Digital Marketing Plan

Case: HEMMI Kodit Oy

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Abstract

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This is a product-based thesis that was made for a small Finnish company HEMMI Kodit. HEMMI Kodit provides assessibility products and consultations in Lahti region in Southern Finland. It is a new company that wants to start digital marketing to gain more visibility and foothold in the market.The goal of the thesis was to create a digital marketing plan that the commissioner company could use for marketing and development of their brand online.

Theoretical framework of this thesis gives an overview of digital marketing. It includes social media marketing, search marketing, inbound marketing, content marketing, email marketing, and tools for marketing monitoring & management. The theory was gathered from literature and online resources.

Chapter three shows the use of PR Smith's SOSTAC® in strategic digital marketing planning. In the fourth chapter the case company's digital marketing plan is created based on this model.

The outcomeof this thesis is a digital marketing plan in a handbook form that has been tailor-made for the case company's purposes. The final handbook includes goals, suggestions for digital marketing, actions, scheduling, risk management and control.

The thesis process began in late December 2015 when the commissioner company request-ed collaboration and it was conducted in Spring 2016.

Keywords

Digital marketing, social media marketing, search engine optimization, content marketing

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1   Introduction

Digitalization is a trend that cannot be ignored by anyone in a modern world. A generation has grown up in a completely digitalized environment and people are using smartphones, computers and social networking in their everyday life. Internet has become a significant news media, source of entertainment and a tool for information retrieval. People build careers online and become cyber stars by publishing videos or writing blogs. Internet access has changed the world and constant digital content consumption has opened doors for terrific opportunities in a marketing perspective.

Companies in Finland are starting to react to the changes of consumer habits. According to Aalto University's research on average large Finnish enterprises anticipate over 10% growth to investments to digitalization of products and services in 2016. Motives for digitalization are for instance growth in sales, better customer experience and cost savings. At the same time Taloustutkimus research informs that around 50% of small and medium-sized businesses consider digitalization as a possibility. The other half tells that digitalization is not possible due to lack of time and money. (Länkinen 2016; Tikkala 2016)

This is a product-based thesis that will help the commissioner to start marketing their products and services in digital environment and to develop their brand online. The two parts of the thesis are a theory part and a product. The theory includes discussion about internet marketing, the most popular internet marketing channels and the ways to manage marketing. The product is a practical digital marketing plan for the case company. This thesis was conducted during spring 2016.

1.1   Commissioner

The commissioner company Hemmi-kodit was founded in 2012 in Lahti, a city with 100 000 inhabitants in Southern Finland. Initially the business idea was to provide senior housing options in Lahti but in summer 2015 after the business didn't start off well they changed the business idea to accessibility products, devices and services. Now they offer consulting on what kind of products and devices homes of elderly, disabled or demented people should have in order to live at home as long as possible and help individuals maintain an active, independent, and safe lifestyle. The products vary from wheelchair ramps to stair lifts, shower safety products, special clothing and more. Hemmi-kodit doesn't manufacture any products or devices but those come from subcontractors that are mainly local companies in Lahti region.

Hemmi-kodit is a small business and it has only one permanent employee working for the company. At times they also have an intern. They are quite busy with work and at the moment they don't have much time or resources to plan digital marketing. The commissioner doesn't have any experience in marketing, strategic planning or online communication and they never build online presence for the old business apart from a very basic website. The commissioner doesn't have any profiles in social media and they don't have a website for the new business but they have noticed the need for digital marketing and would like to start using several online platforms to gain more visibility for the business as soon as possible.

Aging of the Finnish population increases the need for accessibility and mobility products. In the year 2030, more than 25% of the population will be people older than 65 years and more than 700 000 people will be older than 74 years. In addition, around 10% of the population has been estimated to be disabled. (Invalidiliitto, 2009, 7) This means that many will experience at least temporary disability in some point of life and as people grow older getting around our homes becomes more difficult. This is where the case company has seen a universal problem and found a solution that can save money from social and health care because accidents at home can be minimized and people don't have to be hospitalized and they can stay at home living a normal life. The case company aims to run the business successfully first in local market and in the future grow business nationally and become the market leader.

1.2 Thesis Objectives

Hemmi-kodit needs a plan for digital marketing plan to successfully promote the brand and grown their business. The objective of the thesis is to develop a low-cost digital marketing plan that a small size company can utilize to get their marketing started. The company has not started marketing online so the key issue is to find the right digital communication tools and channels and how the case company can benefit from them. The aim is to create a plan that applies digital marketing theories, methods and models in a way that executing is possible for a person that doesn't have comprehensive digital marketing background.

The final product of the thesis is a digital marketing handbook that will help the commissioner company to manage digital marketing tools in order to establish their brand and reach out to potential customers. The final digital marketing handbook will include suggestions and ideas for methods, topics and management that the case company can use to achieve the desired level of online performance. The handbook will be designed so that it can easily be read in both electronic and printed format. The project includes setting up all

the agreed digital marketing channels for the case company's use but it doesn't include actual implementation of the digital marketing plan.

Project tasks are the following:

1. Case company's background research
Reach comprehensive understanding of the case company's current situation and goals.

2. Digital marketing context research
Theory of digital marketing will enable building a base for the strategy and finding out the suitable channels.

3. Digital marketing planning
Analyse theory to find out how to apply it to digital marketing plan and choose how to build the plan.

4. Plan establishment
Utilize the theoretical framework to establish a tailor-made action plan that serves the purposes of the case company.

5. Project evaluation
Project evaluation includes learning outcomes, suggestions for the future and evaluation of the final product and the whole process.

The Matrix below presents the projects objectives, tasks and outcomes.

Project objective	Project task	Method	Outcomes
Digital marketing plan	1. Company research	Meeting, emails	Theoretical framework
	2. Digital marketing context research	Desktop study	Description of digital marketing theories/theoretical framework
	3. Digital marketing planning research & company analysis	Desktop study	Theoretical framework
	4. Plan establishment	Desktop study, case studies	The final plan in a handbook form
	5. Project evaluation	Feedback	Suggestions for improvement & tips

Table 1 Thesis process overlay matrix

1.3   Demarcation

This thesis will focus on free and low-cost digital marketing methods by request of the case company. The company operates only in Finland and that is why marketing plan was done with the Finnish audience in mind. The final handbook will not include actual marketing materials but suggestions and ideas.

2   Digital Marketing

The use of the internet has been growing in recent years and to mention some figures, according to Statistics Finland, 87% of the Finnish population from age 16 to 89 use the internet occasionally and 68% of them several times every day. Continuous access to the internet has made marketers to realize the importance of real time communication and made digital marketing an essential part of modern business marketing. (Tilastokeskus 2015; Idugboe 2016)

Digital marketing includes a lot of channels and methods in which some of the most common ones are search engine optimization, social media and email marketing. It applies technology to reach customers, deliver targeted communications and improve customer knowledge. (Chaffey 2015)

Digital marketing has many benefits that make it important for all sizes of businesses. It can reach a great amount of people who are in the target audience fast and give the offered services and products more visibility. Marketing online is also very cost-efficient and it can be done with a relatively low budget unlike traditional marketing in newspapers, TV and radio. What clearly distinguishes digital marketing from traditional marketing is the ease of tracking and monitoring the results. In digital marketing it's easy to measure the success of the campaign compared to a print advertisement. (Irwin 2011)

This chapter will cover theoretical approach to digital marketing. The theory aims to give the basis for creating an effective digital marketing plan and provides information about the studied topics that are social media marketing, content marketing and search marketing.

