

Content Marketing for Start-ups

Case: Motivade Ltd.

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<p>This thesis deals with content marketing and its importance for a start-up like Motivade.</p> <p>Motivade is active in the Health and Fitness industry and has been online with their website/blog and social media for about three years. However there is room for improvement and Motivade made clear to me that they would benefit of a deeper insight into content marketing.</p> <p>The thesis starts with a short SWOT analysis of Motivade's current Marketing activities. From there the thesis covers the most relevant theory of topics in the exact order of how content is created, published and distributed. The topics covered are content creation coupled with search engine optimisation, free as well as paid social media services as distribution channels and email, whatsapp and remarketing as follow up channels. To present the findings data was obtained from online marketing courses, articles/ blog posts as well as several books.</p> <p>The desired outcome of applying the researched information is the ability for Motivade to produce and efficiently distribute quality content which helps to raise brand awareness and to attract new customers.</p>	
Keywords Content Marketing, analysis, brand awareness, SEO, social Media, email, remarketing	

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1 Introduction

Nowadays people prefer to find their products and services online via social media sites or search engines. Instead of sending pushy marketing messages companies should create valuable and appealing content which helps them to be liked, found and remembered by its target audience. This can significantly increase the chance to attract new customers and to build a trusting and lasting relationship with them.

Targeted content is created coupled with smart use of SEO, then published for example on the blog and distributed through various social media sites like Facebook and Instagram in the best possible format. Paid advertisements on different channels can help to further boost reach and achievements of the goals and objectives. Key advantages of paid ads on social media are clear objectives, targeting options, guaranteed reach and the ability to test, analyse and improve the ads. The theoretical part of the thesis can easily be adapted by any company whereas the discussion part deals precisely with Motivade.

Furthermore this thesis discusses the importance of knowing the own business culture which is carried throughout the whole content and messages, knowing the target audience, using different types of content as well as using various channels in order to reach the audience.

The desired outcome of applying the given information in this thesis is to produce visually appealing quality content which will help Motivade to raise brand awareness and to present themselves as experts in their field.

1.1 Case Company

Motivade is a technology start-up which was founded by three Fitness enthusiasts in 2012. Motivade has developed a mobile application and web portal which support Personal Trainers and Fitness Enthusiasts. For Personal Trainers they offer an effective client

management, communication and exercise programming solution that helps to grow their businesses. For fitness enthusiasts, Motivade is a fun, social and easy-to-use fitness tracking and sharing application that keeps them motivated. Motivade's software is constantly up-graded based on the user's feedback. Motivade has a website, a blog, a Facebook, Twitter and YouTube account. Through these but also new channels Motivade is still looking for a more efficient way to communicate their brand and product values to their customers. The company hopes for a clearer and stronger approach on their blog and Facebook but also is eager to find new ways to reach out to their target audience. In particular this includes using more visual content, the Social Media platform Instagram and paid advertising on Facebook.

1.2 Research problem

Online Marketing becomes more and more relevant for businesses nowadays. Companies are expected to have a blog and to be present on Social Media as well as to deliver a certain standard of quality content. The amount of content shared on the internet is enormous which makes it more challenging especially for smaller companies to stand out. Content - and Paid Marketing highly increase the chance to be heard and seen as a brand. Since Motivade uses content only to a certain extent and doesn't apply Paid Marketing at all I thought to deepen both topics and explain how Motivade can effectively utilize both Marketing methods. My approach is to dive deeper into those tools that Motivade already uses and to introduce new platforms which I believe Motivade could benefit from.

As briefly mentioned earlier the main idea is to give Motivade a better understanding of content marketing and some of its companions. Therefor the two research questions are:

- How can Motivade utilize their current marketing tools, Facebook, blog and email more effectively?
- Are Instagram, Whatsapp, Paid ads and Remarketing suitable options for Motivade's marketing strategy? If yes/no, why?

The first question refers to Motivade's blog, SEO and their Facebook page. The second question points out potential tools for Motivade's marketing which they don't apply at the

moment. By answering the research questions the thesis will provide Motivade with a new perspective and new approach on how to communicate and market themselves and their brand online. The main research lies in how Motivade can improve their online presence on website and social media as well as how they better can be found and recognized as a brand.

The guide created can be useful for any start-up which tries to make use of content- and paid Marketing. Motivade is mainly aiming at Great-Britain, Australia and Finland. This might have a certain effect on language used for customized e-mails for example but generally there is no geographic limits within the internet. Remarketing is rather briefly researched and new trends like the use of snapchat as a marketing tool is also not included. It is challenging to always be up to date when it comes to online marketing trends but as a small and agile start up like Motivade trends can be quickly tested and if successful they can be included in the marketing mix. This is a major advantage of being a start-up and I hope this thesis also serves as motivator for Motivade to experiment more and to find the best possible marketing solutions for them.

The purpose of this thesis is to analyse Motivade's current online Marketing activities and suggest tools and techniques based on the results which they can add to their marketing strategy. The goal is to provide suitable tips on how to strengthen visibility of their brand and their customer communication. The thesis provides several approaches on how to interact and promote on different channels and how to effectively utilize the given tools in order to maximize results. When fully comprehending and applying the results of this research Motivade should be able to increase the number of leads and customers.

1.3 Thesis structure

The thesis follows the zipper structure, is based on secondary data research, and is divided into 4 sections. The introduction part is followed by an evaluation of Motivade's current online marketing activities. Based on the evaluation I present various helpful theories and tools which Motivade can apply in order to develop their online marketing strategy. The main aspects discussed are content marketing accompanied by theories on how

to manage and efficiently distribute and promote the content. At last I discuss and conclude my findings and evaluate my personal learning experience.

2 Evaluation of Marketing Activities

SWOT (strengths, weaknesses, opportunities and threats) is a technique for analysing and exploring a company's situation. The pioneer of SWOT analysis, Harvard Business

School professor Ken Andrews claimed that a SWOT analysis is the best way for a company to use its strengths to exploit opportunities, defend its strengths and to limit its weaknesses external threats. Strengths and weaknesses relate to all of the internal factors whereas opportunities and threats help to identify the external factors. (Fleischer 2012 199) In the table below is an overview of the SWOT analysis. After each point is shortly discussed and the main focus is put on the weaknesses and how those could be ad-dressed and avoided.

Table 1 SWOT Analysis

Strengths	Weaknesses
<ol style="list-style-type: none">1. website is well designed and easy to follow2. Partnerships3. Highly skilled software engineers	<ol style="list-style-type: none">1. Small online presence2. Small team without experienced Marketing employee
Opportunities	Threats
<ol style="list-style-type: none">1. A lot of untried channels and tools such as Instagram, paid ads, re-marketing, whatsapp2. Only PT software tool on the Finnish market3. Fitness is highly trendy and is resistant to recession	<ol style="list-style-type: none">1. Fitness market is highly competitive

2.1 Strengths

Motivade's website is well designed and easy to follow. Another advantage and strength are the six established partnerships they have with other brands. Motivade consists of highly skilled software engineers which allows them to make quick changes and constant improvements to their app and service.

2.2 Weaknesses (internal factor)

One of the major weaknesses is the little experience with content marketing. This has resulted in low brand awareness and small online presence which is reflected by the low amount of fans and engagement on their Social Media channels and blog. For the past year the number of followers and amount of engagement on Facebook and Twitter hasn't grown. Furthermore Motivade only ranks on the 10th page of Google's search results when searching for "personal training software". This basically means nobody will ever see their website through a google search. Motivade is a small team with highly software engineers and with an experienced Personal Trainer but lacks an experienced digital marketing employee.

2.3 Opportunities

There are several useful platforms out there which Motivade hasn't tried out yet such as Instagram and Paid Ads. Furthermore there is no limits to what markets and countries Motivade can aim for. Within the Finnish market there is not much competition in the personal training software field.

2.4 Threats

The fitness industry is booming and has created a highly competitive environment. For a small company such as Motivade it can be challenging to position themselves and to create a trusted brand.

3 Content Marketing

The main focus in Content Marketing is to be found by the person who might be interested in your product or service instead of finding and seeking for possible customers yourself. It is called content marketing because it's all about providing relevant and helpful content related to the provided service or product (Halligan 2013, 5.) It can be seen as an umbrella term for many marketing channels which will lead to attention and organic/ earned traffic. The trend of content Marketing started when Google changed its algorithm for their search results which detects and removes low-quality content and spam and changed the focus on promoting brands with high quality web content (Rand Fishkin and Thomas Høgenhaven, 1-4 2013.) Below is an approach for Motivade's marketing which contains a mixture of content Marketing and paid advertising.



Figure 1- Content Marketing process

The approach is shown in chronological order. The company starts by creating content coupled with SEO, from where it distributes and promotes the content through social media and paid ads. This will hopefully attract new visitors and leads with whom Motivade then can follow up via email-, mobile- and remarketing. In some cases a visitor might directly become a customer in which case Motivade should follow up as well. Content Marketing takes time and effort but in the long run will help a lot to build a recognizable and authentic brand.

