



Successful Social Media Marketing:

How Company X, SUPER, promoted an event on Facebook

Tuuli Salonen

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Author:	Tuuli Salonen
Title:	
Supervisor (Arcada):	Ulrike Rohn
Commissioned by:	
<p>Abstract:</p> <p>This paper studies the effectiveness of a social media marketing campaign for Company X and specifically its brand SUPER. The commissioning company wishes to remain anonymous, thus the names are changed. SUPER promoted their participation to consumer targeted fairs on Facebook and the empirical study of this paper is based on these marketing campaigns. The aim of this study is to achieve and understanding about the key success factors of a marketing campaign in social media by identifying those key factors from literature. The study identifies six success factors from literature: Authenticity, Engagement, Spreadability, Integration and Nexus. These factors, that based on literature should make marketing campaigns successful, are applied to various campaigns by SUPER to see which campaigns should be the most successful. The campaigns are also reviewed from the point of view of how well the campaigns reached the desired and set goals of SUPER. In discussion there are suggestions for SUPER which success key factors they should use in the future marketing campaigns on Facebook. The conclusion of this study is that using the success factors identified from the literature will help in achieving the goals set by SUPER for their future Facebook marketing campaigns.</p>	
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1 INTRODUCTION

This paper studies the effectiveness of a social media marketing campaign for Company X and specifically its brand SUPER.

The commissioning company wishes to remain anonymous, thus the company name and its brand name are changed.

During spring 2015 SUPER took part in six consumer targeted fairs across Finland, and the marketing of their participation in these fairs was done on Facebook. The empirical study of this paper is based on these marketing campaigns.

1.1 Background information and motivation for choice of topic

The reason I chose to do my master's thesis on this topic, is that my previous education is in consumer marketing and I'm interested in the entire field of marketing. Social media interests me because it has become such an integrated part of our everyday lives in such a short period of time. Since social network sites (SNS) now have such large roles in consumers lives, they are important forums for marketers and businesses to show a presence. Given the relative newness of social media, social media marketing is also a relatively new phenomenon to study and academic writings on social media marketing are still few in number. This makes this an interesting and challenging topic of study.

The case company Company X has official company profiles for SUPER brand in four social network sites: Facebook, Twitter, YouTube and LinkedIn. The motivation for SUPER to commission this study is to learn how the audience received their campaigns and how they could conduct them in the future.

For this research study the social network site I am concentrating on is Facebook. The studied marketing activities are campaigns for a set of fairs SUPER was taking part in during spring 2015. The target audience of the fairs were consumers. Facebook was chosen to be used in the campaigns, as it is the social network site with the largest amount of users in Finland and it is used across the country (YLE/Taloustutkimus, 2014).

The basic motivations for companies to have presence in social media are the increasing popularity of social media, competitor's presence, headquarters' strategy and pressure for cost reduction as social network site communication is comparatively cheap (Tsimonis and Dimitriadis, 2013). These are basically the motivations for SUPER's presence too. SUPER has had a Facebook presence since summer 2014 and the creation of the page was a recommendation from Company X's group headquarters but with no strict guidelines. SUPER has not set a social marketing strategy and it has no social media manager, the social media activities are handled by the marketing department's three employees and two other employees from specification sales and product development. Thus a study on the effectiveness of a Facebook marketing campaign is in the interest of the company.

1.2 Aim of study

This study aims to achieve an understanding about the key success factors of a marketing campaign in social media, in particular on the social network site Facebook.

Thus, the study applies the factors identified in the literature and that are said to make marketing campaigns in social media successful to various Facebook campaigns by SUPER. Doing this, the study identifies the campaigns that should be – based on the success factors in the literature – most successful.

In a next step, this study analyses the campaigns based on the desired outcome as defined by SUPER. The aim is to see if there is a difference between the campaigns that should be successful based on the success factors proposed in the literature and the campaigns that are successful from the view of SUPER.

In a discussion, the success factors retrieved from the literature will be discussed in light of the results of the empirical study with SUPER.

The main research question is: “What are the key factors of a successful marketing campaign on Facebook for SUPER?”

Other questions in study are “How did the campaigns fulfill the success factors identified from the literature?”, “How successful were the campaigns according to the desired campaign outcomes by SUPER?” and “Is there difference in result between these two views?”

1.3 Methodology

This is a qualitative case study that involves both a review of existing literature and an in-depth analysis of the various campaigns.

The campaigns are compared using a scoring model. The campaigns are given points based on how many of the success factors were part of each campaign and how those factors performed. The scoring model is used also to compare the campaigns and how they measured up to the goals set by SUPER.

