Creating a Facebook marketing plan for children’s health magazine

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This is a product-based thesis, whose objective is to discuss the process of planning a Facebook marketing strategy from both theoretical and practical viewpoints. The product developed is the planning and implementation of a Facebook marketing plan, which was executed as a 5-month-project to the commissioning company, Pisamat magazine. The project started in spring 2015 and finished in autumn 2015.

The first chapter begins with a brief introduction to the project topic and objectives, the processes of the project, key concepts and the introduction of the case company. The background of the project is followed by a theoretical framework on Facebook marketing.

The theoretical framework comprises all the steps when planning a Facebook marketing strategy. The author first explains the benefits and challenges of Facebook marketing in modern business before she proceeds to discuss the actual steps involved in the planning process. The Facebook marketing plan is divided to six different steps and was formulated by the author from the basis of a few theories.

The third chapter presents the implementation of the theoretical framework, the marketing project for Pisamat magazine. The project implementation started in June 2015 and ended in September 2015. The execution follows the steps of Facebook marketing planning similar to how it was presented in the theoretical framework: Auditing and improving a Facebook profile, developing a value proposition, defining Facebook goals, creating content strategy, integrating online and offline communication and finally the measuring and monitoring of Facebook Page. At the end, the author discusses how the results met the objectives created in this project.

To conclude the thesis report, the author reflects on her learning and evaluates how she succeeded in the project as a whole. Finally, she proposes a few development ideas for the company that would be beneficial in Facebook marketing.

Keywords
Facebook marketing, Facebook marketing plan, Facebook Page, Facebook marketing goals, content marketing, social media engagement,
1 Introduction

The first chapter of this product-based thesis introduces the topic, the objectives, and the process steps of the project. The process tasks are illustrated in a table, where the author has describes the main processes during the project. After follows the discussion of the benefits and challenges, which the author and Pisamat come across in Facebook marketing. And finally, the author introduces the background of the case company, Pisamat magazine.

1.1 Project Topic

This product-based thesis focuses on planning the commissioning company’s Facebook marketing strategy. After discussing the project objectives with the company owner and researching different theories around Facebook marketing, the thesis topic developed into “Creating a Facebook marketing plan for a children’s health magazine”.

1.2 Project Objective

Author’s objective is to create and implement a Facebook marketing plan, which would help Pisamat to increase its brand awareness among parents aged 25 to 40 years.

The idea is to encourage a two-way interaction with a consistent posting strategy, so that the current and the new followers would build a close rapport with the magazine. Despite publishing two issues per year, it’s important for Pisamat magazine to stay in the back of people’s minds throughout the year. Therefore, it hopes to maintain the connection with its readers, by investing actively in rich and interesting Facebook communication.

Its long-term goal on Facebook marketing is to convert Facebook followers onto its website to gain more magazine readers. This strategy would enable Pisamat to reach new readers in other cities despite that it is currently distributed only in the Helsinki metropolitan area. Furthermore, it would have the potential for selling digital advertising space on the website if the magazine would continue increasing its website traffic. It is to be noted, however, that the project scope and length of a Bachelor thesis limits the project content, and therefore, she omit the objective of increasing visitor traffic in the magazine.

As it would require more tools to monitor and measure traffic on Pisamat website, the author’s objectives in this project are to:

1. Raise awareness of Pisamat Facebook Page; increase the number of Facebook followers.
2. Improve the engagement between the company and its followers with interesting Facebook content.

According to Eija Rasinen, Pisamat has not had any proper marketing plans in the past. On that account, the author initiated that it would be necessary to create and implement a proper Facebook marketing plan to reach the objectives listed above.

Pisamat wants to increase the number of followers: the first step is to get at least 100 ‘Likes’. As discussed in the meeting, the goal is to attract parents, which have babies, toddlers or kids, who got to elementary school. However, maintaining a consistent engagement rate on its Facebook Page is more important than just buying loads of followers, who are passive. In Facebook, above 1% engagement rate is considered good and 0.5-0.99% is average (although, the percentage for good rate is different, when you have thousands of followers) (Michaelleander 2016).

Since the interaction and engagement with fans is also important, the author aims to generate comments, likes and shares through interesting content. The author’s goal is to share educational content but also share posts that have a clear call-to-action to the viewer.

1.3 Project Tasks

The first phases of the project started with the design of a theoretical framework as early as the beginning of April 2015. The author made research of different theories around social media as well as studied the subject on online courses at Haaga-Helia during the final period. She conducted her primary research through an email interview with Lasse Rouhiainen. (PT 1).

Large amount of the theory is procured from online sources such as blogs, journal articles, reports, and e-books. The author prefers to learn from the online sources, because social media is a field, which is constantly developing -even two-year-old literature might contain knowledge, which does not apply anymore on Facebook.

During the second project task, the author had two meetings with the case company’s owner, Eija Rasinen. From these meetings author gained understanding of the company’s expectations and learned how to proceed forward in the planning phase.

The latter parts of the project are the implementation phase, which started in June 2015 and ended in September 2015(PT3), and the evaluation process, which was conducted in May 2016 (PT4). The writing process began in October 2015.
Table 1. Project tasks in the thesis

<table>
<thead>
<tr>
<th>Project Task 1</th>
<th>Pt 1.1 Conducting a primary and secondary research on applicable theories within the field.</th>
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<tbody>
<tr>
<td>Designing a theoretical framework</td>
<td>Pt 1.2 Combining the most applicable theories as one theoretical framework for the project.</td>
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<tr>
<td>(April 2015)</td>
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<tr>
<td>Project Task 2</td>
<td>Pt 2.1 Conducting an interview with the commissioning company to gain understanding of the current situation and the marketing goals.</td>
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<tr>
<td>Planning the marketing strategy</td>
<td>Pt 2.2 Final adjustments on scheduling and budget agreements.</td>
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<tr>
<td>(April-June 2015)</td>
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<tr>
<td>Project Task 3</td>
<td>Pt 3.1 Pre-preparations for the project: contacting partners and creating administration rights for the author for Facebook.</td>
</tr>
<tr>
<td>Implementing the marketing strategy</td>
<td>Pt 3.3 Starting the Facebook advert campaign.</td>
</tr>
<tr>
<td>(June-September 2015)</td>
<td>Pt 3.4 Creating content in the Facebook page.</td>
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<td></td>
<td>Pt. 3.5 Monitoring and adjusting the ad campaign and Facebook posts.</td>
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<tr>
<td>Project Task 4</td>
<td>Pt 4.1 Ask feedback from the commissioning company.</td>
</tr>
<tr>
<td>Evaluating the process and results</td>
<td>Pt 4.2 Self-assessment made by the author.</td>
</tr>
<tr>
<td>(May 2016)</td>
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1.4 Benefits and Challenges

Henceforward, the author anticipates several benefits to the company’s Facebook Page and website. Through Facebook marketing, Pisamat can expand its fan base on Facebook, engage with its followers and reach new readers for the magazine. That of course requires that Pisamat commits to actively interact with its Facebook fans and continues to promote both the Facebook Page and the website across multiple channels. As aforementioned, Pisamat also holds a great potential of moving advertising space onto its website, which would increase its total advertisement revenue. The profits could be used to develop the magazine in the future.

What comes to the challenges on Facebook marketing, they have grown each year. There are more and more new Pages competing for attention every day, which mean less space for attention (Rouhiainen, L. 25 April 2015). Free advertising is no longer as easy as before due to the changes, which Facebook has conducted recently. Since high organic reach (the reach for unpaid content) is harder to achieve nowadays, Pisamat should post valuable, relevant content frequently and at the right hour. This can be challenging.
though, because the magazine does not have an employee to manage social media activities every day.

Second matter to overcome is the type of a content the company should provide to followers. The magazine’s two publications a year mean less of its own content, and more of a curated content by other publishers, unless Pisamat starts to produce its own social media content during the months the issues are not released.

1.5 Key Concepts

**Social Media Marketing Plan:** Social media marketing plan is a concise document of the goals that a company wants to achieve but also including specific information about the current situation of social media activities (LePage 2014). Planning process is essential in order to succeed, and if it is done well companies have a clear understanding of how social media as a medium can help them to achieve company’s long-term marketing goals. (Haydon 2015, 29).

**Paid Facebook Advertising:** Paid Facebook advertising is a service provided to businesses to promote, for example, their products and services on Facebook’s advertising platform (Haydon 2015, 181). Companies may use paid advertising for other purposes than product and service promotion, such as: to create higher post engagement, increase Page likes, get clicks to a company website, track website conversions, attract application installs and so forth (Facebook for business 2015).

**Social media engagement:** According to Evans & Cothrel (2014, 12) engagement in general is the conversation between a company and a customer, where the customer is actively participating rather than viewing – which implies that the company has managed to raise their attention in the market. Social media engagement is about using social platforms to create an open communication with audience over a long period of time. For example, by reaching out to the audience when they need support and help, can tremendously increase further engagement and brand loyalty with the company (SproutSocial 2015).

**Social media analytics (SMA):** SMA is a process of collecting and analyzing data from social web sites to understand what kind of business decisions should be done next (Searchbusinessanalytics 2015). Social media analytics is a great tool for social listening and gathering specific information to measure and analyze results of various marketing goals (TheGuardian 2015).
Content Marketing: Joe Pulizzi (2014, 5) states that content marketing is the strategic marketing and business approach that focuses on attracting and retaining a defined target audience through valuable and engaging content- and the ultimate goal for the content that has been created and distributed, is to drive profitable customer action.

1.6 Case Company Introduction: Pisamat magazine

Pisamat is a children’s health magazine founded in Helsinki in 2005. Its mission is to publish a health magazine that contains high standard articles of children’s and parent’s health and wellbeing to support healthy lifestyle. Pisamat publishes free issues twice a year, normally in February and September, containing articles that are written by medical experts such as professors, specialists and doctors. Previous articles have dealt with topics such as food allergies, dental care, nursing and children’s rheumatism.

Image 1. A cover from Pisamat issue 1/2016 (Pisamat.fi)

The person behind the magazine is Eija Rasinen, who founded the magazine eleven years ago. Today she remains as the main contributor to the magazine as she handles the roles of a head editor, sales manager, and social media administrator. Between the issue releases, she works as a freelance writer and prepares the next Pisamat issue with her graphic designer, and other partners, such as professionals in medicine.

Today Pisamat has a circulation of 30 000 magazines in different locations of Helsinki, Espoo and Vantaa area: hospitals, pharmacies, schools, libraries kinder gardens, child health clinics, maternity clinics, dentists and in several family locations. Each location has a different amount of issues on display for their clients and visitors to take home. They have estimated that they have approximately 60 000 readers per issue. (Rasinen, E. 28 Jan 2015).
According to Eija Rasinen (28 Jan 2015) Pisamat magazine is most popular in Helsinki. This assumption derives from the fact that most places in Helsinki, ran out of magazine issues rather quickly. She believes her typical reader is a female, aged between 25-40 years and is a mother of 0-12-year-old children and/or works in the field of education or medicine.

The magazine’s revenue comes from its print advertisement space, which is about 1/3 from the issue. One issue has 30 pages on average. Advertisers receive 15 percent of discount if they continue with same ad print and book all of the space at once in the upcoming issues.

