Measuring Metrics for Social Media Marketing
Case: Marsaana Communications

Heidi Yli-Pietilä
This thesis looks into social media marketing, what relationship public relations has with social media marketing and brand equity. The challenge with utilizing social media marketing is identifying the right tools to use in measuring the success or effectiveness of it. In this thesis I investigate a set of tools a Finnish PR agency could utilize in measuring the effects of their social media marketing efforts on their client’s brand equity.

The commissioning company is a leading Finnish public relations (PR) agency called Marsaana Communications. Marsaana is an independent public relations and communications agency which has established a strong reputation among clients, editors, bloggers and stylists as a result-oriented, highly respected firm with a unique philosophy and approach. Marsaana’s clients include some of the most influential brands in Finland and in the world.

For this thesis I have also discussed from a client’s perspective what information they find most valuable when measuring social media marketing and how a public relations professional from London views the importance of measuring the effects of social media marketing on brand equity in her local market, the United Kingdom.

In this thesis topics include new media in specific social media marketing and its effects on brand equity. In specific this thesis focuses on the measurement metrics that can be utilized when measuring the effects of social media marketing efforts on brand equity. This thesis investigates measurements metrics gathered from marketing theories and online research of articles, reviews and academic reports. This thesis is conducted through qualitative research and parts are conducted through qualitative interview.

In conclusion this thesis indicated that social media marketing is a useful tool for building brand image, PR agencies should utilize it as a marketing tool when the objective is to build brand equity for their clients. The most valuable measurement metric to use when marketing on social media platforms and blogs is engagement.

Keywords
Public relations, new media, social media marketing, brand equity, metrics
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1 Introduction

As the world digitalises an interest in having an online presence increases. The ability to connect with people unrestricted by distance or time has made a remarkable change on the way companies communicate with their audiences. The way information is exchanged has increased in efficiency and creating a brand image is now possible through various online channels such as social media networks. The internet technology has enabled staying in contact with our audiences around the world unhindered by time or place. As this phenomenon continues to evolve, having a social media presence continues to be increasingly important to businesses and the ability to utilize social media networks to their fullest is a vital tool in today’s marketing. Partaking in social media networks is very beneficial to brands. With social media, brands can engage consumers, enhance brand reputation and image, arise awareness, and build impressions on their audience. Social media networks are ideal for targeting a specific group of potential customers or influencers. The web has opened up a tremendous opportunity to reach niche buyers directly with targeted information that costs a fraction of what big-budgeted advertising costs (Scott 2015, 19).

A key element of marketing conducted by companies is the data collection process in which a company analyses and measures the effectiveness or success of their marketing efforts. When it comes to social media marketing - or any form of marketing, for that matter - measurement isn’t optional. It is a necessity for organizations that are serious about adjusting their strategies and tactics to better meet their objectives. (Tuten & Solomon 2013, 205.) In cases where a company is collaborating with a local public relations (PR) agency, it is their job to insure visibility of the client’s products in the local media. Once the visibility is reached, effectiveness of the visibility is assessed. The challenge is to identify the right tools to use in measuring success or effectiveness of social media marketing. Brands wish to understand how to utilize online - and social media in order to achieve additional value to the company (Thomas Jensen, 2016). In this thesis I investigate a set of tools a Finnish PR agency could utilize in measuring the effects of their social media marketing efforts on their client’s brand equity.
1.1 Background

The inspiration for this thesis topic struck me at my desk at a public relations agency where I was interning. My job was to collect and report the advertisement and PR values of product placements found in the local media each month. Product placements can be found in mass media channels such as magazines or newspapers and in digital media channels such as social media networks. In other words, product placements can be referred to as localized marketing of a PR agencies client’s product.

Public relations professionals have mainly used mass media such as magazines or newspapers in order to reach mass audiences. Formulating a detailed report on the advertising in the local media which includes the advertising value and the PR value has been routinized for mass media by detailed data on circulation and reach being easily accessible by public relations professionals. However, with the emergence of the internet the number of magazine and newspaper readers has declined significantly. An increasing number of magazines and newspapers are now focusing on a stable and vibrant online presence which means that product placements can also be found in online media channels such as blogs and social media networks.

During my search for product placement results in the local media I noticed that the dominant amount of results traditionally found in print media had now decreased. In order to gather a vast amount of product placements that would contribute to a thorough report of the results and the effects of PR marketing in the local media on the client’s brand equity, I had to rely on the results I could gather online from blogs and social media networks. The transition of local PR marketing from print media to digital media became unmistakably evident.

Public relations professionals are getting increasingly convinced of the fact that people are no longer just audiences but powerful influencers with extensive networks. These networks are spread out across a variety of digital channels. Thus public relations agencies often collaborate with social media celebrities and popular bloggers with large online audiences in order to create significant visibility in the vast sea of potential clients and followers. Public relations agencies provide clients with the tools to reach the key audiences depending on the brand in question and the client’s objectives. Once the advertisement has reached its targeted audience, visibility has been achieved and an effect has been made...
on the viewer. What are the effects of this visibility on the brands image or it’s over all equ- uity? Furthermore, what are the tools that can be utilized in measuring these effects?

A public relations agencies core objective is building brand visibility in order to ensure maximum results and return on investment for their clients. In achieving and maintaining a higher brand equity they must be able to measure the advertising efforts with the appropriate tools. In my search for advertising results I found a number of acceptable results in various blogs and social media channels. These were results I could report on, however I was unable to obtain the appropriate tools to measure any concrete effect on the client’s brand equity, nor did I have a clear vision of what information from these new media channels the client would have found most valuable at the time. So once it was time to decide upon a thesis topic, this dilemma aroused my curiosity. I decided to investigate a set of tools that a public relations agency could utilize in measuring the effects of social media marketing on their client’s brand equity. Furthermore, I will discuss what relationship public relations has with branding, social media marketing and brand equity. For this thesis I have also discussed from a client’s perspective what information they find most valuable when measuring social media marketing. The client I chose to gather this information from is Tommy Hilfiger. I have worked for Tommy Hilfiger for over 4 years, and have also experience from their marketing operations through my work placement period at Tommy Hilfiger’s marketing offices in Copenhagen. I also gathered information on how a public relations professional from London by interviewing Emilia Sipilä, a digital analyst at Brunswick Group. I wanted to gather her professional views on the importance of measuring the effects of social media marketing on brand equity in her local market, the United Kingdom.
1.2 Case Company

Marsaana Communications is an independent public relations and communications agency with more than 30 years of experience. With a turnover of 730 thousand euros in 2015 (Suomen Asiakastieto, 2016) Marsaana based in Helsinki, has established a strong reputation among clients, editors, bloggers and stylists as a result-oriented, highly respected firm with a unique philosophy and approach. Their team consists of passionate professionals who utilize their strong understanding of the Finnish market to help both regional and global brands achieve and maintain the highest brand equity. They apply their knowledge and expertise to attain record-breaking editorial coverage, strategic celebrity endorsements and exclusive opportunities for their clients resulting in invaluable growth across the board. As a PR agency they believe people are no longer just audiences but powerful influencers with extensive networks. These networks are reached through communicating client companies brand messages across a variety of different channels – newspapers, magazines, lifestyle and business websites as well as blogs and social media platforms. (Marsaana, 2016).