2 THEORETICAL FRAMEWORK

In this section I introduce what are social media and social media marketing. I try to find out how to define and measure the success of a social media marketing campaign, based on literature and previous studies of the topic. As the empirical study is about Facebook marketing campaigns this theory part will include some basic definitions of Facebook features and how marketing is done on Facebook.

2.1 Social media

“A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of User Generated Content”, this is how Kaplan and Haenlein define what are social media (see Tsimonis and Dimitriadis 2013). Evans has a less technical approach: “social media in conversation between people; it means sharing thoughts, experiences and information for making a better or more-informed choice (see Mustonen 2009).

Flynn defines social media as a category of Internet-based resources that facilitate user participation and user-generated content. Social media includes but is not limited to social networking sites (Facebook), microblogging sites (Twitter), photo- and video-sharing sites (Flickr and YouTube), wikis (Wikipedia), blogs and social bookmarking or news aggregation sites (Reddit) (Flynn 2012). Albrechtslund (see Mustonen 2009) points out that the terms “social media” and “social networking” are often used as synonyms especially in spoken language, but there is a difference between them. Social me-

dia can be characterized as a strategy; whereas social networking is more like a tool and a utility for people to connect with each other.

Rohn (2015) states that social media platforms enable users to be part of a community in which it is made easy to create, upload, share and consume content. Social media communities are based on friendships, contacts, or joint interests. Social network sites, such as Facebook, put the means for users to make connections with each other at the forefront of their service.

2.1.1 Social network marketing

Organizations now are not only able to reach out and speak to customers anywhere at any time but also able to interact with consumers and join their conversations (Mills 2012). As popularity of social media has boomed in recent years, many companies feel it necessary to have presence and marketing activities on social network sites. Yet only a small number of firms feel comfortable in the new environment (Tsimonis and Dimiriadis 2013) and they lack proper social media strategy.

The enhanced distribution on the Internet has resulted in information overload, says Shih (2009) and this makes it difficult for businesses to differentiate their marketing messages and regular people to find what they're looking for. But thanks to social media, marketing is now more precise, personal and social, as hypertargeting and social filtering are enabling brands to engage the right people in the right conversation at the right time. Hypertargeting allows advertisers to make their ads less about the mere product but more about what's important to the person viewing the ad (Shih, 2009). All content company posts in social network sites should be considered with respect to the recipients' perspectives (Mills, 2012). Hypertargeting is cost-efficient as it makes it possible to run very specific advertising campaigns compared to traditional marketing where it is usually random who is shown what. SNS marketing allows advertisers to target better, test and optimize and if some segment is not responding well to the ad, the company can either change the ad or drop the segment from the campaign (Shih, 2009). Weber (see Mustonen 2009) also makes a good point saying SNS enables the target market to find the company or the product, instead of the company finding them.

Mitch Meyerson (2010) has listed some key factors which prospects will base their decision on to become customers of a company. Some key factors apply in traditional marketing, but are easy to be emphasized in social media too. Customers will evaluate their experiences with the company or a brand, the company needs to think about how they make customers feel. The second factor is of course the product or service benefits. When using social media the company should communicate the most compelling benefits to their prospects. People will evaluate brands on trustworthiness and reputation, so the company must not make false promises on social media channels and take care of reputation management. People are interested in the value they receive. In the social media world value means great content, expert advice and personal connections. Companies need to listen carefully to prospects opinions and feelings, and address them correctly. Meyerson reminds that social media marketing is about quality not quantity, the company needs to build genuine human connections. If they want to stand out they must pay close attention to details –every single contact they have with the public is part of the marketing process (Meyerson, 2010). Tsimonis and Dimitriadis (2013) recommend that firms should clearly define if social media is a substitute or a supplementary tool to the rest of their marketing activities. Baumann and Rohn (2015) find that brands can benefit from SNS marketing in various ways; brands can reach new potential customers with no additional costs as anyone connected to the brand via the SNS can see the brand's posts and forward them to their own contacts who then might become customers for the brand. They reckon SNSs are an excellent base for market research as the monitoring and analysis of user comments may help recognize customer preferences for further development of the brand strategy. Also direct measurement of brand communication is relatively simple because the frequency of visits, number of "fans", comments and referrals can be counted on SNSs.