Pisamat’s social media presence started when they opened its Facebook page in 2010. The magazine has managed to get 85 followers by the day the author’s project started. Pisamat has tried to boost a few posts to draw attention but, other than that, the magazine has been passive on Facebook. Facebook is the only platform in social media it uses at the moment, as its target audience uses Facebook the most compared to other platforms.
2 Theoretical framework

In the beginning the author discusses a few facts and statistics about Facebook as well as the challenges that companies are facing. Then follows three different theories about creating a marketing plan in social media, one of which is targeted specifically to Facebook marketers, and two others are generally for planning social media marketing strategy. The following subchapters comprise the six-step Facebook marketing plan, which the author compiled from the aforementioned theories to serve as a basis for the thesis project. It is to be noted, however, that the discussion will remain in a relatively low level, due to the scope of a project-based bachelor's thesis. Finally, the theory discusses the basics of creating a Facebook ad campaign.

2.1 Why Facebook marketing?

It is quite evident, why almost every business profit from the power of Facebook, as it is the most popular social network with the largest demographic of more than 1.3 billion users worldwide. In fact, if it were a country, it would be the third most populated country just after India and China. Moreover, 829 million people use it actively every day, making Facebook the most active social platform among its competitors. (Haydon 2015, 7).

The reasons contributing to its popularity among individuals and businesses are perhaps in its easy-to-understand interface, which people of all ages can manage (Levy 2010, 10). Its platform is entertaining, as it is covered with lots of different media, and it is a place that connects people together. In addition, the awareness of Facebook spread quickly due to their smart marketing tactics. For instance, existing social connections of the new users were utilized during their sign-on-process, which included inviting anyone they have ever emailed. This tactic was based on the idea that the user was more likely to recommend the new service to someone they have already had communication with, in this case, with email. (Haydon 2015, 9).

Today more than 50 million businesses have established a Facebook Page to reach out their customers (Rouhiainen, L. 28 May 2015). According to the Social Media Marketing Industry report, 93 % of the companies use Facebook for social media marketing and 52 % of the B2B and B2C marketers chose Facebook as the single most important social network for their business. A positive sign is that 90 % of survey participants claim to benefit from increased brand exposure after they have started to invest on social media, and 77 % of them have witnessed more traffic on their company web site. (Stelzner 2015, 5).

What's more, research studies show that many businesses benefit from viral word-of-mouth marketing, as it's cost effective and often fast way to increase customer base for
the company. It has been proved that consumers trust user’s feedback on products multiple times more than what they have heard from the company itself. Conversations on Facebook or just liking and sharing brand’s content on their newsfeed is a sign of recommendation that user’s friends will see while they spend time on Facebook. (Haydon 2015, 31).

Despite the benefits of Facebook marketing, there are still challenges that companies seem to be facing. A social media report of 2015 states that only 45% of marketers are assured that their Facebook efforts are effective, and 68% of Facebook marketers expressed they hope to learn more about marketing in Facebook. Tactics and engagement are top issues, which marketers are most concerned about:

- What tactics are most effective on social media? (92% of participants)
- What are the best ways to engage with the audience? (91% of participants)
- How to measure the return on social media? (88% of participants)
- How to find company’s target audience most effectively? (87% of participants)

(Stelzner 2015, 6).

Further, it seems that larger businesses (50%) are more confident with their results on Facebook compared to the self-employed marketers (33%) who were less certain. There are also different opinions between B2B and B2C marketers, because B2B businesses find Linkedin the most important network (41%), leaving Facebook to be the second one (30%). (Stelzner 2015, 7-10).

As competition in Facebook continues to grow, companies need to build their marketing strategies in social media more seriously. Gone are the days when Facebook was considered as a free advertisement platform, since now gaining organic reach for unpaid posts has become more complex. Fortunately, Facebook reveals some updates of its algorithm changes that marketers can follow to maximize their audience reach.

Further, the latest news stated that Facebook has decided to limit the amount of promotional content on users’ News Feeds, because users hoped to see more posts about their family and friends, and less of promotional posts from companies (Facebook for business 2016). This means that companies need to pay more for visibility or they should optimize their content so that Facebook algorithm is more likely to boost its organic (unpaid) reach (Rouhiainen, L. 28 May 2015).
2.2 Creating a Facebook marketing plan

The theories of Facebook marketing planning are quite similar to the ones that discuss social media planning in general. Therefore, this chapter will both have examples of social media marketing plans and a Facebook marketing plan. However, the process steps which can be clearly excluded from a Facebook strategy are omitted in the theory.

In short, a social media plan should describe the current situation (an audit) of the social media marketing activities today, and where to be next in the near future. A plan includes all the tools and activities that are needed to achieve the determined marketing objectives. (LePage 2014). More importantly, LePage (2014) and Ryan (2015, 8) both remind that social media marketing strategies should always be part of a larger context. Marketers should know what their business goals are in a long-term scenario, such as in three or five years, to truly comprehend how the activities on social media are linked to the company’s whole marketing mix communication.

Table 2 illustrates two different views on constructing a cohesive marketing plan. The theories from Lee (2015) in example A and LePage (2014) in example B both describe the process in six steps.

Table 2. Two different views about a six-step social media marketing plan (Lee 2015; LePage 2014)

<table>
<thead>
<tr>
<th>Steps</th>
<th>Example A</th>
<th>Example B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Choose the social network</td>
<td>Create objectives and goals for social media</td>
</tr>
<tr>
<td>2.</td>
<td>Fill out the social media profiles</td>
<td>Conduct a social media audit</td>
</tr>
<tr>
<td>3.</td>
<td>Find the voice and tone of the company</td>
<td>Create or improve social accounts</td>
</tr>
<tr>
<td>4.</td>
<td>Pick the posting strategy</td>
<td>Get social media inspiration from industry, competitors etc.</td>
</tr>
<tr>
<td>5.</td>
<td>Analyze, test and iterate</td>
<td>Create a content plan and an editorial calendar</td>
</tr>
<tr>
<td>6.</td>
<td>Automate, engage and listen</td>
<td>Test, evaluate and adjust</td>
</tr>
</tbody>
</table>

After comparing these two theories, the author finds there are more similarities than differences, albeit they might seem different at first. Despite the dissimilarities with the order and wording, these theories both agree that every marketer should do following:
1. Choose the social network(s) according to company’s own limitations with time and resources.
2. Create or improve social media profiles.
3. Set up a content strategy.
4. Analyze, test and adjust the content.

What is interesting is that Lee (Example A) does not incorporate “create marketing objectives” as a step at all, but rather shortly mentions that marketing goals should be identified when selecting suitable social platforms. LePage’s first step is to define goals and further explains that marketing goals should be aligned with the organization’s overall marketing strategy.

Making a social media audit is also a factor that is not included in both. Example A doesn’t acknowledge it at all, while Example B recommends to do it in the second step. The thesis writer however feels that it would more logical to make the analysis of a company’s current situation first, and then continue defining mission and goals in each network.

The thesis author sees that both theories have great points, which should definitely be taken into consideration when planning the strategy. As a whole, Example B would be the guideline to follow if had to choose one from these two, but the thesis author would anyhow analyze the brand tone and voice for each social platform as they represent the communication style and personality to the audience.

The last theory, which the thesis author examines, is one created for Facebook marketing planning. John Haydon’s process (2015, 31) follows the path about in the same manner as the previous two:

Table 3. A six-step Facebook marketing plan (Haydon 2015, 31)

<table>
<thead>
<tr>
<th>Steps</th>
<th>A Facebook marketing plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Define a value proposition</td>
</tr>
<tr>
<td>2</td>
<td>Understand the audience</td>
</tr>
<tr>
<td>3</td>
<td>Define the marketing goals</td>
</tr>
<tr>
<td>4</td>
<td>Develop a content strategy</td>
</tr>
<tr>
<td>5</td>
<td>Monitor and measure activities</td>
</tr>
<tr>
<td>6</td>
<td>Integrate online and offline campaigns</td>
</tr>
</tbody>
</table>
As seen in table 3, the steps duplicate with the general process of social media planning. Still, as it focuses solely on Facebook communication, it does have a few dissimilarities compared to the other two:

1. Haydon’s theory steps lack auditing and social profile optimization.
2. His theory does not involve the research and selection of social platforms.
3. Example A and B did not incorporate social media integration with other marketing activities.

In conclusion, the thesis author has gathered different viewpoints from the theories above and has from there formulated a six-step Facebook marketing plan, which was implemented with this product-based thesis (Figure 1).

![Figure 1. A social media plan adopted from the previous theories](image)

The next chapters of the theoretical framework discuss the details of the steps illustrated above.

### 2.2.1 Audit and improve social profile

The very first step of creating Facebook plan is to assess the current activities of the company’s social media presence, to know which issues need improvement. An audit template is an effective tool for marketers to analyze the current situation, and it can be found on Internet for free usage. (LePage 2014).

An audit template should indicate basic factors such as:
The company’s mission and brand image in the social media site (Facebook)

The given roles of the social media team

The target audience (in Facebook)

In addition, companies should evaluate their current Facebook marketing strategy if they have planned one before. They should consider answering the following important questions to get a better understanding of the situation:

- What have their objectives been in Facebook?
- What kind of content they have developed so far and do they align with the company’s goals?
  - What kind of topics they have covered in the content? Who has been the target audience?
  - What kind of action they have hoped from their audience?
  - Is the content promoted on different channels? Are the campaigns integrated?
- What is the publishing frequency at the moment?
- Has there been paid-advertising before? What is the monthly/annual budget at the moment?

(Optimizesmart 2016).

Gap analysis is also a tool to find the problem areas or the ‘gaps’, which are preventing the company to reach their goals. The purpose of the analysis is to see how far the desired outcomes are from the current situation, and which gaps need fixing. (Optimizesmart 2016).

Facebook Insights is an analyzing tool for businesses to monitor marketing performance on their Facebook Page. This tool provides all sorts of information about companies’ follower demographics, geographic and engagements. Before planning content on Facebook marketers need to examine the Page’s performance beforehand to understand what kind of content they should post and when would be the ideal timing. (Optimizesmart 2016).

Analyzing competitor’s social media communication might also inspire and motivate oneself to improve own work- follow what others doing and then do it better. (Lee 2014).

After the audit is done of the current Facebook activities, it is time to assess the company’s Facebook profile. To maximize brand exposure they should concentrate on the Page’s search engine optimization (SEO). As Facebook Pages are public and indexed with Google, they are a great medium for SEO, hence the better the content is optimized for search engines, the greater is the visibility on the Internet. This simply means that if a
consumer types a company’s name or certain keywords, which are mentioned in someone’s Facebook Page, it will rank the Facebook Page and/or home website higher in Google’s search results. (Kabani 2010, 58).

Facebook enables marketers to create free tactics for SEO marketing in the business Pages, as following:

- **Choose a clear Page name**, which is easy to find on Facebook’s search.
- **Select business category** according to the industry the business operates in. It will show right under the Page name title, and gives page visitors a clear picture of what is the company’s business field.
- **Utilize the Page’s ‘About’** section by placing relevant information: phone number, address, email, links to home website and other social networks. All this information will serve as rich, relevant keywords for SEO marketing. However, there is a limit of characters, so companies have to be smart and creative with the message.
- Facebook Page also shows a **description and the overview section** in the Page’s Info tab where companies can explain their business in detail. Take an advantage of this by anticipating the keywords people usually search for, and place those keywords to describe the business. (Vahl 2013).