2.1   Social Media Marketing

The phrase social media is used to describe new online services and applications, in which communication between users and content creation is combined. Social media differs from traditional communication because users don't just receive the information but they also do things like comment, mark favourites and share. Typical for social media is user-friendliness, being free of charge and possibilities to create. (Hintikka 2016)
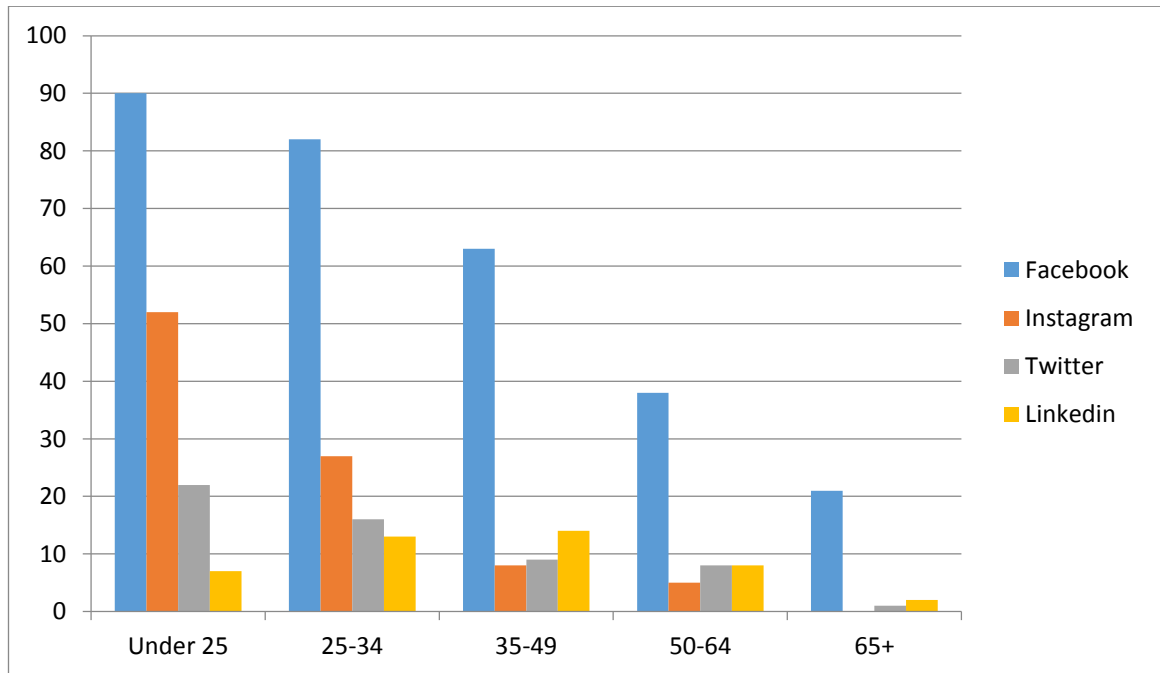
Figure 1 How Finnish people use social media (YLE, 2014)

Figure 1 shows the most popular social media channels in different age groups. Facebook is evidently the most used channel in every age group. Instagram is favoured mostly by younger people; more than 50% of the respondents under 25 years use it whereas only a few of people over 50 use it. Twitter and LinkedIn find some users in all age groups. (YLE 2014)

In addition to above mentioned services, video platform YouTube is one of the most used social media services in Finland with 2 million users. Other widely used services are messaging app WhatsApp, bookmarking tool Pinterest, and image messaging app Snapchat. (Keskisuomalainen 2015; MTV 2015)

2.1.1   Benefits of Using Social Media Marketing

Social media marketing has many benefits that make it valuable for a company of any size. To begin with, it is a cost-effective way to connect with your audience. It doesn't cost anything to join a network and publish content so to get started with social media marketing a business only needs to invest some time. However, if there is money to invest, social media has many low-cost advertising platforms. (Carbone 2015)

Social media can be a preferred way of communication for many of your customers and this is what makes it so important for customer service. Social networks give a chance to

talk directly with the business and are therefore an easy way to get help fast. Public answers to queries are also an excellent way to boost reputation. (Carbone 2015)

2.1.2 Risks of Using Social Media Marketing

Before starting to use social media for business purposes, few things should be considered. Even though social media is a very beneficial way to market a business it also has some risks. First one is employee privacy violation that can happen when companies don't have clear social media etiquette policies. To avoid leaking information everyone in the company should know what information they can share and what not. (Englander 2015)

Many companies consider reputation damage as a number one risk in social media. Ethic issues and integrity are the most serious ones that can be seriously damaging for any brand. These risks can be avoided by investing in analytical and brand-monitoring tools. (Spanier, 2015)

Identity thieves and hackers are a serious social media risk. Data theft often happens when passwords are shared with many employees or the passwords are too simple. This can be prevented by using extensions such as Lastpass that help to create strong passwords and secure accounts. (Englander 2015)

2.1.3 Social Media Applications

The following networks are some with the most users in Finland and these applications are found to be the most relevant and useful for the purpose of this thesis.

Facebook

Facebook, Inc. was founded in The United States by Mark Zuckerberg in 2004 with the intention of making the world more open and connected. It is the most popular social media network with over 1 billion monthly users. Creating a Facebook profile is free and joining allows users to join groups, post status updates, add friends, connect with businesses and celebrities and interact with other users. Facebook is such a big part of being online that many websites integrate Facebook thus allows signing in and other services happen with a Facebook profile. (Forbes 2015; GCFLearnFree.org 2016)

Facebook page is a great way to add brand value online for any consumer-facing company. In marketing purposes it is also an excellent tool for customer engagement, managing public relations and crating buzz around the company. (Blakeman 2014, 136)

Twitter

Twitter is a micro-blogging tool where users can share contents and comments using 140 characters. The first tweet was sent in 2006 and since then Twitter has been growing to 320 million monthly active users. Following other users is a one-sided action as the followed does not have to follow back. Tweets can be seen on public profiles and in the feeds of the followers. (Twitter 2016; Havumäki & Jaranka 2014,136)

For companies Twitter is useful for "listening" the target audience; with using of hashtags (#'s) it's possible to see what people are having discussions about. In addition this tool enables staying up to date on industry trends and engaging into conversations. (Infusionsoft 2016)

Instagram

Instagram is a social media application that gives a possibility to upload pictures and short videos to the user's profile. Before publishing the content Instagram allows users to edit the pictures with filters to enable the users to obtain the desired visual look. When the app was launched, the idea was simply to publish high quality snapshots taken with a mobile phone instantly after taking the picture. (Instagram 2016)

Instagram's market value has been growing rapidly in recent years and it has become an excellent platform to develop brand name and reputation. Instagram account is often the first place to get to know the brand, even before going to the brand website. Customers expect to see fresh, real-time content and faces behind the account. Good content makes the customers more engaged and the brand more likable and trustworthy. (Blumenfeld 2015)

LinkedIn

Business networking website LinkedIn was founded in 2003 and since it has grown to be a network for over 400 million professionals and 3 million registered companies. A company page in LinkedIn is an important part of a social media strategy as it helps to grow brand awareness, build customer relationships and reach professionals from different fields. LinkedIn is one of the best platforms for marketing and networking with potential clients, partners and employees. (LinkedIn 2016; Hämäläinen, 2016)

YouTube

YouTube is a video sharing website launched in 2005. With more than 1 billion daily unique users it is among the most popular video sites in the world. It is available in almost every country in the world in dozens of different languages and anyone, amateur or video professional can upload a video, leave comments, subscribe to their favourite channels or make playlists. (Youtube 2016; Boswell 2016)

Utilizing YouTube for marketing has several great benefits for all sizes of businesses. If it is used on regular basis it can be a very cost-efficient way to grow business. Creative video marketing can capture the attention of YouTube users and increase traffic volumes significantly. A YouTube video is a format that everyone recognizes and that makes it a possible stage for any kind of product or service. In addition to above mentioned benefits, YouTube videos will get the business found on Google search as Google ranks videos as important sources of information as websites with only text. (Baum 2015; Grow 2016)

2.1.4 Social Media Engagement

Social media engagement means any type of action (for example shares, likes or comments) that people take after being exposed to the content. Engagement actions take place when the content is appreciated and a consumer is wants to tell in an indirect way that they endorse the publisher of the content. Consumers today like to compare and seek out for recommendations and it is likely that they only buy if they feel positive about the company that happens for example when they see someone they know endorsing the business. Social media engagement is important for it can lead potential customers to the entry point in sales funnel. (Petropoulou 2016; Adkins & Sorenson 2014)

Frequency, timing and content are the key elements to maximising customer engagement in social media. Many sources advice to post on social media channels several times a day but also remind marketers about the quality of the content; quality often goes over quantity and marketers should find a balance between providing informative content and going overboard with too much content too often. (Lee 2014)

2.1.5 Social Media Trends 2016

Social media evolves constantly and marketers need to keep up with new platforms and customer preferences. One of the biggest trends is real-time engagement because cus-

tomers demand faster response times. This makes social media monitoring and social listening extremely important. (Beese 2016)

People watch videos more than three times longer if they are live compared to not being live. Live streaming video platforms like Periscope, Meerkat and Facebook Live that allow faster access to offline events is expected to be a huge trend in 2016. Live streaming is a new and personal way to share and give customers more authentic side of a business with real-time videos that are not edited or filtered. (Beese 2016; Majaski 2015)

