

**THE APPLICATION OF DIGITAL MARKETING
STRATEGIES TO INCREASE PROFITS OF THE
ORGANIZATION**

Case: Mad Professor Amplification Oy



Bachelor's thesis

International Business

Valkeakoski / Autumn 2016

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Valkeakoski
International Business
International Management

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Subject of Bachelor's thesis The application of digital marketing strategies to increase profits of the organization.

ABSTRACT

The changing environment and technological development redirected consumption, ways of doing business and means of promotion. The marketing reached completely new scale with the invention of the Internet and resulted in the emergence of digital marketing. The importance of digitalization and online presence involved companies into tough competition for customer's attention.

Given research paper focuses on the solution of the problem raised by, a Finnish manufacturer of high-quality amplifiers, guitar pedals, and cables, Mad Professor Amplification Oy. To provide an answer to the research question – “How can Mad Professor Amplification Oy implement proper digital marketing strategies to improve stable sales growth?” digital marketing approaches of the company, theoretical material, and information during the research process will be examined in the following chapters.

The scope of the research is narrowed down to the analysis of the internal data obtained from the company. Interviews and questionnaire are the major research methods, selected for gathering supporting information. External view of the author, literature, and other valid sources such articles complement chosen research methods.

Strengths and weaknesses of the digital marketing strategy of the company were indicated through analysis of the actual situation, which proved insufficiency its approaches. Action plan for improvement of the situation was proposed by the author. It includes recommendations on optimization of social media channels and utilization of content marketing.

The length of the abstract is 1 page.

Keywords Digital Marketing, Social Media, Strategy Establishment.

Pages 57 p. + appendices 2 p.

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1 INTRODUCTION

The world is constantly changing, and the perception of time is influenced by it. There are no more unconnected parts of the world as well as there is no need to travel for months to see family, meet anyone or wait to get a letter. Everything can be done by a couple of simple clicks, accessing the Internet. Of course, the Internet is a very well-known “substance” integrated into the life of modern humanity, like mushrooms forming a symbiosis with tree roots, bringing a lot of benefits to all players of this game. It is hard to say, what exactly happens there - in the universe of numerical data, but it changes the world and helps time to go faster.

In this fast changing environment, many people do not have time to think about their purchases or even of visiting actual stores. That is why online shopping became a trend so fast. It lets buyers save time, effort, reduces factors of suspense and helps to superpose buying with some other activities because it can be done from any place where there is an internet access.

The internet and online shopping itself opened horizons and completely new fields of marketing, evolved strategies and different types of it. This is where digital marketing became not only television and radio but also the internet arena, full of skilful and convenient promotional tools, actively used nowadays. It even created a highly competitive environment for the companies striving to gain web leadership.

Not only time but also customers have changed since the foundation of the Internet. Their habits, interests, lifestyle, needs and wants took other directions under the flag of globalization. Considering new tendencies, firms could not ignore developing consumer buying behaviour, according to it, Internet usage purposes are viewed and tracked in order to make digital marketing more efficient and straight to the point.

The biggest challenge comes to retailers because as opposed to technology and innovation companies, they are not creating anything new, but selling products (particularly in cases where the firm is dealing only with online sales). For manufacturers the picture is also not simple, they have to find a way to add value to their product and assure not only quality but the uniqueness of it. This explains the reason why all the businesses in one or another way have to deal with digital marketing.

Looking at the musical instruments market, it is obvious that to fight the competition, companies should have a good image on the web, because most of the potential customers are searching and evaluating the information available on the social media, websites, blogs and forums of the company and comparing them to many other firms available on the Net. As a result, a good image can be created only with proper and, very important for the music industry, “instruments” such as digital marketing.

It is obvious that small involvement in the social media marketing, by having a Facebook, Twitter or Instagram page, does not guarantee a digital marketing success. It can be reached only with a solid digital marketing strategy, which serves not only on a short-term scale, but follows overall company's purpose, mission and adds desired values to the customer.

The presence of a company on the Internet does not provide any result if it is not related to the long-term success. It is not enough to create couple of accounts in the social media or networking web pages and to update them sometimes. First of all, the connection between all the actions and the company's goals should be questioned, and later - the extent to which company would want to increase sales, profits or awareness, with the help of digital marketing, should be defined.

The consumer demand is constantly growing. It is important "what" is offered on the market, but the way "how" it is served is even more crucial. Within the tough competition and multiple substitutes, listing the product features, specifics and providing a hard bundle of facts is not working anymore. The buyer is no longer interested in purchasing a vacuum cleaner for two thousands euro because it is cleaning well or it is unique. There are way cheaper and better options waiting for him or her somewhere on the other end of the world.

"What is making customer to buy?" – is a question asked many times almost in every company around the globe. There is obviously no single appropriate and applicable for all the businesses answer, but unrepeatable sets of features and obstacles for different industries are always going hand in hand with some common influencers. Similarities are not occasional, and should be referred to the psychology and human nature, which means that the answer to the above-mentioned question might be very simple.

There is a factor that always stops and makes people think, consider something – interest. What is interesting for one is not necessarily interesting for another as there is no panacea from all the troubles or sicknesses, but if it caught the attention of the customer it is a half way to success. Companies should have something attractive to be remembered by the Internet user. Unfortunately, it is not always seriously considered or kept in mind when doing business online.

1.1 Case Company

Mad Professor Amplification Oy as a company has its own interesting story. This is the case, when people working in the company are representing its core and heart. Mr. Koski – the CEO and the owner of the company, always had a good business sense and previously had a distribution company in Finland for ten years. By coincidence, he met a very talented designer from Sweden, and they started the cooperation.

In 2002 first amplifiers were designed and sold in Japan, Europe and the United States of America. Guitar pedals manufacturing came to the picture

later. Only in 2006, Mad Professor Amplification Oy was founded by Harri Koski in Turenki, Finland. Its specialization is design, production and sales of the premium quality amplifiers, guitar and bass pedals. At the moment, there are two types of guitar pedals based on the production type: hand wired and factory pedals. There are also several kinds of pedals distinguished by their features, for example, Sweet Honey Overdrive – one of the most popular products - “medium gain overdrive pedal designed to overdrive distorted amplifiers and give dynamically controlled low to medium gain tones with clean amplifiers.” (Mad Professor Amplification, 2016)

Another product category of the company is a Red Cable, which is an innovative and unique product. Red Cable does not replace any operative cables, used by musicians, but extends them, bringing balance, improved transition processes and strengthens the signal. The Cable is produced with a special SpinX technology® elaborated in cooperation with Spindeco and University of Eastern Finland. (Mad Professor Amplification, 2016)

In general, guitar pedals sales are higher than sales of amplifiers in every market. The lowest sales were recorded in the United Kingdom; however, at the moment situation stabilizes and improves, due to reinforced market entry and the establishment of new connections.

The company's team consists of three enthusiastic staff members, including Mr. Koski, who are not only helping technical side of music to happen but also creating it by playing guitars. Notwithstanding the small company size it can be named successful enough. Even though it does not have a monopoly on producing musical equipment of this kind, it is still the only one Finnish manufacturer of guitar pedals and amplifiers.

Initially, Finnish market was too small and had no capacity for a reasonable demand, which resulted in Mad Professor Amplification expansion to the other markets. As an international company, it cooperates with dealers, distributors and sales representatives from more than fifty countries to facilitate the process of sales. For instance, the company has distributors and sales representatives in Asia, Europe, and the USA, while dealers are located in Europe, Asia, North and South America, Australia, and in the Middle East.

To achieve better results, besides working with dealers, distributors, and sales representatives, the company has own online shop and sells its products worldwide. The web page of Mad Professor is well designed and has an understandable and convenient interface. The positive visual impression is strongly supported with convenience and simplicity. Apart from the description and all the relevant information, there are two options for order finalization of every product. This shows high customer orientation of Mad Professor Amplification, which sells to the countries inside and outside of Europe (no VAT charged). These small details are very important in the retail business, since they are showing the meaning of each customer.

In the beginning, the manufacturing was located only in Finland and all production was hand-manufactured, nevertheless, business expansion required other measures, and venue of choice to outsource qualitative manufacturing became Taiwan. The company still continues with two production facilities, which are producing “Hand Wired Pedals” in Finland and “Factory Pedals” in Taiwan.

The pricing for Mad Professor’s products is reasonable and directly correlated with its high quality. Depending on the features, amplifiers price range varies between £461.5 and £1,158.1, for factory pedals between £115.5 and £127.1, for hand wired pedals between £142.2 and £188.7, while the Red Cable has a fixed price of £74.9.

As the evidence of business success, solvency and reliability of Mad Professor Amplification Oy was awarded by “Strongest in Finland Platinum” in 2012-2015 by Asiakastieto, and in 2013 its creditworthiness was proved with received the highest possible AAA rating confirmed by Binsnode. Therefore, the company demonstrated the ability to meet its financial commitments and being reliable.

With regard to marketing and digital marketing, in particular, Mad Professor issue press realizes, conducts e-mail marketing for dealers, distributors and sales representatives and films videos featuring its products for own YouTube channel. Moreover, the company actively uses Facebook, Twitter and recently started to utilize Instagram. Other tools of digital marketing are already implemented by the organization. A good example of that is SEO. However, the company still learns about all advantages and opportunities, which it can deliver.

On the other hand, Mad Professor Amplification Oy has an intension to grow its markets, attract more customers and boost revenues. All previously mentioned, is possible only with formed, responding to the goals of the company, digital marketing strategy, which is not yet implemented. Advantages of digital marketing are not fully employed by Mad Professor creating a path for future development of the company.

1.2 The Purpose and The Research Question

The commissioning company – Mad Professor Amplification Oy utilizes social media marketing and is aware of some other digital marketing tools. Unfortunately, it is not enough to have an online presence to be fully efficient in the digital marketing arena. To improve the situation, the company would need to acquire better knowledge of the topic, to increase awareness about the most effective digital marketing tools and, finally, to implement a suitable strategy.

The main purpose of the given research is to study the existing digital marketing tools, to analyse Mad Professor Amplification effectiveness in this field, determine the most suitable methods for the company to represent it-self online and to provide objective recommendations and sugges-

tions on digital marketing strategy based on the actual situation, theoretical and practical research results.