Public relations agencies offer assistance for companies in building powerful brands and personalities publicly. They give clients the tools to reach their target audiences in the given local market area. The strong relationships they sustain with media owners, journalists, bloggers and opinion leaders make them a reliable partner for attaining applicable editorial coverage across both traditional and new media. As every brand has a unique set of objectives it is important for any public relations agency to offer each client a customised approach for building brand visibility in order to ensure maximum results and return on investment. The core service that this thesis will examine is the data collection and analysis process of product placements in the local media and the communication of said results to the brands a PR agency represent.

This thesis will provide the case company with a deeper insight into the age of new media and the tools that can be utilized in measuring the success of their social media marketing efforts. The case company will hopefully gain a deeper understanding of the theories that surround social media marketing and brand equity construction. In interviewing one of the case company’s clients they will receive insight into what a marketing manager of a client brand views as the most valuable information when measuring social media marketing. This may help in reconstructing the social media marketing results analysis process as well as change the viewpoint on what truly is the most valuable information gathered from social media marketing efforts and how it in fact effects the clients brand equity.
1.3 Objectives

The objective of this thesis is to assess the relationship between modern public relations and new media. I will discuss social media marketing, marketing products in blogs, Facebook and Instagram. The problem that inspired the topic of this thesis came from troubles to measure and analyse the social media marketing results that Marsaana has collected of its client’s products. In order to report the value and effect of the social media marketing a set of metrics needed to be gathered ready for application. This thesis explores what the most important metrics are for measuring social media marketing success for client companies.

This thesis’s purpose is to attain information on some of the theories that lie behind social media marketing and the measurement metrics that can be utilized in determining the effects of social media marketing on brand equity. I will thoroughly identify the key concepts and uncover the benefits of understanding how to measure the effects of social media marketing on brand equity. Furthermore, this thesis will explore Tommy Hilfiger’s perspective as Marsaana’s client on what information they find most valuable when measuring social media marketing and how a digital analyst, Emilia Sipilä at the Brunswick group in London views the importance of measuring the effects of social media marketing on brand equity in her local market, the United Kingdom.

1.3.1 Research questions

1. What is the relationship between Social media marketing, public relations and building brand equity?
2. What metrics can a PR agency utilize in measuring social media marketing and its possible effects on the client’s brand equity?
3. Which social media marketing metrics provide the most valuable information to client companies?
4. International aspect: how significant is the importance of measuring the effects of social media marketing for a digital analyst and PR professional in the United Kingdom?
1.4 Demarcation

This thesis focuses on the tools that PR agencies can utilize in measuring the effects of their social media marketing on a client company's brand equity. The thesis has been conducted in collaboration with a commissioning company, a Public Relations agency operating in Finland. The focus will be on the agencies social media collaborations with blog’s, and social media celebrities in Finland. The results I discuss refer to product placements in social media platforms such as Facebook, Instagram and blogs that the PR agencies marketing efforts have reached. For example, an image of a product of their clients is shared on a local popular social media celebrities site would be considered a result, and is eligible for data analysis. The analysis tools are the ones examined in this thesis. Furthermore, once the result has been analysed with the appropriate tools, investigated in this thesis, the effects of it are weighed in terms of what effect it has had on the client’s brand equity.

In preparation for this thesis an interview is conducted with Tommy Hilfiger’s local marketing representatives because Tommy Hilfiger is one of the commissioning company’s clients. I chose to interview the store manager of Tommy Hilfiger, Mervi Jäntti and Yana Gergalo who is responsible for social media marketing for the Tommy Hilfiger Helsinki store. Tommy Hilfiger as a brand has had great success in social media marketing campaigns and their products are trending currently due to a large following on their social media platform Instagram. Also popular bloggers have displayed Tommy Hilfiger’s products on their sites, and this has definitely has an increasing effect on their current popularity.

An interview concerning the importance of measuring social media marketing’s effects of brand equity was carried out with Emilia Sipilä, a digital analyst based in the UK. I gathered her answers based on her experience in London on the most valuable measurements used in a market area which has perhaps adapted quicker to digitalization and the new media channels. I chose to interview Sipilä due to the fact that 18th century London is the alleged birthplace of modern public relations (IPR 2012).

In researching different social media marketing channels, I will refer to 3 specific ones; Facebook, Instagram and Blogs. I have chosen to do my research in view of these social media channels because Facebook is the largest social media network and it has vast amounts of target audience groups that can easily be targeted by a public relations agency in search of collaboration partners or celebrities to share their information.
Instagram is one of the chosen channels because it is a social media network where the audience can follow up on the latest trends and images can easily be shared as well as be promoted by individuals to their personal audiences. Instagram is an ideal network for public relations agencies to share their client’s products, help build their clients brand images or awareness, thus directly affect their clients brand equity. Instagram is a network where one image can go viral in minutes. Visibility is easily attainable on Instagram.

Popular blogs are increasingly being used as a means of marketing and advertising products. Public relations agencies often collaborate with bloggers with a large following to reach their targeted audiences. Blogs are one of the most influential channels in marketing currently and certainly a trend which should not be neglected by any brand seeking visibility or brand awareness.

This thesis follows a layout prepared to provide a complete image of the relationships between modern public relations, social media marketing and building brand equity. The core element that is surrounded by these relationships are the tools that can be utilized in measuring the effects of social media marketing. In researching social media marketing discovery of u-space marketing theories inspired a section in the new media chapter. Social media marketing measurement tools will be identified and the most valuable tools will be highlighted as a conclusion.
1.5 Key Concepts

Public relations
Public relations is the way organisations, companies and individuals communicate with the public and media. A PR specialist communicates with the target audience directly or indirectly through media with an aim to create and maintain a positive image and create a strong relationship with the audience (IPR Public Relations 2012).