Social commerce is a form of e-commerce that uses social media presence to drive sales and it is vastly gaining popularity amongst customers. Facebook is a leading social commerce site with 64% of total social revenue and it has the highest conversion rate of 1.85%. It was the first social media to add a "buy" button that enable users to go directly to buy the product they saw in the picture. In addition to traditional social networks such as Facebook, Twitter and Pinterest, social commerce also includes e-commerce sites like eBay, Amazon and Etsy. These popular e-commerce sites have started to make online shopping on their sites more engaging and interactive with integrations to social networks. (Jackson 2015)

Mobile has become a primary device for social media users. 75% of 16 to 74 year olds in Finland have a smartphone and access to the internet anywhere they go and the number of users is growing in all age groups. Mobile site that is suitable for a smart phone, tablet, and smart TV is becoming a crucial part of a marketing plan. (Tilastokeskus, 2015; Beese, 2016)

2.2   Inbound Marketing

Inbound marketing is all about attraction. In short, by publishing content that people need, at the right moment the content becomes relevant and something that your audience wants to see. (The Inbound Methodology) The goal is to let the prospects get to know the company, make them like and trust it until they want to use the offered products or services.
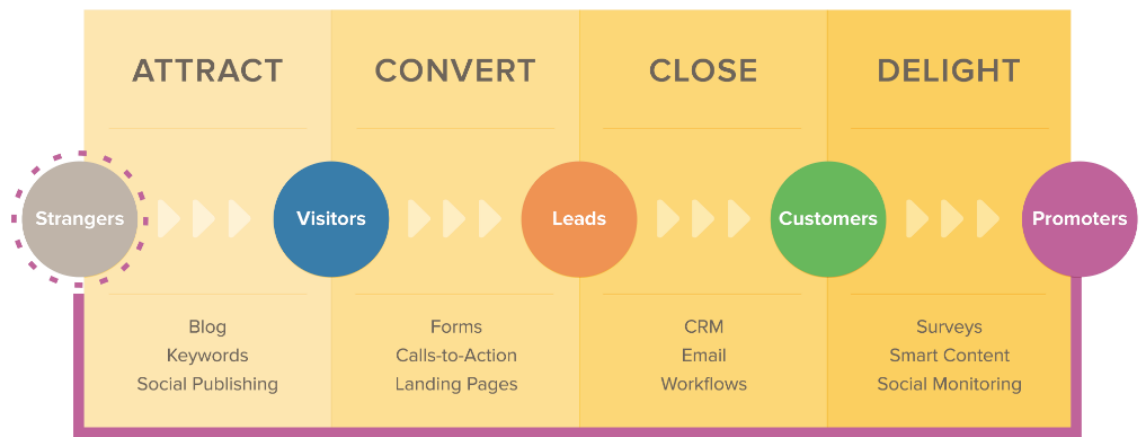
Figure 2 The basic idea of inbound marketing (HubSpot 2016)

The first part of the figure above shows how published content attracts the target audience and creates traffic on the site. The target audience is the people who are most likely to become customers. The most important tools for customer attraction are blogs, SEO, website pages and social publishing. (HubSpot 2016)

Second phase in inbound marketing is converting the website visitors into leads. The main task here is to gather contact information about the visitor. This can be done by offering eBooks or other downloadable content where the visitor gets access to by giving their email address. (HubSpot 2016)

Closing step means transforming the converted leads into customers. Closing tools are for example Customer Relationship management (CRM), Closed-loop reporting, email and marketing automation. (HubSpot 2016)

The final step, delight, simply means offering everyone who has visited the website, great content regardless in which part of the inbound funnel they are in. Tools in this phase are surveys, smart calls-to-action, smart text and social monitoring. (HubSpot 2016)

2.3   Content Marketing

Content Marketing aims to build company brand and attract target audience with relevant and valuable content that can be numerous things such as blog posts, videos, e-books, podcasts and info graphics. The purpose of the content is not directly selling the products or services but to gain more visitors to the website and converting the visitors to custom-ers. Published content is one of the biggest competitive advantages a company can have;

content profiles the company as a market expert and functions as a tool for building and maintaining customer relationships (Kindervater 2015;Juslén 2011, 289)

Content marketing is considered to be a subset of inbound marketing and it is often complicated to make a difference between these two since the main elements are rather similar. They share quality content, attraction, defined audience, drive to ROI and participate in all stages of buying process. However, it is important to learn the differences and focus on both of these marketing components. According to Nesterenko from Writtent.com inbound marketing targets more to selling and data-driven decisions to generate leads whereas content marketing base is purely on quality content creation. (Nesterenko 2016)

The main channels for content marketing communications are a website and a blog that are presented below.

2.3.1 Website

A website is an effective and important tool and one of the first things that should be created when aiming to a strong presence online. A good website is the centre of a company's presence online and with the help of it, business goals can be achieved. A website tells the businesses story and builds the brand image. The business wants to leave an image that says that they are the best in the field and the way to do this is a great value proposition that is presented in the website. (Juslén 2011, 59; Bulygo 2016)

Some years ago the purpose of a website was simply to give information about a particular company and its products. A typical web 1.0 website didn't have ways to show interest in the company or the products. It also didn't have any online call to action buttons and customers were advised to take contact in some other ways such as phone call. A modern website however has multiple features because customer expectations have changed during the past years and user experience has grown its importance. The website design has to be attractive and legible. A web 2.0 customer wants the website to be mobile-friendly, regularly updated and fast. Very much appreciated are also possibilities to share and give comments. Furthermore, the website administrator shouldn't forget to add free content for downloading such as presentations, videos or e-books as these help customers to create understanding on how the company could help them. (Juslén 2011, 59-61; Jiminez 2015)

2.3.2 Corporate Blog

A blog is a simple website where published articles are often in chronological order from the newest content. It is typically often updated, diary-like and showing the author's personality. Blogs are great channels for product and service promotion in an indirect way, brand building, driving traffic to the website, communication with the audience, and building loyal relationships. (Juslén 2011, 22, 98)

Corporate blogs can be divided into five main categories where the first one to be discussed is a Founder/CEO blog where a senior leader is the voice of the company. The fact that the blog posts are coming from the top of the company makes it especially interesting to the readers. However it is rare to find a company leader who has time to post regularly. (Saddington 2012)

General company blog gives a good picture of the company as a whole when employees from different roles in the organization contribute in writing. This blog is often a good option used as a first-time experience in adding blogging to a social communication strategy. It is recommended to smaller organizations. (Saddington 2012)

Large organizations can leave the blog content for specific teams or departments. In this blog Information Technology team, Human Resources department, customer service or any type of a team tells about their activity and expertise. (Saddington 2012)

The fourth type of a corporate blog is Product, Service, and Marketing blog which companies use to talk about their main product. In addition to the details of the product, the content can also be about the team behind the product, behind the scenes material and so on. (Saddington 2012)

Last one is an employee blog that is written by an individual who works for the company and is an expert of a certain business area. In this type of a blog the author writes about their work and area of expertise and so represents the company and builds its brand image. (Saddington 2012)

2.4 Search Marketing

Search marketing is an umbrella term often used over search engine optimization (SEO) and search engine marketing (SEM). The process aims to gain traffic and visibility from search engines via both paid and unpaid efforts. (Search Engine Land 2016)

In marketing perspective search engines are used in three different parts of buying process that can be seen in the figure 3. The first part, awareness, is problem delimitation together with search for information about products and services. This is when the customer doesn't know yet what they need in order to solve the problem and use search engines to find alternative solutions. The customer doesn't need to know what brand, company or product they are looking for, the search engine will find the answer with the proper keywords that describe the problem. (Juslén 2011, 140)

Another reason to use search engines is to compare options and find information to support the selection. This is used when the customer knows the problem and some options on how to solve it. The search engine then finds information about the products and it is to be expected that they find an option that an adequate product by comparing the found information. (Juslén 2011, 141)

The final step after making the decision to purchase the product is to find a suitable place for buying. The criteria for the place can be price, delivery time or delivery method. In conclusion, there are several purposes to use search engines in purchasing process and for a marketer it is crucial to know what the phases of the process are where they want to focus the company's marketing. (Juslén 2011, 141)