Content marketing is the foundation and centres on creating, publishing, and distributing content for the target audience. The goal is to attract new customers and to further build a relationship with the already established customer base. The most common components are blogs, visual content, social media and premium content like e-books or webinars. (Eridon 21 July 2015.) Content Marketing should deliver knowledge and emotion with which the customer can identify with. This is one of the biggest competitive advantages which nobody can copy. Nowadays people need about 8-10 touchpoints with a company before making a purchase. Few years back it used to be only 2-3 touchpoints (Bear 2013). This further underlines how important good content is.

Target group

A starting point is to align the whole online marketing strategy to the target group. A certain target group is also called buyer persona who are a semi-fictional representation of the ideal customer based on market research and real data about the existing customers. At an early stage it will help to run several campaigns to different audiences to see which audience is more engaging. A few questions to keep in mind about the target audience: Is the target group rather emotional or rational thinking? Who is the primary and who the secondary target audience? What are their favourite social media platforms? Do they prefer high level expertise text or easy to digest 3 minute texts, infographics, videos? The only way to find out is by research, asking and testing. Every time when brainstorming and planning content the target group and the desired benefits for them should be kept in mind (Kusinitz 8 March 2014.) Types of content are:

Personal story

The story behind a company is of extreme value in terms of building a brand. People like to connect with stories and faces instead of regular brand messages. It's interesting to see who is behind the product, the website and all the posts. The company needs to keep in mind that nobody knows who you are. A few simple questions are: Who are you? What do you stand for? What is the mission, vision? Why did you start this business? What were and still are challenges to get the company up and running? Why do you still keep going and why is it worth it to you? Answering these questions to people will help to communicate the personality, beliefs and company culture behind the brand (Dholakiya 23 January 2015.)

Solutions to problems

This is the most spread and successful type of content. People have challenges and problems in their Life's and the first place to look for answers is the internet. After the company has figured out the target group it should focus on its pain points and challenges. Tools such as Google auto suggest, trends or keyword planner can be help to come up with a list of relevant searches and questions. Other platforms which people use to look for answers are Quora, Reddit and Yahoo answers. After listing the most suitable or relevant problems the company needs to think about how it could provide solutions and in what for-mat to present them (Dholakiya 23 January 2015.)

Other types

Whereas these two types of content are useful to start with there are many more that a company can make use of depending on the resources, personal interests/skills and suitability. The list includes (McGill 6 January 2015): (1) Book summaries (2) "Day in the life of" (3) Interview (4) Opinion post (5) Surveys (6) Company news (7) E-mail newsletter.

Tools for generating ideas

Whereas looking for pain points on the internet through various methods is one way to get ideas for content there are still other useful methods that can be useful.

1. What to write content idea generator. This tool will ask questions which help to get started with brainstorming ideas. (McGill 6 January 2015) The website it as follows: <http://whattowrite.org/>
2. Playing “word storm”. After coming up with one word try to come up with whole set of related words. It helps to think about how this word is used and why it is used? Where does it come from? What are metaphors associated with it? (Kolowich 6 September 2015) A free online word storming tool can be found here: <http://www.lonij.net/wordstorm/wordstorm.php>
3. Mood boards are similar to the “word storm” game but rather with images and visuals. Basically you try to group images with similar characteristics and style in terms of shape, size and colour (Kolowich 6 September 2015.) A free online tool can be found here: <http://www.gomoodboard.com/>
4. Feedly or Newsify are popular RSS reader applications for phones. These are great apps to keep track of trendy topics from any industry (McGill 6 January 2015).

Visual content

One part of content which should be mentioned separately is visual content. Many of the types of content referred to above can be fully presented or accompanied with visual content. Visual content plays a major role because it allows businesses to create deeper connections with their fans or customers. A video or an image enables a much more meaningful connection than can simply sharing text. (Neher, 2014, 23) Generally visuals help people to process information more quickly and effectively. They remember 80% of

what they see compared to only 20% of what they read. Therefore a company who tries to grab attention, evoke emotions or simply wants to be remembered should always start by thinking how to best visualize the next blog or social media post (Kusnitz 18 July 2014.) Whereas visual content is vital for brand awareness and success on Social Media it shouldn't be done just for the sake of it. Just as the content itself the visuals should be relevant and appealing. What are types of visual content and tools that help to create visuals?

1. High quality image/s supporting a text post. Nowadays each and every Social Media or blog posts should have at least one high quality image related to the text. It helps to grab reader's attention and quickly gives an idea what the text might be about. Depending on the length of the text it's advisable to use several pictures. Generally it's the best to use self-taken images because they are authentic and support the story-telling of the brand. At times however it might be more suitable to find an attractive image from free stock photos websites like shutterstock.com.
2. GIF animation is a format somewhat between an image and a video. They are easy to make and work on Social Media, website and emails. Viewers are able to process the GIF quickly just like an image but yet receive more information. The best and easiest tools for Mac or PC are Gifmaker.me or Photoshop. Gifmaker.me doesn't require any explaining. Photoshop also allows easy to make GIF animations, here's a video which explains how it's done:
<https://www.youtube.com/watch?v=rr5jQGLvV1Q>
3. Infographics visualize and simplify a collection of information. To get started there are plenty of free templates online which work through power point. Fonts and colors should be changed so that they align with the brands style. Another way is to share an already existing and relevant infographic from another creator.
(Vaughan, July 31, 2015)
4. Video is the most popular and engaging content there is. By 2017, video will account for 69% of all consumer internet traffic, according to Cisco. Trendy types of

videos currently are: slow motion, time lapse, animation and Aerial videos. (Kowlich 28 January 2015)

What all these formats and types of visual content have in common are that they are naturally engaging and easy to digest. Consumers expect businesses of any size to present some visual content or otherwise the chances that they move on are high.

Blog

After the target audiences has been figured out and a topic has been picked it is time to start writing on the blog post. Blogging is so important, also because it is directly connected to SEO. Blogging allows to further define the brand and to connect to the target audience. There is many different approaches of how to write a blog depending on personal taste and industry. Some say an article has to be a minimum of 2000 words in order to provide value whereas others prefer a couple of photos or video with bullet points. Here are two official definitions of a blog. (1) A personal website on which an individual or a group of people records opinions, links to other sites etc. on a regular basis. (2) A blog is a discussion or informational site published on the internet and consisting of entries typically displayed in reverse chronological order. (Caprelli 2014, 129) A blog is important because Google shows individual blogpost as websites which is of great value in terms of SEO. Furthermore is it a great platform to show the company's expertise. Aside from the ideas mentioned before here are a few more ways on how to get inspired for blog content (Caprelli 2014, 131).

A common approach is to think of so called long tail keywords which are the phrases which people enter in the search field on Google, for example "how to increase strength".

Long tail phrases and keywords make the search more specific compared to medium tail search "increase strength" or short tail search "strength". Generally the more specific the better since it narrows down the amount of content and search results. Inspiration for keywords can come from news, events, happenings or often asked questions related to the company's field. Blog posts related to any of those which add valuable information or

opinion can provide great content. Often it is okay to reuse certain content if it is described or illustrated differently and/or better. Two very common and effective content types are educational content as well as customer success stories. Bigger companies often dedicate whole sections of their website or YouTube channel to success stories of their customers. Since Motivade offers a 5km running program with the download of their app they could make educational content related to running for example “how to run more effectively to prevent injuries and to be faster” or present a success story of a user who made great use of the 5km running program.

Next challenge is to check the structure and each component of a blog post. First comes the headline which is a crucial driver for the reader and where he or she decides whether or not to continue to read the introduction text or the whole article. Therefore it is worth paying a lot of attention to the headline and coming up with at least 5 different versions before the best one is chosen. A headline is read on average five times more than the body text. The key is to get the reader’s attention and to make him or her to read the whole post. Here are a few types of headlines which stand out (Lee 18 August 2014.) (1) Including numbers – Top 5 Tips for great usage of Motivade (2) Mention of ideal customer – For Personal Trainers who seek (3) Negatives or mistakes – No more bad workouts (4) Use questions – How do you communicate with your PT clients? (5) Curiosity gap- You would never believe how this PT became world famous (6) How to – How to use Motivade efficiently (7) Surprise – This could have been a great Video post ...

A more generalized formula is: Number+ adjective+ keyword+ rational + promise (Lee 18 August 2014.) For example “5 simple changes you can make today which will make you happier”

After the headline usually follows an introduction text. In this section it is the goal to further grab the reader’s attention and to possibly summarize what the article is about and what the reader can expect from it. Mention the word “you” at least once and explain why this article is important to read. For example “This article will teach you how to run healthier and faster”. Furthermore it is effective to refer to problems or concerns that people might have and to explain that this article will solve those problems. Obviously people are keen

to better their lives and to deal with their concerns or to solve their problems. It is vital to keep it short however and also to use short and easy to understand sentences. (Sprung 31 December 2014.)

As mentioned above in most cases it is crucial to use images. To not use an eye catching image with a good headline highly reduces the chances of someone seeing or even clicking on the post (Caprelli 2014, 129).