New media
New media is used to describe content made available using different forms of electronic communication made possible through the use of computer technology. Generally, the phrase new media describes content available on-demand through the Internet (Webopedia 2016).

Social media marketing
Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach (Whatis 2011).

Brand equity
Brand equity is the added value endowed on products and services, reflected in how consumers think, feel, and act with respect to the brand, as well as in the prices, market share, and profitability the brand commands for the firm (Kotler & Keller, 2009).

Metrics
Metrics are parameters or measures of quantitative assessment used for measurement, comparison or to track performance or production. Analysts use metrics to compare the performance of different companies, despite the many variations between firms (Investopedia, 2016).
2 The relationship between social media marketing, PR and brand equity building

2.1 New Media

New media such as the internet has had a significant impact on marketers and their means of communicating with consumers. The way associations are built between consumers and brands has been challenged by low entry barriers in communicating and forming relations with customers. New media has allowed a formation of whole new platforms for communication and connecting. These platforms include social media networks and blogs. These platforms have dropped the barriers for relationship building and communicating with target audiences and has revolutionized the way brands promote their products to customers. Marketers have had to adjust the way they operate in order to create a sustainable competitive advantage through brand-consumer communication (Jensen, 2016).

Many brands have recently ventured into the world of social media marketing expecting to achieve good return on their investment, however social media marketing can be used for mush more. To achieve competitive advantage in the new media world, marketers must focus on creating creative and interactive presence in social media networks. Building and maintaining a relationship with your brands target audience on a social media network enables communication through which a brand can also mould their brand awareness and image.

According to the book Marketing to the Social Web by Larry Weber (2009), we are in the third period of marketing, the era of social web. Prior to the era of the social web there were the rise of mass media which included national publications, national radio and television. After the rise of mass media, we saw the second period of marketing which was the rise of direct marketing which included direct mail, telemarketing and catalogues. In the third and current period of marketing, the era of the social web, customers are more in control of what they read, hear and watch. In addition, the customer wants to communicate, and they want you as a marketer or brand to hear them. In order to make the transition from the old marketing to the new, the marketing mid-set must be adapted or upgraded.

Weber (2009) states that in the new media marketing brand value is determined by customer and how likely they are to share information on the brand. Grouping customers by interest and preferences is now easier due to social media networks providing the chance
to form public groups according to interests. Marketers have been provided with a digital environment where they can communicate interactively, receive and respond to comments and follow their target audiences and their likes in order to make educated decision on further marketing strategies. Weber (2009) highlights that the role of the marketer has not changed. A marketer’s role is still to defining target markets, communicate with prospective customers, building loyalty and attaining return on investment. To reach the success in the new media marketing the techniques must be adapted to the new channels, in this case social media networks and blogs.

2.2 Social media and public relations

When The new media has provided organizations with a way to build relationships directly with consumers. Understanding the new rules of marketing and public relations would further encourage brands to build a personal connection with consumers instead of blindly marketing to masses of consumers. This is a task public relations professionals can help with when collaborating with them. One-way messaging in marketing lures customers in undoubtedly, however it fails to educate the consumer on the brands product. Through social media marketing brands and PR agencies can market the product whilst demonstrating the benefits of the product through images or videos and communicate directly with the end users.

It is true that traditionally, non-targeted advertising via newspapers, magazines, radio and television was the path most chosen by marketers. By examining these medias however, it is evident that they did not target a specific audience of buyers with individualized content. Of course traditional advertising is still used for many brands and should be, but it doesn’t necessarily work as well at is once has. New media marketing via social media networks and blogs companies have been offered a great opportunity to reach niche buyers directly with targeted information that costs a fraction of what big-budget advertising would cost.

Public relations are simply about attaining visibility for a client’s brand or product and reaching potential buyers. Spending a large amount of money each month on a media rations program that attempts to convince a handful of reporters at select magazine and newspaper publications, and television stations to cover a brand is unnecessary. Instead PR agencies could target the plugged-in bloggers, online news sites, micro publications and popular celebrities to reach the targeted audience who are looking for what the brand has to offer. In the new media era of social media marketing, brands no longer need to wait for the desired attention. It is perfectly possible to make it happen yourself.
Through social media platforms it is possible to communicate directly with a target audience. This means that a brand can completely bypass the media filters. PR agencies can now communicate and advertise client brands' products in the niche of the companies choosing. This is made possible by creating a social media marketing strategy, finding target audience that fits the brand's objectives and identifying the most influential portals to utilize. Social media platforms are full of potential customers; a PR agency's job is to know where to place a brand's product in order to be picked up by the right target audience. Once the product has gained visibility and the product or brand has gained a following, it is important to measure the effects of your social media marketing efforts.

2.3 Social media and brand equity

Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks. Social media is the combination of media and social communications. As a collection of online tools that enables interaction and communication between users and mass audiences. Many companies have recognized the importance of having a social media presence. Social media marketing has developed into a tool that companies can utilize as a channel for reaching their consumers and thus build their brand image.

According to Abu-Rumman and Alhadid (2014) social media marketing as a tool for companies can be integrated into six elements: online communities, interaction, sharing of content, accessibility and credibility. These are elements that public relations professionals can monitor and the status of these elements in terms of public relations social media marketing efforts is valuable information to the brand they are representing. Through mastering these elements in social media marketing a client's brand equity can in fact be effected positively.

Figure 1. Social media applications that effect brand equity.
Social media is a relevant and necessary tool for brands in building an online community around its products. Social media offers many different platforms which all consist of numerous vibrant online communities that have the potential to create loyalty and discussion, which therefore contributes to brand awareness, development and visibility.

Once a brand has attained a social media presence and identified a community of a potential target audience, interaction begins to take place. Platforms such as Facebook and Instagram are based on interaction through content uploaded by brands. Gaining followers through which a brand can begin building strong relationship with its target audience requires interaction of some sort. Loyalty toward a brand can through interaction be attained by broadcasting relevant information.

For any brand having a social media presence all comes down to the sharing of content. Sharing content on social media platforms can be viewed as a means of advertising. Sharing content such as images on Instagram communicates products your brand has, the current trends and projects your brand values and attributes to your audience. If your audience shares similar values and gains a liking to the products, brand equity could be affected.