Figure 3 SEM purchase funnel (Brassens 2015)
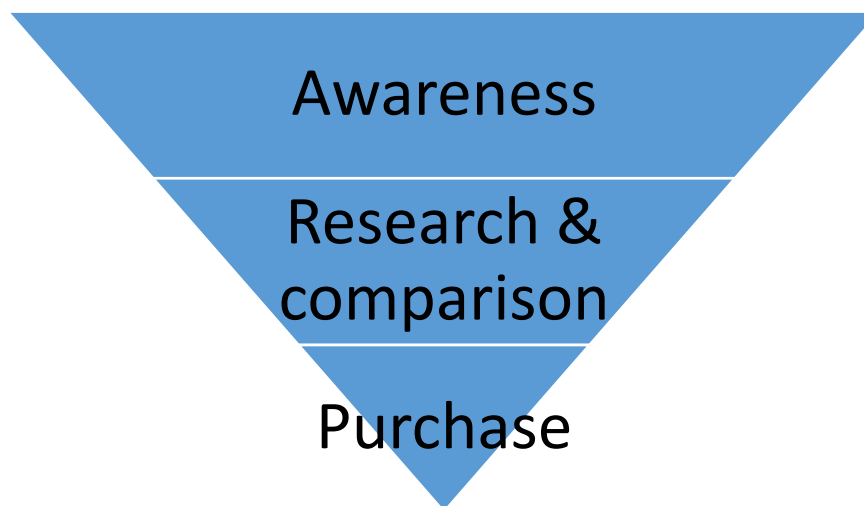
2.4.1 Search Engine Optimization

Every website needs SEO because search engines are the primary method of navigation. SEO is used to earn traffic to a website by ranking the website as high as possible in search engines for example Google through unpaid or free listings. It is based on knowing the needs and problems of the target group; the more the company knows about its cus-

tomers the easier it is to find the right keywords they use when searching for information. Search engine users are looking for what you have so it is important to make sure you rank high and customers can find you. (Havumäki & Jaranka 2014, 138-139; Fishkin 2015)

Quality Content

Websites are ranked by Google algorithms that are looking for relevant and unique, good-quality content. To see if the content is relevant or not is determined by an algorithm that evaluates how the keywords are used in the content. (Demers 2015)

Off-Site Optimization

Off-site optimization or link building aims to get other websites to link to your website. Links from other websites are useful in two ways. They direct traffic and affect the rank in search engines. Good links are for example partners, industry associations and other communities where the business belongs to. (Havumäki & Jaranka 2014, 139-140)

On-Site SEO and Metadata Act

The most important on-site SEO methods are Title Tags and Meta Descriptions. Title tag is placed in the HTML code for the page and it should include the business name and keywords that are related to the specific page. Meta description is a text for the audience that gives more information about the page. (Hines 2016)

Negative SEO

One should also remember the methods that are bad for SEO. For example overusing the keywords, bought links, duplicate content, too many ads, and hidden text can lead to penalty from Google which means decrease in rankings or banishing from search results. (McGill 2015)

2.4.2 Search Engine Marketing

Search engine marketing is a way of buying traffic through paid search listings mainly through Google. Advertising in Bing and Yahoo is possible but not really used in Finland. Google ads are called Google AdWords and they can be seen above the actual search results. In order to start advertising in Google the business needs an AdWords account.

AdWords is a system which enables advertising in both Google search and Google Display network. (Havumäki & Jaranka 2014,142-143)
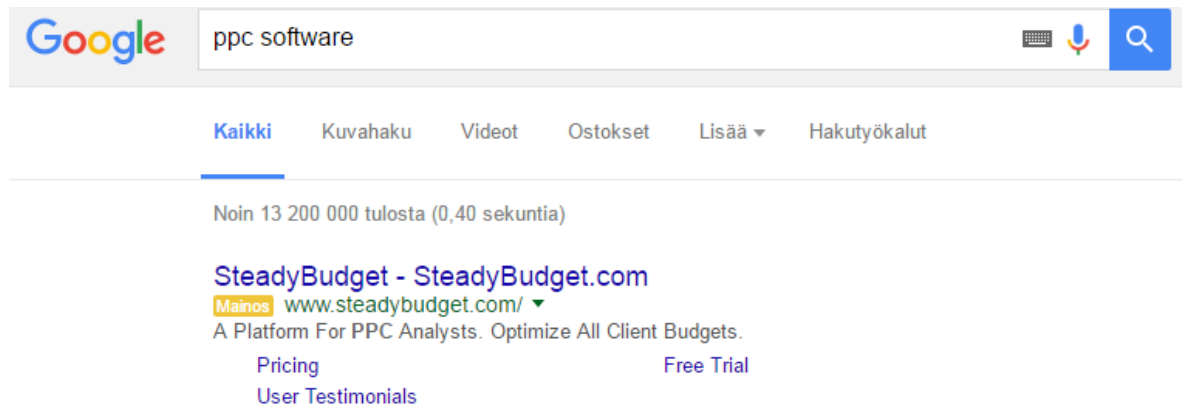

Figure 4 Example of Google AdWords. The search was made with the keywords PPC software. (Google 2016)

PPC or pay-per-click is a way of internet marketing where advertisers pay a fee for each click on their advertisements. PPC marketing in Google AdWords that is the most popular advertising system in the world is valuable because of the huge amounts of traffic that Google search gets. (WordStream, 2016)

2.5   Email Marketing

Email marketing is a quick and effective way to reach customers with low cost and drive traffic to the website. Focused messages concentrate on the target's wants, needs, and value for the brand and in this way maintain the relationships and brand loyalty. Instead of hard-selling, emails must be relevant and make the product or service benefits meet the target's lifestyle and needs and keep the relationship going between purchases. (Blakeman 2014,120-121)

For a small business wanting to grow, email marketing is a way to promote the business and connect with the customers with very little effort. It is one of the most cost-effective ways of marketing and it is a preferred way for many to receive commercial communication. When starting email marketing, it is important to set a goal that is measurable and attainable. That can be for example to collect a certain number of subscribers within a period of time. (AWeber 2016,1-2, 6)

The topics of the emails can be industry news, product information, special events, blog content, customer testimonials and other things that bring value to the subscribers. When creating an email it is recommended to use the brand's colour scheme, avoid more than

one column layouts, use of visual images and feature the most important content in the beginning of the email. (AWeber 2016, 12, 14)

Direct email marketing has some general rules that the campaigns should follow. These rules are listed below.

-Targeting. – Campaign should be targeted only to the segments that are most likely to purchase.
-Privacy. – Emails should clearly state that the customer's information will not be shared with anyone.
-Identification. – Emails need to identify the company and the products or services it is offering.
-Correspondence. - Emails should ask in what form the recipients would like to receive correspondence.
-Consistency. - The messages should be kept consistent with other vehicles used in the campaign.
-Follow up. – All purchases need a follow up thank you note.
-Techniques. – Reader engagement with diverse techniques such as visuals and entertainment options. (Blakeman 2014,121)

2.6 ROI & Social Media Metrics

To know the campaigns return on investment (ROI) it is needed to know what to measure and why. Social media metrics are divided into quantitative and qualitative data. Quantitative data is in most of the cases numeric and used in scientific analysis. This data can be for example followers, engagement, timing and Click-through rate. Qualitative data is more observation-like with a smaller sample-size. Examples of qualitative data are influence, sentiment and conversation drivers that answer to questions like who, what and why. (Bolsinger 2016)

2.7 Managing Digital Marketing

Digital channels are remarkable ways to meet customers, establish relations and measure digital campaigns. Next some monitoring and management tools will be presented. These presented tools were selected because the platforms have free basic versions and they are suitable for small businesses and beginner level users.

2.7.1 Hootsuite

Many businesses have several social media channels that they want to use and it can at times be challenging and very time-consuming. Hootsuite is a social media management system that Hootsuite allows the use of Facebook, Twitter, Instagram, Google+, LinkedIn and other social media accounts in one dashboard. In addition to effortless posting to social media, Hootsuite has many useful tools for example scheduling and in-stream search. Hootsuite can be used as a desktop and mobile application. (Hootsuite 2016; Cetin 2013)

Hootsuite has three different plans; Free for individuals, Pro for entrepreneurs, owners & consultants and Business for small businesses and agencies. The free version includes basic features that are three social profiles, basic analytics reports and message scheduling. The paid versions give users up to 50 social profiles, campaign templates, access to premium apps, analytics reports and more. (Hootsuite 2016)

2.7.2 Google Analytics

Google Analytics is a platform which gives a website owner data about everything they need to know about their webpage whether it's a personal or professional site. From Analytics can be found for example the number of visitors on the website, what websites send traffic to the site, what are the most popular pages on the site, how can the site's speed be improved, how many visitors converted into leads and so on. Google Analytics has a free Standard version and a $150 000/year Premium account that delivers all standard features and extras such as higher support and service, Google Drive integration, DoubleClick for Advertisers Integration, and more data. (Hines 2015; Blast 2016)