The steering pointer of this work is the Research Question, which is formulated as follows: “How can Mad Professor Amplification Oy implement proper digital marketing strategies to improve stable sales growth?” It is already mentioned before that the commissioning company does not have a precise digital marketing strategy serving its long-term goals; consequently, the outcome of the research should provide the applicable one.

It is worth noting that Mad Professor should have a stable and constant growth to be competitive in all the markets inside and outside the Euro Zone. To serve its purpose the digital marketing strategy should be well planned and responsive to the market and industry requirements. For example, music instruments retail business demands visibility, transparency and strong brand name for the company to conquer the leading positions.

1.3 Objectives

Apart from the main goal of this research, which is already mentioned in the previous chapter (1.2 The Purpose and The Research Question), there are also several objectives allocated to the most meaningful parts of it. All of the four objectives of this study are of directing character, explaining the area of the work and giving a preliminary understanding of the possible outcomes.

The first objective is to describe and analyse existing digital marketing tools such as social media, search engine optimization, and others. It is followed by the objective related to the research chapter of the study: “To analyse digital marketing strategies used by competitors and business partners.” The last two objectives are touching on the current situation of the company - “To assess existing digital marketing strategies of Mad Professor Amplification,” and recommendations part – “To recommend best suitable strategies for Mad Professor.”

1.4 Research Methods

The Internet is rapidly changing, bringing new practices in the digital and particularly online marketing. Owing to its alterations, informational environment perennially creates new sources of information which are vital for consideration in digital marketing. Reliable internet sources and articles, as well as marketing-related literature, will be introduced in the chapter 2 THEORY and will be underpinned by secondary data acquired through a set of the interviews conducted previously.

To detect the most successful examples available online, digital marketing benchmarking was utilized as a powerful agent of analysis music instruments retail companies of all sizes located in the different countries, including the most developed in the music market: USA, UK, Germany, and Japan.

Primary research means - interviews and questionnaires were conducted with the employees of the company and with partner companies including distributors, dealers, and agents. Also, there was an ongoing dialogue, mostly through emails, with a couple of key people in the case company whenever any clarifications and accurate information on various matters were needed.

This nature of the research could be called direct action based, as it is directed to provide company-tailored solutions, digital marketing action plan and to highlight the main and most important points to pay attention to.

2 THEORY

2.1 The Internet

Simplifying its definition, the Internet can be explained as a computerized virtual network, allowing easy access to the massive and unlimited amount of information and communication channels, operating worldwide. It applies standardized communication protocols in its interconnected networks. (Oxford Dictionaries 2016.) Inventions such as the telephone, the telegraph, the radio and the computer led humanity to a completely different level of communication, possible to access from any spot on the world map, interaction miracle – the Internet. (Leiner 2016)

The Internet is rooting back in the fifties, and since that time till nowadays it contributed in the history and brought its revolutionary ideas to the life of modern humanity. There are several important dates, which made the Internet as it is known now:

- In 1958 military and scientific achievements received new directives established by Advanced Research Projects Agency known as ARPA from the United States of America. To the great surprise, conceptual idea of network came not only to ARPA, but also to the other organizations: NPL, MIT, and RAND.
- Stanford Research Institute (SRI) connected to ARPANET in 1969. The first message reaches its recipient in the face of SRI at the same year.
- Later in 1971 the first email application, simple software, was developed by Ray Tomlinson.
- ARPANET first time went international building new connections in 1973.
- The very first domain of dot.com type was received by Symbolics Computer Corporation – the pioneer in the development of computers in 1985. (Symbolics 2016)

- The Internet Society was formed in 1991. Also, Tim Berners-Lee, associated with many inventions, devised the World Wide Web or WWW. (Biography Online 2016)
- In 1993 the phenomenon of the Internet firstly started to be lighted by mass media and received public notice.
- 2005 became the starting point of YouTube. (Investintech.com 2016)
- Larry Page and Sergey Brin established Google in 1998 (Google 2016)
- Facebook was no longer a closed network in 2006.
- The internet celebrated its twenty-fifth anniversary in 2014. (The World Wide Web Foundation 2016)

It is hard to believe that only twenty years changed the world and people mind beyond recognition. The Internet is almost inseparable from the everyday life, even though, back in the years it was only a concept, science fiction for a public mind. Nevertheless, it brought the greatest force to change ever. It continued the work, which was started by the telephone invention, not only erasing the borders, but also bridging the continents and supporting globalization.

All kind of information can be found on the Internet and its amount is truly enormous. It is no longer just a way to connect, it is also a solid business platform, creating new jobs and, in accordance to The Verge (2014), it is a “tool of economic control.” The Internet rapidly became something very natural, not a rare and unique, but already expected to go included in the package, enclosed to the modern life. (Patel 2014)

2.2 Online Marketing

There are two names for the marketing done on the Web; they are Internet marketing and Online marketing, which in the core are completely the same. Online Marketing serves its users through traffic increase to the advertisers’ web pages with the help of pay per click, banner advertisements, pop-ups, targeted email lists and other means of marketing. (BusinessDictionary 2016.)

Diverse online marketing tools and applications, abreast with the latest techniques, are meeting their public every day. The value, which is brought by them, is never the same because some of them are very applicable and the others are more rarely used. Despite constant addition to the family of online marketing, due to high effectiveness and reliability, some previous tools and techniques remain eminent and demanded nowadays. The more detailed information about online marketing is presented later in the following chapters.

It is generally accepted that online marketing benefits all the participants involved in the process of internet networking, starting from bloggers and consumers to the sellers and advertisers. However, a number of benefits working for the benefit of both the advertiser and the consumer are not uniformly distributed. For example, business is gaining monetary values, saves time and receives attention, while consumer could get faster access or the information, products and entertainment. (Stokes 2011, 21- 22.)

The Internet created completely new markets and contributed to the development of ways and means “how” to sell. Everything changed dramatically: consumer got a power and ability to reach all companies’ levels, contribute to the product, whereas businesses, present online, reached a whole new level of communication with clients, and customer relationship building became simpler. Even the separated business categories, like marketing agencies, gained a lot of innovative ways of marketing that made them attractive and prestigious. (Stokes 2011, 22.)

This day, sellers have a better chance to understand their customer, because all the relevant information is collected, recorded and analysed. The essence product, which is suitable for anyone does not attract customer anymore, as it does with the right branding and customized features, which are significantly narrowed down to the one's needs. With the help of online marketing, already well-known brands acquired more recognition and power and established better customer relationships. (Stokes 2011, 22.)

In present, the online marketing and the marketing itself began being integrated into people lives as never before. Previously, around ten years ago, the advertising was able to capture strong audience attention, while nowadays it is mostly not recognized by overloaded minds. All the needed information easily permeates human consciousness, stores and later it appears when making decisions or purchasing something.

New tricks and means of marketing were invented in order to drive consumer buying behaviour. All spectrums of personal values and feelings are used by marketing agents to reach better influence on the potential customers, who already saw almost all possible wonders of today’s marketing. It brings a lot of challenges in creativeness, idea generating, selling, promoting, and, of course, gives a room for the competition between marketers and marketing agencies to become heavier.

New information about customer perceptions and interest provides marketing agents a chance to create more relevant and interesting advertising material and gives a magic wand of competitive advantage in their hands. Understanding of customer interest, thinking and feeling the same or, as it known, the ability to stand up in his or her place are normally paying off with solid results.

Only in the range of twenty years, online marketing went from the first advertisement till the present complication of interconnecting means,

tools, and techniques it obtains. These twenty years were not as an empty sound going nowhere, but went through several historical steps of development, listed below:

- In 1993 Global Network Navigator sold first web advertisement to the law company Silicon Valley. The advertisement was not static anymore and was it subservient to the mouse click.
- In 1994 Modern Media sold first banner advertisement from Wired's web page.
- The first "Search advertising keywords auction", organized by GoTo.com took place in 1998.
- AdWords started by Google in 2000 was followed by Facebook launching in 2004
- The television conceded to Internet first time in history in 2009. (Bourne 2013)

2.3 Online Marketing Strategy

The online marketing strategy is a phenomenon characterized by the application of virtual - Internet models and means with all its benefits to the company's marketing. Normally, these strategies are simply a switch in the seller – buyer communication towards company's web page. (Business-Dictionary 2016) The core concepts of old school marketing are still forming the base of any Internet advertising, but, despite this, they are slightly empowered by innovations and technological inventions, opening up completely new horizons. (Stokes 2011, 22.)

Any strategy of traditional or modern online marketing goes through some stages before it starts to work. Strong connectivity of overall company's goals to its Internet marketing strategy should be immediately reflected in the steps the company takes. Unequivocally, these steps are not similar in different cases or entities, however, coincidences between online strategies and earlier type of marketing still exist, because one resulted and developed from another. A good illustration of this could be:

- Identifying the connection of marketing strategy with major company's goals.
- Assessment of the validity of the marketing strategy.
- Ensuring that Internet marketing objectives are supportive for general marketing purposes.
- Striving for competitive advantage, achieved through defined strategic manipulations.

- Selection of the most suitable strategies and rejecting potentially less effective ones.
- Implication of single, well-planned marketing strategy.
- Consideration of prebuild, commonly known marketing strategies (Chaffey, Ellis-Chadwick, Mayer & Johnston 2011, 201.)

Striving to success, Internet marketing strategy should be no longer product oriented. Customer orientation rapidly came into the focus of modern marketing and moved the centre of business thinking to another direction. Stokes (2011, 22) stresses out that any action in online marketing and all associated processes must be directed exclusively to the customer.

To understand what customer needs and how it should be delivered, measuring ways and tools were invented. According to the measuring and analysing results added to the efficient and up-to-date marketing, tools effectively working strategies can be designed. There is almost no single detail in customer action or behaviour, which can be omitted and not considered while building a strong online strategy. (Stokes 2011, 22.)

