people who were not motivated answering to the questionnaire

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APPENDICES

APPENDIX 1. Questionnaire English, version (first page)

The purpose of this survey is to clarify the future of online advertising

1. Your position in the company

   ○ Owner / Manager
   ○ Sales / Marketing
   ○ Other, describe: _____

2. In which area of business does your organization represent ?

   ○ B2B (Business to business marketing)
   ○ B2C (Business to consumers marketing)
   ○ Other, describe: _____

3. Estimate the number of personnel in the organization you are representing

   ○ Less than 10
   ○ 11-49
   ○ 50-249
   ○ More than 250

4. In your point of view, which three are the most important goals of advertising?

   ○ Increasing sales
   ○ Building the brand
   ○ Attention to value and standing out
   ○ Gathering data from customers
   ○ Getting feedback
   ○ Committing the customers
   ○ Other, describe? _____

5. When you are visiting companies websites, are the following page features usually
   (1=poorly executed, 5= very well executed)

Feature	1	2	3	4	5
Structure and clarity	1	2	3	4	5
Image quality	1	2	3	4	5
Ease of navigation	1	2	3	4	5
Ease of finding information	1	2	3	4	5
Fast browsing	1	2	3	4	5
Responsive design (page scales to screen size)	1	2	3	4	5
Brand recognition	1	2	3	4	5
Language versions	1	2	3	4	5
Unique visual look	1	2	3	4	5
Another feature:	1	2	3	4	5

   _____

6. Which one would you consider as an important when implementing website
   (Choose one of the pairs of answers)

   1. Creating the website by yourself and using templates
   2. Outsourcing the creation of the website and an unique visual look

   1. Software and visual design from the same provider
   2. Software and visual design from separate providers

7. If the company you're representing has outsourced its marketing, which are the main reasons?

   ○ Quality of work is better
   ○ Less expensive
   ○ More time to concentrate on the actual business
   ○ Deadlines / punctuality
   ○ Advertising agency's reputation and ability to reach customers
   ○ Another reason: _____

   ○ It's not outsourced, because:

   _____

   _____

   _____

8. The most important factors when selecting the online media partner   (Choose three)

   ○ References
   ○ Word-of-mouth
   ○ Reputation
   ○ Affordable price
   ○ Reliability and security
   ○ Another reason: _____

APPENDIX 2 Questionnaire, English version (last page)

9. How much the company you are representing is going to use the following advertising channels in the future?
(1= Not at all, 5= Much more)

Social media	1	2	3	4	5
Search engine advertising	1	2	3	4	5
Web banners	1	2	3	4	5
Search Engine Optimization	1	2	3	4	5
E-mail advertising	1	2	3	4	5
Blog advertising	1	2	3	4	5
Something else:	1	2	3	4	5

_____

10. How much the company you are representing is going to use the following social media channels in the future?
(1= Much less, 5= Much more)

LinkedIn	1	2	3	4	5
Twitter	1	2	3	4	5
Facebook	1	2	3	4	5
Instagram	1	2	3	4	5
Pinterest	1	2	3	4	5
Tumblr	1	2	3	4	5
YouTube	1	2	3	4	5
Google+	1	2	3	4	5
Another:	1	2	3	4	5

_____

11. How familiar are the following web content management systems (1= I have not heard about it, 5= Very familiar)

Webio	1	2	3	4	5
Joomla	1	2	3	4	5
Drupal	1	2	3	4	5
Magento	1	2	3	4	5

12. What is your opinion about the future of online advertising?

_____

_____

13. Thoughts / Comments

_____

_____

I want the research results of this study by e-mail ◯ Yes

By leaving your information, you have a chance to win a ticket to Nordic Business Forum 2015!

