

Rebranding Photography Business

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Abstract

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This thesis is about finding a solution on how to brand a photography business. It consists of a small historical background how the business became reality, Why is new rebranding now needed, what products and services are offered, how our website needed renovating while it already had a new look and how to select a theme suitable for your needs and what to take in to consideration, how to determinate what logo is perfect for you and a budget addressed into all the changes.

As our business never have had a marketing plan, this thesis was the perfect resolution to bring one forward. And better yet, it does fit with renewing of a brand. The marketing plan goes through where we are now and what should be done to get where we want to be headed. We go through the strategy to make plans come reality, come up with new marketing ideas and how in the end one is able to oversee the results.

Keywords: photography, branding, theme, wordpress, marketing, strategy, business, logo, budget, BIT

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1. Introduction

The reader roams around rebranding of Johanna Hietanen's photography business which consist of a new logo, website, business cards, marketing plan, new marketing ideas and how to get further into implementation stage. The business clients consists of people interested mainly in wedding photography and is Johanna Hietanen photography's target audience. This branding will not be compromised by most inexpensive solutions and will not include a price fight between offers, but instead goes through carefully selected partners that help the brand to grow what it needs to become.

An idea is to refresh the look and bring out in to knowledge that there are two of us, Johanna and Jouni, working in the same business which our company's name does not implify at the moment.

This necessity definitely needs to be taken into account if wanting the change to happen without changing our way of business too much in the process.

By rebranding ourselves we show oncoming clients who they are dealing with and how we want clients to see us as a brand. Marketing plan is then implemented as a new strategy stage by stage.

The ultimate goal is to research and find the best suitable tools and partners for us and to have a guide to reach to when the time is right for the change.

The methodologys are both survey and innovation.

New solutions are offered and questionnaires were used to build a profile of our customers.

2. Why is rebranding needed?

From the beginning Johanna Hietanen Photography was a name that was chosen because it was Johanna's business most of all and to make the brand more personal and more approachable. Reason to the name and why it is not written in Finnish was to set course to international market and while the name gave the company a level of transparency which the future clients could trust over a cold corporation name. At that time the knowledge over branding and looking further to the future was not firmly ahead of us as we could not predict how the company would develop over time and would it mostly be Johanna's burden to run entire business in every aspect.

By this way the name was fair and reasonable. Now the need have come much more relevant in the past years, as the customers do not recognize who they are dealing with. Changing the name is the very core and with change come other chores as what comes to our appearance, how do we work, what kind of a base we want to set from a customer's view of point, marketing strategy, etc.

All of these changes are to set our new brand more cohesive, consistent and trusted. The brand of as now have tried to be more than what it could have been. The change does not mean everything has been done wrong in the beginning and by changing a name the brand could gain its trust back. The brand is already trusted and while how frightening a change might be, it needs to be done, but not just for the sake of two individuals, but to show everyone what the brand always wanted to become, where it wants to be headed and this is all the reason to the question;

why is rebranding needed?

2.1 The company

The trade name Johanna Hietanen Photography came to be in 1st of January in the year 2010 while unofficially all started in 2008 by a friend's request to photograph her wedding, but as this turned to other inquiries, after doing a research about setting up a business, a trade name came to be one of the simplest forms of businesses. We are both self-taught photographers and passion for the business grew over time when knowledge was gained and style was formed. Johanna Hietanen Photography has always been different with photography style of other similar businesses in the Finnish market and this is how we are recognized today. It is how we differ as a brand.

"If you do what you love, you'll never work a day in your life." (Marc Anthony 2014)

In time the company has seen its mixture of good and bad days, but every year we have evolved, survived, changed our style and become better and better at what we do. Sales have been steadily growing, but of course the "season" (meaning a few months of work) is still at large and in a country size of only a five and half million inhabitants while the appreciation to the new genre of wedding photography is still uncharted, it is near to impossible to earn a living for every year and recognition over seas is very hard to achieve.

2.2 Products and Services

Johanna Hietanen Photography offers a variety of photography related services.