To improve SEO, Haydon (2015, 127) adds that search engines like Google, Yahoo and Bing, favor sites that promote social interaction between multiple channels. Therefore adding plug-ins in a blog or a website might not only increase the communication between the company and its fans but also brings more visibility in the search rankings. Also dropping relevant keywords in each Facebook post (like the photo and video titles) might boost Page visibility in the search engines.

**The brand’s visual profile** is the other important aspect to look into, before moving to the next step in the planning process. When a company has its website and other social media profiles, it’s crucial to keep the brand’s visual identity as clear and uniform in all channels to avoid confusion in people. Visual elements like **images, videos, colors, logos** and **fonts** should all times comply with the graphical guideline given by the company. A clear instruction helps all employees to act accordingly and minimizes false and ambiguous brand communication. (Azedani 2016, 8).

A Page’s profile picture and a cover picture make the first impression to the Page visitors, hence they should portray a brand’s visual image as best as possible. Of course, companies might change, for instance, cover pictures according to feasts and seasons, or when
it’s time for launching new products and campaigns. (Pullen 2015, 119). However, companies should remember Facebook’s restriction of the cover picture’s text amount, as it should never exceed 20 percent of the image’s size (Haydon 2015, 62). But alternatively, companies have nowadays a privilege to insert call-to-action (CTA) buttons in the cover image, (e.g to ask followers, add a website address) unlike before when they were restricted (Vahl 2013).

In Facebook there are optimal image sizes for the profile, the cover, and the timeline. Facebook recommends to re-size pixels to ensure good quality visuals (Figure 2). Some companies may also upload a bigger size to get the best quality, as the images enlarge once clicked upon. (Warner & LaFontaine 2014, 83.)

![Figure 2. Optimal image sizes of profile, cover and timeline pictures on Facebook (Warner & LaFontaine 2014, 83)](image)

Since visuals are essential to the overall social media presence and most of the content involve pictures, marketers use a lot of photo editing programs to get the best quality. If paid programs are too expensive, there are free and low-cost alternatives like Canva, Picmonkey, Piktochart and Easel.ly available for editing purposes. (Haydon 2015, 116).

**Facebook applications** (apps), placed on the left-hand side under the about section, are used for creating a pleasant social media experience to followers. Basic apps are videos, notes and events tabs but large corporations have today invested to more sophisticated and customized tabs to, for instance: enhance brand image, improve customer service, engage followers, integrate other social media channels, and so forth. (Haydon 2015, 67-69).

Application providers like Heyo, Shortstack, and Pagemodo design custom tab applications according to companies’ needs. These applications can be email forms, quiz apps, blog or RSS feed apps, social media integration apps (integrate Pinterest pictures via tab, or a Youtube videos), review apps, customer service apps (make an appointment, give feedback) etc.
However, some experts are worried, if the applications hinder the traffic to a company’s website, when their main goal is to move followers there. Nevertheless, there are many applications available that support different Facebook marketing tactics, which help to achieve certain goals, for instance, to improve customer service time. It is marketer’s decision, whether they need application tools on their Page, or not. (Vahl 2015).

No matter how perfect the brand’s visual look is, their communication style will complete the brand’s image and identity. Companies should define how they speak to their audience (the tone, and writing style) and how fast they answer to a feedback, a complaint, a praise or a question. They might have prepared phrases, which are used for different customer inquiries, and also clear instructions on how to use emoticons. (Azedani 2016, 14-16.)

Companies should also prepare themselves with the fact that at times people might write negative posts on the company’s Page, thus they should communicate clear guidelines on what kind of posts will be entirely removed, and which ones will be noted with an answer. (Azedani 2016, 22).

Figure 3 illustrates the aspects that should be noted in the company’s Facebook Page, such as SEO and their communication style and visual identity.

![Figure 3](image)

Figure 3. Elements that should be considered when building up a Facebook Page

The first step of the marketing plan emphasized the importance of social media image, and how companies should pay attention to the overall user experience in the company’s profile. Companies, who build their social profiles to support search engine optimization, create tactics with smart call-to-actions and application tools, are more likely to have a stronger social media presence and have higher return on their social media investments.
Of course, this only the starting point for a company’s marketing plan, as success in social media requires more than just creating a Business Page with expensive applications and tools. The next steps will go through the importance of creating a value proposition and goals on Facebook marketing.

2.2.2 Develop a value proposition

At this point marketers have done their social audit, created a Facebook Page, and assigned the official administrator and/or editors (so that everyone knows their roles in social media communication). But now it is time to define the value proposition, which the company including its employees, is communicating to its stakeholders.

Companies need to define their brand value so that the company itself and its stakeholders (customers, employees, partners and shareholders) know their purpose on the market. Haydon (2015, 32) states that a well-defined value proposition communicates what you can give to customers, or what is the problem you are trying to solve. It should express not only what they offer but also how it is different from its competitors.

Haydon (2015, 32) continues to explain that marketers should assure their brand value will not conflict with the company’s long-term business goals. Especially employees, who are responsible for social media communication and customer service should understand what the company is promising to its customers, as that also shapes the communication strategy on social media and elsewhere. A clear and consistent communication strategy improves company’s customer service quality and relationships with other partners and strengthens its brand messaging.

When the value proposition is clear, the company should also support it by adapting a consistent brand personality also on Facebook. Their communication style should be coherent and have a strong appeal to their audience (Lee 2015).

After the company has developed its communication strategy further by developing its value proposition, the next step is to develop the objectives to achieve company’s long-term goals.

2.2.3 Define Facebook marketing goals

The third step in the planning process, is to clearly define the goals the company needs to achieve on Facebook. It is normal that quite often there can be more than one goal at a time, and it is even possible that a company might re-adjust its strategy and objectives at some point. (Haydon 2015, 35.) What is important, is that marketers understand both the
short- and long-term goals, in order to plan their actions. Those goals also affect the next step when it is time to build a content strategy. Besides, measuring and monitoring activities would be irrational without knowing what the company exactly wants to achieve.

Haydon (2015, 36) says the most common Facebook goals that companies are aiming for are usually to:

- drive sales
- build brand awareness
- build a community
- listen to the feedback about their brand

Levy’s viewpoint is slightly different to Haydon’s, as he conceptualizes ‘community building’ as one goal, which involves many objectives: driving brand awareness, increasing fan base and a two-way communication with customers. Therefore, Levy (2010, 124-125) categorizes objectives in three:

- Community building
- Marketing and promotion
- Advertising

In Haydon’s theory ‘community building’ is about businesses forming Facebook groups to unite people who share same interests towards the company’s field. For example a company selling knitting products may create a Facebook group for people, who are passionate about knitting. Groups can be set up as public, closed or secret depending on how much privacy they require. (Haydon 2015, 39.) Those community members might strengthen their bond with brands and become lifelong customers, which is the ultimate goal for businesses.

From the two views above the author has formed an illustration (Figure 4) to describe the four most common goals on Facebook marketing, and some tactics that are applied to reach them.
Figure 4. Companies’ main marketing goals on Facebook

Companies that use Facebook to drive sales often run Facebook ad campaigns and special offers for Facebook fans. Moreover, Facebook is a great place to communicate about events to invite large masses. (Rouhiainen, L. 28 May 2015).

Brand awareness tactics normally focus on spreading the message in multiple channels to get attention as much as possible (e-mailing, Facebook ads, website and other online and offline channels). Community building focuses on communication, where customers interact with each other and/or with the company. The goal is to build a group that has mutual interests and passion towards the company’s brand. Social media also provides a great medium for companies to social listening- for example, to receive feedback and offer customer support, which can definitely upgrade companies’ customer service quality. (Haydon 2015, 37-40).

Do define Facebook goals clearly LePage (2013) proposes a model, which can be a useful tool to answer important questions (Table 4).

Table 4. S.M.A.R.T model to define goals (LePage 2013)
SMART goals (specific, measurable, attainable, relevant and time-bound) forces companies to be specific when they define goals. “In 2016 our goal is to get more sales through Facebook” is an ambiguous goal, which is hard to monitor and measure. Instead, they should define what kind of actions will be taken and who is involved (specific)? How they are intending to track the goal and which metrics are used (measurable)? Is there enough resources and does it make sense business-wise (attainable)? Does it align with the other marketing plans (relevant)? And what is the schedule with the implementation (time-bound)?

After the objectives and goals are clear, it is time to assess the content marketing strategy on Facebook. Engaging content appears to be the core strategy in many social media platforms now, and therefore, the next step is to decide what kind of content will be shared on Facebook.

2.2.4 Create a content strategy

Before planning content on Facebook, marketers should comprehend Facebook’s News Feed, the algorithm, and the difference of company’s website and company’s Facebook Page. Companies, who learn the basics of these elements, are more successful at implementing an effective content strategy. (Haydon 2015, 106-109).

When people view content from websites, they have to click themselves to the website to see it. However, when they see a company’s updates on Facebook, these will appear on their News Feed – meaning that they might never visit the company’s actual Facebook Page. Research reveals that less than five percent of companies’ Facebook followers visit their Facebook Pages. (Haydon 2015, 106-109).

Since their time is normally spent on the News Feed, it means that companies need to win their attention there, by posting content that will stand out from the other Facebook posts. (Haydon 2015, 106-109). However, marketers should also understand that even though their Facebook fans follow their Page, not all of the Page followers see their content on their News Feed. The reason for this lies in the Facebook algorithm.

What smart marketers do, is that they follow Facebook’s algorithm changes and other updates regularly. For instance, Facebook’s latest announcement about the News Feed update affected companies’ posting strategies. Since January 2015, they have decided to tighten control over the promotional posts that are published by companies. Now Facebook hopes to decrease spamming from the News Feed, shift the promotional content to
Facebook advertising and increase engaging, relevant content in the News Feed. (Facebook for Business 2015).

Companies should know that there is public information of several main factors that are considered, whether a Post will appear on user’s News Feed. By acknowledging these facts it will be easier to understand the logic of Facebook. The post is more likely to appear in the News Feed:

1. If the user has interacted with Page’s posts before. The more interaction there has been, the more Facebook pushes those Page posts to the News Feed.
2. If the user prefers certain types of posts, e.g. videos, he will receive more videos than other posts.
3. If there is a post that engages many people and it seems highly relevant, Facebook will continue to push the post to other Page Fans. Reversely, if a post receives many complaints or is irrelevant to others, the organic reach will stay minimal.
4. If click bait titles are used, the less likely they appear in the News Feed, since Facebook sees that dishonest and disruptive to users’ browsing experience. (Haydon 2015, 109.)

After learning some of the logics of News Feed and Facebook algorithm, it is time to assess the content strategy. Pulizzi and Barrett (2009, 27) recommend a B.E.S.T formula, which stands for behavioral, essential, strategic and targeted (Table 5). This formula is a tool to help marketers to create a solid, effective strategy.