Social networking sites are relatively cheap marketing channels but definitely need to be conducted with a clear strategy. Setting up a page or an account in social media and publishing content is extremely easy, but getting noticed and reaching your audience is another matter. According to Alison Zarrella (see Maidell & Salonen 2014) for example Facebook users see approximately 6% of the up to 15.000 pieces of content available in their newsfeed. On average, only 15-20% of fans will see a post from a company's page even though they "like" the company. It has been stated that "if you're not interesting to

begin with, it doesn't matter what tactics or platforms you use, nobody will engage with your brand". This means that a company must have a clear idea of how to capture people's interest and only after that they are able to engage people and build social media relationships with them. Rohn (2015) points out that the company and its brands need to be consistently and coherently represented across all platforms and recommends brands to have a social media manager to oversee and handle the marketing efforts on SNS. The role of social media manager is to make sure the posts and other actions in social media is in line with the brand's strategy, but also the extra work of monitoring the competitors' actions and keeping up with the SNS format changes which can be very time consuming. According to a study by Baumann and Rohn (2015) it takes a significant period of time for companies to really get familiar with the use of SNS as a brand management tool. They interviewed brand managers in 2011 and again in 2013/2014, and only one out of five companies said they had left the orientation stage during those years. The four others still felt insecure in many regards, and that the success or failure of content distribution via SNSs in terms of the popularity of the profile posts still very often came as a surprise to them (Baumann & Rohn, 2015).

2.1.2 Marketing on Facebook

Facebook is a social networking site where people can connect with friends and family to share content (status updates and stories, photos, videos, links etc.) and stay in touch. Besides interacting with friends, users can join different user groups or fan pages, but also brand and company pages. There are over 1.55 billion monthly active users on Facebook (September 2015) and it is considered the most popular SNS in the world. Users can connect with companies of their choice by clicking the "like" button on the chosen pages. Users then get those pages' posts on their newsfeed. The business side of this "liking" is that companies can advertise also to their fans' friends and peer groups, people are seen as promoters for that brand or company. Advertising can be more targeted to certain demographics or behavioural groups. Advertising is seen as relatively cheap and even free advertising can be reached as satisfied customers can share aka promote content to their friends. For international brands presence on Facebook is somewhat mandatory (they are expected to have presence there), but especially for small business-

es Facebook can be the success maker; the potential to reach new customers is roughly the size of the whole world (Maidell & Salonen, 2014).

The difference between a Facebook *Profile* and Facebook *Page* is that a Page is a profile page for other users than private people. Only the official representative of an artist, business or organization is allowed to create the Page for that brand. Facebook members can choose to become fans (followers) of the brand's Page instead of friends (Shih, 2009). Facebook offers a measurement tool called *Page Insights* for Page owners. Page Insights show information and graphs on likes (number of organic likes, paid likes and whether the likes happen on ads or page profile), reach of posts (how many saw the post and engagement it aroused), visits (which sections on the Page interest the users and did the visits come from inside or outside of Facebook), posts (time when the fans are online, what is happening with various posts, what is happening on other pages like competitors) and people (demographics of fans and visitors) (Facebook, 2015). Using Page Insights allows companies to get an understanding of what type of users connect with them on Facebook and how their posts are received. Using this information allows companies to plan their content and actions better and in a more targeted way.

Since January 2015, Facebook made changes to its algorithm about how posts appear on users' news feeds. Facebook is reducing the visibility of content which it considers primarily as advertisements. This is based on a user survey Facebook conducted in which it was found that users want to see more posts from friends and Pages they like and less ads. Users value good and relevant content, so posts with likes, comments and shares are pushed to the news feed and get more visibility (Facebook, 2015).

According to a survey conducted by Buzzstream and Fractl (Huovinen, 2015) social media activities that people regard most important are having new content in posts, having brand relevant content in them, engaging with followers and having a consistent frequency of posts. The same study revealed reasons why people would stop following a brand on Facebook. The main reasons were that people found the content repetitive and boring, posts were too frequent and people found their news feed too crowded.

When a Facebook user sees a post from a Page they have liked and the Page owner (business) has not paid for the post to be seen it's called organic reach. But as men-

tioned above organic reach is very low. To increase visibility the companies can promote their individual posts or create a full marketing campaign on Facebook.

To create a *campaign* on Facebook it starts with choosing the objective, for example to promote a new product and direct users to their online store or to increase brand awareness and sign up more newsletter subscribers. In the next step “*Ad Sets*” the company chooses their target audience out of the Facebook users, schedules the campaign, decides where the ads appear for the users (desktop/mobile) and allocates a budget for it. On the “*Ad level*” are the individual posts that the users see (photos, videos, copy or links). Facebook marketing has a big advantage in targeting options; advertising can be targeted based on users’ location, demographics, interests, behavior and connections on Facebook. Advertiser can even pick lookalike audiences that are similar to their existing customers. Out of the target group Facebook still optimizes the most suitable audience for the campaign based on the campaign objective.