- Wedding photography
- Elopement photography
- Couple shoots
- Engagement photography
- Lifestyle shoots

Also we have done maternity, newborn and family photography, but these services are not in the spotlight at the moment as another brand will be set for them and they are not being focused in this thesis. After a long wait and carefully searching for a right partner for us, we chose Society6 to sell our artwork. Selection there consists of our favourite photographs. Meaning was to give an opportunity for people to buy our art easily and to burden us less with the challenges of incoming orders and sending art manually.

For our wedding clients we offer day after shoots, handmade unique wooden box and an USB stick with a cover which are eventually made by our good carpenter friend Lauri Raunio.

2.3 Website

Our website have seen many transitions: the way the website appears, the content of the website, how style is presented and how it demonstrates the current visage. While people spend a great deal of currency to market their businesses, nevertheless major flow of currency come from a good website and even better SEO. As the clients cannot step inside a store and deal with the owners, instead a website has to make the first impression and it must astonish.

The hardest part comes from many different elements:

- How clients find to the page
- Do clients fancy the content
- Does the website work properly, is it appealing
- Is the content relevant

As a business owner one might not have time to run many chores simultaneously and every small part that are possible to be made easier is crucial in long run. Wordpress is very popular as a base of a website as it does not require knowledge over coding, but it has its flaws and is not recommended due to its security threats, but fortunately Wordpress is kept up to date and there are many solutions, as plugins, to defend the website from unwanted guests. As having little knowledge of coding and appreciation of time utilization, it was best to remain with Wordpress and with its many business themes that are offered are a great relief at best. There are vast collection of different themes to choose from, however many of those themes differ from one another. The research have included themes from Flothemes, Themeforest, Prophoto, Genesis, Headway and Elegant Themes. We have had experience of Prophoto, Flothemes and Themeforest themes which last of these have a major collection of different themes to choose from. What was wrong with old selections? Mostly the themes could not perform with expectations. They were not flexible, the changes were hard to execute due to the theme's own limitations. Also the support behind the theme was bad in quality. Solving a simple puzzle took many days and the problem had to be described many times. Most of the occasions the theme had poor code which turned out in low-speed and complexity of the code generated unexpected problems. We have no experience over Headway's theme, but it did not convince. There were no ready templates, but one should create his own and although it looked very simple, we still decided to leave it behind.

Please, Keep in mind that these experiences with themes are solely ours and what we have read and are not intended to be a simple truth as these may be perfectly suitable for another user.

How to choose a reliable theme that match your needs?

For this part there were several options to consider, but only problem is that one cannot see the internal parts and therefore one has to trust what he/she reads about user experiences and reviews.

At the moment there are two available options as these have had the best reviews and seem very trustworthy and therefore other themes are discarded from the selection.

First one is Atmosphere Pro from Studiopress and it is based on Genesis framework which is purely based on coding and that is built on top of everything with use of child themes. By coding by yourself it is possible to eradicate nonsense which will appear with a block based website building tool. This gives you the opportunity to easily move the source code to another theme without adding broken shortcode content with the move. This adds flexibility and the website is more rapid.

Downside is that user has to have knowledge over coding and this might come to a problem and increase time consumption used on maintaining the website.

Elegant Themes then offers a theme with Divi and it is the most popular theme for Wordpress at the moment. Block building feature is most of the times effortless to modify and the website is easy to be executed beautifully. The theme at its best saves time and trouble from the user. Be noted that using block based simplicity one must knowledge theme-lock.

Theme-lock is created when a theme creates shortcodes while the website is being modified or when using theme featured block builder. When the theme is changed to another, many shortcodes are not being rendered and the website with a new theme is now left with scattered code. This is a time consuming disadvantage that a user must knowledge with block building features.

Scattered shortcodes often return the user to the current template instead of a new one as cleaning short codes might become a problem if one does not know where to begin.

The choice over a theme is solely yours. Best practices are to read reviews, ask around if anyone has knowledge about the themes you have chose and ponder do they meet your needs.

2.4 Logo and illustration

Every business requires a logo. A logo is not only an icon, yet it's focus is to make a brand known and identifiable. Logo is seen on a website, business cards, e-mail, advertisement, everywhere one imagines and thus it should evoke trust, describe your business and bring in customers.