2.7.3 Facebook Insights

Facebook Insights is a useful tool for tracking user interaction. All the admins of a Facebook Fan Page can see the Insights use it to check the total number of likes, weekly reach, virality of posts and the number of friends of fans. Facebook Insights can also help with determining the best time to post and the type of the most popular content. Admins can download Insights Data which includes data from up to 180 days or 500 posts. This Excel spread sheet will give more in depth information about your Facebook page, which is especially if the aim is on reaching more website clicks. The spread sheet is used to find the best traffic generators and posts that get a lot of link clicks. (Joss 2016; Vahl 2015)

2.7.4   Social Mention

Social mention is a free search platform that monitors over 100 social media properties. Users can find any topic from Twitter, Facebook, YouTube and more in real time. With a simple search it is possible to see all the material about the researched phrase with hyper-linked mentions. Additionally several numerical rankings for the phrase are shown for example "sentiment" that tells the ratio of positive mentions to negative mentions, "strength" will show the likelihood that the brand is being discussed, "passion" measures the frequency of mentions by same authors and "reach" number of authors referencing the brand divided the total number of mentions. (Social Mention 2016)

2.7.5   MailChimp

MailChimp is email marketing software that can help any company to promote their products and services on the internet. MailChimp allows its users to create newsletters, build subscriber lists, and create email templates. It's also possible to track the results of email campaigns and get an idea how to improve to get a better response the next time. The free version is available for mailing lists with less than 2000 contacts. (MailChimp 2016)

2.7.6   Content Marketing Editorial Calendar

Editorial calendar is a planning tool that gives an overview of what is going on and helps to visualize the content marketing plan. Editorial calendar is especially useful for companies that struggle with time-management, posting ideas and key topics. With the right use of content marketing editorial calendar it is more likely that the company website gets more traffic and builds long-term relationships. (Moon 2016) The internet is full of different editorial calendars that can easily be modified to serve any company.

3   Digital Marketing Strategy

To structure a digital marketing plan for Hemmi-kodit, the author decided to use SOSTAC® and RACE methods. SOSTAC® is one of the most popular marketing planning models for its suitability for different marketing planning activities and for the ease of re-membering it. It can be used to create an overall marketing plan as well as individual channel tactics such as SEO. This planning method was ctreated by author and speaker PR Smith. RACE planning system was created by Smart Insights. It includes activities that help with planning, managing and improving digital marketing. (Chaffey 2016; Chaffey 2015)

Figure 5 SOSTAC® marketing planning model

SOSTAC® stands for:

Situation – where are we now?
Objectives – where do we want to be?
Strategy – how do we get there?
Tactics – how exactly do we get there?
Action – what is our plan?
Control – did we get there? (Chaffey 2016)

Stage 1 of SOSTAC® that is situation analysis provides thorough information about the company and where it is standing at the moment. A situation analysis is considered the foundation of strategic analysis for it leads to better understanding of the company and its future. The methods that can be used in this stage are for example SWOT, digital customers, competitor analysis and digital channels landscape. (Lorette 2016; Swan 2016)

Stage 2 of the framework is setting out the objectives of the strategy. In order to create the objectives, it is recommended to use two digital marketing strategy guides that are 5S's and SMART. (Swan 2016)
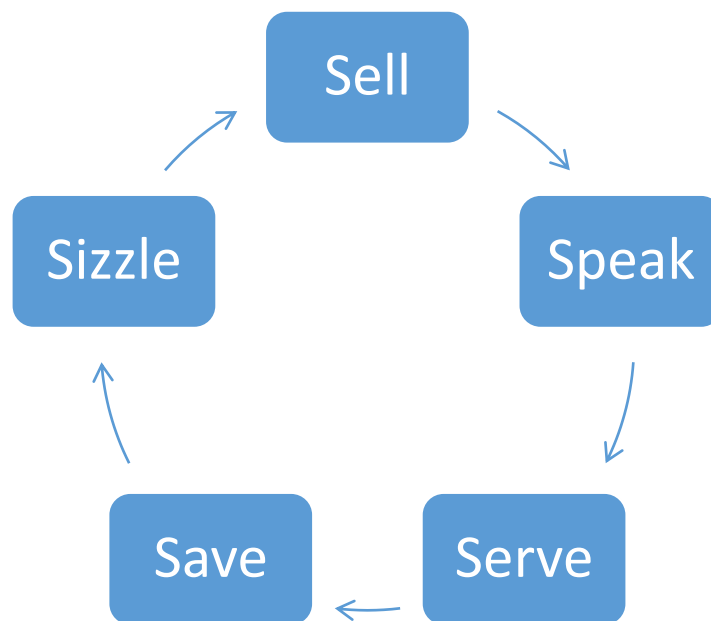
Figure 6 The 5Ss of digital marketing (Chaffey 2010)

The 5Ss is a concept also created by PR Smith. The S's come from Sell, Speak, Serve, Save and Sizzle that are the base goals of online marketing. **Sell** can be for example growth in sales. A boost in sales can be reached by offering a wider product range or better prices. **Speak** refers to interaction between the business and its customers. A goal can be getting closer to the customers through dialogue and participation. **Serve** means offering additional value to the customers. Additional value can be achieved for example by offering special benefits. **Save** refers to actions than can lead to savings in costs. Saving can be done by reducing traditional marketing costs and concentrating on low-cost digital marketing. The last point, **Sizzle**, is about brand building in online media. Sizzle goals are recommendations or advocacy from the customers. (Chaffey 2010)

SMART marketing objectives are measurable objectives related to the 5Ss. SMART stands for *specific*, *measurable*, *actionable*, *realistic* and *timetabled*. SMART helps with setting realistic targets for the future because it makes it simple to assess the quality and measurability of the objects. (Chaffey 2015) An example of a SMART objective could be to achieve 10% growth in sales within a year.

Stage 3 of SOSTAC® is strategy, the big picture of how to achieve the defined goals. Strategy includes segmentation (how to divide the markets), targeting (to which segments of the market to focus) and positioning (how does the business want to be perceived in the target segments). Every strategy should also include Key Performance Indicators (KPI), business metrics that evaluate factors that are connected to the success of the company. (Spilkin 2014)

Stage 4, tactics, breaks the big picture down into smaller details that lead to achieving the goals. Tactical plan answers to the question how to implement the strategy. This stage includes for example marketing mix (product, price, place, promotion, people, process, and physical evidence), contact plan and content plan. It determines the tools that will be used, how they are used and what message the tools will deliver. (Swan 2016; Hanlon 2014)

Stage 5 contains actions that are details of the tactics. Action stage includes everything that is needed to bring the plan to life. Actions include planning who from the company takes responsibility of what and when. If the company lacks the needed skills or resources, an outsourcing plan is needed. (Swan 2016)

Stage 6, control, is the final stage where the business needs to create a layout of how they plan to monitor and measure their performance. In order to meet the defined objectives, every tactic's KPI's should be monitored. (Swan 2016)

RACE is a practical framework that can be applied to each of the stages of SOSTAC® to help with making multichannel marketing successful by reviewing opportunities for engaging and selling. RACE includes the following steps:

Reach – Brand, product & service awareness building on online and offline media to drive traffic to the main site.
Act – Encouraging interaction and participation on websites and social media channels through relevant content.
Convert – Converting the audience into paying customers.

Engage – Developing long-term relationships and customer loyalty by online communication. (Chaffey 2015)

4 Case Company Digital Marketing Strategy Development

The aim of this chapter is to create a customer-centric digital marketing communication strategy for the case company. This chapter provides information about the case company's current situation and future objectives. The basis of the strategy is the SOSTAC model.

4.1 Company

Hemmi-kodit is a small accessibility product company that needs guidance for first steps in digital world. The responsibility of digital marketing can be shared between 1-3 people so they can't spend too much time with digital marketing. The plan is designed so that it can be done with only 2-3 hours per week.

Before this thesis the case company's only attempt to digital marketing was a website that was never updated. The challenge with developing the strategy is that the company doesn't have any online experience or marketing experience. On top of that, they don't have much time for digital marketing and no real budget for it.

The company used to have a showroom where it was possible to buy products from the partners but it was closed during the project. Now the buying process goes as follows: customer orders a consultation – consultant visits the property and makes a remodeling plan according to the customers' needs – the needed products for remodeling come from partner companies and they are installed in the customers' home. They don't have a webshop.

4.2 Situation Analysis

The situation analysis includes mission, objectives, value proposition, SWOT, competitor analysis and target audience. Situation analysis gives an overview of where the company is now and what factors affect its future.

4.2.1 Mission

Mission statement is a written declaration that explains the company's core purpose. Mission statement provides a framework to all company related decisions. (Fallon Taylor 2015)

Hemmi-kodit mission states as follows: "Our mission is to offer people high-quality, customer-oriented solutions to live accessible life in your own home as long as possible."