For the best possible results alt text can be used to describe the image. In the code for each image on the website, there is a section known as alt text. This is the text that the website displays when it cannot load images. In WordPress this is as easy as inserting the image and clicking on “edit image”. Here a link or a text description can be added (Caprelli 2014, 133). One blog post can have several calls to action. There are at least three types of Calls to Action. There is the “Subscribe” section which subscribes the reader to the blog and its updates. Another vital call to action is the social media sharing section where all the Channels that are used are listed and the amount of shares are shown. This way it is extremely easy for the reader to share the content. And for last it is advisable to use calls to action throughout the whole text. This can vary from referring to an earlier blog post with a similar topic, including a link to a video or linking to a landing page where a service or product which was discussed in the post can be found (Moon 19 September 2013.) Here again a few tools which can help with the writing process.

Google Docs is free and offers **voice dictation** within the Chrome browser and the Docs iOS and Android app. The feature can be enabled in the tools menu (Karissa Bell 2 September 2015.) This tool can be handy in so many different ways. For example if Motivade would make an interview they could simply transcribing the audio or video file to text. This is also helpful to quickly put content on the paper. Many people prefer speaking over writing and can quickly collect big amount of information on paper.

Twinword Writer is a free and helpful writing tool. Twinword suggests words if the author gets stuck in the writing process and also offers synonyms to already written words. This

can help to find new vocabulary and expressions as well as to avoid overusing same words (Kolowich 18 November 2015.)

Atmosphere and location can play a vital role when it comes to being creative. This applies to brainstorming but also to writing. With **Coffitivity** there is endless amount of moderate ambient noise which can create the right mood at home or in the office for writing (Kolowich 18 November 2015.)

At last it can help to find **blog post templates**. There is plenty of free templates to find on the net which can help to quickly put content in the right format.

Suggestions

Content is king. To produce great content is the most demanding and challenging task especially for a small team like Motivade. At this moment Motivade provides content through their blog and weekly "Motivade me top 3" newsletters. Those are also shared onto their Facebook and Twitter. It has become more difficult to raise awareness and to get engagement which is why it requires high quality content. Here is an overview on Motivade's blog content and presentation style.

- Categories of posts are company news, product/service updates, summaries of attended events and guest post on Personal Training.
- Most blog posts talk from the companies perspective instead of addressing potential customer's needs
- No sharing buttons for Social Media
- Most of the posts have long texts and no high quality images
- Broad headlines and long sub-headlines
- The organisation of text could be improved so that's it's easier to scan through for readers, e.g. by using more paragraphs with further subheadings or lists/bullet points.

So far Motivade mostly kept away from any type of blog posts besides company news or event summaries. Other types of content were outsourced and presented by one of their official partners. I would recommend Motivade to take on the challenge to write a relevant blog post themselves every two weeks or once a month at least.

1. As mentioned above companies can get inspired anytime anywhere. The chances of getting great ideas will be higher if relevant leaders and competitors in the fitness, health and lifestyle field are followed.

2. Collecting all potential ideas in one place and to think about:
 - Type of post
 - Possible headline→ come up with five different ones at least
 - Any related story, maybe from personal life or experience
 - Fitting image and how to make or get it
 - The key idea or message of the post→ what problem does it solve?

3. Next would be to decide on the presentation style of the post. How can the post be organized so that it is easy to scan through and quickly to understand by the reader? The goal is to engage the reader and not to scare them away by the length or unstructured presentation. As mentioned in Chapter 3.1 there are plenty of templates available but here a few bullet points on how to structure a blog post:
 - Short and catchy headline
 - Sub headlines if the text is longer
 - At least one high quality image
 - Including lists
 - Structure the whole post in a numbered list→ for example the headline is a question and the body text is providing the answer one by one

Another challenge which I would recommend Motivade to take on is to try out new formats and visuals. There is plenty possibilities like infographics, photo collages, video, GIF animations etc. Those will also stand out when sharing the post to Social Media.

1. Produce remarkable content in different formats (articles, videos, interviews, guest blogs) with catchy titles and promote through Social Media and Email
2. Find and subscribe to other industry blogs for information and inspiration
3. Find suitable tools which help in the brainstorming and writing process

3.1 SEO

SEO stands for search engine optimization. The ultimate goal is to rank high in the organic search results which makes the website more visible to people who look for a brand, product or service. SEO should be seen as a part of a bigger marketing mix instead of an isolated marketing tool. In this thesis SEO was placed between Content creation and distribution/promotion through Social Media. That's because content, SEO and social media are interlinked. Google rewards websites which provide useful information, good products and user experience (Fishkin and Høgenhaven, 2013, 2.) In other words the company should pay attention to a user friendly page and produce content which is engaging and which encourages sharing. The website and Social media activity and performance should be checked and analysed on a regular basis.

Within the past 5 years those ranking factors have become more relevant due to the updates in Google's algorithm which started to regard content and user experience instead of considering links only. A list of ranking factors shall paint a clearer picture.

1. Page Load time – This is part of user experience and particularly important nowadays where people surf at high speed on the internet. Therefore people expect the page to load fast and if it doesn't it could turn them away. Clean code which loads fast and avoiding slow loading images, videos and scripts probably to the trick. One website which offers free website speed tests is Pingdom.
2. Basic on-page elements- This refers to using correct keywords in the most important element such as headlines, sub-headlines and internal links.
3. User experience- This is the most complex and important issue in terms of SEO but also customer satisfaction and conversion rates (sales). Generally said it's important that the customers can easily navigate through the website and can quickly find what they look for. Calls to action also play a vital role because they guide the visitor through the page. Other user experience factors are (1) Time spent on the website (2) Is the content relevant to the searchers query? (3) Is it mobile friendly? (4) Are keywords used naturally and wisely?

4. Content- Relevant and high quality content are a big part of user experience. It should attract people, make them stay as well as share the information with friends. It is probably the most valuable factors in terms of ranking high which is also interlinked with user experience.
5. Social Sharing- Social sharing sends signals to Google that the website is relevant and important to people. This of course goes back to content creation and also to make this content easily shareable for the readers.
6. Marketing- Without powerful marketing it's hard to reach the potential readers and customers. This is also where paid ads come in which is discussed in Chapter 3.4. (Fishkin and Høgenhaven, 2013, 38.)

The ranking factors nicely show how interlinked content and SEO are. If great content is available people are more likely to spend more time on the website and more likely to backlink or recommend it to others. Regularity of uploads which is seen as fresh content is also relevant but it is always advisable to choose quality over quantity. It is better to cover fewer topics but those like a professional simply because great content can be relevant for a long period of time. Content is all about sustainability, honesty and quality. After all it is written for the user and should have a use for them. Best possible content is written if it's known who the user is, what they search for and what their problems and goals are.

Along with SEO and content comes keywords. Even though keywords are important they shouldn't be overused or strategically placed. Earlier people used to stuff texts with relevant keywords with the hope to rank high with their blog post and website. Nowadays

Google's algorithm punishes the overuse of keywords which is also known as keyword stuffing. Therefore it is more beneficial to keep the writing natural and to create authentic, user friendly and search-engine friendly content. One approach is presented by

1. Keyword research- Keywords come in various ways and are essential for SEO. The goal is to find keywords which aren't too broad=highly competitive or irrelevant to the target group which does not bring any traffic. What terms or keyword phrases are targeted, how popular are those and who has already used them? Also looking for synonyms and related secondary keywords is useful. The goal is to connect the content to what people actually search for and type into the search box (Shepard 21 October 2014.) Google AdWords keyword planner helps with finding related keywords to the offered service or product. The "New keyword and Ad Group ideas" tabs offer a wide range of possible ideas which are tightly grouped into themed keywords. Another highly valuable feature is the ability to sort keyword suggestions by relevance. Another helpful tool is Google Trends which gives general info on trending search queries. This can be helpful when it comes to creating relevant and trending content on a specific topic. Furthermore can we search a specific keyword and will get info on its "interest over time", "regional interest" and "related searches". At last there is Soovle which is really straight forward and suggests tons of related keywords (Shepard 21 October 2014.)
2. Researching around topics and themes. Instead of using single keywords it is more effective to use keywords phrases or better yet themes. This is because the search frequency is lower and it's more likely that the website will be found. Keyword phrases and even more precisely long tail keyword phrases are much more specific than single keywords and usually consist of 3-6 words. For example when the keyword is "fitness", a long tail keyword could be "free fitness tracking app for IOS". These long tail keywords also help to attract visitors who actually have the intention to buy (Shepard 21 October 2014.)
3. Answering as many relevant questions as possible- Good content is relevant and provides valuable information which usually includes answering questions that people have. Now there might be many blog's who answer the same questions therefor the company needs to be the one answering it best. This again can be accomplished by clear structure, answering the question/s best and therefor giving the best user experience (Shepard 21 October 2014.)

4. Structure- Google recognized a well- structured post. This includes headers, sub-header, paragraphs and lists for example. Structure will give the post a professional look and make it easier for the reader to quickly understand the content. (Shepard 21 October 2014.)