When the customer was understood, the great part of the process is ready, but there are some cases when the customers are too many, they have very diverse needs and require separate attention. This raises another part of excellent marketing strategy, where not only the consumer is counted, but also the business influencing factors of external and internal environment are included. The need for analytical thinking created highly-demanded professional niches because the decision to buy is already done for the customer if the online strategy is right. (Stokes 2011, 24.)

2.4 Marketing Mix

Product, Price, Placement and Promotion, known as the Marketing Mix, were brought by the American professor - Jerome McCarthy back in the sixties. In our days the four Ps are well-known basics of the marketing strategies of traditional and computerized type.

The unilateral approach can find its place neither in business, nor in life. Traditionally, Marketing Mix was always perceived from the seller's point of view. Stokes (2011, 24) points out that in the "Product, Price, Placement and Promotion" more customer oriented approach can make the greater positive difference.

Later, to emphasize the meaning of the consumer and show the value of customer service for the business, another three Ps were added to already existing Marketing Mix. The three Ps are decrypted as People, Process, and Physical evidence. (Hanlon 2014) At the moment four Ps still remain as they are, though the P number five could be appended to them or included in all four.

The marketing Mix starts with the first essential – Product. This part of the Mix generally replies to the question: “What does the company sell?” By replying to this question, goods or services on offer can be stated and described. With Internet foundation, new markets appeared and were explored by all kinds of businesses. From this perspective, new cells for the products emerged and sharply broaden its range. (Stokes 2011, 24.) The Internet has greatly increased the variety of products. The majority of the products lost their general nature and opened for customization, owing to The Web. It removed the need for the product even to exist to be customized. All the customization can be done by the customer without going out of the bed on the plan of the product is ready. (Stokes 2011, 24.)

Returning to the customized products and solutions, Chaffey (2011, 280) mentioned that branding issues Product P of the Marketing Mix, because of buying, customer rationalizes own decision. This means that the majority of the advantages and desired options can be selected only from the core product, extended one or even selectively picked from both categories. Also, the consumer does not have associated physical signals viewing online shop or visiting company's website. The opposite effect would imply for visits to real shop or store. The whole phenomena could be explained by the fact, that customer does not change the place for shopping, so the environment, atmosphere, and pattern are remaining the same. Literally speaking, Internet users are limited to the scope and image created by the companies. This reality is very beneficial for the companies because by providing proper image and brand perception to their customers they can eliminate unnecessary risks, reduce costs and improve company's reliability online like they would have in an actual store. (Chaffey, Ellis-Chadwick, Mayer & Johnston 2011, 289.)

From the ancient times, everything had its own price. To get food or any other necessities people used to barter and different nonmonetary values, such as coffee, cocoa beans, fur, sea shells and later monetary assets were utilized for that. This day, price remains one of the most used words in business and four Ps do not exclude it. The proper pricing generously rewards the seller and brings a lot of benefits when it is used the right or even the best way it can be.

It is worth to mention, that customers are getting own advantages from the Internet usage when it turns to the price of goods and services. Whenever it is required, the consumer has an access to all price catalogues from different sellers. With this understanding, some businesses are going for the price differentiation and price leadership, which again, is very handy for the customer, searching for lower prices and better alerts. Of course, the price competition is not always healthy for the company and the product quality, but usually, it does not reduce the demand. (Stokes 2011, 25.)

There are few pricing strategies, which are used in the business of today. Nevertheless, Chaffey (2011, 295) highlights a couple of the most popular methods of Internet product pricing. Beginners and companies launching a new product category or line are more likely to set low prices while getting awareness and customer portfolio for the product. Mature companies

with existing customer base do not need any changes to the price, if there are no new products, so the actual product prices can be listed as they are. In cases of consumer attraction, some products can decrease in price, but strategically, not for a long-term scale. (Chaffey, Ellis-Chadwick, Mayer & Johnston 2011, 295.)

The rest two Ps – Place and Promotion are harder to define for online marketing because everything happens in the same place. With the Internet and global connections, products can travel front door of the seller to the customer with minimum effort, costs, and in the most efficient way. In spite of the fact that location does not matter anymore and the customer can purchase a product from any part of the world, Place and Promotion should still be taken into consideration for Internet marketing. (Chaffey, Ellis-Chadwick, Mayer & Johnston 2011, 306.)

Many companies started to work internationally, without crossing country borders, thanks to the Internet. All ties to the companies' locations were destroyed allowing bigger possibilities. Different type of products emerged from bigger market spaces, and individuals as well as companies started to save money on marketing material, which is much simple to produce now. (Stokes 2011, 26.)

Lastly, Promotion, the fourth component of four Ps, serves companies in informing and communicating product and company related information directly to its clients via a variety of marketing means, Chaffey (2011, 314) states. When Promotion is well organized, customers are aware of companies, brands, the most crucial points, and this information does the job it is expected to.

The promotional results always should be measured and analysed for improvement. As the online promotion is computerized, it can be processed better and more accurately than the traditional one. (Stokes 2011, 27.) Returning to the previously mentioned idea, online marketing is strongly supported by different means and techniques used for the idea communication, which are appearing constantly. Thus, the bigger scale of methods provides more options to choose from, it is impossible to utilize or follow all of them. To avoid focus loss, companies have to be more careful in the selection process and form their promotional strategies with best-working means.

Another, already mentioned, P number five found its place in the Marketing Mix. It stands for customer importance, storytelling, personalized way of doing business and fully called "People". (Stokes 2011, 27.) In some cases, People also bring in the picture Process and Physical evidence as they are other components of tree Ps known as "the service elements" (Chaffey, Ellis-Chadwick, Mayer & Johnston 2011, 315.) The more three Ps are used by the company, the greater result it gets. The companies, who strongly consider People and let its customers be involved in their story and activities, can be named the most successful ones. (Stokes 2011, 27.)

It is a well-known fact that customers are expecting personal attention, involvement, and personalization now more, than ever before. It gives the fifth P more value for the businesses, and it will help it to become even stronger in the nearest future. Such changes are leading companies to money and time investments in storytelling and other customer tailored means of Internet marketing.

2.5 Online Marketing Benefits

Benefits, resulting from online marketing in Serving, Selling, Speaking, Saving and Sizzling, can be investigated by the model of Paul Smith - 5Ss of Internet marketing, which was created and introduced in the 2000s.

The 5Ss of Internet marketing go through all Ss and estimate each of them in terms of Internet marketing benefits, the ways of benefits' supply and an expected outcome. (Chaffey, Ellis-Chadwick, Mayer & Johnston 2011, 17.) The more information about the 5 Ss of online marketing is introduced in the following 2.5.1 chapter.

2.5.1 The 5 Ss of Online Marketing

The Smith's 5 Ss are starting with Selling, which is directed to the general sales volume increase. Sales S includes all types of sales (offline and direct online sales), affected by various online marketing tools. Launching new product pricing and enlargement of customer base through attracting customers, rather interested in direct online sales than in the offline ones, can noticeably increase sales. (Chaffey, Ellis-Chadwick, Mayer & Johnston 2011, 17.)

Companies present online have a better chance to serve and bring more meaning to the customer. A variety of advantages can be immediately provided to the customer through the Internet, as well as product and company development issues can be brought through online feedback and comment.

Web page of the company should not only give insights into the product and organization but also bridge seller and buyer in open and frank dialogue. (Chaffey, Ellis-Chadwick, Mayer & Johnston 2011, 17.) For example, companies, which are already online, are able to provide support and guidance through live chats immediately, when the request is received. On another hand, nobody likes badly structured contents and design, which explains the high need for well-functioning and appealing web pages. This helps the customer to sense care and gain the best from the usage of the company's page.

The first S is followed by Speaking, which is directly integrated into Selling. It stands for improvements in any communication and interaction with customer and strives to get even more active and close. Therefore, constant dialogue interesting for both sides should be maintained through

questioners, forums, chats and other possible ways online of communication. (Chaffey, Ellis-Chadwick, Mayer & Johnston 2011, 18.)

In order to do better online marketing and create memorable Internet campaigns, the company should collect and process more customer-related information, such as age, gender, profession, hobbies and interests. For instance, participation in company forums or chats usually requires predefined personal information.

Moreover, there are always ways to get particular knowledge on the buyer behaviour and habits. Nevertheless, sense of proportion should be always in the mind of agents. Information like sexual orientation, credit card number (except payments) or any very private information should be never touched, in order not to stress and violate customer feelings.

Internet marketing can be even a big cost saver. Just think of how much money can be spent on paper and ink and production of newsletters, advertisements, and banners yearly. All this trouble can be minimized almost to zero with all online marketing tools, which are available today, and even reduce environmental pollution.

Companies do not have to store all the needed information on the paper because they can use online folders and storages providing fast and convenient access to the information in any place and time. To save even more, businesses are widely using self-service not only in the supermarkets but also online. The company saves – customers are independent and happy. (Chaffey, Ellis-Chadwick, Mayer & Johnston 2011, 18.; NetXtra, 2016)

By offering something attractive and different, whether it is, a product, service or the way how it can be purchased, companies are still able to have a single brand image and recognizable web page. This helps to enlarge brand awareness on the Internet and describes what Sizzling, as the last component of 5 Ss, means. To win customer attention and loyalty, the enterprise should not promise something unrealistic, but show only existing benefits add more value for their customers. (Chaffey, Ellis-Chadwick, Mayer & Johnston 2011, 18.; NetXtra 2016)

2.5.2 Additional Benefits

There are few other additions to the benefits of the Internet marketing, which are self-explanatory, but still should be mentioned. They are Interplay, Traceability, Demographic Focus, Measurability, Reach and Constant Availability.

To start with, Interplay helps digitalized companies to use different tools, such as video and flash applications together with driver formats to create better communication and customer relationships.

The demographic focus mostly explains how companies can benefit from regional consideration and reach those specific customers, who would be interested in the offers and most likely would buy the product.

Measurability stands for modern online marketing means to facilitate information processing and shows the effectiveness of click-through rates and pay-per-click. All this works even better because online marketing does not need to stop for a break and it can reach the customer any time of the day and night twenty four hours a day, 365 days of the year.