Arguably one of the most beneficial qualities of social media for a brand is accessibility. Social media marketing on platforms like blogs and Facebook is very ideal for brands, because once you have attained the interest of your audience it is easy to redirect them straight to a retail page making the accessibility of a purchasing location one click away. Accessibility can assist in increasing the amount of purchases through e-commerce. In terms of brand equity, this is very important in a new media age where social media platforms can make or break a brand image.

In terms of making or breaking a brand image, credibility is a core element of social media marketing. Delivering a message, establishing credibility and connecting on an emotional level with a target audience to motivate buyers and to generate loyalty is what brands should look to doing through the social media platforms trending currently. Credibility is what each brand looking to utilize social media platforms in building brand awareness, image and thus increasing brand equity.
2.4 Public relations and brand equity

As stated by Kotler & Keller (2009) "a brand promise is the marketer's vision of what the brand must be and do for consumers. Yet a brand's true value and future prospects rest with consumers, their knowledge about the brand, and their likely response to marketing activity as result of this knowledge." This means that understanding consumer brand knowledge – all the different elements that are eventually linked to the brand in the minds of consumers – is very important because it is the core basis of brand equity (Kotler & Keller 2009).

According to Kotler and Keller's (2009) integrated marketing communications to build brand equity figure advertising, marketing and PR are considered to be separate elements, however they all are element of a marketing communications program. The marketing communications program has a direct effect on brand equity. Brand equity is made up of awareness, image, responses and relationships. The correlation with this image to the overall social media aspect is that all the elements that make up brand equity according to Kotler and Keller are attainable through social media marketing. PR agencies can increase awareness of a brands products, through social media marketing for example.
through posting inspirational pictures and video tutorial on how to use the product on popular blogs. Image can be effected through communication and sharing of content. This is something PR agencies should already be doing, promoting their client’s products. Responses are what make social media marketing more interactive than ever, communicating with the audience is every brand’s responsibility. Without interaction or communication there is little chance of formulating a relationship. Which is the final element of brand equity in this model.

These are all elements of brand equity that can be measure when using social media marketing. Awareness can be connected with engagement if audience awareness leads to an action for example liking, commenting on or sharing content. Responses can also be assessed through following up on comments and responding accordingly to increase awareness and to form or maintain a brand image. Loyal customer relationships can be formed through communication, thus PR agencies can through these actions effect brand equity. The next step in to identify a set of metrics that can help in measuring the exact effects on brand equity to the client’s brand.
3 Measurements metrics

Through the use of social media as a marketing tool PR agencies can help brands engage with their customers, enhance brand image as well as reputation, and drive traffic to brand locations. Social media marketing efforts conducted by PR agencies however, are wasted unless they reach the clients marketing objectives. Thus assessing the effectiveness of a campaign is very important. The greatest challenge with using social media as a marketing tool is identifying the right measures to use.

Not long ago, social media marketers felt that there were no standard metrics that could be applied to social media marketing campaigns and that social media was not a quantitative monetary accomplishment. Social media is in fact about participation and building relationships between brands and their consumers. By applying metrics to measure the success of a brands online presence PR professionals can evaluate the effect they’ve had on the client’s brand equity. In a brief period of time a set of valuable metrics have been developed, however the metrics must be chosen in consideration of the client’s objectives. Counting followers and fans, retweets, and blog comments is only relevant if those behaviours relate to the goals of the brand’s social media activity. (Tuten & Solomon, 2013).

According to Tuten and Solomon (2013) “social media marketing mimics online advertising in terms of the viable metrics available to measure how effective these messages are”. PR professionals can measure the reach and frequency as well as analyse the campaigns stickiness alongside the relative pull of creative advertising. Brands can monitor clicks, sales conversions, views, shares, comments, and evaluate engagement through these simple measurements.

3.1 Social media metrics

“Effective social media measurement should start by turning the traditional ROI approach on its head. That is, instead of emphasising their own marketing investments and calculating the returns in terms of customer response, marketers and managers should begin by considering consumer motivations to use social media and then measure the social media investments customers make as they engage with the marketers’ brands.” (Hoffman & Fodor 2010).

This method takes into account the long-term returns of significant corporate investment in social media. It also takes into consideration the short-term goals. The short term goals
include for example increasing sales in the next month via a social media marketing campaign or reducing costs next quarter due to more responsive online support forums. (Hoffman & Fodor 2010).

According to Bartholomew and Bagnall (2016) There are 3 types of social media visibility to be attained by marketing on social media platforms, paid, owned and earned. Through these 3 approaches to social media marketing, a set of 5 effects can be reached that all influence the way a brand is viewed. Exposure is easily achieved through social media platforms. Exposure relies on a following that views the products in the platform they have been shared in. Exposure can also be referred to as reach, which is what PR agencies measure when analyzing “old media” results.

Engagement, influence and impact are effects that every brand should reach for in social media marketing. Bartholomew and Bagnall (2016) describe these effects to include actions like returning for another view, sharing the marketing content, commenting on the content or even purchasing the product. These are effects that brands should have in their set of marketing objectives in the planning process. Advocacy is a step further including recommendations, ratings and reviews. These effects all correlate back to a brand image and overall to a brands equity. In the research I’ve conducted throughout this thesis it is evident that engagement is a key metric that PR professionals should be investigating and communicating back to the brands they represent.

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Figure 3. Bartholomew and Bagnall’s Integrated Paid, Owned, and Earned Table
“In calculating social media ROI, most marketers start by measuring the cost of launching a blog, for example, and then seek to calculate the return on sales, say, from that social media investment. “(Hoffman & Fodor 2010). However, they could also begin thinking about what marketing objectives channels like blogs for example might fulfil. These objectives could include brand engagement, product interest rates and comments about recent consumption experiences. These could all be linked to the brands marketing objectives. (Hoffman & Fodor 2010).

According to Hoffman and Fodor (2010), “these behaviors then can be considered and measured as customer investments in the marketer’s social media efforts.” This could mean that returns from social media investments may not always be measurable only in currency, but also in customer behavior which should be an important monitor for any brand.

Hoffman and Fodor further discuss in their management review that “consumer investments include obvious measures such as the number of visits and time spent with the application, like a blog for example, as well as more active investments, such as the valence of blog comments and the number of Facebook updates.” (Hoffman & Fodor 2010). These investments can thus be used as measures of marketing outcomes such as changes in awareness. (Hoffman & Fodor 2010).