There is two free tools which give insights on a website's backlink history, most successful content and anchor phrases. Furthermore it shows page and domain authority. Both play a vital role when it comes to ranking high on Google. These can be helpful to check the own websites performance but also to find out more about the competition. First tool is the site explorer from moz.com. Click free tools open site explorer. Second tool is called Ahrefs. Whereas the open site explorer can be directly used it requires a sign up for the Ahrefs tool. When a website is displayed in the Google search results there is the URL, the Meta description/value proposition and sitelinks of the website.

Meta description / Value proposition is the text right below the URL which is displayed in the search engines query results. This is important space which should catch the searchers attention and describe what the website is about. The goal is to convince the searcher to click to your website. Meta description is especially important for those who don't get to be on the first page of the search results. (Ranjan 12 February 2014) A few tips on how to write a good Meta description:

(1) Language/content- what does the searcher get if he clicks? Often it makes sense to start with verbs like "learn, get, save, download, free, shop, enjoy etc." followed by a more detailed description of what the searcher can expect (2) Benefit- a Meta description ideally contains a benefit or a reason for the searcher to click. That's why it's also called value proposition (3) Length- Google shows up to 155 characters. How the description fits and looks on Google can quickly be checked with this tool → tseomfo.com/snippet-optimizer.html

In conclusion the Meta description can be seen as a short sales pitch for the website. It should be relevant, matching and natural.

Sitelinks – Besides the main link or URL of the website Google also displays internal links and pages of the website. These are called sitelinks. Sitelinks however are only shown if the searcher actually conducted a branded search or if Google thinks that it's useful to show them to the searcher. A branded search means if the person would type exactly the name "Motivade" in the search box. Sitelinks are valuable because they can save the searcher some time by quickly giving an overview of the websites main components (Patel 16 July 2014.)

The next chapter points out the importance and advantages of using Social Media as part of the content marketing tool. In connection to SEO it is important to point out that search engine as well as social media activity are vital ranking factors. This means to take part on Social Media's conversations as well as to share engaging content boosts the companies SEO also.

Suggestions

As in direct connection with content it will help to regard SEO in the whole writing process. In the pre-writing phase it can help to come up with ideas whereas optimizing it for SEO will help to rank higher on Google. Motivade only appears on page 10 in Google when searching for "Personal training communication tool". If their content will be organized better, more useful, visually more appealing and naturally optimized for SEO their ranking will improve quite surely. The most important factors and Motivade's SEO:

- Sitespeed → Motivade's website loads very quickly
- Motivade's headlines are average. I think it's worth the while and crucial to put a lot of thought into the headline since that's where people decide to click or the read on. Tips on Headlines were given in Chapter 3.1 in the blog section. Since Motivade ranks only on page 10 I would recommend to check the website's and their content/ headline's to see what they do differently.

- Content and Keyword phrases→ More important than anything is great or at least good content. The content needs to be useful and ideally provide a solution to the reader's problem.

A common mistake is to put content straight to Social Media. An example can be seen below. This is basically a double trouble because you would want to avoid too long posts on Social Media but also you lose all this content when it comes to SEO.

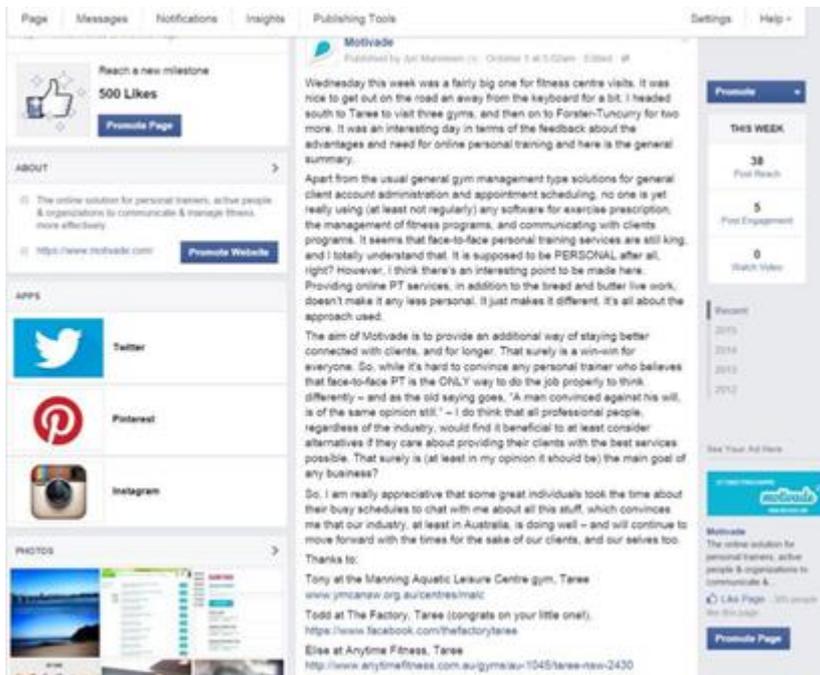


Image 2 Screenshot from Motivade's Facebook Newsfeed (2015)

This is because content written on the blog is considered by the search engines whereas when published on Social Media it is not. Social Media should always be kept short and catchy and only link to longer posts on the website.

1. A Meta description is the text right below the URL shown on google search results. Even though it doesn't influence the ranking of the website itself the description is still vital for click through rates.



Image 3 Screenshot from Motivade's Meta Description (2015)

Motivade's Meta description is a bit short. It could give more valuable info which will make the searcher click their website. They could use a strong statement what separates them from others or simply put a great offer which attracts people. There are 160 characters available which should be made count.

2. Sitelinks are also displayed underneath the web domain and give an overview of the website's main sections. I just pointed this one out because I realized that Motivade's blog is not displayed within their Sitelinks. I think
3. Page links are not as important as they used to be but are still relevant and worth mentioning.

3.2 Social Media

The next step after writing a great blog article could be to share it through the Social Media Channels. Social Media provides a great way to reach and engage potential customers. It is all about connecting, interacting and sharing with people online (Halligan 2014, 113). The Social Media platforms discussed are Facebook and Instagram.

Facebook

Facebook is one of the largest and most active social networking sites on the Internet. (Halligan 2014, 116.) As of the third quarter of 2015, Facebook had 1.55 billion monthly active users (Statista 2015.)

Algorithm

Reaching the audience and being successful on Facebook requires to know how Facebook works in the first place.

The new algorithm of Facebook neglects organic posts of business pages which are too promotional. Firstly this is because Facebook wants companies to use their paid option and secondly because they want their users to enjoy their news feed rather than being exposed to too many Marketing and sales messages. In other words a company should produce content which their fans really want to see and like and should use the paid ads option to promote the product, special offers and such. (Wing 14 January 2015)

In the earlier days a company was able to reach 300 people organically if it had 500 followers. Nowadays that number declined to 30-50 people depending on the content and engagement. This is because we are living in an age of content overload (Ganguly 1 June 2015.) According to Facebook "Of the 1500+ stories a person might see whenever they log onto Facebook, News Feed displays approximately 300". As a Facebook business page owner and marketer the goal is to be one of those 300. There is a lot of competition out there which requires to stand out and to professionalize the Facebook behaviour. The measure of success remains that people will visit your website and show interest in the product which is offered. Even better would be to measure and check what people have looked and searched for on the website afterwards (Loomer 3 February 2015).

Content

One of the biggest mistakes companies often do is to simply talk about themselves. At times if adequate this is fine but it shouldn't be the main posting style of any company because there is usually not much added value in these types of posts. Companies should think what's in it for the reader? If there is constantly pronouns like "our, we, I" in the posts than there is probably not much in it for the reader. Only talking about yourself will not interest anybody in the long run. The goal is to be relevant and interesting to the people

who follow you and to engage with them. So what type of content is advisable? In short meaningful, helpful, entertaining and interesting content for the reader. Instead of read this or buy this ask them “What did you think of our latest product updates?” or “was our latest blog article helpful to you?” Fans or followers should feel appreciated and like they gain something extra from being connected with you. (Wing 14 January 2015)

It needs to be thought of what the audience wants and what it is that makes them buy. Statistics show that emotionally related content gets most promotional value. Most engaging emotion is “joy” followed by curiosity, excitement and anger. Minor changes to the posting style can already have a major influence on the engagement rate. When posting content it should be kept in mind that most people go to Facebook to relax and to be entertained. Too long or too formal texts are not meant to be posted directly to Facebook whereas fun and natural posting seems more appropriate. Additionally a link, self-taken image or video should be added whenever possible accompanied with a call to action.

Suggestion

Motivade’s Facebook shares the Top 3 Motivade me newsletter as well as some of the blog posts.

- Content could have more added value and diversity for the fans or readers
- Posting style could be more attractive. This means shorter and catchier texts, more quality images, graphics or videos.
- As mentioned before “How to” educational posts are the most searched for on the internet. There is only one guest post on the blog which talks about “how to get testimonials for personal training”.