Table 5. The B.E.S.T Formula for creating a content marketing plan (Pulizzi & Barrett 2009, 27)

<table>
<thead>
<tr>
<th>Behavioral</th>
<th>Essential</th>
<th>Strategic</th>
<th>Targeted</th>
</tr>
</thead>
<tbody>
<tr>
<td>• What kind of action from customers is desired?</td>
<td>• Deliver content that has true value to the customers</td>
<td>• Does the content plan help to achieve strategic goals?</td>
<td>• Is the audience identified carefully?</td>
</tr>
<tr>
<td>• What kind of feelings are evoked?</td>
<td>• What are the key elements of a campaign?</td>
<td>• Does it connect with the other strategic tactics?</td>
<td>• Are their motives, interests and needs truly understood?</td>
</tr>
<tr>
<td>• How the behavior will be measured?</td>
<td>• Which media is essential?</td>
<td></td>
<td>• Do they understand the products/service that is offered?</td>
</tr>
</tbody>
</table>

Pulizzi & Barrett (2009, 27) remind that content should always move the viewer somehow, to create certain action (behavioral). Therefore, companies should avoid random content on Facebook, and focus on determining the content’s call-to-action purpose in the long-
haul. Companies should also think, what are the key elements and media, used in content (essential), and whether it benefits the business to achieve its business goals (strategic), or not. Finally, the audience for different types of content should be clear and defined (targeted).

A more simple yet relevant advice to take into account when creating the content plan, is to remember three different factors: engaging content, perfect timing and ideal frequency (Lee 2015).

Figure 5. Three important factors when creating a posting strategy on social media (Lee 20th July 2015)

To get the timing and frequency in order, companies have to organize their time on social media. Successful time management requires sufficient teamwork and clear roles and responsibilities within team members (Pulizzi 2014, 76; Loomer 2012).

Further, Pulizzi (2014, 77) highlights the importance of consistency when planning and sharing the content. Companies should be punctual, deliver as it is expected, and determine the hours that are committed to social media. However, there is no right guideline to the hour amount, as every company has their own resources, interests, and agenda on social media marketing.

It seems that large businesses tend to invest longer hours to social media than small businesses. According to Stelzner, on average 64 % of all businesses spend at least six hours on social media each week. (Stelzner 2015, 34).

These findings reveal that resources and experience on social media can correlate with the time invested for social media marketing. Nevertheless, the amount of time does not necessarily promise effective results, as wrong timing can dismiss all the hard effort of the creative work. So make sure the timing is right and the content is delivered frequently to obtain an optimal audience reach (Lee 2015).
According to Loomer (2012) companies should also identify their resources and assets for the content they intend to produce. Resources like programmers, graphic designers, photographers are partners, who participate in the creation process. Assets are the inspiration for content, for example, the company’s own products or services, blog articles, videos, photos, or their staff members.

So how do companies find out what kind of content engages their audience? According to several researches, images get the best response from human brain. Especially face images connect with a special part of the brain, the fusiform face area, which activates emotions in the viewer. (Nativeadscience 2016). Also images that are vibrant and colorful catch the attention more easily than dull colors (Rouhiainen, L. 28 May 2015). However, it is important to respect images copyrights and use only the ones that can be used freely without permission. Websites like Pixa Bay and Freelmages are image banks, which offer free images for everyone (Azedani 2016).

Besides images, videos are highly popular on Facebook, because they are entertaining and easy to consume by the viewers, making them a great type of content for businesses to share on Facebook. (Rouhiainen, L. 28 May 2015). Facebook now plays videos automatically for users as they scroll down their News Feed, which makes it a great marketing medium for businesses.

Other updates could simply be questions to followers to stir up conversation or to collect feedback for product or service development (Rouhiainen, L. 28 May 2015). By creating a two-way-dialogue with their followers, customers will feel like they are heard as individuals.

In addition, marketers should pay attention to their titles in the content. The post title is the first chance to either win or lose viewer’s attention. Powerful titles include for instance:

- A promise (to solve a problem or help the viewer to achieve something), “Become a successful entrepreneur: A guide to starting your first company”
- A specificity (numbers in titles add urgency and credibility to the titles), “Seven steps to successful Facebook marketing”
- Targeting (point out the intended reader in the title), “Social media marketing techniques for small businesses”
- SEO (include keywords in the title that could be used in search engines)

(Parker 2012.)
When marketers share content created outside Facebook, such as slide shares, blog articles, quizzes podcasts, they use \textbf{links} to move the viewer. Marketers should think ahead what kind of purpose it holds, and then monitor the link performance, for example with Bitly or Google – They offer short URL links, which can track the number of link clicks. (Lee 2015).

Figure 6 shows different content formats and tools on social media. These formats can be created for instance to educate people with captivating images filled with facts and numbers to illustrate certain topic (infographics), to give instructions how to do something (instructographics) or with slide shares to explain a topic on a larger scale. (Louis 2016). Video content is also a versatile format and a powerful branding tool for companies- videos can showcase a new product, tell a story or teach a new skill to the customers, you name it.

Figure 6. Examples and tools of content formats, which can be shared on social media 

To make the content strategy structured and organized, marketers should create a content calendar. The calendar will help them to gather all information in one place. For instance, a calendar could show headlines such as: publish date, content headline, content type, the audience, post creator, call-to- action (what is the goal behind the post) key metrics (purchase, email address, share/like) status (published/ on-process) (Table 6.)

Table 6. An example of how to construct an editorial calendar in Facebook (LePage 2014)

<table>
<thead>
<tr>
<th>Publish Date</th>
<th>Content Headline</th>
<th>Content Type</th>
<th>The audience</th>
<th>Post Creator</th>
<th>Call to Action</th>
<th>Key Metrics</th>
<th>Status</th>
</tr>
</thead>
</table>

If companies have many different social media profiles, they might design the calendar in Excel according to Image 2, which portrays a calendar integrating all active social media
platforms in one excel file. It also shows the post type, the topic and link to the content in each day.

<table>
<thead>
<tr>
<th>Time</th>
<th>Type</th>
<th>Topic</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:15</td>
<td>Blog Info</td>
<td>Daily Class Schedule</td>
<td>Monday is for #MassDevice. Get your kettlebell swing game on point. PHOTOS.</td>
</tr>
<tr>
<td>11:45</td>
<td>Promo</td>
<td>Holiday/health</td>
<td>Winter is coming... show a photo of your favorite exercises for a chance to win a 15-class pass! Add #Holiday/health to enter PHOTO.</td>
</tr>
<tr>
<td>16:45</td>
<td>Feed Tips</td>
<td>Protein</td>
<td>By combining incomplete proteins, you can get complete protein* PHOTO.</td>
</tr>
<tr>
<td>20:00</td>
<td>Exercise</td>
<td>Strength Training</td>
<td>Moderation is key with leg extensions + Picture PHOTO.</td>
</tr>
<tr>
<td>6:00</td>
<td>Blog Info</td>
<td>Daily Class Schedule</td>
<td>Monday is for Muscle Mass. PHOTOS.</td>
</tr>
<tr>
<td>14:00</td>
<td>Community</td>
<td>Member of the Month</td>
<td>Extra gold stars for @Cassy, our member of the month. She hasn’t missed a spin class since she joined PHOTO.</td>
</tr>
<tr>
<td>8:15</td>
<td>Club Info</td>
<td>Daily Class Schedule</td>
<td>The Tuesday Stress Menu</td>
</tr>
<tr>
<td>8:15</td>
<td>Feed Tips</td>
<td>Coffee</td>
<td>Grassfed butter, coconut oil, coffee, blend. Have you tried bulletproof coffee yet? PHOTO.</td>
</tr>
<tr>
<td>11:15</td>
<td>Exercise</td>
<td>Strength Training</td>
<td>Have you visited the squad goal label? + Picture PHOTO.</td>
</tr>
<tr>
<td>10:15</td>
<td>Community</td>
<td>Transformation/Tuesday</td>
<td>Half the battle is just showing up when you said you will. There is a huge inspiration to #Transformation/Tuesday/us all #TransformationTuesday PHOTO.</td>
</tr>
</tbody>
</table>

Image 2. An example of an editorial calendar (LePage 2014)

Content calendars are highly recommended tools in organizing all the material, which is part of the content strategy on Facebook. The next chapter discusses the integration of Facebook Page and other channels (online and offline).

### 2.2.5 Integrate Facebook marketing with your marketing mix

Regardless of the growing investments on social media marketing, there are still companies that separate social media marketing from other functions. Unfortunately, that causes low integration with other marketing activities. According to the CMO survey in 2014, the average level of how companies see their social media activities integrated was 3.9 on scale 1-7, where 1 is “not integrated” and 7 is “very integrated.” (Moorman 2014). Even in 2015 it seems that integration with the rest of the company’s marketing strategy continues to be a challenging goal (DukeToday 2015).

The annual Social Media Marketing Industry Report 2015 published results that might look slightly more positive than the aforementioned study - according to the report, 84 % of marketers said their social media activities are integrated with their marketing mix (Stelzner 2015, 8). However, their annual report lacks to answer the question whether they also feel that the integration is executed *effectively*.
What also might hinder the effectiveness of integration is that some businesses have outsourced their social media activities to multiple expert agencies to gain professional expertise, but many times agencies do not seem to grasp the overall marketing strategy. Therefore, companies have developed deeper business relationships with agencies or they have moved some of the social media activities back to in-house teams. (Moorman 2014). The CMO survey forecasted that companies continue to increase social media outsourcing to outside parties with a rise of 1.5 points to 18.9 percent in 2015. (DukeToday 2015)

To improve social media integration there are several actions that companies should consider. As discussed before, companies should always evaluate, which platforms support their brand identity and target customers, and select the ones that can be best aligned with their main objectives. Besides, the truth with many businesses is that they do not have the resources for every social media platform and tool that is on the market. (Moorman, 2014). Smart companies select platforms, tool and programs, which truly add value for their business.

Second point is that companies should define the customer objectives of social media campaigns and communication so clearly that they would drive the company towards the main marketing objectives. A campaign objective can be simply to move online followers to the purchase funnel of a marketing campaign, which is promoted online and offline. (Moorman 2014).

Although, integration sounds easier than it is in a larger context, there are still basic tactics for every Facebook marketer to utilize before aligning social media activities with the overall strategy. Figure 7 below illustrates simple ways to cross-promote Facebook Page with online channels like, email, website, blog and other social media sites (Pinterest, Twitter, Youtube etc.)

Figure 7. Facebook Pages can be integrated with different online channels (Haydon 2015, 250-253)
Companies can attach Facebook ‘Like’ buttons or a little Facebook status update in the bottom of the email for the recipient to see when they read an email. This serves as a great opportunity to raise awareness and interest about company’s social channels every time an email is sent. (Haydon 2015, 250).

Websites and blogs should have some kind of presentation about their social channels, and explain what the visitor will experience after joining their social community. Facebook plug-in with a ‘Like’ button is also an effective way to increase brand awareness on Facebook, as it is simple and easy for the visitor to click it. (Haydon 2015, 250-251).

Companies can also leverage social proof in the plug-ins by showing visitors how many of their friends have liked the Page already. In addition, a plug-in can promote the latest news and updates of the Facebook Page as soon as they enter the website. Blog or website visitors should also be able to share companies’ content on social media, as that would boost reach higher, bringing it to other people’s attention too (the friends of fans). (Haydon 2015, 250-251).

For website’s content promotion purposes there are plugins for liking, sharing and sending so that visitors can easily spread the content to their friends when they find something worth liking or sharing. Social plug-ins are free to use and Facebook provides the instructions how to apply them on websites. (Haydon 2015, 262).

Furthermore, companies like e-commerce sites provide their visitors a possibility for a social sign-in (for example with a Facebook account) to ease the process of filling out contact information. However, some users are cautious about privacy issues when they connect their Facebook profile to other sites so companies might need to monitor, which sign-up methods work most effectively. (Honigman 2015).