Facebook has its own reporting tool for marketing campaigns, *Ads Manager*. It gives data on how the campaigns are performing in relation to budget (for example *CPC cost per click* or *CPM cost per thousand impressions* depending on the chosen cost form and *CTR click through rate*). On Facebook it is possible to see in real-time how the target group reacts to the campaign and make changes to the target group, post content or budget if the campaign is not performing as hoped (Facebook 2015).

2.2 Success factors for social media marketing

Characteristic for social network sites is that the content published there can be shared by other users and when the content spreads widely online it is “going viral” and this is of course something that all marketers aim at, Shih (2009) calling viral advertising even “the Holy Grail for marketers”. Mills (2012) defines viral marketing as “the strategic release or seeding of branded content into the socially networked online consumer ecosystem, followed by the potentially multiplicative spread of the content through the ecosystem as consumers receive the content and are motivated to share the branded content with other consumers”. Previous literature proposes several counter views on viral marketing and the factors affecting whether a campaign goes viral or not. Southgate suggests that advertising measures such as distinctiveness, celebrity endorsement, enjoyment and branding generate consumer awareness as much online as they do offline

while Dobele (see Mills 2012) on the other hand states that viral marketing triggers emotional responses and that campaigns must contain elements of surprise and capture the imagination of the recipients. To provide marketers something tangible Mills proposes in his research paper a conceptual model of virality in social media; the SPIN Framework. Mills studied successful viral social media marketing campaigns, analyzed their elements and identified four key success factors. These factors are spreadability of content based on personal factors, the propagativity of content based on media type, the integration of multiple media platforms and the successive reinforcement of messaging, nexus (Mills, 2012). Mills states that this is a step-by-step framework, the marketer needs to have the first factor covered before moving on to the next.

In Mills' SPIN framework the first factor is spreadability; "without the innate ability to spread organically a campaign is destined for failure". The content should have *likeability*, how the message is stimulating or engaging in some emotional or intellectual way. When the content is appealing to the consumer, they become willing to share that message with others in their social network, which is *shareability*. Therefore spreadability is a sum of these two characteristics. Another corner stone of viral marketing is propagativity. Propagativity is about chosen medium, how the sharing of content can be done: how fast and easy the sharing is (cycle time), how big is the network and the type (Facebook, Twitter, You Tube etc.), the richness of content (in technical sense, there are some restrictions between different applications) and proximity meaning how far apart is the content that is being consumed and the means of redistribution (for example content not on Facebook but on different site on Internet). Furthermore Mills suggests that the campaign should be integrated to multiple media platforms. To reinforce the spreadability and propagativity Mills suggests that the campaign should have content for example both on Facebook and You Tube with content best suite to each media (pictures on Facebook and videos on You Tube). Mills also states that marketers should not forget about the "traditional" media but also have some offline advertising integrated into the campaign in order to reinforce it and to promote the ongoing online campaign. The last factor in Mills' framework is nexus, meaning the successive reinforcement of the campaign by providing continuous messages, "leaving the consumers eager for more". Mills uses Harry Potter novels as an example of readers lining up for the sequels because the books offer content that engages and connects with readers on an emotional level and leaves readers yearning for more. In a marketing campaign this could mean a

series of messages that follow up the previous and keep the story going. This keeps the consumers engaged and the brand top-of-mind over an extended period of time. Social media participation must be consistent and ongoing (Mills, 2012).