To conclude, online marketing has even more advantages, which are attracting companies to step in the interactive plane. The properly used Internet marketing strategy not only creates stronger traffic to the company's web page, but also changes their status from visitors to clients. (Stokes 2011, 214-215.)

2.6 Online Marketing Communications

The chapter Online Marketing Communications mostly refers to the meaning of contents independently and as a part of different means of Internet marketing, like social media channels. The first subchapter covers Content Marketing as it is an element, which can be successfully integrated everywhere. It is followed by social media channels such as Facebook, Twitter, and Instagram plus by a description of CEO or Search Engine Optimization to explain the vitality of its utilization.

Online Marketing does not stay at one place, but it constantly moves towards innovativeness. As it was already mentioned before, the earliest forms of Internet marketing, which are still valid and even effective, are supplemented by new emerging means. Due to its fickleness, online marketing requires keeping an eye on the changes all the time. For this reason, Internet marketing tools represented in this chapter were selected in accordance with latest tendencies.

2.6.1 Email Marketing

The direct marketing mean strongly reliable on the digitalized ways of communication is called email marketing. It is as simple as massaging potential or already existing customers through email. Different targets can be reached through email. The significant advantage of this tool of online marketing communication is that relationships with customers can be managed and regulated outstandingly well, that is why it is used in CRM. On another hand, email marketing is very direct and can be narrowed down to the desired audience very accurately. Obviously, it is not the only one advantage of email marketing. It also can be a cost saver, which can be well customized, measured and modified. (Stokes 2011, 170.)

It is worth to mention that email marketing has some options of the messages. A single message can represent a direct marketing or carry company related material. The first is known as a promotional message and the

other one as a newsletter. (Stokes, 2011.) The message should never be fully independent, but necessarily connected to the online marketing purposes of the company. The direct information leading to concrete actions such as order or information request is more likely to appear in the promotional message, while newsletters are genuinely sanctifying company related changes and have long-term nature. (Stokes 2011, 173; Fore 2016.)

Apart from already mentioned newsletters and promotional emails, there are catalogues, invitations, alerts and communicational messages. Despite the choice, which email marketing provides to businesses, it cannot be used thoughtlessly without any distinguished plan. Targeting and building the email marketing strategy should be planned well in advance with small detail consideration and knowledge about audience interests. The data about market should be supportive of the design process and eliminate unnecessary risks from the shoulders of marketers. The biggest difference is made when the marketing campaign starts and emails start to reach hands of its receivers. (Hollier 2016)

To provide better possibilities for further email marketing campaigns the company should pay attention to its client's database. It is considered to be that customers, who signed for updates and promotional material, are forming the main email marketing database for the business. The most important information in it is the email address, but other types of information can be essential too. For example, the name and gender of the customer can help in the personalization of email and make it more polite, whereas the frequency of updates will help to avoid pressure. (Stokes 2011, 174-175.)

The next step after database establishment is a content creation, which will serve to the company and its clients. It cannot be too long and official but should keep the intriguing and attractive character. For the company, content creation is a serious responsibility because of the users, who signed for the company's emails and provided their personal data, have their own expectations on the outcome of this action. It means that they need the distributed information, appreciate company or product or have a particular interest in something. That is why the business should treat them better, deliver the information on updates and campaigns faster, and offer special alerts and discounts to show the appreciation.

The message, striving to reach and grab the attention of the audience, should have a good design and clear language. As the main goal of the email marketing is mutual benefiting of the company and customer, messages should deliver more value. The valuable content of the message is something simple, meaningful, attractive, new and necessarily existing. Supposing the mentioned above criteria are met, the receiver is more likely to read and think about the message. Otherwise, overload of information and email bombing, which take place these days, decrease the chance of the message not being deleted immediately after opening.

The content of the message should have a personal connection to the receiver's interests and feelings, be alive and have less complicated business

wording. It also should not be monotone and as a consequence - boring. Even small amount of acceptable and warm humour can be included in the message, but it should never take the main focus from the core set of the information. Even the size of the email matters a lot, too short messages can be perceived as not serious, but too long texts are difficult to concentrate on. In case if there is a strong need to include more information to the email, it can be relocated in the separate document, page accessible through included link or even some form of visual representation. (Hollier 2016)

2.6.2 Content Marketing

It is generally accepted that content it is something which refers to the literature, poetry and any type of written interconnected information. For example, there can be a content of the book, magazine, journal or the document. However, the word “content” can be used on the Internet too. It applies to all the information available on the web pages of the companies, blogs, social media channels, chats, whether it is a video, picture or a description. Content has a variety of shapes and forms, but it always serves as filler and brings sense. Ideally speaking, the Internet equals to content. (Handley, Chapman 2011, 6-7.)

As the content is everywhere, especially on the Internet it appeared to be a possible tool of attraction and interaction with the customer and as a result, it gave birth to the Content marketing. Nowadays, Content Marketing is a tool for making a profit through establishment durable customer communication and usage of inspiring and interesting content to attract desired targets.

It is worth to mention that Content Marketing is not a direct way to make revenues or to sell a product, but if it is done properly it leads to that. It serves as a strong communicator between the company and the customer, which strives to never stop and produce more relevant content to be able to regulate customer's actions. Once communication circle is created it is easier to deliver the information, promote new ideas and perceptions or simply to inspire, because their attention is already received. (Content Marketing Institute 2016)

Direct customer communication is a source of advantages for the company. When the customer consumed the good or service, the experience is normally remembered, because it created some emotions and thoughts. For the company, customer experience can be used as a source of feedback or development suggestion. The customer is not happy – something went wrong. The faster company will get the reply about what is not satisfying for one customer the sooner the problem can be obviated. (Content Marketing Institute 2016) To reach greater business results businesses should remember that content creation, as well as targeting, cannot be directed to all groups of clients because it makes everything very vague and does not lead to anything. That is why there should be an imaginary portrait of the company's customer, while content emission. (Quick Sprout 2016)

The marketers doing content marketing highlighted the way how the proper content should be. It cannot be too complicated but should be visual and well structured. The content itself should be recognizable and brand related. (DeMers 2013) Besides great amount of written information, social media pages are strongly utilizing pictures and images to visualize. The picture as the core of the website structure can be seen on Pinterest and Instagram. Recently Instagram gained an outstanding amount of users and it shows steady growth rates.

Previously, blogs were also only about written information, but today's practices showed that blogs are also affected by visualization. More and more pictures appear in the posts every day. (DeMers 2013) The information which contains images is always more memorable, associative and interesting. For example, some online retailer shops such as AlliExpress allowed customers to attach pictures to their comments and reviews that attract more audience to interact with the company and other users. Lastly, images could also carry out some structural functions, form and unite the text.

In today's picture content should be recognizable, but not too pushy or aggressive, because people are overloaded by different adds which are reaching them every minute. That is why simplicity and clearness are highly appreciated by the modern consumer. The content should be interesting and guiding for the customer to consider products of the company. (DeMers 2013)

The client appears as a centre of the content marketing of today, similarly in online and any other type of marketing. Content creation does not seem problematic or cost-increasing, due to the marketing tools offered by the Internet. Content Marketing techniques and tools appear almost every day and allow businesses to choose the best and create needed content with their help simply and almost for free.

The amount of ads on the streets and television made governments reconsider advertising and regulate it more. Unfortunately, in the Internet amount of ads is not regulated yet and it continues to overload users. With the daily pressure of colourful and screaming information, many people developed immunity towards any commercials. As a result, content marketing specialists have to challenge themselves more and create contents which are storytelling and personalized - the once touching personal feelings.

Summing up, properly addressed content marketing strategy is a mean that can change a lot and bring meaningful advantages to the company. Some of them are shortly listed below:

- Stimulates communication and supports established customer relationships.

- Increases traffic to the company's website and converts visitors into customers.
- Give a guarantee to the company that product awareness is high and the created image is perceived right.
- Shows serious intentions of the company through raising its trustworthiness and reliability.
- Ensures presence of the company in various social media channels.
- Helps buyer think less about purchase and buy more impulsively. (Handley, Chapman 2011, 8.)

2.6.3 Search Engine Optimization

Search Engine Optimization for ordinary Internet user might sound like a rocket science or something extremely professional and as a result difficult, however, it is related to one of the most performed actions on the Internet – search. Search Engines help millions of users to find required content or web page by word or group of words. These days alternative Search Engines are emerging all the time, but there are some of them, which are keeping the leading positions and always have a high demand. In 2016 Google, Bing, Yahoo! Search, Ask.com and AOL Search are continuing to keep dominance in the sector, where Google has the first place with its 1,6 billion monthly users. (eB-izMBA 2016)

To provide users with the results Search Engines are involving programmed indexes of words. One search attempt can result on thousands of outcomes related to the given topic. Normally, the most suitable pages appear on the top of search result, allowing getting the best matches of the information. For the user search process does not normally go more difficult than typing the word in the field of Search Engine, finding the right or the most suitable page from the results and clicking on it. On the other hand companies does not have to do anything to be found by Search Engine and gain more traffic to their web pages, if they do not want to. Nevertheless, to influence the traffic and to boost the number of users reaching the site, search marketing should be involved into companies' digital marketing activities. (Moran, Hunt 2009, 3.)

Multiple results can be provided by Search Engines; however, all of them can be divided into two categories. The first category stands for organic results that are the most suitable results march to the searched words. Google search engine usually makes a very precise fit to the search, which explains its popularity among other search engines. The results are appearing on the top of the page as it was already mentioned before. The best result always goes the first and normally attracts the attention of the user. Another category is paid results. These results might be not the best or hardly related to the search word, but they appear on the top of the page as a marketing mean. It is not difficult to distinguish organic and paid results,

as paid results are having a special mark on them. Usually, organic search has more attention on it (60-80% of clicks), because the outcomes are more useful and credible for the user than the paid once. (Moran, Hunt 2009, 5.)