4.2.2 Market

In Finland approximately 90% of people older than 75 still live in their own homes and would like to stay there. Senior citizens are a big part of the market not the only group of people who need accessible homes. Accessible homes are needed also for wheelchair users and families that use baby pushchairs. The demand for accessible homes is growing and the expectation is that the amount of accessible homes has to grow to one million before the year 2030. (Välilä 2015)

4.2.3 SWOT

SWOT Analysis is a model that is used to uncover both internal and external influences. SWOT stands for strengths, weaknesses, opportunities and threats. This analysis should be performed during strategic planning. (Fallon Taylor 2016)

Strengths
-Strong knowledge of current products and the market
-Great network
-Strong concept
-Smart solution

Weaknesses
-Unknown brand
-Limited human resources
-Limited financial resources
-Technology skills
-Lack of clear strategy
-Lack of experience
-Website content

Opportunities
-Growth potential
-Not much competition
-Online marketing development
-Brand building
-Social customer service
-User-generated content

Threats
-Competitors' online presence
-Customer acceptance
-Competitors' social media management
-Competitors' website
-Competitors online value proposition

Figure 7 Hemmi-kodit digital SWOT analysis

As the figure above shows, the main strengths for the company are the knowledge of this field of business and the network they have built.

The most significant part of the SWOT analysis in this case is the opportunities. With effective digital marketing they can differentiate from the competitors. The competitors are only somewhat active or not active at all in social media, so there is a lot of potential for competitive advantage. Hemmi-kodit should start actively using social media to differentiate from the current competitors and gain authority before any new entrants come to the market.

The components that slow down the growth are mainly inexperience and limited resources. Hemmi-kodit hopes to manage with the human resources they already have, so to prevent the weaknesses from damaging the business, they should actively start improving their digital media skills.

The centre of presence online is their old website that doesn't tell anything about the new business model. With a website renewal and new content the weakness can be converted to strength.

4.2.4   Competitor Analysis

As a part of marketing strategy a qualitative competitor analysis was conducted to determine the strengths and weaknesses of competitors' digital marketing performance. The analysis included what channels the competitors are using, the frequency of updates, topics of content and the amount of followers. The analysis expected outcome was to see what is working and to get ideas for the case company. Analysis was done by visiting the competitors' websites and all social media channels and making keyword research. The following brands are direct or indirect competitors of Hemmi-kodit.

Home Instead – (http://www.homeinstead.fi/)

Home Instead Senior Care is the world's largest home care organization. It is a franchise that has offices around the world. In Finland it offers companionship services, home help services and homecoming services that include consultation for accessibility products. (Home Instead) They have not started social media marketing in Finland so their strategy in United States was analysed. Home Instead has profiles in Facebook, Twitter, LinkedIn and YouTube that are in English. The company has a Finnish website.

Website: All social media channels are integrated to the website and can be found in the front page. The website has a lot of information about the company and its services. It has also testimonials, tips, pictures, and other good content. No emailing possibility, the contacting happens by phone calls.

Facebook: Home Instead Facebook page has more than 25 000 likes. They keep the page active and publish new content almost every day. The content is versatile and the posts are for instance employee profiles, customer stories, videos, tips and articles.

YouTube: Home Instead YouTube channel gives the opportunity to see customer stories, get behind the scenes and meet employees. Oldest videos are from seven years ago and the newest 11 months ago.

Twitter: Home Instead tweets often several times every day. They frequently use the same personal hashtags in their tweets such as #caregivers. Tweets include retweets, company insights and customer stories.

LinkedIn: LinkedIn page includes company information. Industry news from United States and articles are posted a few times a week. Some showcase pages and job postings.

EN-Apuvälineet – (http://www.en-apv.com)

EN-Apuvälineet operates from Southern Finland. Their services include accessibility consultation, product delivery and installation. Products are manufactured by partner companies. EN-Apuvälineet has a website, a blog, a Facebook page and a YouTube channel. (EN-Apuvälineet)

Website: The website includes information about the company and its services. The website is also partly available in English and in Estonian. Facebook share and like buttons integrated.

Blog: EN-Apuvälineet has a Wordpress blog where they have been publishing content for two years. The topics of the blog posts are for instance prevention of falls among older adults, home changes and event stories.

Facebook: Facebook page has less than a hundred likes. It is updated irregularly sometimes several times a day and sometimes once a month. Posts are mainly industry news and behind the scenes material.

YouTube: YouTube channel has only one presentation video of a new product. They announce in the profile text that for example installation videos are coming.

Toimiva koti DoMedi – (http://www.toimivakoti.com/)

DoMedi is a Helsinki-based information centre and sales exhibition where customers can try and buy accessibility products and technology. DoMedi has a Facebook profile and a website. (DoMedi)

Website: The company website has been connected to their Facebook profile and it is visible in every page in the website. The website includes contact information and a short introduction of the company's services and partners. No emailing option presented.

Facebook: DoMedi Facebook page has over 300 likes. The publications are for example event promotions, blog posts, articles and customer offers. The website and the Facebook page don't share the same colour scheme, logo or pictures. Often publications about the company that have a picture and a long text get a lot of likes and shares

Generally it looks like the competitors aren't very active in digital media and they don't have a clear strategy.

Competitor	Strength	Weakness	Outcomes:
Home Instead	-Active use of Facebook -Videos -Great website design	No online marketing efforts in Finland apart from the website	-Make sure to keep all channels coherent
EN-Apuvälineet	-Business blog + Good customer-centric content -Use of versatile channels	-Website design	-Make it all about the customers -Videos
Toimiva koti DoMedi	Customer engagement in social media	-Incoherent use of digital marketing channels	-Quality of the posts in social media

Table 2 Competitor online performance analysis

4.3 Objectives

The next step of strategic digital marketing planning process is setting objectives. The top-level broad objectives were outlined by using 5Ss approach. Objectives define what HEMMI Kodit can acquire with digital marketing in a long run.

1. Sell
Growing market share

2. Speak
Brand communication, online exposure

3. Serve
Customer service online, gaining customer insights

4. Save
Saving money, time and effort

5. Sizzle
Building the brand, enhancing brand image, acquiring followers

Short-term strategic key objectives are to:

-Build brand awareness

-Encourage brand interaction

-Boost offline sales

-Develop customer loyalty

4.4 Strategy

Strategy defines how the company will reach its objectives and it is the base of all the following actions. This strategy is based on the company's strengths. Due to small resources it is not possible to offer everything for everyone so it is important to concentrate on providing value for the chosen target audience and existing customers. Responsibility of communication and relationship-building between the company and the target audience is on every employee of the case company.

To build brand awareness the strategy is to start adding social media into daily business operations. It will also be supported by search engine optimization and content marketing. Brand interaction and dialogue will be pursued with efforts in social media platforms while website and blog communicate the brand values. Conversion and increase in sales will be reached by approaching the right people with purposeful content. Developing customer loyalty will be done by delivering value to the customers.

4.4.1 Target Audience

The prospects are broadly senior citizens, because the mission is to enable living independently at home for as long as possible. However, target audience includes also working-age population who have illnesses interfering working or movement or who need long-term rehabilitation at home. They are likely to be people who value comfort, safety and stress-free life. HEMMI Kodit hasn't done clear target segmentation and for the future marketing planning would be helpful to create specific segments in order to target the right people. There is no track available of the customers for the use of this thesis.

However, the Facebook company page was created during the project and it gives some insights about the current audience. There is no clear gender distinction; the followers are split approximately 50/50 between men and women. The most represented age groups are 45-54, 35-44 and 55-64. The followers live mainly in Lahti and Helsinki and their language is Finnish. They are active Facebook users that are online the most on weekends and Thursdays at 10 in the morning, in the afternoon and at 9 in the evening. They react mostly to picture + text content. People who were reached and who engage the most are from age groups 25-34 and 45-54.

When marketing to senior citizens, it is important to show that they are important and their needs are understood. The marketing efforts should concentrate on all the benefits that they can get from the services and products and how their problems can be solved.

4.4.2 Digital Media Mix

The chosen tools for HEMMI Kodit digital marketing are a website, a blog, Facebook, LinkedIn, Instagram and Twitter. The factors that affected the selection of these channels were ease of use, effect and free basic use. Choosing only a few channels reflects the fact that resources are limited.

The website is kept as the centre of focus and other channels to drive traffic to the site. Profile in YouTube was found to be a potential marketing channel for the case company but it was decided to be left for later due to lack of video making skills and human resources.