A well designed logo is very important as bad design can push potential clients aside. There are ready-made logos or selection of logo pieces available on internet which are then put together. These might suit for someone's needs, but in this particular case a designer is more preferable while ready-made are not unique or versatile enough. Without a good knowledge of logo the one put together from pieces might become pointless and vague.

To find the suitable designer one must review many different suppliers. Anyone would love to find a unique logo that no one else has got making it even more recognizable amongst others, but it is very hard in time of social media when work in progress or a complete work is then presented to others.

For a small business, patent, copyright or a trademarking a logo is probably unnecessary.

As we want the logo to resemble us, we did not use client questionnaire or present any draws to others to pick from as the outcome might not be appropriate.

We have selected In The Ointment (<http://intheoointment.com/>) to be our logo designer, but our only doubt is that is the one running the business versatile enough as he is famous. Can we get a unique logo and typography from a business that crafts tens or even hundreds of similar looks in a year?

To inspire his creativity we have made an illustration and hopefully the artist himself can accept it and bring his aspect to this work.



Figure 1: Logo illustration

2.5 Budget

The budget is composed of a website theme, logo and typography, business cards and wooden usb box that has to be redesigned to fit more content and photography contest fees.

The budget will not cover working hours as they are merely impossible to count.

New logo and typography from In The Ointment		1300€
Website theme Genesis or DiVi		99€ - 300€
Business cards from MOO.com	(starting price)	34.80€ 50 pcs
Custom made wooden usb box		N/A 1 pcs
USB stick		8€ 1 pcs
Photography contest fees	(starting price)	0€ - 100€

3. Marketing plan

Because branding is made a new and new plans have risen. It is good to take a look at strategy and make a fresh marketing plan. This is new to our business as well as it is never been done before. With a plan it is easier to track what is working and what is not. Also a plan will keep one on tracks rather than changing course when one has new ideas in the middle of the current one.

The brand currently consists of wedding photography, coupleshoots and elopements. Families at this point are left on the side (not advertised) as another trademark will be created to keep them separated from each other and to keep the main focus on weddings.

This plan's target is to strenghten our position in destination weddings and weddings in general to bring out conspicuousness and altogether establish a more solid ground.

The marketing plan is following PR Smith's SOSTAC model.



Figure 2: Sostac model

Situation: Advertisement is little, right customers are not reached

Objectives: Brand to be known, solid advertisement, finding the right customers

Strategy: Using social media and website more effectively

Tactics: Focus on how to exactly get to the goal

Action: Responsibilites and time tables, inner resources and skills, external factors.

Control: Following by analytic tools, profiling guests that enter the website/who contact us by mail, monthly monitoring.

3.1 Situation analysis

Where are we now?

The situation analysis is done by using PESTLE, SWOT and by Analysing products and services, clients and with an overview of the competitors.

3.1.1 Pestle

Political factors

High taxation in Finland is affecting prices which is then reflected to clients/inquiries.

Economical factors

Finland has suffered from a prolonged depression. Uncertain times due to depression people are very anticipated with their investments and purchasing power. This is seen in inquiries happening much closer to the event date. This brings a certain level of insecurity to a business owner.

Social factors

In finland the trend in Wedding photography is still in the more classical side. One could blame the leading media for sustaining old habits, while change is slowly happening in the background. To bring out a new era, one must make a change to the current trend.

Technological factors

In digital age, social media and mobility plays a big part which enables businesses to use new social channels for example Facebook, Youtube, Instagram, Whatsapp and Snapchat.

These also bring challenges as the content has to be easy to absorb and view. While there are many channels to choose from, this sets new kind of pressure, challenge and assumes which then take a toll from a business.

Majority of mobile users use internet to reach the content and the content has to work with the device seamlessly. Customers nowadays do not want to wait and even a slight roadblock on a website might direct one to competitors direction.

Legal factors

Prices need to include value added tax according to the law.

Environmental factors

Ecological factor is nowadays an important feature to a consumer and businesses which are open and honest of what their interest towards environmental friendly approach are.