It is a well-known fact that many people are searching for the information about the products and places where to buy them online more and more. Some of them are switching to online buying, because it is even more convenient and simple than going to the local stores. Considering this phenomenon search engines can be one of the most successful tools for directing all the interested in product and purchasing driven users to the company's page. When the customer is already in the right mood and willing to go through different options the company should be prepared to meet this interest, but if it does not appear as a search result, the opportunity is getting lost. To avoid unnecessary loses, the company should pay particular attention to the search queries and used words. Mistakes in the company's search engine optimization will definitely result on the search outcomes, which means that the website will not be found even if it perfectly suitable for the user inquiry. (Moz 2015)

Social media marketing is a massive and strong tool in reaching the customers in the Net, at the same time search engine optimization might seem quite small and useless, but in reality able to generate bigger revenues. The main point of SEO is that all changes, which are necessary to make to the web page, are very small and even invisible to the eye of a philistine. There is no complicated structure or formula behind these modifications. Only provided together, changes can result in the search engine results, web page traffic and customer experience. With rapid Internet expansion, companies have to remember that traffic becoming more important from day to day in the war for customer attention. Consequently, a well-planned and implemented SEO strategy will bring more advantages for the company.

SEO can sharply increase the company's performance via users' traffic, but it does not mean that just existence of some search engine optimization will create a miracle. Company tailored and properly implemented SEO is able to change traffic to the web page in the positive direction. On the other hand, badly made SEO will not only give a zero increase in the traffic, but also can worsen the situation. (Google 2016; Moz 2015) Google, as the most used search engine, provides the basic guidelines of SEO for the businesses. However, the mentioned instructions are very vague:

- Every page of the site has to be user-oriented. As there might be some trials to make web page more search engine oriented, cloaking or any deception of users is prohibited.
- Clear structure and hierarchy of webpages is highly appreciated. Internal look on the web page should not cause any difficulties in navigation.
- Static text linking is the way to represent every page of the site.

- The content of the pages should be useful and full of information. At the same time, all elements of coding including <title> and ALT should carry descriptive function.
- URLs should be clear and understandable, that is proper way keywords should be utilized. (Moz 2013)

In order to open the topic of prohibitions, it is worth to look at cloaking more closely. This term already appeared in this chapter and it has a special meaning. Google states cloaking as an action strived to create URL or content, which will appear differently for individuals and search engines. Google prohibits cloaking and takes all the actions to reach webmasters dealing with it and to delete involved webpages.

There are some examples, which can illustrate cloaking, for instance, introduction of keywords and text information only when the search engine is the agent of the operation or providing different forms of content to private users and search agents are the forms of Cloaking. (Google 2016.)

Nowadays, pictures are more used on the Internet than ever before, which puts its emphases on strong visualization. Nonetheless, pictures are the point, where webmasters should be more careful because text links are the source which is used by SEO. It is well-known fact that search engine is not able to recognize page without any text on it. For automated robots and spiders pictures are not readable, which makes it almost impossible to index web page and the last one is just getting lost for search engines. That is why text links should be included on each page of the site. Moreover, pages with written information are bringing more value to the users, especially for the people who are having problems with vision. (Google 2016.)

To create beneficial and well-structured web page companies can use the sitemap. The sitemap represents a plan of the web page through, which imperfections of flow can be identified and corrected. Clear and hierarchically planned web pages are more attractive for users and also readable for the search engine. With a distinguished hierarchy, search engines can easily identify the main topic of the web page and categorize it accordingly. (Google 2016.)

Even though, search engines are dealing better with the written text than with pictures there is still a chance to make images visible for them. ALT is an attribute, which can be used to describe the content of the picture, often utilized to help search engines. Descriptive function is not the major one for ALT, but it still can provide the precise information, as the visual part of image would. In spite of the fact that ALT has a descriptive role, it does not look as a description or comment and it is not visible for the ordinary user, but when there are some problems with loading pictures on the page, pictures ALTs are still assessable and doing the same job if needed. (SEO Workers 2013)

2.6.4 Social Media

In order to share ideas, information, interact with other Internet users people are using social media channels. By the definition of Merriam-Webster (2016), social media represents one of the forms of electronic communication, which people use creating online societies and communities, where there are no limits for communication and data sharing.

Again looking at history, the first online social channel was founded in 2002, which is not that far from these days. The main trait of it was its appearance because it was comparable to the modern social media. This platform for networking was Friendster initially planned as an online dating web page. Notwithstanding, all the functions it was providing (profiling, information sharing, messaging), time did not let it be just a dating site but made it a vast Internet community of three million users almost right after it started.

When Friendster showed its popularity, other social channels started to appear and began to pull the blanket of glory over themselves. That is how Myspace and later, in 2004, Facebook were born. Myspace creators rapidly identified the best in Friendster, copied and customized them to reach a bigger audience, which made up around ninety millions of users on the top of its growth.

Mark Zuckerberg made a great contribution to the nowadays networking with the development of Facebook. At first, the website was created to force better communication between students all over America colleges. In 2006 Facebook opened its doors to all other users, not included in college network, with going public. After two years, the website gained recognition of being the biggest social media web page. (Statistic Brain 2016; 1stWebDesigner 2014)

In a few years, social networking websites sharply altered human communication, habits, lifestyle and the life itself. There are many good and bad points associated with it. For instance, people stopped to communicate in the real life as actively as they were doing it before the Internet appeared, they can be online and chat there, instead of talking with people sitting next to them and even one day does not end without blogging, posting and updating. Unfortunately, medical terminology enriched with the new name of the disease called Internet Addiction Disorder.

On the other hand, content distribution and sharing started to be possible without any physical touch, which also brings plenty of advantages. People can see and talk to each other without any difficulty, learn more and encourage personal growth with the help of the Internet. Already mentioned social media, made the bigger impact on interpersonal communication and amplified the amount of Internet content.

Obviously, with its impact on the human life, social media should be never avoided by the businesses, because it helps to reach bigger markets. To be successful, the company should be able to integrate social media marketing not only as a way to enhance communication and to advertise but also

inseparably merge it with its core goals and strategies. (Stokes 2011, 334; Qualman 2013, Foreword.)

To find the solution to the problem assigned by commissioning company, few social media channels were introduced in the following chapters. The selection choice can be justified by the weight and buzz these social media are creating at the moment. All social media channels, which will be described later constitute the particular relevance for the online marketing and could be efficiently utilized for online marketing strategy building.

2.6.5 Facebook

Facebook is one of the most known and recognizable web pages in the world. For a bit more than ten years it grew amazingly big, and, already in 2014, Facebook had 1,3 billion registered users. Although, back in 2004 it was a closed Internet community created by the student from Harvard University. (Facebook 2016.)

The success of Facebook can be related to its simplicity. The ordinary Internet user does not need to know anything about programming or coding to create a Facebook account. For the first visit of the website, the user does not need to search for the registration forms or bring any documents like a passport. The online registration form appears automatically and does not require anything demanding (basic personal information.); Facebook registration does not ask too personal information and can be accomplished in minutes without any effort.

When the registration is completed, the new-baked user receives the access to the own page, which looks the same for all members of the community. The structure of the page is divided into different blocks, where on the right there are all groups, friends, favourites and other users' information. The left part related to recommendations that can be a game, company page or people, who might be a connection later.

Finally, the biggest part of the page is taken by the News Line, where all updates and news from user's connections and subscriptions appear immediately after publishing. The news line can be filtered by newest or top categories according to user's needs. Moreover, some pages can be selected as a first priority, which makes the news updates from them always appear at the top.

The possibility to spread and share different forms of content, including text, links and pictures attract businesses to be present on Facebook. It helps companies to integrate better in the informational stream and promote the products without any pressure to the potential customer. Also, Facebook helps companies to start without any charge and need of planning. It directs companies from the very beginning, starting with category selection. These categories are listed as follows: Local Business or Place, Artist, Band or Public Figure, Company, Organization or Institution, Entertainment, Brand or Product, Cause or Community. (Facebook 2016.)

To begin a successful story in Facebook the business should attract the user and gain more followers for its page after the profile was created and the package of first information was added to it. To create traffic and to build recognition, the company can start with already existing customer base through invitation them to follow the company's page.

As per usual, when the business has loyal customers the word-of-mouth spreads and already subscribed users start to invite their friends, relatives, and other connections to view the page. The company, in turn, does not have to apply any special or outstanding means to track the traffic and users, who started to follow their page. This data is counted and automatically displayed in the upper line of the page, where company name, details and contact information is located.

Not only news and updates can be fast spreading when the company is registered and active on Facebook. The client communication and dialogue can speed up as well. Taking into consideration the fact that people are more limited with the time available and like simplicity in everything, it is wise to consider that some people would prefer to ask questions or leave comments when they are looking through their News Feed, than go the company's website, log into webmail or make a call.

The biggest advantage of Facebook is that there is no need to wait until the customer will come and show the interest in company or brand, but the company can go directly to the customer with the selected content and not bother or distract him or her. It even allows business to declare and remind about itself more often. In point of fact, to make Facebook work for the company's business purposes informational updates should be posted weekly because many sets of information are appearing every day and users are simply forgetting or losing interest in earlier publications.

To obtain more followers the company should have a visible tendency in its publishing as it was stated in the paragraph above. However, it is not wise to talk only about goods or services, while networking through social media. It could be explained by communicating and interactive nature of Facebook. Some other types of content tailored to customer needs should be distributed. As an example, interesting company events, guidance, campaigns, competitions and even stories can be used as relevant and valuable reminders to the subscribers.

It is believed that overall company's image and perception matters the most; though, it also should be noticed what the brand creates itself. The smallest details can play the biggest and sometimes very tricky role in what customer thinks about the business. Company's information, name and the page content should be written properly, without mistakes, pictures have to be of the highest resolution and the general view should represent quality. When everything is on the desired level the business can consider web address requesting, which is generally looking like this - 'facebook.com/company-name'. It simplifies the company search for the Internet users and helps to correlate it with other online marketing means. (Facebook 2016.)

Despite the already mentioned necessity for frequent publishing, the company's should also be very careful with the content it provides. Updates are not good when they are not adding any value to the customer and are done just because it was decided to do it weekly. The enthusiastic attitude and passion should be added to any content emitted because it makes the statement more powerful as “love” makes the food tastier.