One approach for Motivade is to pay more attention to posts which worked well and to analyze why they worked well. Below is the most engaged post of Motivade’s Facebook history to date. Even though I think the text is still too long there are a few simple reasons why this post was successful:

- The post and its topic have a good cause and was relevant to people (in this case relevant to parents and their kids and ultimately their health)

- The post has a good picture which shows an employee of Motivade, who was also tagged, talking to a parent
- The text is too long but it has a strong and eye catching capitalized headline “FINNISH SCHOOLS ON THE MOVE”
- Motivade raised awareness of a problem (not enough activity in Finnish schools” and provides a solution with “social and fun physical challenges”
- This is a great example of relevant and engaging content



Image 4 Screenshot from Motivade’s newsfeed 2

Since this post there has been only diary type of posts and company news. The average reach has been around 20 people and the engagement has been very low. Motivade needs to start thinking more from the customer’s point of view and about what is relevant and interesting to see and read for them. A couple of notes and thoughts that a new visitor could have about Motivade’s Facebook:

- Why is Motivade useful and helpful? Make interviews with employees and customers → best would be a short and well written blog post with picture of customer or a video showing a collection of testimonials.
- How has it changed a person’s approach of practice?
- Has the Motivade service increased results or lead to higher motivation?

- What are good examples of successful Motivade projects? A good example here would be the project with Finnish school and its students. Images of kids using their app and feedback from students collected to a blog post would deliver a great story of success. The image above was a good example that this type of content is valuable and well received.
- Who are the faces behind Motivade? Why was it launched and by whom? Branding more and more becomes a personal matter which is why story telling is such an important part of content marketing. Motivade can start by telling the story of the company and every employee's personal association with the company and its service/product. Motivade's story of how the company was founded is truly worth telling and one which many Finns and others can relate to. Sport enthusiastic engineers who worked for Nokia until its melt down founded their own company related to their personal interests. The "about us" page gives some insights already but there could be a more detailed blog post on each person or the whole Motivade crew could be brought to life in a two minute edited video for example. This will give Motivade the opportunity to tell their story, showcase their personalities and to show their passion for the product. Even if the video might require a small budget it is most definitely worth the investment. The video will be online forever and can be valuable still in years from now.
- Why is it a great tool for a PT to use?
- What are current highly searched questions and topics in the PT and fitness industry? Can Motivade provide a solution, or an opinion?
- Ask people's opinion on a subject

All these questions are relevant for building trust and help to introduce the possibilities and advantages of Motivade's app and service. Within the next few pages I will look into the question whether Instagram, paid ads and Whatsapp are suitable platforms and tools to use for Motivade's marketing strategy.

Instagram

Instagram is a mobile application that works on smartphones and tablets. Instagram lets users take, edit, and share photos and short videos with the Instagram community or on other social networks such as Facebook and Twitter. (Neher 2014, 186.)

Almost out of nowhere, Instagram became a world famous social media hub for hundreds of millions of people. As of October 2015, there are 400M+ daily active users and 80+M shared photos per day (Brown 10 November 2015.) Instagram is a platform where it is ok

to show the more personal side of a company and its employees. It's a great platform to create a culture and community channel for the brand (Gannett 3 October 2013.)

As mentioned above in the Content Marketing Introduction it becomes more and more important to show the faces behind the company. This will give a potential customer another chance to relate and connect to the brand.

Since Motivade is still undecided on whether to use to not to use Instagram here are the most relevant advantages and disadvantages (Brown 10 November 2015.)

The advantages are short and easily digested videos as well as easily created beautiful photos. Even though Instagram has started an algorithm which only shows most relevant content to users the organic reach to the followers is still much higher compared to a business Facebook page where the average reach is only around 11% for pages with fewer than 10,000 likes. Also engagement rates are much higher and hashtags allow to take part in real-time trends. A major disadvantage for now is that the web traffic is self-contained which means there is no way to drive traffic to the website yet. Clickable links can only be added into bio section of the Instagram profile. Based on its popularity Instagram becomes more and more competitive which makes it harder to stick out and most likely soon will lead to more intervention by Instagram.

As mentioned before Motivade's social media presence at the moment is mainly text based. Having an Instagram account would automatically shift the focus on visuals. The platform is growing, people love it and brands should be present where potential customers "hang out". Now if Motivade should decide to start an Instagram account here are a few important tips to keep in mind:

First is to have a goal-driven strategy. Possibilities of Instagram are endless and of course some posts will come naturally and spontaneously. However it is crucial to keep in mind that each post should deliver added value (Kilgore 19 March 2015.)

Secondly comes the quality of the content. Users quickly scroll through their feed and only stop if something piques their interest. Quality in this sense can mean that the content is either attractive and eye catching or simply relevant, informative or entertaining.

Pictures directly connected to the product should always be of high quality which means no blur or strangely cropped images. Since a few months Instagram allows square as well as landscape pictures and videos which made this process much easier.

When uploading a video it is also important to remember to choose an eye-catching cover frame. The cover frame is the snapshot or frame of the video that's displayed before the Play button is pressed (Neher 2014, 184).

Thirdly comes the frequency of posts and the use of hashtags. Brands on average post 1.5 times a day on Instagram. This isn't a rule that each brand should follow but rather an indicator that the frequency of posts on Instagram is usually higher than on other platforms. Each brand needs to find their posting style and a happy medium between quantity and quality. It's advisable to determine a consistent posting schedule as part of the strategy. Relevant and popular hashtags can help to expose the content to a wider audience. Irrelevant hashtags which have nothing to do with the presented content however should not be used. This will make a rather unauthentic and unprofessional impression (Kilgore 19 March 2015.)

Content

Mixing company and personal related content helps to tell a story which is still a well working and trending concept. People identify with stories much more than with corporate branding messages. I know that at Motivade every person is a sport enthusiast and has a personal connection to their product. Instagram is the perfect channel for them to show how they privately use their app, to share "work in progress", "behind the scenes", pictures which link to their blog post etc. It is important to constantly take pictures and videos and at the end of the day or week to pick the best one's for the posts. Here are three apps which help to produce and manage content for Instagram.

Hyperlapse is a great app developed by Instagram which can stabilize and speed up videos (Koerber 16 August 2014). Speeding up videos gives the opportunity to show more within the given 15 seconds by Instagram. Even more impressive is the stabilizing and smoothing of the video which adds a very professional look. The app is for free and extremely easy to use. This is great companion to Instagram and gives a great look especially to sport / movement related videos. Quick tip: Press 4 times on the screen with 4 fingers. This will open a hidden menu where the speed and the quality of the video can be changed. 720p is the quality by default, there I would recommend to change it to 1080p. Speed is 1-12 times by default and can be changed to 1-42 times (Hein 14 October 2014).

Layout by Instagram is a free app for creating collages. Uploading a number of images in a collage has a couple of advantages. Imagine explaining something step by step through pictures or giving more insights on an event without uploading couple of picture separately (Rouhiainen 2015.)

Boomerang which also comes from Instagram makes Gif animation- like videos. The short video loop of 4 seconds starts to play forward and then backward which gives it the effect of a GIF animation. (Betters 22 October 2015)

Studio design is free and brings great designs to photos. It allows you to create your own design on top of a photo or to reuse someone else's design. This for example allows to quickly add great looking quotes, Calls to actions or text for special offers. (Fankhauser 29 August 2013)

Overvideo does for video what studio design does for photos. It lets you quickly add great looking text to a video.

Once a good amount of relevant and interesting content has been collected and uploaded Motivate can start to socialize, engage and promote. There is many ways to socialize on Instagram. We can like, comment and share content but also mention users in descriptions as well as send direct messages to followers. The fastest and easiest way to start

socializing is to follow relevant users in the target audience and to like and comment on their content. Relevant users can be found through the search of hashtags and company names. After searching for hashtags Instagram re-members the search history and will show relevant content accordingly in the future. At the same time Instagram shows the most liked and commented pictures and videos in this field. This quickly makes the exploring process much easier. Whereas following people and liking pictures are easy it might be a bigger challenge to formulate good comments. Therefore the comments should be thought through, relevant and genuine. Instagram users don't respond well to accounts whose owners leave meaningless comments to boost their visibility (Neher 2014 189.)

Next it's possible to share and repost content. Sharing in this context means to share the own or others posts to Social Media Platforms such as Facebook and Twitter. When viewing an Instagram photo or video, simply click on the Ellipsis (. . .) button in the lower-right corner, and then add a description and share the photo. (Neher 2014, 189.)

Then there is the option to repost content from others within Instagram to our own profile and feed. For this we need the "**reposting for Instagram**" app (Kristen 21 July 2015.)

Iconosquare is a free managing tool for Instagram. It's a desktop version of Instagram but with a whole lot of additional and helpful tools such as statistics, quick contest creator and index of all brands. The analytical and statistical features will only play a major role once the Instagram account gets more engagement. Therefore I will not go into detail of this app. If Motivade however decides to utilize Instagram and starts to see more engagement and feedback this is a tool that they can turn to. As for now Iconosquare could be useful for Motivade because it allows to view big amount of content at once. Furthermore is it possible to comment and like content which can be easier and faster through a desktop. (Carr 15 October 2014.)