As I also experienced during my internship whilst gathering and analyzing product placement results in the local media, traditional media measurements seem virtually quaint in today’s new media environment. Social media measurements should be further developed and utilized to the highest degree because the traditional media measurement frameworks are still mainly driven by “reach and frequency” and these drivers simply no longer suit the interactive media environment. (Hoffman & Fodor 2010).
3.2 A social media marketing metrics matrix

There is a long list of possible measures applicable to social media. Applying a framework to manage the types of measures can be very useful. In search for a social media marketing metrics matrix, Mike Brown (2010), who has developed a matrix for the book Social Media Marketing by Tuten & Solomon (2013), to assist in identifying the different characteristics of social media behaviour and correlating them with quantitative and qualitative measures. In the following table conducted by Brown (2010) of social media metrics a brand should be tracking.

These quantitative and qualitative measures have a similarity with some of the measures that were earlier discussed through Bartholomew and Bagnall table of social media measures. They included exposure, engagement, influence, impact and advocacy measures. Through measuring the activity and interaction of social media audiences, PR professionals can formulate an image of the performance level their marketing efforts have reached and thus they can begin analysing the effects of the performance on the clients brand equity.

In Brown’s (2010) table of social media metrics that marketing professionals should be tracking the quantitative measures refer to who is effected by the marketing, where as in which platform was the most successful and at what level the audience is affected. The qualitative measures give a deeper image of why the marketing efforts have affected the audience in the way it has and how it can be further developed to reach a higher effect in the future.

From Brown’s (2010) table the characteristics of interactions and audience responses is the area where PR professionals could most likely effect the most. The measures that client companies would most likely find most valuable in building their brand equity through social media marketing conducted by PR agencies is the qualitative measures of interaction; sentiment, engagement, influence effects, recommendations and buzz. They formulate a set of measures that PR agencies can easily asses and they have a direct relationship with the performance indicators; earned media value and return on investment.
Table 1. Mike Brown. Social media metrics you should be tracking. 2010.

<table>
<thead>
<tr>
<th>Category/Characteristics</th>
<th>Quantitative Measures</th>
<th>Qualitative Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity (input)</td>
<td>Number, frequency, and recency of blog posts, Comments/reply comments, Photo posts, Activity across media channels</td>
<td>Social media involvement</td>
</tr>
<tr>
<td>Performance (outcome)</td>
<td>Cost/prospects, Lead conversation rate, Average new revenue per customer, Cost efficiencies across marketing functions, Customer lifetime value, Earned media values, Shifts in average sales/site, Traffic/search engine ratings, Share of voice, Return on investment</td>
<td>Attitude towards the brand, Brand loyalty, Customer satisfaction, Service quality perceptions</td>
</tr>
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</table>
3.3 Measures according to social media channels

Once the objectives of the client are clarified it is time to agree on a metric or a specific standard of measurement the client would like to be used in measuring the objective. When metrics are specified it is important to match them to the results the client is most concerned of- whether there has been any response or reaction spiked by the target audience. (Berkowitz, 2009). Different social media channels have a differing set of measures that can be assessed by marketers or PR professionals. For each media there is a specified way of utilizing the platform as a marketing tool thus there are separate measures that can be used in assessing them. Hoffman & Fodor (2010) have gathered a set of social media platform specific measures that can be used in assessing efforts.

3.3.1 Social media channels

Social media channels such as Facebook and Instagram (investigated in this thesis) measures that indicate brand awareness are the number of members or fans a brand or product has attain through social media marketing. Numbers of installations of applications, number of bookmarks and amount of reviews or ratings.

Facebook and Instagram are ideal platforms for developing brand engagement. Brand engagement can be measured on these platforms by assessing the number of comments a post has, the number of active users on a page, number on likes per post or by the amount of user generated content. In Facebook and Instagram there are specific metrics of applications and widgets available that practically measure the engagement rate of your marketing on the platform. This is ideal for measuring the effects of social media marketing on PR agencies clients brand equity.

3.3.2 Blogs

Blogs are online or new media channels that are increasingly being utilized in building brand images and marketing to mass audiences. It is ideal because popular bloggers have already gathered a following according to their specific style and interest. As a brand who shares the same interests or has products that fit under the trend popular within the specific target audience utilizing blogs for marketing purposes is very important.
The problem with blogs is often that as an outsider it is hard to measure the effects of marketing on blogs. Unless the blogger wishes to share the information with you as a marketer. If in fact there is a possibility of a collaboration which includes sharing of measurement information, marketing efforts on a blog can definitely be measured.

Some tools to measure brand awareness on blogs include measuring the number of unique visits, return visits, number of times a post has been bookmarked and search rankings. In order to measure brand engagement on blogs, PR professionals could also measure the amount of RSS feed subscribers or the number of comments per posts including the brands products. Furthermore, engagement on blogs can be measured through the amounts of user generated content, such as shared pictures, average length of time spent on the site by readers and amount of responses to polls, contests and surveys posted on the blog. All of these measures are feasible and formulate a set of tools that can be utilized in measuring social media marketing effects on blogs to brand equity.
4 Tommy Hilfiger

To give more of an abstract image of what client companies feel about measuring social media marketing, I decided to interview a marketing team in charge of following up on marketing activities in Finland. Local marketing activities of Tommy Hilfiger are mainly handled by the brands PR agency. Marsaana is the PR agency that represents Tommy Hilfiger in Finland. For this section the interview questions can be referred to in Appendix 1.

Tommy Hilfiger as a brand has a highly developed marketing engine, they utilize their local PR agency and they have set a clear set of objects for social media marketing. Tommy Hilfiger has a strong focus on collaborating with popular blogs and celebrities’ social media sites. The reason for this is that they have a target audience in sight and with the help of Marsaana as a public relations agency they are working towards reaching the objectives, getting a younger audience base and hopefully driving sales up in Finland. This is why I decided to investigate the views of store manager Mervi Jäntti and Yana Gergola who are both in charge of how the Tommy Hilfiger store is portrayed locally and how social media marketing could be utilized as a tool for boosting sales in the Helsinki store. Together they form an instore marketing duo at the Tommy Hilfiger Helsinki store.

4.1 Importance of social media marketing and platforms that are preferred

According to the instore marketing duo at Tommy Hilfiger Helsinki the importance of social media marketing for Tommy Hilfiger as a brand is highly important. Sharing content on social media platforms and blogs is crucial in this online era for a fashion brands success. “Currently one of the most important social media channels for us as a brand locally are popular blogs and celebrity Instagram’s. The reason for this is that we wish to arouse the interest of a younger audience. The younger audiences do not follow traditional media as much as they used to, everything is online.”