The author of this research had a chance to examine the effect of added enthusiasm in her personal experience. It was noticed that firms that are more emotionally oriented can bring the same attitude to the customer and create a better bond. The company's material which is imbued with strong emotions and commitment is more memorable and creates a lot of positive emotions. In instances, where perfect for the user content is supported with strong customer recognition and appreciation, the business gains the most. The faster customer query or comment is recognized and responded the more customer loyalty business can get. Facebook strongly supports fast communication and even lets the company mention estimated time of reply in the contact form. (Facebook 2016.)

Facebook also has more business directed services such as Facebook Adverts and Adverts Manager. These means allow business to target the audience not blindly, but consciously, selecting targeting groups based on gender, age, physical location and reaching out those of nine hundred million daily visiting, for whom the advertisement might be meaningful.

After selection of targeted group, the company can decide on budgeting and spending limits, which will be set on daily or per campaign basis. To manage campaigns effectively Facebook offers to use Adverts Manager, which can be accessed even through smartphones and tablets. Nothing can be as easy in controlling, tracking and delivering of product and company information as it is with Facebook Adverts. (Facebook 2016.)

2.6.6 Pinterest

Pinterest is a founded, in 2010 by Ben Silbermann, Evan Sharp, and Paul Sciarra, social media channel, which strongly targets visualization and active usage of different media. Initially, operating from California, Pinterest was directed to the people interest, hobbies and things they like. It was helping to dig the information about topics of interest and connect it to the real life activities, albeit, businesses also found their place here. The reasons why Pinterest is so important for the modern companies are described later in this chapter. (Semiocast 2013; Pinterest 2014.)

There was a time when call boards were used to make a working day or studying process easier, while Pinterest found the better implication of this technique and created an online bulletin board for everything an individual may like or want. The single cell of the Pinterest call-board is named ‘pin’. The original name of the online service from the beginning states the destination of Pinterest through a combination of pin and interest.

Pinterest is functioning through pins and manipulations with them. The main function and a very core of Pinterest are Pins. Pins are convenient visual markers that can represent different visual data and links. The users can add, create and store pins on their own call board, which makes every bulletin unrepeatable and personal. To add a new pin to the board there is a 'Pin it' button, which makes everything very simple with one click. That can be either photos or videos, even though the focus has been heavily on pictures. (Pinterest 2016.)

Each user has an own virtual bulletin board, where new pins are stored after clicking the button. Every pin can be repinned, which means, that the first author will get credits when the pin is added to somebody's board. Repinning also allows the user to leave marks and comments to the repinned pictures, videos, and other pins when adding it to the own call board. (Pinterest 2016.)

To avoid uncoordinated pinning and overloading call boards, Pinterest has sub-boards for content organizing. These sub-boards can be filled with pins of a particular type such as videos or split up accordingly to the topic, like cooking or driving. As there might be a different way to unite pins, one single cell can appear in the different sub-boards at once. Users of Pinterest are free to create various sub-boards, modify and share them with other pinners. Pinner, as well as Facebook users, can follow other publications and see updates on the home feed. (Pinterest 2016.)

From already mentioned, refining businesses can get some obvious advantages in the form of credits or scores. It is possible because the initial pin or source is visible all the time, no matter how frequently it was repinned. The repinning process is identical for the individual users and organizations. It consists of few simple steps:

- Normally individual users are taking the information from different sources and create pins. On the other hand, companies are more interested in pin content from their own website and rising brand awareness.
- The following steps are more similar for all Pinterest users. Interesting pins are getting repined by the first round of users including individuals and enterprises (typically, when business partners and elements of the value chain are also registered in Pinterest).
- Another round of repinning takes place and the same pin appears in other pinners' boards (sometimes with additional information)
- If the pin is interesting enough it spreads more across bulletin boards causing the snowball effect. (Pinterest 2016.)

Two years after its foundation, in 2012, Pinterest opened its doors to the businesses. First accounts for business were created, and already in a year, more than five hundred thousand companies were registered in Pinterest,

which contributed to the website's fast success. (Smith 2016) The phenomenon of such a rapid development of Pinterest as a business tool can be explained by the user mind-set pinner have. The Pinterest user is always interested to explore and hunt for interesting data and already has an active consumer behaviour that makes selling opportunities to increase enormously.

Verification of the web page of the company is a crucial step to take after company's registration in Pinterest. It provides the direct connection of the company's means and proves reliability and credibility of the organization. When the web page was confirmed the company gets a possibility to utilize Pinterest Analytics. The lastly mentioned Pinterest tool tracks all the motion of the media and provides the accurate data on a number of pinner, who saw, pinned and checked the information and the company's web page. (Pinterest 2016.)

It is no secret that people appreciate the high-quality content. It creates the proper perception of the business and its brands. Pinterest is not an exception to the rule, and it also requires particular quality because it was introduced as a service of visuals from the very beginning. In this circumstance, companies aiming for increasing steam to the website and to be more pinned or repined have to keep the quality standards very high for all visuals, including videos and pictures. For example, it is strongly recommended to use pictures more than six hundred pixels wide. (Pinterest 2016.)

In order to gain recognition, it is not enough to use qualitative content only for marketing purposes. Logos, profile pictures and slogans, if visualized have to be on the corresponding level. The better the quality of the content produced and emitted the bigger chance for the business to gain pinner and repinner interest. Of course, only quality does not make people pin. The content should be visually attractive, beautiful and distinguishable, and even include company's logo, integrated to make a difference and excel from the rest endless amount of the information.

To increase customer base and stimulate the web page traffic, the business has a chance to selectively add "Pin It" buttons to the most relevant strategy related content. To add already mentioned button, the publisher does not have to obtain programming knowledge because the code is not difficult and does not need to be changed or adapted to anything. The code was created by the most enthusiastic pinner and serves as a facilitator of Pinterest content sharing.

There are minor changes in Pin types, as they are targeting different categories. Pinterest also offers a feature called Rich Pins. Precisely, it enables to make some distinctive features based on the Pin type. Additional information can be added to all five Rich Pins, including product, article, place, movie and recipe. This information can play the major role in the Pin because it can specify the location, mark the availability of the product (important when the offer is limited) and show live the price changes. (Pinterest 2016.)

2.6.7 YouTube

YouTube is the web page, streaming videos online, with around the globe recognition. It exists already more than a decade, as it was founded in 2005 by Chad Hurley, Jawed Karim and Steve Chen, who previously had worked for PayPal. The idea of YouTube was introduced in the same year as it was launched and was rapidly released in the reality. However, the promising potentials of YouTube cannot be left without recognition of Internet giants like Google. And already in 2006, Google has bought it for 1,65 billion US dollars.

Several years have passed and YouTube started to grow as fast as it was developed back in 2005. Already in 2011, it had a number of users exiting a trillion and in 2014 it totalled more than billion signed. YouTube never stood at one place and it developed with the passage of time. Integration of commercials started to be possible and YouTube Live took place. Since then, YouTube has introduced multiple new features such as ads, integrated into videos, and YouTube Live. Live online translations appeared together with automatic play and video categories uniting videos according to search results. (Dickey 2013; Smith 2014)

Taking into consideration the number of YouTube users, it is not wise to ignore this marketing tool. The companies of any kind can include YouTube as an effective online marketing mean into their strategic planning. YouTube proved its efficiency not only as a tool of entertainment and video sharing but also as an effective business introduction and product promotion platform. With its leading position of the most visited web page, it also managed to become a very popular search engine and attract more than eight hundred million visitors monthly.

In B2B decisions, YouTube can be a very handy tool, because developed brands usually have strong promotional videos and many companies are making short introductions to their business in media format. It was even proved by research, that ninety-two percent of business clients prefer to watch videos and forty-three percent out of that audience search potentially good products in videos available online. (Popic 2013; Schmitz 2013)

The company, which considered utilizing YouTube as a part of its online marketing strategy, should always keep an eye on its potential audience, since the video for a twenty years old student and forty-five years old engineer cannot satisfy all of them and bring expected value. The idea and integrated message should accurately reach its destination. The videos uploaded by the company should not only be restricted by content and structure but also time, as too short videos are not suitable for every case and too long videos are not acceptable at all because they cannot keep the viewer committed and perceived as boring and. (My PT Website 2015)

To be outstanding and memorable the business cannot let itself get bogged down in the mass of other messages and news flashes, which already overloaded minds of Internet users. Consequently, all the produced videos should have a distinguishable style, be intriguing and catchy. Even if the video does not show all the benefits of the product and does not describe

all its features it is enough to make it interesting and relevant to make potential customer search for it more and visit company's web page. To achieve the last, businesses have to be very careful with the information they provide in their YouTube channel and in the video itself. Accurate contact information and logo of the company should perennially to occupy its place of honour. (My PT Website 2015)

In order to gain business effectiveness of online marketing, all the parts of the mechanism should be connected and work properly complementing each other. It is impossible to have an efficient and strong Internet marketing strategy without having the equal strength of every tool or mean, included in the scheme. The business message should go through the channels utilized and be supported by main company's goals. That is why when the video is uploaded on the YouTube channel it should also appear in the other social media channels of the company and on its web page. The video should be also easy to find by the name. It has to include company's contact and the matching description formed from keywords. (Schmitz 2013)

2.6.8 Twitter

Twitter is another famous social media channel that is heavily based on the establishment of networks and blogging at a micro level. It was founded by Jack Dorsey, Evan Williams, Biz Stone and software developer Noah Glass. Initially, Twitter was not planned as it is known nowadays. The father of the idea, Jack Dorsey wanted a channel to work within SMS network, providing information on the user's events or moments in changing statuses. Later Dorsey met other founders at Odeo, the company doing podcasting, and in tight cooperation and idea generating they managed to develop Twitter's idea and lead it to tremendous success. (MacArthur, 2016)

The normal blogging usually does not have any limitations; however, there is another form of it named microblogging, which has some. As Twitter represents a microblogging platform there is no surprise that it has limitations too. For example, message sizes are regulated and cannot overlap one hundred forty characters or signs. Even though Pinterest and Twitter are representing forms of media different from each other, the way how cells or messages called are based on the same principle and are reflected the source name. For instance, Pinterest utilizes Pins, while Twitter messages are known as Tweets.