4.5 Tactics & Action

As earlier was mentioned, the biggest challenges with the strategy are time management and human resources. That is why the chosen marketing channels; social media, search engines, blog and website, are effective and not too time consuming, and can be operated without hiring any new employees. This chapter describes how the chosen channels should be used.

Table 3 presents the goals of the strategy, actions and what are their key performance indicators with help from RACE framework.

	Reach	**Act & Convert**	**Engage**
Goal	Build brand aware-ness and web pres-ence	Encourage brand interac-tion, boost offline sales	Develop customer loy-alty
Actions	Improve SEO, pro-mote the brand in social media, create quality content, blog-ging, link building	Home page optimization, conversion rate optimiza-tion, relevant content	Content marketing, customer service & support
KPIs	Followers, visits, or-ganic traffic, search volume, social listen-ing	Page views, popular pag-es, duration on page, brand mentions, interac-tion, time on site	Loyal followers, com-ments, shares, discus-sion, advocacy

Table 3Tactics and KPIs

4.5.1 SEO

When searching with the wanted keywords in search engines it was found that HEMMI Kodit SEO is very weak at the moment. It is not possible to find the website with relevant keywords that in this case are for example accessibility and home remodeling. Now crucial for search engine visibility would be to plan and implement search engine optimization.

The relevant keywords need to be placed in the website URL, title tag and <h1> heading. The commissioner has to do an error check regularly; it includes 404 pages, redirection errors, faulty backlinks, blocked robots.txt and duplicate content.

Strategic linkbuilding can affect positively the rank in search engines. At the moment the case company has two backlinks and that number should be increased. They should focus on getting more links from partners or industry organizations.

Part of SEO is also the company blog. A blog was found to be a potential channel for the company's online marketing and so it was added to the new website. The factors that drove to blog creation were shareable content, traffic-lead conversion and authority establishment. The first blog posts were created by the thesis author. Blog posts can be about industry related topics, customer stories and before and after renovation stories. It is an easy way to get fresh keyword-inclusive content to the website.

4.5.2   Social Media

The main social media channel for HEMMI Kodit is Facebook for its superior number of users and possibilities. It can be assumed that it is the best channel to reach a big audience in all age groups. HEMMI Kodit should use Facebook for sharing all their news and other content.

Twitter should be used to build brand interaction by connecting with the audience and receiving customer feedback. Twitter should also be used to support other channels for example blog posts promotion.

HEMMI Kodit wants to target also younger adults and that is why Instagram was found to be a suitable channel. Company can use it to share images of the products, behind the scenes material, and the team. When posting pictures the company can create and start using personal hashtags such as #hemmikodit.

LinkedIn company page was created to increase company's visibility in search engines, engage people and connect with partners and industry professionals. The owner of the company and the employees created personal profiles that can be connected to the company page. LinkedIn has also group possibilities but those were seen as irrelevant and too time consuming for current situation.

4.5.3 Website

In the beginning of the thesis process the old website was the only component that the case company had for digital marketing. Since the business idea had completely changed, the commissioner wanted a new website to be included in the strategy. The old website looked old and it needed a facelift and redesign to serve customers better. The site was slow, not usable with mobile, and it had very little information and no pictures.

Figure 8 HEMMI Kodit old website

The new website was created by the thesis author with a free website builder Webnode. It was designed to include web 2.0 features such as links to all created social media channels, blog and call to action buttons that were missing from the old one. Thesis author also added the company information to the website but the actual content and optimization was left for the commissioner.

The company now has a new website that is the core of their digital marketing. It needs a lot of new content and the company could start with an "about us" page, service presentation, information about the products, and customer testimonials. Keeping in mind that a big part of the target group is senior citizens it is important to keep navigation of the website easy, font clear enough and photos appropriate.

To drive more traffic to the website the company should also remember to include the website address in all their traditional marketing efforts that are mainly local newspaper advertisements and pamphlets.

4.5.4   Initiative Schedule

Initiative schedule takes into consideration the company's skills and resources. If they get more resources, the schedule needs to be revised. The content can be shared in several channels at the same time.

Facebook: All company news, 3-5 posts every week
Twitter: 3-5 tweets/retweets every week
Instagram: 1-2 pictures every week
LinkedIn: 1 post every two weeks
Blog: 1-2 posts/month

4.6   Control

The great thing about digital marketing is that actions are easily monitored and measured. As part of this strategy the company should start using a few measurable metrics. The purpose of them is to see if the defined goals have been reached and what should be changed if not. Controlling can be done by collecting data from preset checkpoints. The checkpoints division can be set to the following; initial situation, weekly reporting, follow up monthly, quarterly reports etc.

In this plan the website's the most important metrics are overall visits, where the traffic to the site comes from (desktop vs. mobile), which channels drive traffic the most and with what type of posts, how the search engine users find the website and which keywords drive traffic. It is also important to check regularly that everything in the website is working to give the best possible customer experience. To track their social media efforts, HEMMI Kodit could concentrate on few basic metrics; total size of their social community, engagement, post reach, sentiment and quality of the content.

However the case company's representatives often prefer traditional methods and web analytics can be quite a challenge especially in the beginning of digital marketing. They can start doing simple marketing evaluation also by asking the customers how they heard about the company, did they find it from social media or search engines, how did they like the channels, what they would have liked to see more in the channels and so on.

5 Conclusions & Reflection

This chapter includes an overview of the thesis process, improvement suggestions for the future, project evaluation, reflection on learning, and discussion on the thesis benefits. The goal of this product was to create a digital marketing plan that the commissioner can use in marketing and brand building.

The idea of the project came into existence as a result of a conversation between the commissioner and the author in December 2015. The commissioner expressed his wish to start marketing his company and as the author was looking for a thesis topic, and so an agreement was made to begin the process.

5.1 Project Planning

The process started in January 2016 with a subject analysis, meeting with the commissioner and the first discussion with the thesis supervisor. The writing process started in February by gathering topic related information. After the theoretical framework was finished in May, the product writing started. Figure below presents the project timeline

January
Subject analysis
Meeting with the
commissioner

February-April
Theoretical
Framework &
Beginning of the
strategy

May
Plan writing &
development

June
Product ready

Figure 9 Project timeline

5.2 Theoretical Framework

The theoretical framework of the thesis was drafted by gathering information about marketing and the changes in it as comprehensively as possible. The topic is developing as we speak and it was necessary to find information that wasn't already out-dated. This happened a few times during the process when reading literature and I noticed that often the most relevant information for the nature of this thesis was found in marketing professional blogs and articles. Additionally, I read several theses that are related to digital marketing planning and development to gather more information that could help in the pro-

cess. The competitor analysis includes content from competitors' websites and social media channels.

5.3 Product

The final product is a digital marketing plan that the case company can use to start digital marketing. The plan is based on PR Smith's SOSTAC model. Other tools used were RACE, SMART and 5Ss.

The plan begins with a situation analysis that includes the company mission, objectives and SWOT. The next step in the plan is strategy. The final chapter covers the tactics and actions needed to execute the plan and methods for control. The handbook that is given to the commissioner includes goals, action plan, and control guidance as well as suggestions and ideas for content.

5.4 Process

In the beginning of the process it was needed to have a personal meeting with the company owner to explain how the thesis process goes in Haaga-Helia and to agree on the time limits. In order to know everything needed about the commissioning company I visited their office several times during the thesis process. In these visits I also took pictures that could be used in social media posts and in the website. Additional information was gathered via email in between the company visits.

The thesis process wasn't a completely trouble-free period. One of the challenges was faced already in the beginning of the process because the commissioner did not exactly know what they wanted and their initial request was "to do something online". Over time the project goal got clearer and a digital marketing plan seemed to be the proper outcome for the thesis. After the theory writing, the company's unstable situation was a major challenge during the product phase of the process and made especially planning of the schedules and use of internal resources difficult; the amount of employees was changing, the business idea was changing, the office location was changing, and offered services were changing and so on. Also because the commissioner's knowledge about digital marketing was non-existent, it was important to find a way to keep the product simple and easy to execute for someone who hasn't used social media and doesn't have any background in marketing.

5.5 Product and Suggestions

The outcome of the thesis is a digital marketing strategy and an action plan in a handbook format that fulfils the commissioner's needs, benefits them and creates value for the customers. The commissioner showed some reluctance towards having to learn to use digital media so I spent some time during the process to teach the company people how to use social media and how to update the website so incompetence should not be an issue to start executing the plan. In a small business time management can be difficult but if they give a little slot in their schedules for digital marketing and commit to making the best out of the plan, they can achieve a lot with it. How much benefit the company gets out of the product is now in their own hands.