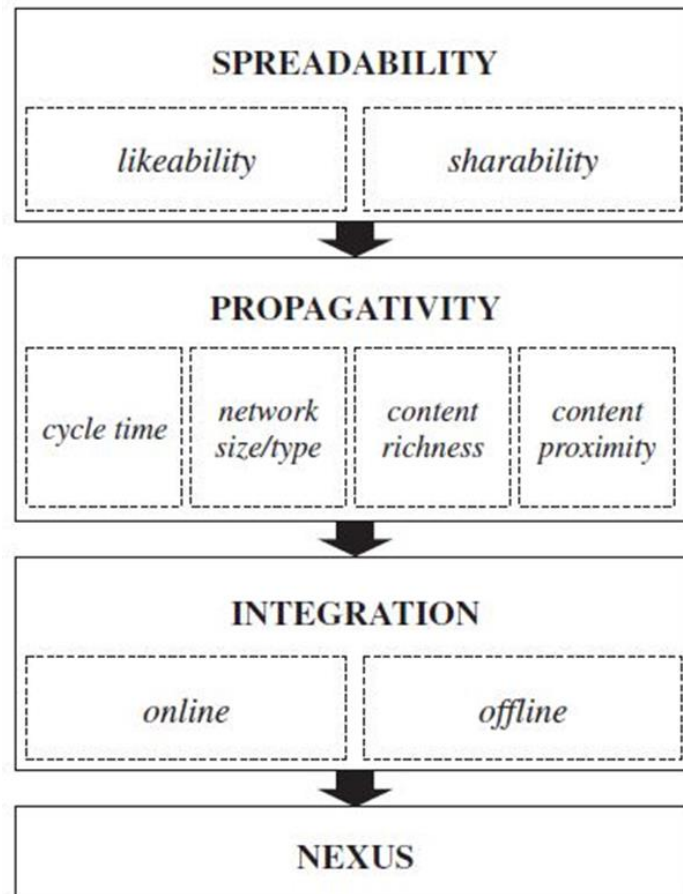


Table 1 The SPIN Framework by Mills (2012)

In social network marketing literature many authors suggest that the success of a marketing campaign is always based on how well the campaign reached the set goals. These goals are set by the company and therefore vary for campaign to campaign (Zarrella 2011, Shih 2011, Sterne 2010). At this stage of social network marketing history, literature doesn't clearly outline what makes a campaign successful. On the other hand for example Shih (2011) gives clear guidelines of what is expected from a company's social actions and presence. Shih explains these corporate norms on SNS are about how the consumers expect to interact with companies and they strengthen the connection between the people and companies. Shih's listed norms are authenticity, transparency, engagement, real-time response and long-term view. Authenticity means that the customers expect companies to feel personal and authentic on SNS. Many companies have

achieved this for example by exposing the personalities of their customer-facing employees (i.e. having an employee posting comments on the Facebook Page). Transparency comes from the fact that today's customers want to know about a company's practices to be environmentally friendly, their community involvement and also shortcomings. Companies need to be open and transparent about these issues too, along with telling about their business practices (i.e. posting news about environmental facts related to products or community initiatives on the Facebook Page). Customers expect to have a voice and to have an impact on how products are built, how complaints are addressed and even what community initiatives companies are investing in. Thus engaging customers not only enhances corporate image, but also creates additional opportunities to expose audiences to a company's brand and products (i.e. support conversations on Facebook Page and addressing suggestions from Fans). Real-time response is expected by the customers. Companies must be aware of the fact that today's customers are "always on" thanks to mobile technology. Customer activity can also happen after business hours. The fifth of Shih's norms is long-term view. The goal of a company's digital marketing is not campaign-centric anymore, but has a long-term view in mind. Companies aim to win customer loyalty in the form of Facebook fans and word-of-mouth, not only to optimize the click-through rates of a particular campaign (Shih, 2011).

3 THE EMPIRICAL STUDY

3.1 Fair campaigns

All campaigns were promoted locally (within 25 miles of the event location) for people over 25 years of age and the marketing budget was 500 euros per campaign (except Vantaa's budget of 1000 euros). Promotion was done on Facebook's News Feed for having visibility for both mobile and desktop users. There was only one paid post per campaign, with a link to SUPER's website, landing on the page with fair information. (For the Vantaa and Turku campaigns there was also a paid post to Facebook *event*.) The publishing of the posts were done by SUPER's media agency. Some additional non-paid posts were published during the campaign week, with pictures from that week's fair.

Each of the six fairs had a specific theme for its marketing campaign. In Vantaa the theme was to use a greater budget (1000€) than with the other fairs. In Turku the content was the same as in Vantaa, but with a regular budget (500€), in order to see whether the larger budget had a significant advantage. For the Tampere fair the theme was “funny”, there was a more relaxed approach to promote the fair. In Jyväskylä the campaign related to the Instagram competition, while the Lahti campaign advertised SUPER products for professional use and lastly in Seinäjoki the promoting content was connected to the company’s spring marketing campaign. The campaigns’ actions and results in detail can be seen from in figure below.