In a photography business the waste consists of packages, batteries, paper, broken equipment, ink tanks. Responsibility towards recycling and considering the environment becomes more and more important every day.

Operational environment	Phenomenon	Influence
Political	High taxation	Reflects to prices
Economical	Economical situation at the moment	Purchasing power is reduced, Anticipation increased
Social	Classical approach still uppermost	Clientele is reduced
Technological	Digitalisation and mobility	Right channels need to be decided, Mobiles play big part in information search
Legal	Tax affects prices	Reflects to prices
Environmental	Protecting the environment	Thinking towards economical values

Table 1: PESTLE

3.1.2 Products/Services

Photography of weddings, portraits, couples, elopements, destination weddings.

Photo albums, boards, photo orders, handmade usb sticks & boxes, delivery by web galleries.

Art selling at Society6 website.

3.1.3 Client

Johanna Hietanen photography's main focus in a client is adventurous, fearless, who appreciates photography, who is working on a creative field, who grants a creative freedom, is wealthy (budget higher from an average), age ranges from 25-35. The client is interested in wedding photography or a destination wedding and elopement. Client is also less interested in city weddings and more towards countryside or landscapes. A client who also wants to invest in sideline products.

Clients in reality are generally very friendly, have a good budget, sometimes work on creative field or appreciate photography/have a hobby on that specific field and like adventures.

Then there are clients who do not know what they want or expect else than what the photographer is willing to deliver. There have been only a few challenging clients which means they are normally directed to other service providers.

Very few of NDA (non-closure agreement) clients. From 0 to 1 in a year. Not our target audience.

Many of the inquiries come to a halt because of a budget being much smaller than what the price range we offer is. Most of the jobs are based more in cities than countrysides.

Only a few destination/elopement weddings in a year.

We have had well over 100 clients and plenty of inquiries and these facts are based on them.

3.1.4 Competition

Photographers are in thousands at the time in Finland and therefore it would not make sense to keep a list of all of them, but rather have a look at the closest competitors. There are no competitor to us who excels at specific area regarding photography, but who is offering the same/similar products or services. Our biggest competitors are Jaakko Sorvisto and Timo Soasepp that we know of, but to get a wider perspective a few wildcards are a part of the list. Competition is also seen when inquiries are sometimes sent to big group of photographers or one happens to recognize the client who inquired before and who found another photographer or was never heard back from. Monitoring is possible this way.

To understand the competitors better and what are their strenghts and weaknesses a list is created for comparison.

Trade name	Jaakko Sorvisto	Timo Soasepp	Maria Hedengren	Jere Satamo
Marketing channels	<ul style="list-style-type: none"> -Facebook -Instagram -Tumblr -Twitter -Blogs -Website -Contests 	<ul style="list-style-type: none"> -Facebook -Instagram -Website 	<ul style="list-style-type: none"> -Facebook -Instagram -Website -Contests -Blogs 	<ul style="list-style-type: none"> -Facebook -Instagram -Website -Contests
Strengths	<ul style="list-style-type: none"> -Solid style -Simple styled website -Instagram feed -Fan base on Instagram 	<ul style="list-style-type: none"> -Style -Price -Instagram feed -Good fan base -Good image -Care free, Daring -Good SEO 	<ul style="list-style-type: none"> -Solid style -Agressive marketer -Have gotten into the international markets -Very good at selling -Good website, but a little bit confusing 	<ul style="list-style-type: none"> -Price -Instagram feed -Very good fanbase -Solid style -Advertising -Good strategy -Good and simple website
Weaknesses	<ul style="list-style-type: none"> -SEO -Clients mostly finnish (unless meant to). -Website mostly in finnish 	<ul style="list-style-type: none"> -Style not always solid -Price -Website disorganized -Young mind, Not sure what to pursue -Discreet. Mild marketing. 	<ul style="list-style-type: none"> -Price -Some might not like her style of marketing -Speaks only english -Website only in english 	<ul style="list-style-type: none"> -Mostly all in finnish -Website only in finnish, but the links

Table 2: Competition comparison list

To open the list above a little bit further and explain how to read the content which has photography business wording, a glossary is made to help.