Name   E-mail

Company   Phone

APPENDIX 2. Kysely (etusivu)

Kyselyn tarkoituksena verkkomainonnan tulevaisuuden näkymien selvittäminen

1. Asemasi yrityksessä

- ○ Johto / Omistaja
- ○ Myynti / Markkinointi
- ○ Muu, mikä?_____

2. Minkälaista liiketoimintaa edustamasi yritys harjoittaa?

- ○ B2B (yritykseltä yritykselle markkinointi)
- ○ B2C (yritykseltä kuluttajalle markkinointi)
- ○ Jotain muuta, mitä? _____

3. Arvio edustamasi organisaation henkilöstön määrää

- ○ alle 10
- ○ 10-49
- ○ 50-249
- ○ yli 250

4. Valitse mielestäsi kolme tärkeintä verkkomainonnan tavoitetta

- ○ Myynnin lisääminen
- ○ Brändin rakentaminen
- ○ Huomioarvo ja erottuminen kilpailijoista
- ○ Tiedon keruu asiakkaista
- ○ Palautteen saaminen
- ○ Asiakkaan sitouttaminen
- ○ Joku muu: _____

5. Kun vierailet yritysten verkkosivuilla, ovatko seuraavat sivun ominaisuudet yleensä mielestäsi (1=erittäin pielessä, 5= onnistunutta)

Rakenteen selkeys	1	2	3	4	5
Kuvien laatu	1	2	3	4	5
Navigoinnin helppous	1	2	3	4	5
Informaation helppo löydettävyys	1	2	3	4	5
Latausaika	1	2	3	4	5
Responsiivisuus (sivu skaalautuu näytön koon mukaan)	1	2	3	4	5
Brändin tunnistettavuus	1	2	3	4	5
Kieliversioiden tarjonta	1	2	3	4	5
Uniikki visuaalinen ilme	1	2	3	4	5
Muu ominaisuus: _____	1	2	3	4	5

6. Mitä pidät tärkeänä verkkosivujen totetustavan valinnassa ? (Valitse toinen)

1. Verkkosivun luominen itse valmispohjilla
2. Verkkosivun teon ulkoistaminen ja uniikki ilme

1. Ohjelmisto ja visuaalinen suunnittelu samalta palveluntuottajalta
2. Ohjelmisto ja visuaalinen suunnittelu eri palveluntuottajilta

7. Jos edustamasi organisaatio on ulkoistanut markkinointinsa, mistä syystä? (Valitse kaksi)

- ○ Työn jälki on parempaa
- ○ Hinta oli edullisempi
- ○ Jää enemmän aikaa pääasialliseen liiketoimintaan
- ○ Määräajat / täsmällisyys
- ○ Mainostoimiston tunnettuus ja kyky tavoittaa asiakkaita
- ○ Joku muu syy, mikä _____

- ○ Ei ole ulkoistettu, koska

_____

_____

_____

8. Minkä perusteella valitsisit sähköisen median kumppanin (Valitse kolme)

- ○ Referenssit
- ○ Puskaradio
- ○ Mielikuva/maine
- ○ Edullinen hinta
- ○ Luotettavuus/turvallisuus (tietoturva)
- ○ Joku muu tekijä, mikä? _____

APPENDIX 4. Kysely (kääntöpuoli)

9. Aikooko edustamasi yritys käyttää seuraavia verkkomainonnan kanavia JATKOSSA?
(1=Ei ollenkaan, 5= Todella paljon)

Sosiaalinen media	1	2	3	4	5
Bannerimainonta	1	2	3	4	5
Hakukonemainonta	1	2	3	4	5
Hakukoneoptimointi	1	2	3	4	5
Sähköpostimainonta	1	2	3	4	5
Blogimainonta	1	2	3	4	5
Muu kanava, mikä?	1	2	3	4	5

_____

10. Aikooko edustamasi yritys käyttää seuraavia sosiaalisen median kanavia JATKOSSA?
(1=Paljon vähemmän, 5=Paljon enemmän)

Instagram	1	2	3	4	5
Facebook	1	2	3	4	5
Pinterest	1	2	3	4	5
LinkedIn	1	2	3	4	5
Twitter	1	2	3	4	5
Tumblr	1	2	3	4	5
Youtube	1	2	3	4	5
Google+	1	2	3	4	5
Joku muu:	1	2	3	4	5

11. Miten tuttuja seuraavat julkaisujärjestelmät ovat sinulle? (1= En ole kuullut, 5= Hyvin tuttu)

Webio	1	2	3	4	5
Joomla	1	2	3	4	5
Drupal	1	2	3	4	5
Magento	1	2	3	4	5

12. Miten mielestäsi verkkomainonta tulee muuttumaan tulevaisuudessa?

_____

_____

13. Muita ajatuksia/Vapaa sana

_____

_____

Haluan tutkimustulokset sähköpostiini   ◯ Kyllä

Täyttämällä osallistut vuoden 2015 Nordic Business Forum VIP-lipun arvontaan!