At last there is sponsored ads which can help to quickly promote the brand and account. This option has just been made available since yesterday (05.10.2015) and many brands make use of it already now. This underlines how serious companies take Instagram and that every company should at least look into the possible advantages of sponsored ads as

well. According to Salesforce Instagram ads enjoy a higher engagement rate and almost double the click through rate compared to Facebook (Sloane 3 September 2015) Instagram ads are created via Facebook's Ads Manager or Facebook's Power Editor. The main features of an Instagram Ad are:

- Video ads which run up to 30 seconds
- Targeting features as on Facebook including brand awareness and direct response objectives such as video views, website clicks or app install
- Carousel Ads which could be compared to a slideshow or in offline advertising to a multi-page print campaign (Sloane 29 May 2015.)



Image 1 Many Images One Story (Garett Sloane 2015)

Moreover has Instagram added a CTA button which allows to redirect to a landing page within the Instagram app. The next chapter will dive in deeper into the paid ads section. The main example is Facebook but the same info goes for Instagram ads. This is because Instagram is a daughter company of Facebook and the ads are created within the same tools for both platforms.

Suggestions

As the research shows there are plenty of good reasons for Motivade to be active on the platform.

- Instagram is on its way to become the most popular Social Media
- Fitness and lifestyle are among the most trending topics on Instagram
- Instagram still provides 100% organic reach to followers
- Engagement on Instagram is higher than on any other Social Media
- It would serve as a good challenge for Motivade to create more visual content
- Instagram is a platform where it is accepted to show more personal insights from the company. This is valuable and at the same time easier created content compared to blog or Facebook post

It seems convincing that Motivade would generate better engagement and organic results on Instagram than on Facebook. In order to see results it will require them to be socially active. This means to regularly like and comment on pictures as well as to follow related accounts and important people of the industry. Most of Motivade's partners are active on Instagram which would allow them to promote each other with tags, @mentions and/or #hashtags. It is recommendable to upload content at least two times a week and to spend thirty to sixty minutes engaging on Instagram daily. Besides increasing the chance to be seen and recognized as a brand this will also serve as a great source for inspiration and help Motivade to learn from others. Before actively starting out on Instagram Motivade should optimize their profile and BIO. Furthermore they should have a fair amount of interesting pictures which give an insight on what Motivade and their Instagram profile is about. The images shouldn't be of promotional use but rather of sport activities and of the Motivade's team and its business culture. Also Instagram would be a better platform to share their "diary type of posts and images" instead of using that content for their blog.

Videos

Besides the animated videos which introduce their service on their website and their YouTube channel Motivade hasn't published any videos. Videos on Instagram especially in health and fitness are extremely popular. The videos are 15 seconds long and represent an acceptable challenge. With the given tools mentioned in the theory such as Hy-

perhaps Motivade will be able to shoot great semi-professional looking videos. Compared to YouTube for example expectations in terms of professionalism of the video are much lower which gives more room to play around with the content. As always it will help to scan through some videos and images on Instagram for inspiration. Some companies which serve as great examples are @ambronite, @stravacycling, @mapmyfitness, @nike, @nikerunning, @sportsetters, but obviously inspiration can come from anywhere since the content doesn't have to be health and fitness related only.

3.3 Paid Advertising

In the past 5-10 years there has been uploaded a huge amount of content. As a small and uprisng company it is difficult to be found and recognized unless content is boosted. Best way to scale business and to get real results is paid advertising. This is particularly useful when promoting a special offer or event but should also be used to promote content.

Moreover it helps to understand the effectiveness of the ads (Rouhianen 2015). The main advantage of paid ads

However as mentioned in the Facebook section above it only makes sense to pay for ads or content if the offer or quality is great. Quality needs to be the number one priority. Based on the results in engagement and website traffic the posts should constantly be further optimized, tracked and tested. One way to do so is to test each campaign with a small budget first. If it works well the campaign's budget can be scaled up and if doesn't work so well it should be edited and tested over again.

Here are some key elements of paid advertising.

- Compelling offer
- Target audience
- Relevant landing page
- Track results → What is the return of investment?
- Scale, edit, test and optimize
- 10-20% of budget should go to testing the conversion rate

- What is the cost per click?

Creating an Ad requires only three lines of copy which are a headline with a benefit, an offer and a call to action (Rouhianen 2015). As you can see paid ads provide a number of advantages such as having control over the target audience, higher exposure and immediate traffic, valuable stats for analysis and eventual return of investment. (Lambert 7 August 2014.)

When it comes to creating and managing ads for Facebook there are two available tools to choose from. First option is the Facebook Ads Manager and second option is the Facebook Power Editor. As the names almost reveal the Ads Manager is the more basic and the Power Editor is the more professional platform. More professional also means a little bit more complicated but investing the little extra time might be worth it. In Motivade's case the Facebook Ads Manager will provide just fine as a tool. There is a few great features of the Power Editor that I would like to point also. These are the four steps that the Ads Manager takes you through when creating a Facebook Ad. In order to get to the Ads Manager we have to click on upper right corner's arrow and navigate to "create Ads". From there we get to **step 1** which asks to decide on the campaigns objective. The options here are:

- Boost your post
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views

In Motivade's case for example the objective picked could be connected to build brand awareness and/ or attain leads and building a customer base. In terms of brand awareness there are is the option choose "promote your page" and "get video views".

The most useful objectives are "Send people to website" and "increase conversion on your website". Also "Get installs of your app" could be interesting for Motivade. Those are the objectives with the highest chance to convert the visitor into a lead or customer. "Send people to website" could be useful for example when promoting a great blog article. The image and title should be catchy and well-picked as I have discussed in the blog chapter. The main idea behind these posts are to raise awareness of the brand and to receive the visitors contact data via a subscription. Once the contact details have been received the company can follow up with e-mail marketing for free.

Step 2 is adding the Account info such as country, currency and time zone.

Step 3 goes through all the detailed targeting and budgeting options for the Ad. Facebook has a huge amount of personal information which allows to target based on demographics, interests and behaviour. The goal should be to target as accurate as possible. As far as budgeting is concerned it is definitely advisable to have a look at the "advanced options". Facebook offers cost per click (CPC), cost per mille/ cost per thousand impressions (CPM) and cost per action (CPA).

When using **CPC** money is only paid if someone actually clicks on the Ad. This is the default pricing option which Facebook sets for the ad and is probably a good one to start with.

With **CPM** a fixed amount is paid for 1000 impressions of the Ad which means it has been shown to 1000 Facebook users. This option makes sense if the click through rates of the ads are high. The theory here is simple: if impressions increase and clicks decrease the costs will go up.

CPA allows to track how much has been spent in order for someone to take an action on your website after clicking the ad.

The most important number however is the cost per customer. The costs above are just part of the journey in order to get someone to buy from you. This can be calculated by using the built-in CPA tracking. As mentioned above this is the cost per action you wish someone to take. That action can vary from actually purchasing something directly or just to subscribe to the newsletter. If Motivade's action is to download their app, then the CPA is equal to the cost per customer. If the action was just to subscribe for a newsletter the equation has to be: $CPA \times (\text{Number of Leads that Buy} / \text{Total number of leads})$. (Steeves 20 August 2014)

Within the advanced budgeting options we can decide on the specific times when the ad should be shown which will help to optimize the spending.

Step 4 allows to review and further edit the Ad. Here the user decides on the Ads text, the calls to action, URL tags and where on Facebook it should be shown (newsfeed, sidebar). At last there is the option to share the same Ad to Instagram.

The **Power Editor** is another tool for creating Facebook Ads and is always a few steps ahead of the Facebook Ads Manager. This tool comes in handy especially for bigger brands which need to manage and optimize big amounts of Facebook and Instagram ads. There are however mentionable features which could be interesting for Motivade as well which are as follows:

First there are the so called "Dark Posts". Dark posts allow to publish ads without being shown on the Facebook's page timeline. This is highly valuable especially for split testing ads to various audiences. Paid Ads are so valuable because they deliver insightful numbers on campaigns. Furthermore it allows to split test ads to various audiences. This could easily mean to create three different ads with same images but different text or calls to ac-

tion. This would probably confuse and maybe even annoy the fans (Chevalier 15 November 2014). Split testing once again is very important in paid advertising. Based on the feedback and data a company is able to analyse, manage and optimize their campaigns.

Secondly there is the option to target a specific type of mobile devices. Motivade has their app available on all three platforms, IOS, Windows and Android. The IOS version is the most advanced and also the only one which costs money at this moment. Therefore by choosing "IOS devices only" for example Motivade can narrow down the target group and the message to them immensely (Chevalier 15 November 2014).