Price:

With a small price you gain clients. When you change the price your current client base is scattered and it all starts from a scratch. With an expensive price the domestic markets are poor, but draws international markets better. Price is very hard to define. It might ruin your way of business or push it further. Here one has to think what kind of clients are wanted and what is their price range. Photographers with low price are not either paying VAT or do it more as a hobby than full day work.

Style:

The way someone edits photographs or shoots have a great impact on clients. Solid style generally draw more interests towards you and this is proven to work by many photographers.

Website:

Simple style on a website might bring interested clients forward. Website should never be too cluttered, but instead show only your work and function well.

SEO:

SEO has a great impact on how you are advertised on Google. By our findings most of the clients use Google to find a photographer. If your website is hidden from the few first pages, you lose potential clients. Our questionnaire states that over 95% of all our customers found us through Google.

Fans:

A good fan base helps to promote your business. On Facebook for example a post is usually promoted by payment, but it is not necessary if your fans promote it for you. The post is then presented to greater audience while a post that gains no likes or comments remains hidden.

All competitors above are offering the same service; photography. Style and approach is different. They all do excel at certain areas better and looking at how one achieves a goal might help you on your own cause. Competitors are all based in Finland.

SWOT analysis

The table below is the analysis done to Johanna Hietanen Photography.

Strengths: New ideas concerning photography. Tries to be ahead of others. Respected brand.	Weaknesses: Style is somewhat solid. Marketing is little. Website is badly coded.
Opportunities: Better marketing, committed followers, better coverage, partake contests -> might lead to international markets and/or get a bigger share of domestic markets. Redesigning the website.	Threats: Other brands more active at marketing. Other brands more solid at marketing. Clients are lost to other photographers as they do not see the value.

Table 3: Johanna Hietanen Photography analysis

As our brand is strong in our home country, we still need to make a change that brings customers from all over the world and let everyone understand that the business is not run only by one person. New ideas concerning photography are one of the fundamental concepts of our business. We do not want to be satisfied in repeating ourselves every year and in general we try to be ahead of our competition regarding photography style.

Our contract states that the style of our photography will change over time and this must be knowledged by the customer. The poor side on this is the style not being solid and it usually has a negative impact on customers. Sometimes the editing does not satisfy the editor and he/she needs to refresh the style. Our marketing is little as it is mostly concentrated on our website and on our business site on Facebook and account on Instagram. These worked years ago very well, but after the change of algorithm and Instagram merging with Facebook the coverage diminished considerably. The business website is run by wordpress, but the current theme is badly coded. The amount of short codes it creates with every blog post or change slows the site even more. Google punishes because of this and it is visible when search results are executed.

3.2 Objectives

Where do we want to be now?

Our goal is to become known of our new brand and not only in domestic markets, but worldwide. To make photography serve as full day work outside the summer season with solid income require jobs from other countries because clients are not ready to invest outside the season in Finland.

We need to plan a good advertisement and the where and when. Small business owners are not generally ready or able to invest into marketing such as bigger businesses do, but there are ways to reach clients. On social media this could be done by tagging users, posting to other sites, being active, participating photography contests and by trying to get featured.

Finding the right customers is the key. By finding the right fit and advertise these will gain more similar clients who after a certain look and have the budget and therefore transform your business more meaningful.

3.2.1 SMART

In order to get the targets down into a plan stage we use Peter Drucker's SMART criteria to set the objectives.

Specific:

Biggest aim is to get to the foreign markets. This is a little bit complicated as there are many such as us who are aiming to the same market. When the season is over in Finland, the season will continue or start in other countries. The best season is usually during summer, but this can vary depending on a country and culture. To get there there are a few options available, example: second photograph with another photographer who is well-known and has the same type of approach in style, try to get featured in the biggest promoters such as Junebug, Green Wedding Shoes, Rock 'n' roll bride or what promoter ever does represents the right style the best. These promoters have a grand fan base and your work will not go unnoticed and if the work presented is solid and contagious, it should be manifested in inquiries and jobs. These companies have yearly contests and the results are usually promoted in other respected sites that will help one to gain one's objectives.