Nimi   Sähköposti

Yritys   Puh

APPENDIX 4. Brochure of Nordic Business Forum 2014 (first page)

APPENDIX 5. Brochure of Nordic Business Forum 2014 (page two)

Inspiration, Ideas and Networks

Being good isn't enough anymore. Settling for average means hard times might be ahead. Those constantly aiming from good to great are the ones likely to succeed. The best ones are on a mission! A strong sense of purpose makes all the difference.

In 2014 Nordic Business Forum's main theme is **FORWARD**. Some of the world's top thinkers will gather in order to help you reach the next level. The three sub-topics are:

- Choosing **Excellence**
- Building the **Future**
- Growing with **Purpose**

NETWORKING
Valuable connection is not a coincidence.
We've developed a new kind of networking tool, which provides you the possibility to schedule valuable meetings during the events.

WHAT?

Read more: www.nbforum.com/2014/networking

1. Fill in profile and interest
2. See who to meet
3. Make new high value connections

SEMINAR PROGRAM

Thursday, October 9
Jim Collins
Tony Fernandes
Matti Alahuhta
Arnold Schwarzenegger

Friday, October 10
Dambisa Moyo
Soulaima Gourani
Sir Ken Robinson
Sir Alex Ferguson

VIP TREATMENT

- VIP seating
- VIP Training with Jim Collins
- VIP Q&A session with Dambisa Moyo
- VIP Cocktails on Thursday with Tony Fernandes

APPENDIX 6. Brochure of Nordic Business Forum 2014 (page three)

◆ **Nordic Business Forum** 2014

SPEAKERS

Jim Collins

Collins is the author of many international best-sellers like *Built to Last* and *Good to Great*. All of his books are based on research and they have sold more than 10 million copies worldwide. Many consider Collins as the greatest business author alive.

Arnold Schwarzenegger

Governor Schwarzenegger is an Austrian-born American former bodybuilder, actor, businessman, investor, philanthropist and 38th Governor of California, the eight largest economy in the world. He has been chosen as the Governor twice.

Sir Alex Ferguson

Sir Alex Ferguson is the former manager of Manchester United (1986–2013). The New York Times called him "… a candidate for the title of greatest coach… in history – not only in soccer, but in any sport on any continent."

Dambisa Moyo

Dr. Moyo is a Zambian economist who frequently contributes to The Financial Times, The Economist and The Wall Street Journal. She has written multiple books and in 2013, she was named as one of the world's 100 most influential people by TIME.

Tony Fernandes

Tony Fernandes is a Malaysian entrepreneur and the founder of AirAsia, Tune Group and Caterham F1 Team. For many years, AirAsia has been recognised as the World's Best Low-Cost Airline. Tony is also 2010 Forbes Asia Businessman of The Year.

Sir Ken Robinson

Sir Ken Robinson, PhD is an internationally recognized leader in the development of education, creativity and innovation. He is an exeptionally engaging speaker. The video of his famous 2006 TED Talk is the most watched TED talk of all time.

Soulaima Gourani

Soulaima Gourani is a Danish speaker, author, board member and special adviser to ministers, task forces, government think tanks and demanding private companies. She is ranked number 15 on the Nordic Thinkers 20.

Matti Alahuhta

CEO of KONE, Matti Alahuhta is also a former member of the Nokia "Dream Team". KONE is ranked by Forbes as one of the world's most innovative companies. In 2009 European Business Press awarded Alahuhta as The Business Leader of Europe.

See more speakers on our website **www.nbforum.com/2014**

APPENDIX 7. Brochure of Nordic Business Forum 2014 (last page)