Thirdly the Power Editor allows the marketer to write more copy for an Ad. On the Ads Manager there are 25 characters allowed for the headline and 90 characters for the body text. With the Power Editor the marketer can use 110 characters for mobile news feed ads and up to 500 characters for desktop news feed ads (Chevalier 15 November 2014.) Even though less text is usually more effective it can at times be useful to have more characters available

At last there is the duplication button. This comes in very handy when running and testing several ad sets at the same time. Instead of creating each ad individually the Power

Editor allows to create multiple version of an ad with once click. If we stay at the "website conversion" example and we would like to run the same Ad for four different target groups. Then simply duplicate the first ad which make two ads and then again hit duplicate in order to have four ads. Now we click on each of the ads and simply change the target group and are ready to launch the campaign (Mulready 1 August 2014.)

As we can see the Power Editor presents a few useful additional tools. It can be useful for the user to be acquainted with both platforms and to figure out which one works best for them.

Suggestions

A few advantages are of paid advertising are:

- Allows A/B testing which provides invaluable data
- Great targeting options which will help define target audience
- Will provide guaranteed traffic
- Will help Motivade understand where they stand with their brand and maybe also how they can constantly improve based on the received results of the campaigns

It seems advisable to run a mix of paid ads and organic posts. All the posts which currently have a touch of being sales orientated should be used for the paid ads. As I mentioned before Facebook doesn't give posts much organic reach if they seem too promoting. That's why quality content can be used organically whilst promoting content should be used through paid ads.

Also Instagram sponsored Ads could be tried out. Just like for Facebook it can give great exposure and brand awareness for small and medium sized companies. Since Instagram is part of Facebook it allows the exact same targeting options. A great thing about Instagram ads is that they're relatively cheap and that the Ad is more likely to be seen by the viewer due to the way they are displayed. Instagram's content takes over almost the whole screen of the viewer which makes it almost impossible to miss.

3.4 Mobile Marketing

Throughout this whole writing process I mentioned few times that the company should "hang out" where their potential customers "hang out". As of September 2015 there are 900 million active Whatsapp users (Statista 2015). Among Instagram Whatsapp has been one of the fastest growing applications.

Whatsapp is great because it provides free texts and calls. Especially the younger target group likes to use Whatsapp. People who might be shy to call or afraid to spend too much money reaching a business might like the possibility to connect via Whatsapp. Whatsapp

can be used a customer service as well as promotion tool. In terms of promotion it could be used similar like email marketing. It should be made sure that the customer agrees to this type of service just like it would subscribe to email.

Here's a short list of further advantages.

- Works on all mobile platforms
- High frequency of use
- Quick communication → could send out short updates or news instead of writing a long e-mail which might not be opened □ opening ratio also much higher
- Communication takes place on a more personal level
- Can quickly send visuals or even voice message to clarify a message if needed

The best is to have a separate phone number and open hours for the Whatsapp service. The Whatsapp logo and the No. can be added to Social Media business information, website and E-mail signature. Especially those who might want to call from abroad will appreciate the free service and quick use of Whatsapp. The next important step is to think of the most common questions that consumers might have. It might not go that far but if the service starts to be used more by clients it might be an advantage or even a necessity to have pre written answers / content (Rouhianen 2015).

Pre written content can be anything from photo to video materials and ready formulated answers often asked questions. This will save time and allow quick responding / good customer service. Just as we should have an auto reply thank you e-mail for subscribers we should also have a thank you message for Whatsapp. It's good to have an outstanding and personal thank you message so that people will remember it. This could lead to further referrals and business in the future. Depending on the customer it might be advisable to have two versions of answers to one question. Obviously we shouldn't use the same tone and same emoticons with each and every person (Rouhianen 2015).

Here are two examples of companies which have used Whatsapp as part of their marketing strategy:

In Absolute Vodka's case the purpose of the campaign was an exclusive launch party of a new Vodka collection. Absolute made a Whatsapp number only for this event where people could send messages and tell why they should be invited. The communication's manager acted as the security/bouncer of the party. His criteria was high and he didn't just let in anybody. This led to very creative approaches from the consumer side and in total there were 600 contacts and more than 1000 pictures/videos sent. The cost was a just the sim-card and a three day chatting marathon for the communications manager (Ferrao 2013).

Another example is Toyota who had a lottery for those who changed their Whatsapp profile name or status to "hybrid". Each week they picked in a winner for an Iphone. This is great since Toyota doesn't have to push out any messages but instead has the consumers spread the message (Guillenrios 2014).

As we see Whatsapp can be used as a simple added customer care service but also as a marketing strategy tool for campaigns and pre-sale and sales activities.

Suggestions

Even though there is info on some major companies who have ran very successful campaigns with Whatsapp it's still hard to decide if this is a useful tool for Motivade. Certainly if Motivade receives a lot of questions on their product or service they could think about adding Whatsapp as a more personal communication tool, otherwise it does not seem to give much of an advantage.

3.5 E-mail marketing

Everything discussed so far is related to getting traffic to the website. From there the goal is to either convert the visitor to a customer or to a lead. In either cases the person's data is received and the company follows up with e-mail marketing. Until this day e-mail marketing remains to be one of the most important element of digital marketing. It puts a com-

pany in direct contact with a lead or customer which often makes it more important and effective than Social Media (Rouhianen 2015.) This also means that it allows a company to be highly personal.

The main goal is to build an e-mail list and then to create, improve and maintain the relationship with the leads and customers. It's important to avoid spam e-mails and instead send relevant information at the right time. Just as with any business activity it's very important in e-mail marketing to define clear goals such as the generation of leads, collection of feedback, nurturing of existing leads and the education of customers. The reason being that the success of an email without clear goals will be hard to measure.

Send relevant and value adding emails

An easy way to check this is to ask yourself before hitting "send" if I would be excited to receive and see this e-mail in my inbox? Sending out spam e-mails via bought email lists for example can decrease the deliverability and credibility of the emails. Therefore the content of the e-mails should be appealing, helpful and relevant to the recipient. This way the chances are higher that the subscriptions remain and grow (Rouhianen 2015.)

Personalize where possible and appropriate

This is of course a challenging task but the goal should be that the recipient feels that the company is directly speaking to him/her. The more personalized and custom-built the e-mail the better. Besides addressing the recipient by the name for example it's important to try to address the individual interest of the lead or customer. One way to create personalized emails is to keep track of the website's visitors and what content or part of the website those visitors have shown interest in.

One affordable solution to this is the simple and powerful tool called "leadin" by hubspot. This tool shows and segments the website visitors based on what they have viewed on the website before and after they have become leads (signed up for email subscription).

After the subscription the lead will be automatically added to the leadin database. Here also he/she will be synced with the email provider that the company uses so that it's easy to follow up with an email based on the shown interest (Rouhianen 2015.)

Test, track and analyse

Testing means to keep an eye on the main metrics which are deliverability, open rate and click through rate. Deliverability deals with getting the e-mail into some-bodies inbox instead of the spam folder. Whereas it is never 100 % sure if the e-mail will get into the inbox it is useful to test and send out the e-mail to a few friends or the own e-mail addresses. Next is the open rate. First of all it will help to scrub old e-mail lists. If a person hasn't opened an e-mail once in 60 days it can be sure that he or she will never open it. The subject line should be catchy and consist of maximum 6-10 words. Nowadays most of the e-mails are opened via phones or tablets therefor it has to be mobile optimized.

Click through rate shows who has clicked the links which were included in the e-mail. This means we need to use CTA's wisely and if possible early and more than once. The final metrics is the conversion rate and overall ROI. In order to keep track with all the different metrics it is advisable to use a close loop analytics tool. This shows the exact life-cycle of a customer from getting first in touch with a company until becoming a customer. General question to ask here are: Which e-mails worked best and why? When is the best time to deliver the e-mail? Why did this subject line work rather well whereas the other didn't? How many of those who opened the email clicked through? (Rouhianen 2015)

Suggestions

At the moment Motivade sends out two e-mails a week. One is the weekly newsletter with Top3 motivate me articles and the other is a weekly workout summary showing the score and reward of the workouts. Motivade uses mobile friendly HTML e-mails which work and look great. Those e-mails are great and with some creativity they could maybe add a monthly e-mail which delivers extra value and makes subscribers feel priviliged. This again could help to build a bigger e-mail list. Once a bigger e-mail list has been gathered

they can also start to test different types of e-mails. Two versions of an e-mail are created and send to test a group whereas the rest of the subscribers will only get the one with better results.

A few more thoughts on the newsletter. As mentioned above the Motivade newsletter offers a variety of content on Fitness, Inspiration, Personal training and Motivade news. Motivade collects matching content from different Fitness blogs and provides their personal news as well. The upside of their newsletter is that they provide value for their subscribers without the need to produce too much content themselves. The downside is that they do not drive much traffic back to their own website and therefore minimize the chances to increase their subscribers significantly. In this case Motivade acts as a researcher and collector instead of a publisher. Whereas I see this method working well transitionally it should only be a short term solution. The long term solution should be to act as an expert in the running and fitness community and to create own content which will gain the trust of the reader and eventually lead to a subscription.