Facebook is a great medium for promoting other social channels through cross-posting content that has a clear call-to-action message to followers. This can be either finding more tips by clicking a link to Pinterest where they can pin it for later, or moving them to SlideShare to read the rest of the content. Big corporations normally leverage Facebook’s Page Tabs to display other social channels to maximize interaction in all channels. (Hayden 2014).

Figure 8 illustrates some of the offline channels companies use to promote their Facebook presence to customers. Advertisement prints, stores, products, mainstream channels like radio and television, paper materials like newsletters and press releases are commonly applied to promote social platforms.
Products might include a logo and a request to follow a campaign to win something or to follow the page to get a discount for the new product. Ad prints and other paper materials have the logos, and URL links to indicate that they have a Facebook page. Companies should customize their URL link for their Page, as it is easier to remember and looks more professional in marketing materials. For instance, www.fb.com/nike looks a lot better than www.facebook.com/nike-13553346466/fr. (Haydon 2015, 253-255). Radio and TV commercials are often integrated with on-going social media campaigns, which could be, for instance, a new product launch or a big event that the company is organizing.

All in all, promoting social media channels on multiple channels is extremely important to get visibility for their social profiles. However, integration requires careful planning, monitoring and measuring results across different platforms. The next subchapter will explain the basics of Facebook Insights measuring tool.

2.2.6 Monitor, measure and adjust

Measuring and analysing performance is probably one of the complicated tasks that companies tackle with. It’s not only a matter of collecting data but also how to make use of the available data. Before monitoring or measuring any data from the analytics tool, Facebook Insights, there are certain terms that should be understood clearly in the beginning. Facebook Insights tab shows companies the following information:

- Overview- This is the overview of the Page’s activity that has happened recently. Facebook shows whether there has been a drop or increase (%-change) in all different actions (views, reach, likes and actions on Page). Here marketers can also find a ‘Pages to Watch’ section where they can mark similar businesses like theirs, to watch what they are doing on their Facebook Page.

- Page Views- This explains the number of people who have visited the Page and which sections they are browsing.

- Actions on Page- This indicates the actions on Page, how many website clicks or how many call-to-action clicks people have made. Here companies can see what kind of mobile devices have been used, the city and age and gender of the people, who have been active.
• Likes- The total number of Page ‘Likes’ and where they came from (organic or paid adverts). You can also track the number of dislikes (people who remove the Page from their Likes).

• Reach- This means how many people have seen a Page post. The people who see the post are not necessarily your fans, but can be friends of your fans, or otherwise targeted (through advertisement). Therefore, it is important to separate unpaid (organic) reach and paid reach from each other.

• People- The demographics of people who see the company’s posts (and how many percent are fans).

• Posts- This tab gives the insights to your audience. Here companies can see posts’ engagement rates, what type of posts have been popular and when people usually are online.

• Events- Marketers can monitor the awareness (number of reach, event page views) the engagement (event responses, event actions) tickets (clicks on buy ticket) and audience demographics.

• Videos- Here marketers can find data on video views (3 seconds or more) and number of views of 10 seconds or more, as well as see the top list of most popular videos for a certain period.

• Messages- This tab shows all the messages companies receive on messenger.

• (Facebook for business 2016.)

Insights tool helps marketers to see, if their marketing strategy is effective. Although, it is important to comprehend that Facebook measures engagement by number of likes, shares, comments and clicks, but it does not calculate the rate of engagement. This means that marketers themselves need to calculate their posts’ engagement. (Azadani 2015, 118-119).

‘Facebook engagement rate’ is an important term in measuring the effectiveness of Facebook marketing. However, the term is still an unclear metric for many companies as there are many opinions among experts how it should be calculated. Facebook marketers should know that Facebook defines the engagement rate as a post-level metric. (Berry 2014). It is also important to understand that Facebook separates engagement by the engagements on Page and engagements on Post.
With Facebook Insights marketers can monitor their engagement metrics simply by looking how the Page has performed each week. If the ‘Overview’ (Image 3) section shows that there has been a drop in the percentage of engaged users, marketers will learn that they should improve content or made adjustments on their posting strategy. Marketers themselves know best what benchmarks and KPIs (key performance indicators) they want to follow, depending on their goals. (Berry 2014).

Image 3. A picture of how the overview section looks in 2016 (Megalytic 2016)
Beneath the ‘Overview’ marketers can see the most recent posts and their performance - reach, engagement, and a budget (Image 4). By clicking a post, it will give more detailed information, like the amount of different kinds of clicks in the post.

If marketers need to calculate the exact engagement rate percentage of their posts, the smart way is to divide the amount of engaged users with the total amount of reached users, and multiply it with a hundred (engaged users/reach*100). (Azedani 2015, 118). Engaged users are in this case the people, who have liked, shared or commented on the post. However, Berry (2014) points out that marketers should not underestimate the number of clicks (when viewer clicks the title or ‘read more’) as the viewer is still engaging with the content, even though they might have the habit of never liking, sharing or commenting on posts.

All in all, there are many metrics that companies can follow but the most common ones together with engagement rate are for instance:

- The number of conversions (a purchase, a new email address)
- The number of visits to the company’s website
- The number of Page ‘Likes’
- The number of positive/negative comments on Page

(Azedani 2015, 117-120.)
If marketers want to use free analysis tool to measure traffic from Facebook to their website, Google Analytics is a simple way to do that (Image 5).

Image 5. Google Analytics measures traffic from different social networks to websites (Kissmetrics 2016)

Tracking conversions, such as new purchases or leads require more sophisticated tools than Facebook can offer, but they are worth investing as Facebook is a great platform for creating customer conversions. Companies like Simply Measured, Social Sprout, Social-Bakers can analyze complex data on different social platforms and also how they interact together. (Rouhiainen, L. 28 May 2015).

Azedani (2015, 119) recommends to monitor the important metrics regularly to compare the Page performance with the goals that have been set for the company. Every three months the company should have a clear report (excel file) to see how they company is doing in the long-haul. It takes time to see what kind of content resonates, thus marketers might need to adjust their plans and try several tactics achieve great results.

To conclude, the final step of creating a Facebook marketing plan is the measuring and monitoring part. As learned, monitoring should be a consistent activity, and a deeper analysis and a summary of the company’s performance should be done every three months, or at least six months. The metrics followed depends on the company’s own objectives. Marketers might also need to adjust their strategy or create entirely new ones if it’s necessary.

The next chapter in the theoretical framework examines the basics of creating paid Facebook advertisements.
2.3 Creating a Facebook Ad campaign

Facebook’s advertisement service enables businesses to efficient audience targeting, because companies can easily click their typical customers’ demographics to the ad settings. Their service makes it easy to set the budget, the start and end date, as well as to measure the final results. Advertisement are purchased either by the cost per impression (CPM) or cost per click (CPC). CPM is paid based on how many users see the advert. Marketers should think how much they are willing to pay per 1000 impressions. This choice is better, if the aim is to get large amount of people to see it but it’s less necessary to make them click through the ad. CPC on the other hand is paid based on the clicks the ad gets from users. (Haydon 2015, 181,186).

The process following describes the steps for creating an advert on Facebook:

Figure 9. The first three steps of creating a Facebook advert (Haydon 2015, 192-197)

The first step is to choose the objective for the advert. Figure 9 shows five examples of what kind of results marketers can aim for.

After the objective is clear, it is time to get creative with images and copy writing. The headline permits only 25 characters so the message should be concise but informative. The body text above the picture can have 90 characters. The picture can include a separate button for call to action to increase conversions: Sign up, Book Now, Shop now and so forth.

Marketers can add up to six images, and each of the images will be created as a different ad within an ad set (Figure 10). It might be smart to try several images with a same text copy to see which images get best responds, or if different target settings require other
image, due to cultural differences. Images that have vibrant colors or have smiling, happy people usually get attention easily (Rouhiainen, L. 28 May 2015). Companies might also design images with decorative styles, by adding a branding element, or by adding a decoration according to a current holiday.

Since nowadays people use mobiles for accessing Facebook and other websites most of their spare time, it’s very important to know how the ad responses to mobile devices. While the ad campaign is on process, companies can test how the ad will appear on a mobile screen. On top of that, companies need to determine how they want to place their ads; Ads can be set to the right column of the front page and/or to the News Feed. News Feed ads tend to get more attention from Facebook’s audience, but on the other side, the competition might be more intense compared to the ads on the right column (Rouhiainen, L. 28 May 2015).

**Select target options** so that they are specific but not too much, as smaller audience may not generate enough click-troughs. Facebook shows the audience definition from specific to broad and gives the number of potential reach for the ad. Age, gender and location settings are the first options for companies to defining their ideal “target personas” for the ad. However, Facebook forbids targeting members, who are under 13-years-old.

To select users with certain interests, Facebook shows a range of keywords, which occur from Facebook users’ profiles. Companies can also use Facebook Graph search to re-search the Interests and Pages liked by companies’ own Page fans. This can be done by writing, for example, ‘Pages liked by men who like (name of the company’s page)’ in Facebook’s search box, which thereafter gives the most popular pages liked by their own male fans.

After target settings and campaign settings Facebook requires companies to **set up their budget and schedule** (Figure 10). Budgets can be chosen by a daily amount or the lifetime of the campaign. A daily budget helps companies to have better control over the campaign as it ensures the ad will run every day. Haydon (2015, 1999) suggests, the time frame for ads shouldn’t last maximum than five days, if a company is still new to Facebook advertising as it’s easier to manage the campaign and the money invested in it.
The last step in the process is **selecting the bidding and optimization for the ads**. Facebook has again changed settings regarding these, so it’s important to follow closely new changes to get the best results and pricing for ad campaigns. Facebook recently announced in their Help Center that: “What you choose to optimize for is no longer tied to what you get charged for.” What this means for marketers is that there are now three different decisions to make: What to optimize for, how much to bid and when they get charged. (Loomer 2015).

Second important point is that “The way clicks are measured has changed for some objectives.” For example, with objectives like ‘Website Clicks’ and ‘Website Conversions’, you can choose to get charged only for the clicks that will take users off Facebook, and **other clicks on the ad** won’t get charged unless these are chosen in the settings.

Facebook has also added new objectives, such as “Brand awareness”, which is illustrated here as an example to explain how optimization, bidding and charging function (Image 6).

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**Image 6. Options for Brand Awareness objective given by default (Loomer 2015)**
With this objective, the only option for ‘Optimization for Ad Delivery’ is ‘Reach’ (Image 7). This means Facebook will show the ad to maximum number of users within the target audience.

What is special with the ‘Reach’ setting is that marketers can now decide how often they want to show the ad to the same person by adding the minimum number of days between the days (frequency).

Image 7. Other possible settings for the objective “Brand Awareness” (Loomer 2015)

With this setting the bidding is no longer automatic, and therefore Facebook requires companies to set their CPM (cost-per-impression) bid manually. Charging methods will be the same with both settings. (Loomer 2015).

As mentioned, all objectives have their own settings. It’s a matter of testing how to get the best results and biddings for ad campaigns. In general, biddings can be either automatic (Facebook helps to get the best price) or they can be set manually by the company. Charging methods are normally set by impressions, links clicks (CPC) or likes (when the objective is to get Page Likes). However, optimization options vary according to the objective in the campaign.

Haydon (2015, 200) says that Facebook displays ads based on other criteria as well, such as competition for the audience, the criteria for target audience and company’s previous ad performances. **Boosted posts** are also Facebook Ads that are frequently used to promote posts; these are for example, status updates, videos, images, events and milestones, which require
more exposure on Facebook Page. After clicking the boost button below the post, Facebook shows targeting options, start and end dates and the budget (Haydon 2015, 201-2002).