	VANTAA	TURKU	TAMPERE	JYVÄSKYLÄ	LAHTI	SEINÄJOKI
THEME	Big budget	Small budget	Funny	Instagram Competition	Professional	Spring campaign
PAID POST						
total reach of target group	60 256	28 944	31 856	22 752	24 224	18 528
organic reach	64	16	16	384	2 344 *	144
engagement (likes/comment/shares)	54	25	15	37	86	50
(unique) clicks on post	882	522	507	388	532	549
FACEBOOK EVENT POST	paid	paid	non-paid	-	-	-
reach / engagement	34 / 4	65 / 2	53 / 0	-	-	-
NON-PAID POSTS				Reach / engagement		
"selfies"	198 / 26	-	436 / 39	365 / 30	239 / 23	-
"work demos"	185 / 20	-	78 / 7	-	-	-
"informative about products"	58 / 0	-	-	70 / 0	-	108 / 2
other	76 / 5	95 / 0	-	83 / 7	-	731 / 8
INCREASE IN PAGE LIKES, Followers	19	24	4	6	11	55
FAIR VISITORS	13 873	16 100	15 919	19 300	19 337	23 150
Questionnaire responses	48	45	29	47	22	31
Respondents who have seen ads on Facebook	5 (10,4%)	5 (11,1%)	3 (10,3%)	5 (10,6%)	1 (4,5%)	1 (3,2%)
						*employees shared the link

Table 2 The Fair Campaigns

3.2 Applying the success factors derived from the literature to the campaigns

3.2.1 Designing a model of success factors based on literature and relevant for the case study

Shih's corporate norms on SNS are based on what the customers expect from the company's SNS presence. I consider these customer expectations as factors of success also in a social media marketing campaign, as when these expectations are not met, then it can be said that the campaign is less likely to be successful. From Shih's five norms I chose two to be taken into my matrix of success factors;

- Authenticity
- Engagement

I see these norms as the most countable in SNS marketing campaign, whereas the three I left out, transparency, long-term view and real-time response, are norms that matter on the general company profile more than for the single campaigns. For example real-time response is expected in all activities in SNS and the company must be ready to handle all reactions in real-time, not just during campaign times.

Shih's norms are factors that affect the success of a campaign from an expectations point of view. Another important view is the virality of a campaign. Therefore I'm also including Mill's SPIN frameworks as factors of success in my matrix;

- Spreadability
- Integration
- Propagativity
- Nexus

Model of Success Factors

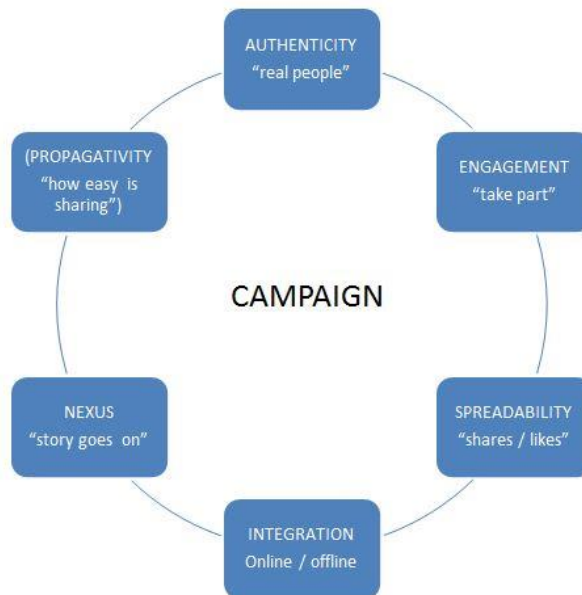


Table 3 Model of Success Factors

To be able to measure these factors on the 2015 spring campaigns by SUPER I identified them as follows;

- Authenticity I measured by having real people on the content (for example “selfie photos”)
- Engagement means there is content the consumer can take a part in (for example competitions)
- Spreadability is the number of shares and likes for a post (Although number of shares and likes can be considered as a result of a good campaign, Mills’s *spreadability* stands for likeable and shareable content. Therefore they also count as factors for success. This study identifies what types of posts were most liked and shared, and that information can be used later when deciding which types of posts to include in future campaigns.)
- Integration means that a campaign had content both offline and online
- Nexus meaning that there was an ongoing story created with a series of messages

Mill's factor propagativity was irrelevant for studying the case study, as all the campaigns were executed on Facebook, so there was no difference between the easiness of sharing content.

3.2.2 Comparing the various campaigns by SUPER in terms of the success factors mentioned in the literature

To score the different factors, I put 10 / 0 scores to authenticity, engagement, integration and nexus, simply based on whether these factors existed in a campaign or not. Numerical factor, spreadability, was scored 10 / 5 / 3 with the highest score to campaign with highest number. Only the top three campaigns that have the most likes and shares were scored.