Another reason why blogs are the channels that Tommy Hilfiger as a brand has invested efforts in is the fact that on Facebook and Instagram, on their own channels there are very strict rules and regulations that restrict the content allowed for uploading. Popular blogs, and social media cites are ideal for local marketing because they are managed by the bloggers, they reach the audiences that brands want to targeting and PR agents can arrange the visibility brand require through the relationships they have with the bloggers.
4.2 Measuring social media marketing and its effects on brand equity

In interviewing the Jäntti and Gergola, an instore marketing duo at Tommy Hilfiger, it became evident that measuring the effects of social media marketing is very important to a brand. All measurements from engagement to the amount of followers and shares are important to a brand, however in consideration of social media and blog platforms engagement is currently a highly valuable measurement according to the marketing team at Tommy Hilfiger.
5 International perspective on social media marketing in PR

In search for some international perspective I needed to consider a market area which is known for its business nature, well-educated marketers and public relations professionals and fluency in utilizing social media in marketing. The importance of communication with the public and maintenance of a positive public image has been known since antiquity, however, the beginning of modern PR is mainly dated in the 18th century London (IPR 2012.) For this reason, I chose to look further into how marketers who have adapted to the age of social media marketing think and what information they find most vital when measuring the effect of social media marketing.

For this section I interviewed Emilia Sipilä, a digital analyst at the Brunswick Group who has been working in public relations for numerous years in Finland and has now moved to the United Kingdom to pursue a career in marketing and public relations. As a young public relations professional she has a youthful grasp on how traditional media marketing is measured by also has a deep understanding of how social media can be utilized as a marketing tool and most importantly, how important it is to measure your efforts. For this section the questions can be referred to in Appendix 2. This questionnaire provided quantitative figures, however I followed up on the responses over the phone to get a more qualitative response.

5.1 The importance of social media marketing in PR in the United Kingdom

In the questionnaire and interview I conducted with Emilia Sipilä, I asked what the level of importance of social media used for PR purposes is in the UK in her experience, specifically in London. On a scale from 1 to 10 Sipilä states that the “importance of social media used for PR purposes in my work here in London is at a level 4 of importance.” The reason for a lower level of importance is due to the fact that public relations includes many other elements that do not necessarily involve social media use at all. Public relations is still based on building relationships and most impressions are made face to face.

Despite the fact that social media channels may not be used solely in public relations activities does not conclude that when they are used that analysing the results would be at the same level of importance. The questionnaire and interview went on to ask about how Sipilä would rate the importance of measuring the effects of social media marketing in public relations. When asked how high of an importance on a scale from 1 to 10 the importance of measuring social media marketing’s effects should be for a PR agency the an-
answer was a level 7. Sipilä states in the interview conducted after the questionnaire answers that “analysing the success of marketing efforts should always be at a high level of importance for a PR agency.”

5.2 Trending channels for business purposes

During the interview Sipilä made it very clear that Instagram is currently trending the most as a social media marketing tool used for business purposes in the UK.

“Instagram users aren’t just browsing through the endless content; they’re using it to discover new products and brands. In fact, 47 percent of Instagram users rank the platform in their top 10 channels used for product discovery. Additionally, 45.6 percent of Instagram users are more likely to remember a brand marketing themselves on the social network over television commercials and other traditional media.” (Munro, 2015).

“Instagram is a community that thrives on inspiring content. The platform currently has 50 times the engagement rate over Facebook with Instagram users being the most invested and engaged in content across all social media channels. Instagram has more than 300 million monthly active users who spend an average of 257 minutes a month on the platform.” (Munro, 2015).

5.3 Most valuable information when measuring social media

According to Sipilä, “the engagement rate is the most important information when measuring social media marketing in PR because the higher the engagement rates are the more the companies can be aware of how much content is actually of interest to consumers and what the level of activity is on posts they share.”
6 Discussion

The aim of this thesis was to attain information on some of the theories and models that lie behind social media marketing measurements and the measurements that can be utilized in determining the effects of social media marketing on brand equity. As a set of aims to fulfil they were to a large amount. Social media marketing is a topic that has developed into a vast sea of information and different theories. Social media marketing has gained the respect of many companies and they all have to keep up with the new media changes that occur all the time. Social media is a great tool for marketers to build their brand image and create a higher level of brand awareness. Social media platforms and blogs are ideal locations for approaching target audiences, researching new target audiences and current trends. All of these elements of social media platforms can be utilized by any brand in building brand equity and driving possible customers to online stores or physical shore locations.

Measuring social media marketing results is just as important as analysing traditional media marketing. Previously traditional media such as newspapers and magazines were the main locations where brands and PR agencies could approach and market to mass audiences. Social media marketing has changed the face of modern marketing. Brand image is a driving force for most brands and PR professionals are the drivers of those images in the local market. For PR professionals social media platforms and blogs have opened the doors to a larger and wider range of possible target audiences and potential customers. In utilizing these platforms it is important to maintain a focus on the outcome of marketing to these new media audiences. Identifying the appropriate measurement tools to analyse the data gathered from behaviours occurring when PR agencies share their client’s brand content to the different channels.

As a bachelor’s thesis this work fulfils its purpose, however there is always room for development. As a suggestion of further research, I would recommend a deeper analysis of each specific social media metric or measurement tool. Furthermore a development of a user manual for each social media measurement tool could be very useful for companies who have not yet adapted to measuring social media results. Another further development segment would be gathering more information on London UK as a benchmarking market. For this thesis I could not investigate further into the social media marketing strategies of PR agencies based in London due to ethical reasons, and that information being competitive.
7 Method

This chapter discusses the approach taken in the research process, how the information was collected for the research and how it has been assessed. Reliability and validity have been discussed further on in the thesis.

This thesis process followed a zipper thesis model over all. The thesis was based on research and qualitative interviews conducted over the phone and personally face to face. The thesis process started with a thesis plan formulation, including deciding the topic, coming up with a research problem, conducting a study and researching the different topics within this thesis. After researching the topics and gathering information from theory books and online research from academic references as well as business articles and reviews I conducted short interviews to gather more information on viewpoints from varying field professionals. Qualitative interviewing concluded in summarising the qualitative answers and evaluating the overall answers and the results of my research.