With Facebook Ad Manager, marketers can view and measure campaigns to keep track how they are working. Performance data will explain the campaign’s status, name, delivery, results, average cost, reach and the campaign dates.

To view more detailed information companies can look how many clicks/engagements or impressions were gathered, or how many times one ad was exposed to same person during the campaign (frequency). Companies may also compare how the ad performed during different days. (Haydon 2015, 206-208).

2.4 Implementing the theory in the project

To conclude the theoretical framework, the author illustrates how the theory is applied in the actual project for the magazine. Chapter three will follow the same structure according to the steps in the Facebook marketing plan discussed in the theoretical framework. In addition, Figure 10 illustrates were each step can be found in the subchapters.

Figure 10. The project steps of the magazine’s Facebook marketing plan
3 Facebook marketing plan of Pisamat magazine

Chapter three discusses the author’s actual marketing project for the magazine. As illustrated in chapter one, the project involved four different tasks (Table 7). Therefore, this chapter will discuss the results of project task two ‘planning the marketing strategy’ and task three ‘implementing the marketing strategy’. These tasks are intertwined in the steps of the Facebook marketing plan, which are covered in the next subchapters.

Table 7. Project tasks of the thesis

| Project Task 1 | Pt 1.1 Conducting a primary and secondary research on applicable theories within the field. |
| Designing a theoretical framework | Pt 1.2 Combining the most applicable theories as one theoretical framework for the project. |
| (April 2015) |  |
| Project Task 2 | Pt 2.1 Conducting an interview with the commissioning company to gain understanding of the current situation and the marketing goals. |
| Planning the marketing strategy | Pt 2.2 Final adjustments on scheduling and budget agreements. |
| (April-June 2015) |  |
| Project Task 3 | Pt 3.1 Pre-preparations for the project: contacting partners and creating administration rights for the author for Facebook. |
| Implementing the marketing strategy | Pt 3.2 Ask feedback from the commissioning company. |
| (June-September 2015) |  |
| Project Task 4 | Pt 3.3 Starting the Facebook advert campaign. |
| Evaluating the process and results | Pt 3.4 Creating content in the Facebook page. |
| (May 2016) | Pt. 3.5 Monitoring and adjusting the ad campaign and Facebook posts. |
|  |  |
|  |  |

The first subchapter will explain the process and results of the first step of planning the strategy ‘Audit and improve Facebook profile’.

3.1 Auditing and improving Facebook profile

The project’s first face-to-face meeting took place in a coffee place in Helsinki as early as 28th of January 2015. Before the first meeting she prepared herself by reading the magazine and visiting their website and Facebook Page to learn more about the company.
The author’s main goal in the meeting was to understand magazine’s past and current activities on Facebook and website and to find out their motives and goals on Facebook marketing. During the discussion, the author also introduced the concept ‘content marketing’, and what kind of things Pisamat could implement on its Page. The Appendix 1 reveals the details of questions and answers in the meeting. The discussion was two hours long.

The second meeting was conducted on 16th of April and that time we discussed Facebook competition ideas and what kind of rewards we would give. The rewards were sponsored by companies who have advertised their products in Pisamat magazine - for instance, Verman and Bayer.

During the meeting the author suggested a few family bloggers, who would be good influencers to increase Pisamat’s brand awareness. Unfortunately, the schedule was too tight to fit in the time to contact suitable bloggers, so the collaboration have to wait for next time in the future. Instead working with bloggers, the author and Eija Rasinen agreed that we should try paid advertising this time to see how many ‘Likes’ we would get. The budget was set up small, because they wanted to first experiment how the ads would engage viewers. The meeting was again about two hours long.

As another part of her primary research, the author emailed a few questions to Lasse Rouhiainen, who answered back via video message. Rouhiainen gave a few insights of the challenges in Facebook marketing today and where companies should focus when they plan content marketing or advertising in Facebook. The author’s questions can be found in Appendix 2.

To start the implementation phase, the author received her editorial rights to Pisamat’s Facebook Page. With editorial rights she was be able to edit content and answer comments and messages. She also opened her account in Ad Manager, when she started her first Facebook ad campaign.

The author made first changes in the ‘About’ section in the front Page. She wrote an introduction what the magazine offers for its Page followers on Facebook (Image 8).
She also added the website link www.pisamat.fi in the ‘About’ section. In the longer description of the company she placed keywords by describing the topics of the past issues (2009-2016).

The profile and the cover picture were excellent, and therefore she decided not to make any changes on them. The profile picture is always the latest issue cover, which is an effective and simple method to show visitors what the magazine writes about (Image 9). The cover is colorful and vibrant and fits to the brand image. However, to keep it interesting, the magazine could, for example, change the picture according to what time of a season is going on.

The visual look of Pisamat is colorful and bright. The title ‘Pisamat’ has a different color in each issue. The font is simple, natural and nice to read. The cover images in the magazine are usually children aged 0 to 12-years (Image 10). Same applies to Facebook, as
the images that are used, portray families with children of same age. Pisamat should never use pictures without copyrights and therefore it will use free images from Pixa Bay, PicJumbo or FreeImages. Google images are allowed if they are the filtered ones, which can be used without copyrights.

![Image 10. The covers of past Pisamat issues (Pisamat 2016)](image_url)

Pisamat has its own professional tone in their magazine articles since they are written as informative as possible together with doctors and other specialists. Otherwise, the magazine has very friendly and warm approach to families and wants to educate them about different issues concerning children upbringing and parenthood. The same approach will be the same in Facebook. Pisamat is always positive, informative, friendly and warm. They are never negative, rude, sarcastic or snobby.

Pisamat will answer messages and comments on time, within 24 hours. Comments with clear questions are answered as fast as possible. Rude, negative comments can be deleted if they are not healthy criticism.

During the first step the author also benchmarked a few magazines and made a small research of other family magazines’ Facebook activities. She added a few companies in the ‘Overview’ section of ‘Companies to watch’ to see how they perform. Facebook Insights revealed some statistics about the current demographics of the fans, like the followers’ age and online presence on Facebook. This information helped the author to define the objectives for the project and to plan the content strategy.

The next subchapter will discuss the steps “Define the value proposition, the goal and objectives".
3.2 Defining the value proposition, the goal and objectives

To define the value proposition, we first had to clarify the magazine’s mission statement. As mentioned in the first chapter, the mission of Pisamat magazine is:

“Pisamat publishes a health magazine that contains high standard articles of children’s and parent’s health and wellbeing to support healthy lifestyle.”

From the mission statement the author and Eija Rasinen concluded that the value proposition of Pisamat Facebook Page is that:

“We share educational and fun content, which will inspire families to live healthy and happy everyday life”

The value to the readers comes in the content, which is shared on its Page – the purpose is to educate, inspire and support parents in different stages of life and child upbringing. The target audience for its content are the parents, mainly mothers, who have children aged between 0 and 12 years.

As mentioned in the beginning, the long-term Facebook goal for Pisamat is to build brand awareness. The magazine has thousands of readers but only very few of them are their fans in Facebook. The reason for choosing Facebook as the platform to increase awareness is because:

- Facebook provides a cost-effective platform to target their audience (mothers of age 25 to 40).
- Facebook has also the largest audience of that age group (25-40) compared to other social media sites (Rouhiainen, L. 28 May 2015), thus it is a rational decision for Pisamat to focus on that platform.
- Facebook also enables companies to share versatile content unlike Twitter and Instagram which are more limited with different content forms.
- Facebook offers good analytics tools for companies
- Facebook knows companies’ customers maybe the best, so it’s easier to target advertisements (Azedani 2015, 41).

The author set up two objectives by using SMART goal table to make sure the objectives were well defined (see Appendix 3). Image 11 illustrates the objectives that were defined for the project.
The project objectives to drive Pisamat brand awareness

The first objective is to start increasing its fan base of 85 people among mothers (25-40-year-olds). Its first step is to reach 100 followers, but at this point we did not define any exact percentage of the desired amount of younger mothers. The author decided the best practise is to buy followers with a Facebook campaign. Details of the campaign will be explained later.

After Pisamat has reached 100 fans, the company can aim towards 200, 300, 400….and 1000. That can take six months, one year, or three years, depending on what kind of marketing tactics it is planning to do.

The second objective is to improve the magazine’s post engagement. The engagement can be improved by posting frequently, and delivering content, which resonates with the magazine’s audience. Since Facebook has limited its organic reach a lot, Pisamat has to make sure its content is interesting (include images, videos) and posted while fans are online. If the engagement level is 3 % per post, it would be excellent as everyone knows how hard it is to achieve in Facebook with the new limitations in the News Feed. However, the average rate should be at least 2 %.

Now that both of the objectives have been described here, the following chapter will go through the process and results of the content planning.
3.3 Creating and implementing the content strategy

The planning started with determining schedules, as we had to implement everything during the summer and autumn. The next issue was published in the beginning of September, so we had to take that into consideration, in order to coordinate a few posts in conjunction with the issue release.

At first, the author scheduled the timing of competitions and the ad campaign. She also decided that she would plan 15 posts -that includes posts about the competitions too. Other content for posts were created along the project, normally a week ahead. However, a few times she shared content spontaneously if she came across an interesting subject on the Internet.

The author created a content calendar in an Excel file to keep the schedule and content organized (see Appendix 4, to find the snapshot of the calendar). Posting ideas came from previous or upcoming Pisamat issues, or they were otherwise relevant and interesting to mothers. For instance in July there was a post of "Eight free summer activities for families" or "Nutrition that improves child’s sleep". The author is a mother herself, thus she has practical experience on what kind of topics are relevant and helpful with young children. She has also seen kind of topics draw attention on Facebook and other forums.

Since it is impossible to share content between Pisamat website and its Facebook Page, she procured content from different sources to write posts. The problem is that its website does not have a Facebook plug-in that supports content sharing, and its magazine issues are in an electronic library, where it is impossible to share separate articles from the issues. Therefore, the author’s sources were mainly from foreign children magazines, Mannerheimin Lastensuojelu Liitto and other Finnish media like Helsingin Sanomat. Sometimes she wrote a short introductory with a call-to-action link to a Pisamat issue on the website.

The goal for posting frequency was one post per week. However, Pisamat could post more frequently, for example 2-4 times a week, if the website was re-designed to support content sharing. This way Pisamat could share its own content and content from other sources. The content strategy of this project is illustrated in the image 12 below.
The content plan of Pisamat

The posts usually included photos or a link with an image, because photos tend to boost organic reach and draw attention unlike posts of plain text updates. Image 13 is one example of a post created in June. The post had a picture of a sleeping baby and the text part had twelve tips of what kind of nutrition may help children sleep better. The beginning had a short, informative title with an exclamation mark to make the title more powerful. Then the author continued with a sentence that indicated statistics of how many percentage of children suffered from sleep problems. She also referred to a child specialist to assure that the content is trustworthy. The author’s goal was to share some practical tips to parents struggling with this common problem.

Image 13. A Facebook post created by the author

Image 14 portrays another post from the author. This post includes a link to a Helsingin Sanomat article, which is about Jari Sinkkonen, who is a renowned child psychiatrist. The post also mentioned that the next Pisamat issue will include an article based on the book
of Jari Sinkkonen. The objective was to remind people that the next issue is coming in September and it will have interesting content about the psychiatrist's work.