Success of campaigns by SUPER in terms of success factors

	VANTAA	TURKU	TAMPERE	JYVÄSKYLÄ	LAHTI	SEINÄJOKI
Authenticity	10	0	10	10	10	0
Engagement	0	0	0	10	0	10
Spreadability Incl.all posts	5	0	0	3	10	0
Integration	0	0	0	0	0	10
Nexus	0	0	0	0	0	10
Total	15	0	10	23	20	30

Table 4 Success of campaigns by SUPER in terms of Success Factors

According to my study the most successful campaign in terms of the success factors was Seinäjoki campaign. Seinäjoki campaign's theme was to support the general spring marketing campaign. It got score from engagement as the campaign included an interactive video for the users. The campaign was also integrated with offline content and print ads were published in certain newspapers. There was continuation to the story with a making off-video related to the first one, thus the campaign scored from nexus. The paid post was well liked, but as the non-paid posts did not get many likes, the overall number did not reach the top three to score on spreadability. From all the campaigns Seinäjoki was the only one with scores on integration and nexus.

Second place went to the Jyväskylä campaign. Authenticity score came from having real people (the staff at the fair) in the posts and that photo added up to 40% of all the likes in the campaign. Jyväskylä campaign scored second highest in spreadability. This campaign scored also in engagement as it included an Instagram picture competition for the users to participate in while at the fair.

In third, fourth and fifth place –Lahti, Vantaa and Tampere campaigns, the scores came from authenticity and spreadability. Turku campaign was the only campaign not to score in any of the success factors. (The posts did receive likes and shares, but were not in the top three to score.)

3.3 The success of the campaigns based on the set goals

The goals SUPER set for the fair campaigns were to get more followers for their Facebook Page, create an active forum there, increase brand awareness and to get people to attend the fairs. These are to be considered as the success factors from the company’s point of view. In order to find out the most successful campaign based on these factors I used the same scoring model as in 3.2.2.



Table 5 Factors of success based on SUPER's goals

To be able to measure how well the campaigns met the goals, I needed to choose which figures represent each goal. First goal, increase the number of followers, is of course the increase in “Likes”, how many new Facebook users liked SUPER’s Page. The second goal was to create an active forum, meaning getting people to engage with the SUPER Page. This can be measured by calculating all the likes, comments and shares people made on the posts. The campaigns included both paid and non-paid posts, these are counted together (as was done in spreadability factor in previous step). The next goal, increase brand awareness, can be measured by how well the word got out. This can be seen from the reach number, how many people saw the posts (note, this is total reach, despite whether the viewer reacted to post or not). The final goal was of course to attract people to visit the spring fairs, so the number of fair visitors are the fourth metric to compare. But as the number of visitors are not only the result of SUPER’s campaigns but other factors also (such as other exhibitors event marketing, general appeal of the fairs for consumers to attend, other free-time activities, the weather etc.), I consider this as a secondary goal with less emphasis as a success factor (when comparing the campaigns for the best result in achieving the goals).

I scored the campaigns for increase in followers, amount of likes/comments/shares of all posts (active forum), reach (brand awareness) with scores 10/5/3 for the top three and number of fair visitors with lower scores 3/2/1.

Success of campaigns by SUPER in terms of set goals

	VANTAA	TURKU	TAMPERE	JYVÄSKYLÄ	LAHTI	SEINÄJOKI
New fans	3	5	0	0	0	10
Likes/comm./ shares <small>incl.all posts</small>	5	0	0	3	10	0
Reach	10	3	5	0	0	0
Fair visitors	0	0	0	1	2	3
Total	18	8	5	4	12	13

Table 6 Success of campaigns by SUPER in terms of set goals

In terms of achieving the set goals, Vantaa campaign scored the best. Vantaa reached the most people, received the second highest amount of total likes, comments and shares and got third highest number of new fans for the SUPER Facebook Page. Seinäjoki campaign attracted the most new fans and visitors to the fairs and came in second place. Lahti campaign post engaged users the most, generated likes and the fair had the second highest number of visitors, making the Lahti campaign reach the set goals in third place. The three other campaigns –Turku, Tampere and Jyväskylä scored points too, so all the campaigns reached at least parts of the goals.

4 DISCUSSION

From literature I identified factors that should make a social media marketing campaign a successful one. In the empirical study I found out how the Facebook users reacted to the various campaigns and how the campaigns met the goals SUPER had set for them. Now in discussion I'm mapping out what would be an effective mix of the factors for SUPER to continue to have marketing campaigns on Facebook that are successful in terms of meeting the desired and set goals.