Measurable:

Following a digital marketing performance is possible by different tools provided by the page you are marketing on or a website which measures such achievements. These tools are used when following the situation. Measuring can include the following: the amount of followers, the amount of likes, the number of shares, the amount of conversation, time spend on company's website(s) and where there exactly the time is spent on. A monthly surveillance is recommended and data gathered should be then compared.

Attainable:

The goals which are set are all attainable. We have not set any goal that is not possible to achieve. Drawbacks are to be waited, but persistence is the key. Only time will tell what will work and there are big differences between photographers. What worked for one does not usually work for another thus making recommendations on what to do to achieve the same goal rather difficult.

Relevant:

Time spent on achieving the goals is worth the while. The goals are set many times before, but no radical actions have been taken towards them or without having a plan the maintaining has become difficult and objectives unclear. This thesis is a tool to help to get to the destination. The timing to achieve the goals is right and there should not be any barricades at the moment and everything that are set here match our demands.

Time-Based:

What is done and when?

Another theme is bought and implemented on our website. The goal is to make website more simple, more secure and clutter free. How the theme is built is relevant as previous experiences with a bad code have taught us considerably to ensure the theme is built right from the start, the support is reliable and that there are no hidden fees. The website is bound to change before the season starts. The season starts in July 1st.

Set targets to the contests. The contests are usually, if not always, initiated after the summer season.

Contests are in between november and january. The start of the contest may vary depending on whose contest it originally is as the season starts at different time on southern hemisphere.

Featuring is possible at any time. All it needs is a content that is worth featuring and will benefit one. Time for this is hard to set as it depends greatly on when a suitable content is available.

This plan is set to continue a year until the next summer of 2017.

3.3 Strategy

How do we get there?

We need to set a strategy from our intentions towards execution.

“We’re seeing that people love engaging with live video,” a Facebook spokesperson says. “From initial data, we’ve seen that people comment more than 10 times more on Facebook Live videos than on regular videos.” -the guardian.

Marketing ideas

As videos are being more promoted than photographs in Google and Facebook one needs to come up with a new idea. Facebook’s business site could have slideshows which are then played as videos and live feeds could be initiated. Our website could have similar light video on the front or landing page as <https://www.visitnorway.com/> has. Also about page could have a video to present us. This video could be hosted from Youtube which is owned by Google. Google should promote this as they own Youtube and their intentions are in displaying videos more as Facebook now does. Short videos could also have little bit of information on how we work and what is happening during a shoot. Twitter could stay more as a networking channel where retweets of other tweets and/or own posts to other service and commenting are done.

Snapchat could show our personal life and followers could this way see what are the persons like behind the business. Instagram works best with photographs and its reach is unbeatable compared to other similar services.

A hashtag could be invented that is catchy and memorable and frequently used.

Channel	Target group	Function	Tone	Objective	Measure
Facebook	Followers and new visitors	Lead to conversation	Informative and invigorating	Finding interested followers, bringing out the brand	Likes, Shares, views, Comments
Youtube	Followers and new visitors	Hosting videos that are used on website or another service	Informative	More towards hosting, but could gain followers	Likes, comments, views
Instagram	Followers and new visitors	Photographs, show new production	invigorating	Gain followers, generate inquiries and awareness of the brand	Likes, comments, followers
Snapchat	Followers and new visitors	Viewers to see who we are instead of reading about us and to connect easier	Personal and behind the scene	Whoever is interested in peeking behind the persons behind the business	Followers
Twitter	Followers, new visitors and Networkers	Networking with other users	Informative, advertisement and networking	Networking and reposting	Retweets, likes, followers, comments
Website	20-40 year old new and old visitors interested in photography	Gain inquiries and bring out the brand	Informative, advertisement	Inquiries and new followers	Various websites to measure website functionality and internal measurement tools

Table 4: Marketing ideas list

3.4 Tactics

How exactly do we get there?

Now that the strategy is set, one need to find a way to bring it all to reality by sharing/organising workload and come with a time table what to follow.

These implementations are done weekly and continued a year forward to perceive the end result.