Image 14. A Facebook post created by the author

The first contest was set up in June and the author boosted the post for a 1 euro per day to get bigger reach for the contest. The total boost cost 4 euros. The idea was to create something fun and give their fans a chance to win baby care products and a beauty lotion from Lumene. The prize worth was 50 euros, and the best comment in the contest was rewarded.

The second competition was a sweepstakes contest set up in September after the magazine was published (Image 15). The contest had a picture of the new magazine cover, and in order to take part in the contest, they had to ‘Like’ the cover image. The idea was to promote the new issue at the same time. Prizes were a body lotion that prevents and heals stretch marks, xylitol pastils, siripiri glucose pastils and a Pisamat issue (worth 35 euros).
When creating contests it’s important to mention that Facebook is not taking part of the contest, and takes no responsibility of the contest participants. Also demanding ‘Likes’ for the Facebook Page or ‘Sharing’ and ‘Tagging’ posts are forbidden, thus Facebook will punish for it by removing the contest, or by limiting its reach.

Furthermore, the author had a permission to use paid advertising to attract new followers for Pisamat. We decided to start with a small amount for the ad campaign to experiment how it would work. Since the purpose was to spare money as much as possible in this project, we decided to use 10 euros at first, meaning that we used one euro per day during the ad campaign. The author launched the campaign to run 10 days, from the 3rd till the 13th of June. Figure 11 below demonstrates other campaign details.

Figure 11. Pisamat Facebook ad campaign 3.6-13.6.2015
In this ad campaign the author decided to set up a bigger reach for the audience, hence she selected the age group of 18-50. Next time she would see if the ads would work better with a narrower age group to attract young mothers (25-40-year-olds) and also would test how the ads would perform in the right column.

The characters are limited in the ads, hence she had to think carefully what she wanted to say. The advert had to express their value proposition as best as possible so the viewer would know “how can I benefit from liking their Page?” Therefore, the message said (it is translated to English, so the amount of characters is different) “Pisamat children’s health magazine offers parents current health topics to support happy family life.”

Moreover, she created three ads with different images in the campaign, and placed them in the News Feed. She excluded the right column on the Facebook page, since they tend to get less attention from Facebook users. Images portrayed families or babies with their mothers looking joyful and relaxed. The purpose was that mothers, who have children of same age as in the ad images, would relate themselves with the mothers in the pictures – thus would more easily pay attention to the image. Colours in the images were bright and happy to catch as much attention as possible.

The author targeted users according to Interests (that Facebook users have liked on Facebook). She tried to find keywords, which relate to children, for example fashion brands, which sell children clothing. She selected brands, which would fit to Pisamat’s audience persona. The people, who were friends of Pisamat’s followers were also included to the target group, but the current followers of Pisamat were excluded. The results of the ad campaign will be discussed later with the other project results.

3.4 Integration with online and offline communication

In the project the author planned the online and offline communication between Pisamat Facebook Page. The offline communication in this case is the print magazine, which was published in the beginning of September. After the issue came out, the author launched a Facebook contest with the new issue cover. The contest was announced both on Facebook and the magazine. Pisamat’s cover also has a title saying “Like us in Facebook” and a Facebook logo to encourage readers to ‘Like’ their Facebook Page.

Pisamat website is the only online channel, which can be integrated with its Facebook Page, since Pisamat does not have any other social profiles. The author created posts that had URL short links (Bitly or Google) to a Pisamat issue, but it was not possible to direct them to the right page of a specific article. The communication between website and
Facebook Page can be definitely improved a lot with a help of website designer and a coder.

### 3.5 Monitoring, analysing and adjustments

The author monitored content with Facebook Insights every two weeks. Because the posting frequency was one post per week on average, the author saw that monitoring every two weeks was enough to stay on track. Of course, when the Facebook contests and the ad campaign were running, she monitored Page actions on a daily basis. Facebook also regularly sends short reports to email, in which they summarize engagements, visitors and reach from a certain period.

The author followed posts reach and engagements (likes, comments and shares) to understand, whether they were meeting the objective to increase engagement rate of 2%. She also compared the reach between different posts and brainstormed why the reach differed and how she could improve it. For example, she noticed that evening time and weekends were the optimal time for posting content, since that time their followers were online (Image 16). Image 16 below shows that the average peak hour is 21.00 and the second busiest time is around 22.00. The data is from September 2015.

![Image 16](image16.png)

Image 16. The Page followers’ peak times when they are online (Facebook 2016)

All in all, she adjusted content by changing the posting days and hours, and creating different posts (links and images). She learned that Facebook dislikes full text updates and favours images instead.

The next subchapter will present the final outcomes of the project objectives: Increasing Page ‘Likes’ and increasing post engagement of Pisamat magazine.
3.6 Project Results

All the objectives were achieved in this marketing project as seen in the table below (Table 8). The ad campaign successfully expanded fan base by 46.5%, now having 126 fans on their Facebook Page. The engagement levels were achieved with a result of 2.1%. The average engagement rate was calculated by summing up the engagement rates and dividing them by the number of posts.

Table 8. Results of the objectives

<table>
<thead>
<tr>
<th>Objective</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase 'Likes' to 100</td>
<td>126 (+46.5 %)</td>
</tr>
<tr>
<td></td>
<td>(1 ‘Like’ cost 0.24 cents)</td>
</tr>
<tr>
<td>Increase engagement (2% on average)</td>
<td>2.1 %</td>
</tr>
</tbody>
</table>

Table 9 demonstrates top three posts with highest engagement rate. The post “How to improve child’s sleep with nutrition” had the highest engagement rate of 6% (reach 172, engagements 10) the second post “How to make kids eat vegetables” had the engagement rate of 5% (reach 118, engagements 6) and the third, the autumn sweepstakes contest had the engagement rate of 3% (reach 371 engagements 12).

Table 9. Reach, engagement and engagement rate of top three posts

<table>
<thead>
<tr>
<th>Top 3 posts</th>
<th>Reach</th>
<th>Engagements</th>
<th>Engagement rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 Tips about how to improve child’s sleep with nutrition</td>
<td>172</td>
<td>10</td>
<td>10/172= 6%</td>
</tr>
<tr>
<td>10 Tips to make kids eat vegetables</td>
<td>118</td>
<td>6</td>
<td>6/118=5%</td>
</tr>
<tr>
<td>A Facebook Autumn Contest</td>
<td>371</td>
<td>12</td>
<td>12/371=3%</td>
</tr>
</tbody>
</table>

Engagements in the table are the ‘Likes’ and ‘Shares’ in the posts. None of the posts received comments. Unfortunately, it seems that getting comments is probably one of the challenges that big family magazines and other companies experience, especially on Facebook (Fanbridge 2016).
The author learned that updates with good, quality images and interesting openings like “8 steps to…”, “10 tips to…” or questions in the beginning, were most effective on attracting post clicks.

As the fan base increased during the project, there has been a positive growth in the younger age groups (Figure 12). 18-24-year-olds increased from 2 to 3 percent (+1%), 25-34-year-olds increased from 7 to 17 percent (+10%) and 35-44-year-olds increased from 14 to 23 percent (+9%). As a result, the percentage of 45-54-year-olds decreased by 12 percent (now comprising 32 percent of the fans) (Figure 12).

![Percentage of female Facebook fans](image)

**Figure 12. The percentage of female Facebook Fans in June and September**

Image 17 illustrates the fan base is divided by gender and different age groups in September. The largest age group is still the 45-54-year-olds, but this can be changed by effectively targeting ads to younger age groups.

![Image 17. The fan base of Pisamat Facebook Page](image)
Image 18 demonstrates who have seen Page posts the most and the least. From the results, she learned that the Page content has not reached enough of the age groups of 25-34 and 35-44-year-olds. This is an issue that needs to be addressed in the future and might need adjustments on the content and the posting frequency. The final chapter will include the author’s ideas on how Pisamat could make its Page and website more effective.

Now that all of the project results have been discussed and demonstrated, the author continues to discuss her learning of the thesis process.
4 Discussion

To conclude the thesis report, the author now reflects her learning during the project. She evaluates how the project has affected the case company's presence in Facebook, and finally, how Pisamat can improve its digital presence by further integrating online and offline channels in the future.

4.1 Evaluation and learnings of the project

The author sees that the marketing project progressed steadily as a whole, without any major obstacles. She believes that the project results as well as the author’s development ideas hold a great value for the commissioning party.

As discussed, the case company’s Facebook objectives were achieved as both parties hoped, although Pisamat still needs to push forward to increase their Fan base and to keep its Page interactive. The magazine has a great potential to grow their Facebook ‘Likes’ as well as the traffic on its website.

Furthermore, the author believes it was the right solution to focus on delivering educational, practical content to create engagements. The results from the advert campaign were also great, thus she would set another campaign to promote its Facebook Page and website. She would invest more money in the adverts, but it is important to acknowledge what is the call-to-action in the ads, and what it hopes to achieve in the campaigns.

The author also learned a great deal of paid advertising, Facebook engagements and Facebook’s analytics tool ‘Facebook Insights’. She has never underestimated how much effort social media marketing requires, but now she has experienced a little of it in practise. Social media can create incredible possibilities for companies but it has its own challenges. For instance, the author discovered that one of the challenges was creating enough reach for posts. The only solutions for this is either invest more money to get visibility, or to post content more often – and remember that the content should be relevant for the Page fans.

4.2 Recommendations for future

The author recommend the magazine should next aim their focus on its website to build it more interactive with Facebook. Now the problem is that the content is not shareable, and therefore it hinders the content creation in Facebook. Therefore, the author proposes that they would:
- Add a Facebook plug-in tool in the website: Visitors can see the Page posts easily there and they could ‘Like’ the Page instantly
- Add ‘Share’ and ‘Like’ buttons in the content to support sharing and liking

The challenge with Pisamat website at the moment is that the magazines are in an electronic library. A web designer or an IT-student could re-design its website so that it would have both the e-library and also other content in separate e-articles, sorted according to a specific topic- this way the information would be much more accessible and faster to find. The website would also have more links, which optimizes it for Google search. A great example is a website of Neuvokas Perhe (www.neuvokasperhe.fi) who has built their website so that the information is there clearly and it supports social interaction.

Furthermore, the author mentioned the possibility of selling digital advertisement space for companies on its website, as nowadays many companies have decreased print advertising and increased their digital presence. Pisamat could offer this for companies, who sell services and products for parents. One way could be leveraging content marketing. The owner could for instance write articles on the website of a certain topic and place relevant adverts in these articles. The advert’s image would then contain a link to an advertiser’s website.

The company also hoped that people would comment and have conversation with each other on its Facebook Page. The author suggests that a forum on Pisamat website would be a great place to exchange thoughts, for instance, parents, who have children suffering from rheumatism could share their thoughts and feelings. Also closed groups on Facebook enable safe communication and people, who are cautious to comment in public, would have a closed environment to discuss freely. Maybe Pisamat could consider opening a group for its followers.

To get more visibility for the magazine, the author also proposes to pay attention to search engine optimization. Therefore, the aforementioned advice to design the website is important, because Google’s algorithm favours websites with lots of interaction between multiple channels, with lots of links and relevant content. Another tactic to gain attention would also be collaboration with an influencer, such as a family blogger. Perhaps they could be interviewed for the magazine or they could write an article for Pisamat. They also would have to mention their collaboration in their blog to attract the blogger’s followers to Pisamat website.
Another option is to collaborate with companies like Liikuta Lasta Ry or some other organization with a good reputation, who has a large fan base in Facebook. Pisamat could make a story about the company in the next issue and they could as a return promote Pisamat in their own Facebook Page when the issue is published.