The research used to conduct this thesis is qualitative mainly because the interviews conducted to collect opinions and experiences from Tommy Hilfiger marketers and Sipilä required detailed answers. A simple yes or no answer was not adequate for the data collection method used. In questioning Sipilä about the importance of measuring social media for a PR agency in the UK a short survey was used to outline the main topic. The responses that were formed using this survey have quantitative elements which come from questions like “how important is the use of social media marketing in PR practices?” The answer had to be set on a scale of 1 to 10. Here a use of numbers and detachment which are related to quantitative research.

In this research quantitative elements have a minimal role, additional to the use of a survey for collecting information from Sipilä a qualitative interview was carried out via telephone. The same questions were presented via telephone, in order to pursue a more qualitative approach. During the research process both Tommy Hilfiger’s marketers and Sipilä were interviewed using qualitative interviewing. The method of interviewing was by telephone with Sipilä as well as the survey sent to her via email. For interviewing Tommy Hilfiger marketers, I used a conversational interview method. The questions were set, and the same set of questions was asked to all interviewees at the same time. The answers were in the form of an open conversation from which a set of qualitative answers were agreed upon and highlighted by the interviewees.
Qualitative research in general, and hermeneutics in particular, engages with this linguistic uncertainty and uses linguistic techniques such as analogies and metaphors to draw conclusions about the meaning of texts or comments (Ezzy, 2002). Throughout the qualitative interviews I conducted I used a set of questions I had prepared earlier during the thesis planning process. The set of questions was chosen by considering the research questions and what information was the most valuable and relevant to the topic as a whole. The answers were collected through an open conversational setting to get ideal flowing with the interviewees and conversation brewing. The answers were clear despite the conversation setting of the interview.

By interviewing Tommy Hilfiger marketers, I engaged in comparative research in a different but related scene of marketing, which was a poignant way to understand the assumed values of a certain group or organization, such as Marsaana with their marketing activities for Tommy Hilfiger locally. (Tracey, 2013).

At Tommy Hilfiger I chose to interview local influencers within the company. The store manager of the Tommy Hilfiger Helsinki store who is in charge of the appearance the store gives in the local media including social media. The store manager is the one in charge of product loans to social media celebrities and what products should be boosted in the media. The store manager must have a clear image of how the store is perceived in the local media including social media and how it is portrayed locally so the brand image guidelines are followed precisely. I also included Yana Gergalo, a Tommy Hilfiger employee who is in charge of maintaining the Helsinki stores social media visibility on different social media channels. Her including in the interview was key in gathering the information on what channels are trending currently the most for Tommy Hilfiger in social media marketing and what she finds to be the most important metric in measuring social media success and effects on brand equity.

The interview for Tommy Hilfiger staff took place on April 4th 2016, at the Helsinki Tommy Hilfiger anchor store. The interview was scheduled to take half an hour. The thesis process, research topic and reason for the interview were explained before the interview. The interview was in a conversational form. The questions I used are listed in Appendix 1. The questions were asked from both interviewees at the same time and the answers were discussed openly and once the interviewees had agreed upon an answer they chose to go with, I noted down the answer with a short description.
The interview that was conducted with Sipilä over the telephone took place April 25th 2016. The interview was scheduled to take a short while, maximum 20 minutes. The interview was more of a discussion and took place in a conversational form. The questions that I sent Sipilä and discussed with her further over the phone are as listed in Appendix 2. The discussion over the phone was to gather more qualitative information and experiences than what I was able to gather from the simple survey form.
7.1 Results

As a result of my research I found that social media marketing applications that effect brand equity include for instance gathering online communities, interacting with target audiences, sharing content to increase awareness and arousing interest. They also include making your company as a brand more accessible on social media channels, and building credibility for your brand and product. I also found that social media platforms are full of potential customers. A PR agencies job is to know where to place a brands product in order to be picked up by the right target audience. Social media sites provide an ideal playground for marketing purposes. Once a brands product has gained visibility and the product or brand has gained a following, it is important to measure the effects of your social media marketing efforts, and there are vast amounts of tools available for doing so.

Through this thesis it can be concluded that social media marketing can benefit companies and helps them connect with their target audiences. Companies thus can also utilize social media marketing in establishing loyal and lasting relationships, increase brand awareness amongst mass audiences, affect brand image by having PR agencies share information and other content on social media platforms, such as Facebook, Instagram and blogs. Social media marketing can be utilized by any brand and PR agencies should utilized social media marketing as much as they can to increase the brand equity of their clients. Social media can be used to influence brand equity, and the extent depends on the brand and their objectives.

When using social media marketing it can be beneficial to forget traditional ROI. Marketers and PR professionals should asses the consumer motivations to use social media, and measure the social media investments customers make as they engage with the marketer’s brands (Hoffman & Fonor 2010.) In this thesis the conclusion is that measuring the investments customers make will very likely payoff better in long-term results and measuring the quantitative and qualitative behaviours of potential customers will show what effects the social media marketing has had on brand equity.

Further conclusions made by this thesis are that for a company looking to market their brand on social media the most valuable measurement, according to my research and interviews, is engagement. Engagement is the “interaction between people and brands on social networks. For example, on Facebook, engagement includes likes, comments and shares. It's important to note that engagement takes time and requires trust” (Mcgurk 2014.)
7.2 The most useful metrics for Marsaana

The research I have gathered from various sources for this thesis provide a set of metrics that Marsaana could utilize in measuring the effects of social media marketing on their client’s brand equity. According to Tuten and Solomon (2013) there are viable metrics available to measure how effective marketing messages are. Measuring the reach and frequency are the most traditional metrics used for traditional media, however with social media marketing it is possible to analyse the campaigns stickiness alongside the relative pull of creative advertising. Brands and PR agencies can now monitor clicks, likes, views, shares, and comments. These are viable measurements for analysing engagement.

According to Hoffman and Fodor (2010) considering consumer motivations in the use of social media and measuring the social media investments customers make as they engage with the brand PR agencies are marketing is the key metric to consider.

Qualitative measures that can be used as social media marketing metrics by Marsaana include social media involvement, engagement, sentiment, influence effects, recommendations, buzz or virility, attitudes towards the brand displayed in social media, brand loyalty portrayed by target audience, customer satisfaction displayed publicly on social media channels, and service quality perceptions according to Brown’s (2010) social media measuring metrics matrix table.