Twitter provides its user a choice from the sending methods. The Tweet can be in the SMS form, created via desktop client application or directly from the Twitter home page. The Tweet message can be, an ordinary, text one, video, link or photo, which could be read both by registered and non-registered Internet users. Howbeit, the users who do not have registered a Twitter account cannot send any Tweets. (WhatIs.com 2016; Kingston 2013) Like in Pinterest, Twitter users can like and repost interesting Tweets. This process is called Retweeting and allows sharing the same Tweet across users news feeds.

The Twitter message normally gets hashtags, which are basically the keywords related to the message. It is remarkable that hashtag firstly appeared because Twitter users wanted to have a better way to distinguish and set categories to their messages. (Twitter 2016.) This day, any user can efficiently search for the most interesting messages through Twitter keywords. The search is easy due to chronology, in which the results are shown. The most recent Tweets are always shown at the top that allows acquiring the most timely and relevant information. Hashtags are very useful for the search; hence, they should be in the tightest one connection with content. Also, Twitter has limitations for tagging Tweets, because otherwise the message can be overloaded with them. The platform allows adding only two hashtags describing the content of the Tweet. (Twitter 2016.)

Twitter is representing a vast Internet society, which means that all its members are free in posting Tweets and following other users. There is only one simple button, helping to follow anyone's publications with a simple click. In the followed category an independent user or the company can appear, yet the subscribed user will receive updates to the wall without any difference. All publications are chronological and can be searched anytime, because of permanency. (WhatIs.com 2016.)

Twitter's popularity made it very attractive for the companies, striving to have a well-planned online marketing strategy. It was already mentioned previously that profile creation and registration in any social media is not a part to ignore, but to pay extra attention and time. The Twitter account of the company cannot be any exception and should be registered already with the understanding of its purpose. The company's channel should be correlated with its products and image and create the proper impression. That is why the name of the company on Twitter cannot deviate too much from the original one. In case if it is impossible to use the company's name, brand name can take its place or some minor changes can be admitted. (Kingston 2013)

After the recognizable name was selected, the company should think about professional profile image. It is never good to live the window without any picture or upload a picture of bad quality because both actions are leading to confused perceptions of customers and decrease their trust. To eliminate possible mistakes, the company can concentrate on the two options in picture selection. It can be a logo of the company, which is normally used by bigger entities or an image of store, products, portraits of owners or anything directly related to the company's brand. It is essential to make the proper selection because it results in the company's image and can alienate the consumer if something is wrong. (Kingston 2013)

The profile picture is not the only one, strongly affecting company's perception. There is also background image or header. This picture can be changed to emphasize the main events in the company and brand changes. The style of background should be preferably matching with profile image to make an improved visual effect. The background cannot stay without

corresponding attention because it is as important as username, contact information, links and Twitter biography. (Kingston 2013)

Due to high importance of digital marketing general rules of etiquette can be applied, when promoting business through Twitter:

- All the written text, as well as signs such as hashtags, should be utilized properly. As a result of this, connections and relationships can occur.
- The business should deliver particular ideas and values to the customers even through social media channels, engage viewers to the company's story and let them see the core in the credible and transparent manner.
- The message cannot be too direct or strict, but it rather should initiate an open discussion and encourage friendly atmosphere. Similarly to the customer involvement positive tone of the message can shrink the distance between audience and company and support long-term customer relationship.
- At last, every marketing process should have a cyclical nature. It can be justified by the fact that there are plenty different advertisements, available for the customer minutely. That is why the company have to remind about its existence all the time and design a suitable schedule for Tweeting. (Marketing Donut 2016; Twitter 2016)

2.6.9 Instagram

Another social media channel, which stated its popularity in the worldwide range, is Instagram. It is impossible to say that Instagram is used by all the people, but those who are using Facebook and other social media channels are more likely to register in Instagram under the influence of connections and friends. The channel has around 300 million daily users worldwide. (DMR 2016)

The platform is slightly focussing on the images and short videos. The headwaters of Instagram take place in the mobile network. Ideally, Instagram is about once personality, daily routine or exciting moments, but at the same time, it can be considered as a valuable platform for marketing and doing business more and more. The suitability of this social media channel for doing business can be explained by looking at its simple for use structure and the number of users, who willingly spend their time posting and looking through the updates.

As it was mentioned before, Instagram is more about mobile platform than original desktop version. The core of this phenomenon is laid in the growing demand of mobile applications. That is why, Instagram traffic through mobile apps surpassed the desktop one for first time already in 2014. The first country using the mobile version of Instagram in a larger scale was

the USA and later, in 2015, other nine countries joined the stream. (Smart Insides 2016)

Instagram exists as a mobile platform but not only that makes it easy for marketing and general use. There is editing function, which is integrated into the process of picture uploading. The picture can be corrected within only one minute and uploaded to profile, after that, all subscribed followers of the person or company can see it. With all mentioned characteristics, digital marketing has a greater chance to reach its customers through a free and well-visualized application such as Instagram. (Instagram 2016.)

Instagram is not only simple to use, but also very easy in profile creation. The limited amount of information is required for registration of an account. Apart from main profile picture, few descriptive words about the user (individual, business entity or brand) are available at the profile. Even though, according to Instagram restrictions, links are not allowed on the platform, there is a possibility to add one clickable link of the web page to profile information. (Instagram 2016.)

The same way as Twitter, Instagram allows usage of hashtags, which are helping to match photos of users to a particular topic. The better tagging is done, the more users are able to find the picture. Not only hashtags are helping to increase the picture views and likes, but description plays a significant role in it too. In case, when few words of description are intriguing, inspiring or catchy other users and subscribers will remember the photo better this means that for the business it will bring greater brand identification. (Miles 2014, 7-9.)

In the previous paragraphs it was mentioned that links are forbidden in the Instagram, but this, at the first sight, inconvenience for the companies' marketing represents the value of the user. This and restrictions regarding information sharing and utilization of other users photos create an aggressive marketing-free environment of Instagram. (Miles 2014, 7-9.)

With growing popularity and business demands Instagram established marketing solutions for businesses. The function has many similarities with other marketing platforms such as Facebook. The target and material can be chosen very precisely in order to increase the content visibility. (Instagram Business, 2016) The Instagram marketing is advantageous in its nut shell. The company can do its marketing totally free or with some small fees, but very effectively and with fewer time investments than in other social media channels.

Last but not least, the flow of information on Instagram can be perceived as optimal because it does not change too fast and it is always possible to look back for the publication. Not only pictures but also users can be found without any difficulty. It can be done through exploring feed, locations of the pictures taken or even hashtags. (Miles 2014, 7-49.)

2.6.10 Periscope

Another social media channel to talk about is Periscope. This channel accessible on the desktop, but similarly to Instagram the mobile app is used more frequently. The application appeared not that long ago (only in 2015) and it is not that well-known as Facebook or Twitter, although it has a big potential for businesses. These days, Periscope is a live streaming app, available for Android and iOS platforms, which can bring users into inside picture of the company. (Meola 2016)

Periscope can change customer relationship experience through creating trust and strong communication bound. In accordance to Business News Daily (2016), the app is not only about livestreaming of videos, but also about real time communication through chats. Users can experience almost teleportation, participate in the company's events or see the productions sites, office activities or tutorials and reviews on the products. At the same time, the company has a chance to be very responsive and show customers that it cares about opinions. (Angeles 2015)

Periscope is able to change the company perception and eliminate misunderstandings and questions about its structure. Even with these diverse advantages, which can be gained with proper implementation of Periscope strategies, the navigation and registration process in the app is very simple. The registration can be done through the Twitter account, which allows to use already existing contacts or connecting to the phone number. For businesses, it is recommended to do all the adjustments of the account right after the registration, in order not to lose any followers. For example, the profile picture, short company description or biography, and notifications should be regulated in the first place. (Angeles 2015)

Different industries can benefit from active Periscope account. The main point of platform utilization is to get an audience and maintain the number of subscribers through promotional actions. For the various business types, there might be distinguished ways or strategies to reach the success, however, the frequency of broadcasts and the main idea or style should be identified well before registration in Periscope. (Angeles 2015)

3 RESEARCH & ANALYSIS

To begin with another part of this research paper, it is worth to mention that author decided to combine the research part with further step - analysis in order to provide commissioning company with more detailed picture of the current situation, trends in digital marketing and results of analysis of all advantages and disadvantages existing in the current Mad Professor Amplification digital marketing strategy.

3.1 Questionnaire

At first, the author assessed the availability of time for the research process. It was decided that the questionnaire should be conducted at first

place, due to time limitation and a need to approach the bigger scale of companies. The final selection of sample size for the questionnaire was based on the high demand in the real business related information.

The first questionnaire was created in June 2016 and sent to the companies, dealing with musical equipment. The main focus for the questionnaire sample was on the industry, particularly on the retail business. There were special requirements applied for selection of the population. Every considered participant was not a private customer or Internet user, but the business entity, which deals only with musical instruments and necessarily has guitar pedals, amplifiers, and cables as distinguished product categories. These selection criteria were mandatory for consideration because depending on the type of the business the corresponding replies can vary. As Mad Professor Amplification Oy operates in the particular music industry area, the population for the questionnaire and sample were selected accordingly.

Digital Marketing strategies are diversified not only by the field of the business but also by its location. It was assumed, that the level of online marketing produced by the Finnish companies differentiates in comparison to other countries with rapidly growing musical industry including the USA, United Kingdom, and Japan. As a result, companies from already mentioned industry leaders and some other European countries such as Germany, Denmark, Sweden, Switzerland, Austria and Finland were included in the quantitative research.

The questionnaire itself was created in one of the most simple and frequently used online forms - Google Forms. Google Forms is a well-known tool for creation of online questionnaires and surveys. This tool was a venue of choice for this research paper because of its easy-to-use interface and simplified way of visualizing the outcomes. The short description was integrated into the form to explain the purpose and expected outcomes. For better response rate the number of questions was narrowed down to 11, and the half of them was questions with a choice of response.