In the future, the author would continue to post content regularly on Facebook. Interesting images grasp attention better than plain updates. The author would avoid too lengthy posts, because people normally avoid reading articles, which do not have a picture between paragraphs. For example, Pisamat could try to create infographics images from a topic, which is coming to the next issue. There are free sites that provide the tools to create them.

An ideal posting frequency should be kept consistent. The magazine could also decide the days and times for posting, and schedule them beforehand. This way the owner would save time if she spend one day a week to plan and create content for the Page. Facebook Insights should be revised regularly to understand, which of the posts perform most effectively.

To increase fan base on Facebook, the author would implement another Facebook ad campaign at the same time when the next issue is published. The ads could include the cover image of the new issue. Pisamat should also try designing a Facebook ad campaign to increase visits to their website.

All in all, the author believes the magazine brings a great value to parents, who want to learn about parenting and healthy lifestyle, thus it's important they will invest on the digital presence to increase visibility among parents across Finland.
References


Appendices

Appendix 1. Interview with Eija Rasinen 28.1.2015

1. When did you open the Facebook Page for Pisamat?
-5 years ago (2010).

2. How many followers you have at the moment, and how did you get them (tactics used)?
-Half are through friends (Asked to like Pisamat Page) and half through promoting in Pisamat magazine.

2. What kind of content have you published there?
-In the beginning we posted updates when the new issue was released (2 times per year). Nowadays I have posted a bit more often, for example, posts related to children's health issues and pregnancy.

3. Who has been the editor in Facebook?
-I have been the only one, who has posted content in Facebook.

4. Have you tried paid advertising in Facebook?
-We have boosted some posts but not made any ad campaigns.

5. Have you tried to increase visibility elsewhere?
-We have visited exhibitions in Helsinki and have we have given 18 000 magazines in total to exhibition visitors. In Turku we have given out 500 magazines.

6. What kind of content would you like to see in Facebook?
-Posts that contain valuable, relevant information about different issues that concern children of age 0-12-years and their parents. It would be nice to have younger mothers to follow our Page as well. Also I hope that the Page would be more interactive and engaging with Fans. More engagements in other words.

7. You want to increase the magazine's visibility now, and activate your Facebook Page. You hoped to get more ‘Likes’ to Pisamat’s Facebook. How many ‘Likes’ would you like to get in this project, and why?
-It would be nice to have at least 100 fans in our Page. The trend seems to be that Facebook marketing is the key to gain visibility among people. We would like to increase Pisamat’s brand visibility and hopefully by activating Facebook we can achieve that. And of course, we would get more readers in our website.
Appendix 2. Email interview questions for Lasse Rouhiainen

1. What are the biggest challenges in Facebook content marketing?
2. What factors should be considered when starting to create content for a small fan base?
3. What factors should be considered when starting to create paid Facebook adverts for a small fan base?
4. What would be a good posting frequency for a magazine like Pisamat (the magazine is published twice a year)?
5. What are the typical mistakes that content creators do when they start?
6. Can you recommend any other good analytics tool for measuring performance in Facebook (besides Facebook Insights)?

Appendix 3. SMART goals as a tool to define project objectives

<table>
<thead>
<tr>
<th>Objective</th>
<th>Specific</th>
<th>Measurable</th>
<th>Attainable</th>
<th>Relevant</th>
<th>Time-bound</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase Fan base &gt;100</td>
<td>The objective is to increase fan base to expand digital awareness of Pisamat</td>
<td>Metrics used: Likes Tracked: Ad manager, Facebook Insights</td>
<td>The fan base can be attained and increased through active marketing. Resources are little bit limited (time)</td>
<td>The goal is important as the new followers could be turned to regular readers and visitors in the website as well. It aligns with all other goals.</td>
<td>The schedule to increase follower number to &gt;100 is the time of ad campaign (10 days)</td>
</tr>
<tr>
<td>Increase engagement (&lt;2% rate)</td>
<td>Content strategy has to be created. The author posts content that is relevant for audience and complies the Pisamat brand image</td>
<td>The engagement rate can be calculated after monitoring the reach and engagements in Insights.</td>
<td>The goal is reasonable.</td>
<td>It is important as it will also improve the magazine’s brand image (their brand’s trustworthiness)</td>
<td>The schedule for this is 3 months (June-September)</td>
</tr>
</tbody>
</table>
### Appendix 4. The editorial calendar

<table>
<thead>
<tr>
<th>Week 23-24</th>
<th>Title</th>
<th>Author</th>
<th>Topic</th>
<th>Publish Time</th>
<th>Images</th>
</tr>
</thead>
<tbody>
<tr>
<td>23-24</td>
<td>Are you happy with your child’s day care support?</td>
<td>Nina</td>
<td>Share discussion of current topics of childcare, share a link to an article in a previous issue of Psamat</td>
<td>4th June 3:30 pm</td>
<td>Children at kindergarten</td>
</tr>
<tr>
<td>23-24</td>
<td>Pre-announcement of upcoming competition</td>
<td>Nina</td>
<td>Give advance info of upcoming competition.</td>
<td>3rd June 3:00 pm</td>
<td>Friday mood</td>
</tr>
<tr>
<td>23-24</td>
<td>June’s competition for readers</td>
<td>Nina</td>
<td>Illustrate the products, which will be the prizes in the competition. (Multimix vitamins, x 4 baby cream and wipes, Luminarc body cream) Announce the overall winner of the prize.</td>
<td>9th June 7:00 pm</td>
<td>Product pictures/collage</td>
</tr>
<tr>
<td>23-24</td>
<td>Product pictures of June’s competition</td>
<td>Nina</td>
<td>Share tips on how to make holidays fun and relaxed. Dolls and dolls. The end ask comments and tips from readers. Source from a family blogger &amp; her readers</td>
<td>11th June 5:45 pm</td>
<td>2 different photos of funny beach/vacation</td>
</tr>
<tr>
<td>24-25</td>
<td>Does your child eat vegetables? 9 tips on how to make them eat</td>
<td>Nina</td>
<td>Give tips about how to increase children’s motivation to eat more vegetables. Source from a family blogger and her readers.</td>
<td>14th June 2:00 pm</td>
<td>a girl with a vegetable basket</td>
</tr>
<tr>
<td>25-27</td>
<td>Announcement of the winners of June’s competition</td>
<td>Nina</td>
<td>Announce the winners and Happy Midsummer!</td>
<td>18th June 7:00 pm</td>
<td>a Finnish midsummer and nature</td>
</tr>
<tr>
<td>25-27</td>
<td>An article coming to Psamat magazine (09/15) about children’s psychologist Jan Sinkkonen</td>
<td>Nina</td>
<td>Share an article about Jan Sinkkonen from Helsingin Sanomat. Tell readers that the next issue of Psamat will have a profile based on the book from Jan Sinkkonen.</td>
<td>26th June 8:00 pm</td>
<td>Jan Sinkkonen</td>
</tr>
<tr>
<td>25-27</td>
<td>Right nutrition can improve child’s sleep</td>
<td>Nina</td>
<td>Short facts of sleep deprived children, mention the sleep expert before sharing the tips on the nutrition to improve sleep quality. Source: Kids Health &amp; Wellbeing magazine</td>
<td>27th June 1:15 pm</td>
<td>a sleeping baby</td>
</tr>
<tr>
<td>28-30</td>
<td>Help towards child’s sleep</td>
<td>Eija</td>
<td>Advice readers to seek help from MLL’s website for sleep problems and “unblock” for little ones.</td>
<td>29th June 3:10 pm</td>
<td>a sleeping child</td>
</tr>
<tr>
<td>Week 23-35</td>
<td>Child play has decreased</td>
<td>Eija</td>
<td>Attach an article from Helsingin Sanomat about Jan Sinkkonen and his thoughts about how computers and tablets have changed kids playing behavior.</td>
<td>10th July 7:17 pm</td>
<td>a girl playing with a tablet</td>
</tr>
<tr>
<td>23-35</td>
<td>Social media interferes with normal interaction</td>
<td>Nina</td>
<td>Share an article from Uutisstomo about how social media and the interaction between a parent and a child has changed and how it affects child’s social development.</td>
<td>12th July 5:36 pm</td>
<td>a baby and a mother</td>
</tr>
<tr>
<td>23-35</td>
<td>How to make your baby happy - tips for parents</td>
<td>Eija</td>
<td>Attach an article from Vaxa magazine, where Jani Sinkkonen gives advice on how to communicate with the baby.</td>
<td>25th July 9:08 pm</td>
<td>Jan Sinkkonen</td>
</tr>
<tr>
<td>23-35</td>
<td>Schools begin - 5 tips for the first grader’s parents</td>
<td>Eija</td>
<td>Attach an article from MLL website on how to organise school days and work when kids are still young.</td>
<td>10th August 1:10 pm</td>
<td>no picture</td>
</tr>
<tr>
<td>23-35</td>
<td>Help towards children’s loneliness</td>
<td>Nina</td>
<td>Share a link to register for MLL seminar about children’s loneliness. For parents that would be interested to hear about the subject, Free seminar.</td>
<td>23rd August 2:00 pm</td>
<td>MLL</td>
</tr>
<tr>
<td>23-35</td>
<td>Children’s and teenager’s bullying</td>
<td>Eija</td>
<td>Attach an article from Helsingin Sanomat, Important knowledge of bullying at school and how to react.</td>
<td>24th August 9:00 pm</td>
<td>Jan Sinkkonen</td>
</tr>
<tr>
<td>27-39</td>
<td>A new issue of Psamat magazine now published</td>
<td>Eija</td>
<td>Mention the main topics and the link where you can read it as well.</td>
<td>8th September 9:51 am</td>
<td>no picture</td>
</tr>
<tr>
<td>27-39</td>
<td>September’s competition for readers</td>
<td>Nina</td>
<td>Present a new competition for autumn. The idea is to remind people that the new issue has been published. By linking the photo/s picture (which is the cover of the newest issue) and the readers will be in the competition. It ends 3rd Oct (two weeks before the event)</td>
<td>19th September 3:22 pm</td>
<td>Cover of September issue</td>
</tr>
<tr>
<td>27-39</td>
<td>Product pictures of September’s competition</td>
<td>Nina</td>
<td>Product collage of the prize (Babancare pregnancy body cream, x 4 baby cream and wipes, Luminarc body cream) Announce the overall winner of the prize.</td>
<td>12th September 11:14 am</td>
<td>A photo collage of the products</td>
</tr>
<tr>
<td>27-39</td>
<td>9 tips for parents to support child’s self-esteem</td>
<td>Nina</td>
<td>A short, summarized article about supporting child’s self-esteem based on an article from MLL.</td>
<td>2nd October 5:04 pm</td>
<td>A child wearing a t-shirt “Heyvä minä”</td>
</tr>
<tr>
<td>27-39</td>
<td>The winners of Babancare, Yxelit and Birgiri products are now chosen</td>
<td>Nina</td>
<td>Announcement that winners are now chosen and notified via private Facebook message.</td>
<td>5th October 1:05 pm</td>
<td>no picture</td>
</tr>
</tbody>
</table>