As to the already existing subscribers Motivade could take on the challenge of personalisation. This will help to maintain the relationship and to make the recipient feel more special. Personalized emails for example could be send out to those who have been with Motivade for a year or two.

3.6 Remarketing

Remarketing means to market something again and over and over to a prospect who has visited a website. Currently this method enjoys one of the highest return on investment. The idea behind is that people are more likely to purchase something if they see an Ad repeatedly. Another reason why this works so well on Facebook compared to a regular Facebook ad is that people already showed intent by searching for content or for a specific product which is then again displayed to them. There is pixel based and list based remarketing. Google and Facebook both offer remarketing tools whereas there are also companies such as Adroll which keep all remarketing campaigns across all platforms in one place. Marketer's advice to have a solid amount of website visitors or contacts before a

company can successfully apply remarketing campaigns. Adroll's service for example won't even work if there hasn't been at least 1000 visitors in the past month. However for this chapter the focus lays on Facebook and on the use of its own Remarketing tools in the Ads manager where at times remarketing ads can also be successful with a smaller amount of people (McGinty 29 January 2015.)

Pixel based

Example

A potential customer looks at a piece of content or at a product on a company's website but leaves without subscribing or without buying a product. Later when surfing on other websites a remarketing ad of the product or content is displayed which reminds the potential customer of that company. Ultimately that ad regains the visitor's interest and might make him/her reconsider to subscribe or buy.

How it works

Under Facebook's ads manager and tools there is the pixel section. Here the company can easily create the pixel and copy paste it to the desired part of website, for example content section or shopping cart. From now on when creating campaigns on Facebook the individual audiences collected from the pixel will always be displayed and can be targeted separately (Hecht 20 November 2014.)

List based

Example

This method could be applied if an important e-mail has been sent lately, for example a product launch or big event. Through the provided analytics on MailChimp the company can see who opened the email and who hasn't. Accordingly they could add those who haven't read or opened the email to a list, upload it to Facebook and retarget the important message with an image to them.

How it works

On Facebook this is called a custom audience. The audience can be managed on Facebook/ads/manage and then under audiences. At "create audience" there is the option be-

tween custom or lookalike audience. A custom audience is a list of contacts and their emails which can be manually uploaded or imported from an email provider such as Mail-Chimp. Those contacts could come from newsletter subscriptions, LinkedIn profiles or any other source. The prerequisite is that those people in the list have given the same email address to the company as they have for example on Facebook or Twitter (where the remarketing ad would be displayed). Match rates of email addresses can vary from 20-80%. Therefore the list of contacts should be rather long in order to reach enough people and in order to run a successful campaign. Through Facebook, ads can be displayed to those contacts (Hecht 20 November 2014.)

Lookalike audience

Also there is the possibility to find new customers who are similar to the company's website visitors. This is a so called lookalike audience which enables to reach out to a completely new group of people. Before creating a lookalike audience it requires to upload a custom audience. If the company has uploaded several custom audiences they shall pick the one to which they would like to create the lookalike audience. It's only possible to target one country at a time and the campaign can be optimized in two different ways. For once it can be optimized for high similarity or secondly for great reach. When choosing "high similarity" Facebook picks the audience which is most alike to the existing custom audience whilst going for "great reach" will find a bigger audience but less matching. (Rouhianen 2015.)

Suggestions

Remarketing can help substantially to reach out to already existing and/or completely new potential leads/ customer. Facebook's remarketing works through a custom audience and lookalike audience.

A custom audience can be an already existing list of email addresses or phone numbers. This could allow Motivade to remind people of some previously important sent email or simply to show that they are also active on Facebook. A list can also be collected via the build in conversion pixel that tracks and collects those who have visited Motivade's web-

site. The pixel can be placed on the main website or then on any part of the website for example www.motivade.com/blog/about-us or www.motivade.com/blog. This is valuable data which is why I would suggest Motivade to install the pixel even if they don't feel like running any remarketing campaigns yet. I believe however that testing some remarketing campaigns could lead to interesting insights and possibly to new followers, leads and/or customers

Lookalike audience means to target a group of people similar to already existing leads or customers. The source can be the custom audience or those who have liked Motivade's Facebook page. Either way both options allow Motivade to reach out to a good amount of completely new potential customers. Just like with regular Facebook paid ads it's all about testing. Some examples how Motivade could utilize remarketing:

Every now and then Motivade could retarget those who have been interested in downloading their app but have who turned away after all. Among many reasons one would probably be the price of 3.99€ for the app. Retargeting those who turned away with a special offer for 1.99€ or 0.99€ could make them reconsider. Another option which allows to reach out to many new potential clients is to download the contacts from linkedin and to target those through the custom audience option on Facebook. Target people who have shown interest in a specific topic on their blog but haven't subscribed yet. Next time when a blog post is released to a similar topic those can be retargeted and brought back to the website.

4 Conclusion

Content marketing is definitely vital for a start-up like Motivade. Besides Whatsapp I believe that all presented components of the content marketing strategy are equally important and interlinked with each other. They all present a way to raise brand awareness and to nurture existing relationships with leads and customers. Motivade has already applied some of the basic content marketing tools but still searches for the right approach and platforms.

I believe the main challenge for Motivade has been is to create content consistently and more importantly relevant quality content. Examples like the weekly newsletter or other several engaging posts through their blog and Facebook show that Motivade has the potential to further upgrade their postings and content. There is however many challenges they're facing which are:

- Brand awareness
- Small following base
- Minor engagement and interaction

According to the findings the main points for improvement are:

- More visuals
- Paying attention to SEO when creating content
- Creating more content which addresses readers daily challenges and interests
- Making use of Instagram and its videos, paid ads and remarketing to reach out new audiences and potential customers

With all the given tools presented in this thesis it's possible for Motivade to create high quality content with interesting visuals which addresses the readers interests or needs.

After the research it's clear that knowing the target audience and producing relevant quality content for them is crucial for online success. No Social Media, SEO or Paid ad campaign will make up or help for average or boring content. However if the quality of the con-

tent or offer is great paid ads and remarketing can be extremely effective methods to reach out to a completely new audience. Both deliver great insights on the audience's behaviour which allows better targeting and testing of ads and tracking and analysing of the ads results. So far there is nothing to analyse or compare since the results Motivade has gotten on Social Media are quite low. I remember when working at Motivade the main issue was no budget for marketing activities. I hope with this thesis I presented a few good approaches and tools how to make the most out of free Marketing but more importantly that Motivade will start to test some low budget paid ads. If Motivade will keep on improving socially it will be greatly beneficial for them and their brand.

Overall this thesis looked into some theories and practises on how to apply content marketing for a small start-up. It was my goal to give as many tools and examples as possible to make it quickly applicable for Motivade. My sources were direct online sources, virtual online marketing courses and several books. With this thesis I hope I provided some insights which will lead to some fresh approaches and ideas. Fitness and health is such a trending topic and I think Motivade needs to further work on how to present that topic and their product in an interesting manner. On Social Media they need to cut the presentation and diary posting style and replace that with more engaging and interesting content for the visitor. Content Marketing is such a versatile field that I would highly suggest to add one or two relevant websites to the daily readings via RSS reader or via the subscription to a blog. Three helpful and reliable websites which provide great info on content marketing are MOZ, Hubspot and Search Engine Land.

4.1 Learning experience

I am personally interested in the topic since I plan to apply some of the mentioned tools and techniques for personal and business purposes. I quickly realized what a fast changing environment and field content/ online marketing is. New trends, tools and approaches are almost presented on a monthly basis. These trends and tools constantly present themselves as opportunities as well as for new challenges for a company. It was a challenge for me to filter the most relevant information from the information flood for Motivade. At the same time I am glad that there was so much inspiring information available and that

I had the opportunity to expand my knowledge in this online marketing field. Also through the thesis writing process I have developed the positive habit of reading through my newsify app on online marketing every morning.

In general I think my thesis process went well. I spent much more time than expected but I learned a lot for myself and it would be great to see Motivade adapt some of the presented tools and ideas.

At the end I would say that it could have been better for me to narrow down the topics that I covered. Each of the topics within the presented Marketing process could cover a thesis on its own. I still hope that it gave enough info on each topic and that Motivade will further research a certain topic in case it has really caught their attention and interest.

4.2 Reliability and validity

In this research the author has tried to increase the reliability and validity by only picking the most valuable and trusted secondary data sources. It is important to point out that the purpose of this thesis was not to be a content marketing guide but rather a collection of suitable and valuable theory and an exploration on how to make use of it to the advantage of Motivade. Due to quick evolvement of content marketing some of the given theory might not be hundred percent up to date.

In the SWOT analysis and discussion chapters personal evaluation and advice is given based on acquired knowledge throughout the thesis process. In most cases however the advice is given based on the theory which is also found in thesis. Within the writing process some of the data related to in the discussion chapter may have been changed or deleted from Motivade's social media. For that matter the most important parts include a screenshot for reference.

Overall the research results can be considered reliable and valid considering the background and purpose of this thesis. Several sources have been read and compared before applied in this thesis.

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