When comparing SUPER's goals (to have active Facebook community, get new followers on Page, increase brand awareness and get visitors to fairs) to the campaigns (in paragraph 3.3) we can see that all of the campaigns reached some of the goals. However the goals for 2015 campaigns were not numerical nor prioritized over one another. In that sense all the campaigns succeeded! Elisa Juholin states that results should always be measurable in some way, merely aim to "get publicity" or "get more followers" is not enough. But they should be clear goals, such as "increase brand awareness by 15%" or "100 new followers" (Juholin, 2010). I suggest that SUPER sets numerical goals for the next campaigns, so measuring the results are easier. SUPER should include as many of the success factors as possible in their Facebook campaigns and then measure the success based on the goals reached.

Including all the success factors into one campaign would create the ideal marketing campaign on social media. But to be realistic not all of the factors are easy to include in all the campaigns but mainly in the biggest campaigns. The two success factors *nexus* (continuing story across the campaign) and Shih's *engagement* (users/audience participation i.e. competitions) are elements that not all campaigns will include. But when oth-

er campaigns are running on other media, Facebook could be utilized as the extension platform and these two factors included there in the form of competition or “sneak preview” of what is coming in the other medium for example.

The three other success factors, *authenticity*, *spreadability* and *integration*, are factors that are easy to include even in everyday marketing on Facebook. Marketing messages offline in papers, magazines etc. should be replicated and thus fortified on Facebook, with publishing suitable for Facebook of course. In social media SUPER should publish content that is “social” and not too professional. It must be remembered that social media is about people’s personal interests, thus the content should be authentic, something that is easy to like and worth sharing. Actually the factors authenticity and spreadability overlap; in the campaigns the most liked, shared or commented posts were pictures from the fairs and even more “selfies” of the employees. These types of posts that are “easy to like” and feel personal with authentic feel should be included in the future campaigns and even promoted (paid posts). It needs to be noted that although the factors state that a picture post would be successful, there is a likelihood that between two pictures one might be more successful than another, thus I recommend testing posts during a campaign and continuing with the better ones. I also recommend that SUPER invest in content creation and use professionals (media agency) for that, in addition to in-house content publishing. Social media networking sites are packed with content and the best quality content has the most potential to be noted.

The one success factor that was overlooked in this case study’s campaigns, *propagativity*, must not be overlooked in the future campaigns. It’s important to make sure the posts are easy to share if other social media networking sites besides Facebook are being used.

CPC (cost per click) and CPM (cost per impressions) of the spring 2015 campaigns were not studied as success factors but I consider them (low cost numbers) more as results of a good campaign. This study discusses cost and budget lightly; Vantaa had a bigger budget which resulted in better reach, but otherwise the success factors relate to content. When applying the future campaigns with the success factors SUPER can decide on the budget and monitor it using CPC and CPM figures. Vantaa campaign’s larger budget did double the reach compared to other campaigns and that most likely resulted in greater numbers of engagement (likes, comments and shares). Karen Nelson-Field states that 90% of Facebook users don’t share thus reach matters. For example “a video

that is viewed by relatively few people cannot be shared by many.” Thus she recommends that it is smart to invest in paid viewers to gain a bigger audience (Nelson-Field, 2013). It is worth pointing out here that with Lahti campaign the SUPER employees were asked to share the campaign post on their own Facebook profiles. This resulted in massive organic reach of over 2300 Facebook users (other campaigns’ organic reach was between 16 to 384 users)! That post also engaged more than the big budget Vantaa campaign.

(One paragraph here is left out from public version.)

To conclude the discussion, I would like to state that the campaigns in spring 2015 did actually include many of the success factors of a social media marketing campaign and all of them reached some of the goals set by SUPER. The results for the most successful campaigns differed between what was proposed by the literature and which ones best achieved SUPER’s goals. For example Vantaa campaign was the most successful in achieving SUPER’s goals, but was the second last from the point of view of the literature’s success factors. I see the reason for this is that SUPER’s goals measure different things than literature’s success factors, for example the number of new fans for Facebook profile. In literature review (p.13) this is mentioned in Shih’s corporate norms as the *long-term view*, but not as a success factor for marketing campaigns as such. I would still argue that the success factors help in achieving the goals.

In the future the goals need to be more numerical in order to follow the results more effectively. These results can be used as the starting point and set for example the growth percent for Facebook followers for the next year. For future study it would be interesting to see if or how the ever changing and evolving social media field affects the success factors. Are these the factors that will apply for years to come or will new success factor appear alongside a new social media application? I hope that this study gives SUPER tools to plan their social media marketing campaigns and encourage Company X to put these suggestions in action across their other brands’ marketing departments.

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