Channels	What?	When?	Who?
Facebook	Photographs as slideshows or multiple photographs instead of one and live feed videos	Weekly or as often as there is content to share	Jouni and Johanna
Youtube	Informative videos that are showed on Youtube and on our website (can be used also on other services)	As soon as new website launches	Jouni and Johanna
Instagram	Photographs and new content to gain followers and spread awareness	Every day or as often as there is content to show	Jouni and Johanna
Snapchat	Show the personal side of our business	Weekly	Jouni and Johanna
Twitter	Networking with other photography or related business owners	weekly	Johanna
Website	New content in form of blogging	weekly	Jouni and Johanna

Table 5: Tactics plan list

3.5 Action

What is the plan?

Most on the social media channels have already an account. It is only about sharing workload. Weekly posts are done and their success is measured through likes, comments, views and shares.

A new theme is bought from another provider that proves to be reliable. This is between a two themes of which superiority have had been reviewed on page 4.

A new logo is introduced at the same time as everything else and by this I mean new website, logo and brand overall should be introduced at the same time and not in fragments. This excludes the new pricing guide as it is already made and in use. Only serious inquiries get to view it as it is not visible to others.

When the logo is created new business cards are ordered. The new logo is then implemented on website, business cards, possible on a new wooden usb box or a stick and the pricing guide. It will become the base of our brand.

Solid content is created and style is established to gain more followers, to stop alienating followers and to get features and win contests.

What?	Who?	When?
Posts, tweets, Snapchats	Johanna and Jouni	continous
New Theme	Jouni	June 2016
Implementing a new site	Johanna and Jouni	June-July 2016
New logo	A designer	June 2016
Newly designed wooden box and usb stick covers	A wood carpenter	July-August 2016
Measuring	Johanna and Jouni	Continous
Measuring the results of actions	Johanna and Jouni	Monthly - until end of may 2017

Table 6: What is the plan?

3.6 Control

Did we get there?

As most of the objectives are done on internet and as our business is mostly on internet, the measuring and controlling is effortless. Clients can be followed by questionnaires that are sent after an inquiry. The questions asked bring out such information as budget, where is the wedding kept, how or where the client found us, what is their interest in photography and why they chose us.

The website controlling is done by using sites as Google Analytic tools, Woorank, website's inner measurement tool to see how many visitors visited the page and how long they stayed during their visit. How SEO is impacting on the site's performance regarding search results and visitor counts.

4. Conclusion

After all this rebranding guide will come very useful to our business.

The thesis with the topic as this is very close to my heart. Running a business has its own complexities and by having a plan written down on how to go forward will definitely help to keep thoughts in order. Rebranding has been in thoughts for a long time and every plan needed to be written down and actually research what are the options available and how to proceed. The final result looks promising and will be interesting to carry out.

Hopefully this thesis will bring answers to whoever is trying to solve the same problems and have the same questions in mind as we had. The findings were as what we thought beforehand and was not followed by unpredictable variables.

Innovation and survey were used as eventually there are many new ideas to advance the marketing side and when survey was as if prefabricated the outcomes were perfect for the thesis as there were hundreds of filled questionnaires, e-mails with additional information and as time for another survey could have taken too much time to complete.

Live feed on Facebook have been taken already into account and it proved to be very effective. The reach and visibility is multiplied compared to traditional one photograph at a time practice. We eagerly wait to place other ideas into action and see how they perform.

Now that there is a plan to follow while it is hard to predict how it serves, still hopefully that plan will produce wanted outcome and change the course to right path.

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Appendices

YOUR NAME *

YOUR E-MAIL *

PARTNER'S NAME *

PARTNER'S E-MAIL *

DATE *

NUMBER OF GUESTS

VENUES *

WHAT KIND OF A DAY ARE YOU PLANNING?

TELL US MORE ABOUT YOU AND YOUR STORY?

HOW IMPORTANT WEDDING PHOTOS ARE?

1 - We just want a few photos

WHY US?

WHAT DO YOU WISH FROM PHOTOGRAPHY & YOUR PHOTOS?

HOW DID YOU FIND US?

ANYTHING ELSE YOU'D LIKE TO ADD?