Engagement is a qualitative metric that, according to the results gathered from the qualitative interviews held with Jäntti and Gergola of Tommy Hilfiger and Sipilä of the Brunswick Group in London, is the most important metric in measuring social media marketing for businesses. Engagement as Sipilä stated “provides the most important information when measuring social media marketing in PR, because the higher the engagement rates are the more the companies can be aware of how much content is actually of interest to consumers and what the level of activity is on posts they have shared.”

Engagement is a qualitative metric that provides easily gathered data from posts PR agencies have successfully submitted to social media channels. Engagement can be measured by quantitative measures such as the amount of followers or followers gained after a post, likes of a post, comments on post, shares, invites, tags or ratings.
7.3 Qualitative interview results

Interviewing representatives at Tommy Hilfiger who are involved with local marketing and building and maintaining a brand image was important because Tommy Hilfiger is a client brand of Marsaana Communications. Through this interview I wanted to discover what metric provides the most important information for one of Marsaana’s client brands. Marsaana will hopefully benefit from this information and in measuring marketing results of Tommy Hilfiger, social media marketing results can be measured with a focus on engagement as a metric. Both Tommy Hilfiger and Marsaana can benefit from these results of the interview and the research conducted in this thesis. The reporting of social media marketing results in the future can be considered through metrics suggested in this thesis.

In interviewing Jäntti and Gergola of Tommy Hilfiger it became evident that social media is a tool well utilized in marketing their brand already. Tommy Hilfiger has grasped the idea of social media marketing and targeting new audiences that fit their future clientele. Focusing on a younger audience Tommy Hilfiger has co-operated with its local PR agency, Marsaana Communications, in gaining visibility through popular blogs and social media channels such as Instagram. Jäntti says that popular fashion bloggers are great ambassadors of brands. They help the brands gain visibility and make it easy for brands to connect with their target audiences. When social media marketing is used for business purposes it is highly important for the brand to analyse the results of the marketing. According to Jäntti and Gergola engagement is the first metric they investigate. Engagement for them includes likes, comments, shares and views a post has received. This shows how many people have actually noticed the message and acted accordingly. The action that the message has caused in the target audience is what makes up most of the elements measurable in engagement rates.

In interviewing Sipilä, a digital analyst at the Brunswick Group in London UK, I found that Finland and the UK are not too different as market areas. Of course a further look into London and public relations there could have opened up some fine differences in operations and tactics, however for a slight view into the importance of social media marketing and measuring it I believe a good set of responses was gathered. The interview was based on gathering qualitative responses on one person’s experiences. From the responses I gather that over all social media marketing has only just found its way to companies and it is not yet utilized to the maximum of its ability. PR agencies have adapted to the use of social media marketing and marketing on popular blogs to a high extent. Adapting to the habit of measuring social media marketing success could still be developed.
7.4 Ethics

This thesis does not contain any secret information nor does this thesis include any competitive information in relation to Marsaana or Tommy Hilfiger. This is a research thesis and the research has been gathered from theory books and online research found by laptop.

In the interviewing process I have informed the interviewees of what my thesis topic is, what I am researching and what I would like to know from them. I have asked the permission of each interviewee and I have also informed them of the fact that I will summaries their answers in a qualitative answer format. The names and titles of the interviewees are listed in the references.

7.5 Validity

The resulting of this thesis is based on information gathered from educational theory books, educational academic reports found on the World Wide Web and other academic documents that have previously investigated the social media marketing. The thesis also includes a personal perspective based on experience of working at Marsaana and at Tommy Hilfiger. A personal perspective, however does not mean I have used personal opinions. I also have a personal relationship with Tommy Hilfiger, however my own opinions or relationship has not interfered with the quality of the responses of the qualitative interview I conducted with Tommy Hilfiger marketing personnel.

During the interviewing process I made sure to avoid interviewer bias through describing the entire study to all interviewees, noting down direct comments and sticking to the answers I received. The methods were kept free of ontological and epistemological assumptions that could have related to me as an interviewer. I have attempted to use thick description to explain contextual meanings and provide lush material details about the process. Through my positions at both Marsaana and Tommy Hilfiger I have acquired experience of tacit knowledge.

In reflection to the social media section, social media is constantly developing. Thus it is important to take into consideration the different measurement tools, how social media effects brand equity and over all how companies can utilize it. Time will surely change some of the facts in this thesis as social media, its platforms and metrics develop.
8 Evaluation of learning

During the research process I have learned a lot about utilizing research tools provided by education professionals. I have utilized the selection of theory books provided by the educational institution I am a student in. I have also learned a lot about the thesis process itself. I have been closely following the thesis instructions also conducted by my educational institution. I have a good knowledge of the core of a thesis structure, I also have learned a lot about the research process.

The method of research in this thesis is based on a qualitative research model that consist 5 major parts. A research question which is the core foundation of the thesis, this is followed by a set of goals I wished to achieve or the research questions. Once the goals were set, I formulated a conceptual framework which made up the layout of the thesis and table of content. I had to decide upon methods to use for my research and I decided that a research thesis to me means gather information from theory books, marketing material used for professional purposes and academic information gathered online. I also conducted qualitative interviews and a qualitative questionnaire which in my personal view opened up the subject my thesis concerns better than what a quantitative would have. So I did not use quantitative methods in gathering data, only qualitative interviewing. Finally validity of the information gathered for this thesis had to be assessed. I attempted on use information which valid and to the point as well as gather responses to my interview questions that were valid.
References


Finder. 2016. PR Toimisto Marsaana Communications.


Appendices

Appendix 1

Qualitative Interview Questions

Interviewer: Heidi Yli-Pietilä
Interviewee #1 from Tommy Hilfiger
Interviewee #2 from Tommy Hilfiger

Main topic: The importance of social media presence in building brand equity

**Question 1**
How important is social media marketing and sharing content on social media platforms for Tommy Hilfiger?

**Question 2**
What is the most important social media channel or platform currently for Tommy Hilfiger in Finland when marketing through Marsaana?

**Question 3**
How important is measuring the results of social media marketing?

**Question 4**
What is the most important information when social media marketing is measured?
Appendix 2

How important is the use of social media in PR practices? *

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Which social media channels are currently trending the most for business purposes? *

- Facebook
- Instagram
- LinkedIn
- Pinterest
- Twitter
- Tumblr
- Other: ____________________________

How high of a priority should measuring the effectiveness of social media marketing be in your opinion for a PR agency? *

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What would you consider to be the most valuable information for a PR agency in measuring the effectiveness of social media marketing? *

Your answer