After the process the commissioner is very pleased with the results and seems keen to try implementing the plan. They were very cooperative during the whole process and their hesitation about using the channels by themselves has disappeared, likely as an effect of developed faith in oneself and built up skills to operate online. In the feedback the need for this project was emphasized and how the concrete plan makes it easier to understand the topic and start using the plan.

However the now executed plan is only the beginning of digital marketing for Hemmi-kodit. The plan is limited due to scope of the thesis so deeper understanding of the market and the audience will be needed. I suggest that they follow the plan for a certain period of time for example 90 days and collect information about what has worked and what not. The results can then be used to improve the plan for the next period.

All the communication channels and management tools used during the process are free of charge and with them the case company can start digital marketing without any big risks of monetary loss. When they have enough resources, a significant addition to this plan in my opinion would be video/YouTube marketing and email marketing. They should also research the audience more thoroughly and consider if other channels or methods would benefit them. They could also think about opening a web shop if people show interest in buying online if they don't need remodeling for the whole house.

In the future when they have gathered some experience in marketing, they could start thinking about using paid advertising as well which can lead to reach of a bigger audience with a small effort. I would also recommend buying premium user rights for the website as it gives more space for uploading content which they will be needing soon enough.

5.6 Reflection on Learning

Overall the thesis process has been very educational. Digital marketing is not a topic that is covered in lectures of my degree but I was somewhat familiar with it since I did my internship in online marketing and took some free-choice courses about the subject. I have also used social media, blogs and the internet in my everyday life for many years so I was also familiar with the topic from the customers' point of view. I find digital marketing extremely interesting so learning about it didn't feel like an effort. However, at some points during the project it felt that I was processing way too much information at the same time and choosing the relevant information for the thesis felt impossible.

The topic of the thesis is very broad and because the scope of the thesis project research is quite general. With narrowing down the topic for one component of digital marketing for example social media the research could have been deeper. In addition I did not want to include the website redesign into the project because I had no prior knowledge on web design and the redesign could have almost been its own thesis topic. I'm proud that I was able to build a working website but I am not completely happy with how it looks and what it contains.

My challenges with the project have been the same than with every project since the first task in my studies in Haaga-Helia; I struggle with sticking to the plan when I'm only responsible of my own work. I was all the time a little behind the initial schedule but I managed to finish the project in time.

Nevertheless the process taught me a lot and digital marketing is a field where I can see myself working after graduation so this thesis was excellent preparation for the future. My knowledge of the topic improved greatly and without any doubt I will keep on studying it to learn even more.

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Appendices

Digital marketing plan 2016

Objectives

Build brand awareness

Increase brand interaction

Increase sales

Build customer loyalty

Implementation

Active social media use in daily business operations

Search engine optimization

Content marketing/blogging

Customer service online

Target audience

Senior citizens, working-age population who have illnesses that interfere movement and people who need long-term rehabilitation at home.

Channels

All of the chosen channels are free of charge and easy & fast to use. All channels should link to the website and to each other if possible. It is important to concentrate on providing high-standard content. The pictures and videos need be of good-quality and the grammar of written content excellent.

Website: www.hemmikodit.fi

Facebook: https://www.facebook.com/hemmikodit/

Twitter: https://twitter.com/HEMMIkoditOy

Instagram: https://www.instagram.com/hemmikodit/

LinkedIn: https://www.linkedin.com/company/hemmi-kodit-oy

Website

The created website needs a lot of new content. The company should now concentrate on getting relevant content live on the site before starting to actively direct prospects to the site.

Suggestions:
- About us text
- Partner companies
- News on homepage/ add Facebook feed to the homepage
- Testimonials
- Downloadable content

Blog

Blogging is an effective way to improve SEO and drive more traffic to the website. It is also great way to give a company a voice and a personality, which makes it more reliable and safe.

Suggestions:

- Use keywords to increase the chances to be found in search engines
- Write informative content
- Share the blog content in social media channels
- Add pictures, infographics and other visuals to the posts
- Keep the target audience in mind and create content that gives them value

Topic ideas:

- The story of the company
- Customer stories/home before and after remodeling
- How to make a home accessible
- Employee stories
- Entrepreneurship
- Industry trends in the company's point of view
- Industry interviews

Update frequency:

1-4 times a month

Social media

Social media channels can be used to build the brand aware-ness and communicate with the audience.

Facebook

Facebook is the most commonly used social media channel and Hemmi-kodit should be very active there. The essential point is to post content that will make people like it and share it. It is also important to share content that encourages con-versation and makes the active customer service visible online.

Suggestions:

- Post all company news (events, changes in office open-ing hours etc.)
- Ask questions (preferences, tips, opinions)
- Call to action (Like this if__)
- Share blog posts
- Share partner news
- Share industry news
- Answer to all received comments
- Make Facebook event for all events and invite the fol-lowers

Update frequency:

3-5 times/week

Twitter

Twitter should be used to connect with the customers, build relationships, provide information and create brand awareness.

Suggestions:

- Tweet industry news
- Retweet partner news
- Follow influencer profiles
- Share insights
- Offer solutions to customer problems
- Repeat important tweets to reach more people
- Promote blog posts

Update frequency:

3-5 times/week

Instagram

Instagram should be used as a visual channel to reach younger audience, increase awareness and build loyal relationships.

Suggestions:

- Post pictures from behind the scenes
- Post product pictures
- Pictures from events
- Before and after home renovation pictures/videos
- Remember to use hashtags to increase visibility: #hemmikodit
- Remember to keep the profile public so that the customers can see the content.
- Link to Facebook
- Follow partners' profiles

Update frequency:

1-2 times/week

LinkedIn

For a small business LinkedIn company page is a great way to promote the business, network with key contacts and build credibility with content.

Suggestions:

- Publish company news
- Share blog posts
- Share articles
- Share pictures
- Tag connections in the content
- Engage employees
- Add product/service tab

Update frequency:

2-4 times/month

SEO

Search engine optimization is a process that will help the business to be discovered in unpaid search engine results. In general, the higher the website ranks the more visitors it gets.

Suggestions for www.hemmikodit.fi:

- Add meta descriptions
- Start link building (potential in partners & industry related associations)
- Add new, relevant content regularly
- Add keyword targeted content (do keyword research in Google Keyword Planner, SpyFu or other tools)
- Improve website user-friendliness

Keyword/ long-tail keyword ideas:

- Accessibility
- Wheelchair access
- Home remodeling
- Bathroom remodeling
- Wheelchair accessible home modifications
- Wheelchair accessible house plans
- Handicap accessible home modifications
- Accessible doors

Additional actions

- Start gathering subscriptions to an email list in order to start email marketing in the future
- Add social media channel links to business email signatures
- Establish the company in local search (local listings, maps, review sites)

Risk management

To reduce risks of using digital media the company should keep the following things in mind.

Reputation damage

- Educate all the employees about what to post in social media
- Follow what is said about the company
- Make sure to give professional customer service online

Privacy

- Keep all passwords safe (try for example LastPass)
- Remember copyrights

Scheduling

Planning ahead is the key to success in a hectic entrepreneur life. It is recommended to use a calendar that shows who is in charge of what channel and what should be posted. It is important that everyone who is involved in implementing this plan knows how to use all the channels effectively.

Publish day	Action	Media	Time needed	Author
Monday	Blog post	Blog ->share in Facebook, Twitter & LinkedIn	1h	Employee 1
Tuesday	Engagement question	Facebook, Twitter	10 minutes	Employee 2
Wednesday	Answer to all comments/messages	All channels	15 minutes	Employee 1
Thursday	Image + text	Social media	15 minutes	Employee 2
Friday	Short Instagram video	Instagram, Facebook, Twitter	20 minutes	Employee 1
Saturday				
Sunday	Plan next week/month	All channels	30 minutes	Employees 1 & 2

Content & social media calendar example week

Suggestions:

-Include in the calendar important dates that can affect the business

-Use calendar to share assignments

-Include all channels

Control

Since Hemmi-kodit employees don't have any experience in digital marketing and they don't have too much spare time it can first be rational to concentrate on learning to use all the channels and make using them a habit. When they have achieved that, monitoring performance can be started. In the beginning of digital marketing they can monitor the following:

-Website/blog

- Where the traffic comes from
- What keywords drive traffic
- How long do the visitors stay on the website, what pages do they check

-Social media

- Followers
- Engagement
- Unlikes

-SEO

- Rank in search

HEMMI Kodit can also improve its digital marketing by asking for customer feedback:

- How the customers found the company (search engine, social media…)
- Did they find enough information from the website
- Other comments/ideas