The final questionnaire sample was compiled with around five hundred companies from countries mentioned in the paragraph above. An email with the descriptive text and the link to the questionnaire was sent to every company from the sample. The message can be found on the first page of Appendix 1. It was presumed that the outcomes will be gathered one month after the first email was sent to the company. Despite the expectations, after the determined time limit for gathering results, no results were obtained. To solve occurred problem, the questionnaire, and the supporting letter was reviewed and changed accordingly.

In the beginning of August 2016, another attempt to conduct quantitative research was taken. The second round of emails with corrected content was accomplished to reach the companies. Similarly to the first contact, replies regarding incoming inquiry were received. Despite the fact that emails reached companies only four of them led to the completed questionnaire. Most of the organizations ignored the message and did not con-

tact the researcher, while less than ten companies out of the sample replied that they cannot participate in the questionnaire due to workload.

On account of, questionnaire failure, other research methods were considered as a method to overcome research challenges occurred. As a final solution to the problem, detailed commissioning company analysis and interviews were chosen for data gathering. The outcomes and the situational analysis of both methods can be found in the following sub-chapters.

3.2 Actual Situation

In the sub-chapter Actual Situation, the deeper overview of the Mad Professor Amplification activity at the Net will be described and analysed. The background information on the company is available in the Introduction part sub-chapter 1.1 Case Company. This part of the research is mostly deepening into all the means of online marketing used by the commissioning company. In addition to that, there is a different perspective of each aspect introduced. They are external author's overview, internal situational analysis, and company staff opinion. For the bigger and interconnected picture of the current situation it was decided to connect descriptive part with pros and cons identification, which will support Recommendations and Conclusions part of the paper at the later stage.

3.2.1 Website

Currently, social media and web pages of the organizations, as a rule, are connected to each other. It helps to get more viewers, broaden the connection and as a result influence or build a digital marketing strategy to gain even more. This phenomenon can explain the reason, why each gear of the watch or mechanism of the marketing machine should be examined and perfectly fitted to the others. Otherwise, the small defect can reduce operability and effectiveness of the actions taken.

Mad Professor Amplification Oy starts with its web page because it is its core, heart and the source of all operations. The web site of the company has an appealing design and a clear and simple interface, which is very helpful when visiting it for the first time. The company is quite small as it was mentioned before, but the impression and vision it gives are professional and serious.

The home page is a plan of the whole website because it gathers clickable elements representing different parts of it. For instance, it has to change animation right after navigation panel, which covers the most popular products and upcoming new items. The screenshot of the mentioned animation can be seen from the Figure 1. This part of the web page all together with company logo and the company name (available on the each page and even products) are obvious advantage points of the company because they increase customer awareness and make their Internet experience more remarkable.

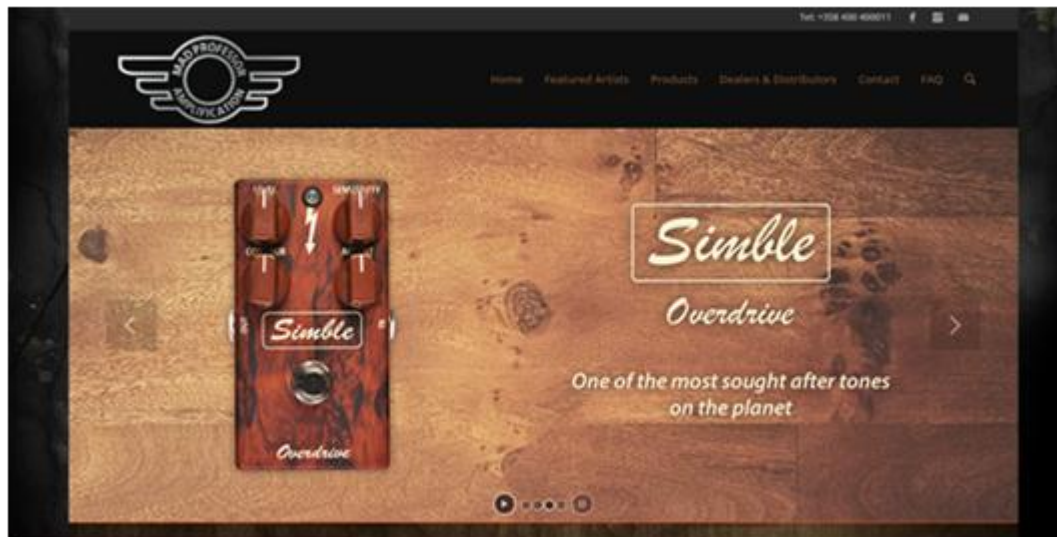


Figure 1 Home page of Mad Professor Amplification. Accessed on 23.10.2016.

After scrolling down the page there is a sentence about the company that can be considered as the business statement. It includes the product description, origin of the organization and even some chronological data. It is an advantage because it can give the customer an idea about business, but, on the other hand, this is the only information available about the company. There is no separate page about Mad Professor history, the organization itself or people who are working there. It creates a barrier between business and customer, reduces transparency and hides the soul of the company, which, in the end, is more of disadvantage.

Product categories are available not only in the navigation line of the page (always visible while scrolling the page down), but also on the main page. There are three product categories supported by clickable images introduced there: Hand Wired Pedals, Factory Pedals, and Amplifiers and Cabinets. The accessories section is available only from the top navigation bar and can be selected from the "Products" Figure 2.

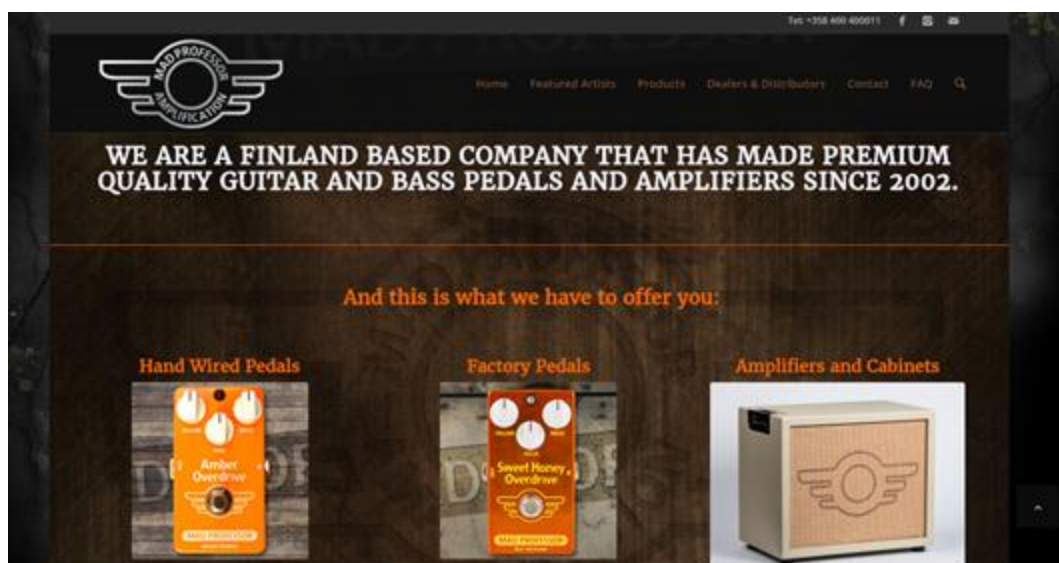


Figure 2 Home page of Mad Professor Amplification. Accessed on 23.10.2016.

The end of the home page is divided between Featured Artists, Contact information, and connected social media channels. Featured Artists are changing constantly similarly to the animated product selection in the upper part of the page. The artists mentioned in this part, are those who use products of Mad Professor Amplification. The word-of-mouth and personal connections bring even more advantages to the company through this idea, as artistic people are more likely to purchase based on the other professionals personal experience and feedback.

In addition to the clear navigation, contact information is accessible from almost any part of the page. There is always phone number written in the international standard form, links to Facebook and Instagram as well as the email address in the upright corner. More detailed information is available in the bottom of the page, where company address, all the email addresses for distributors and dealers and support service information in a row with gained awards and ratings are included.

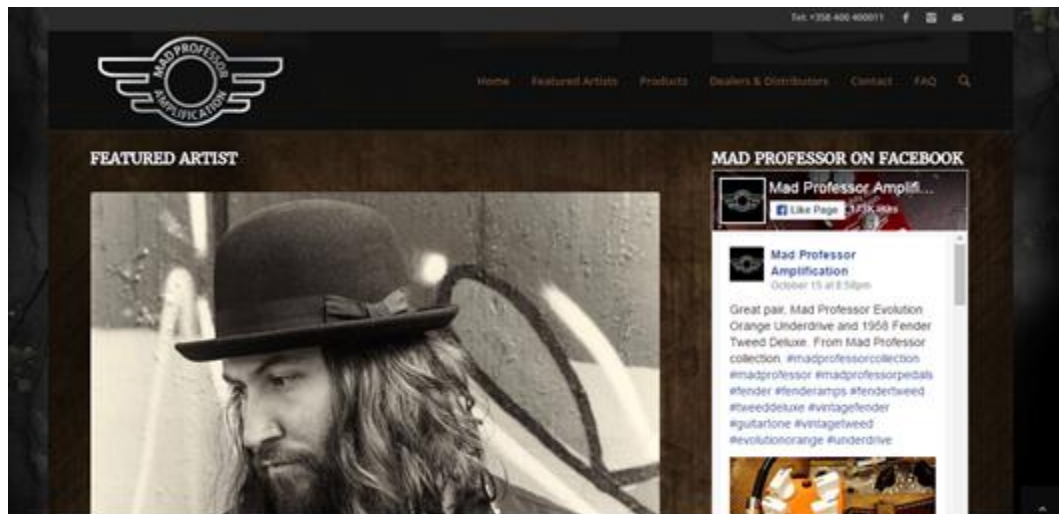


Figure 3 Home page of Mad Professor Amplification. Accessed on 23.10.2016.

The navigation of the page covers useful links for customers and business partners. Figure 4 represents Dealers and Distributors page where company names of all the partners and their contact information can be found. Distributors, sales representatives, and dealers are placed on the page in accordance with geography and alphabetical order. Transparency of this kind helps customers to find the shop in their country and allows other businesses to assess Mad Professor as a company for possible cooperation. In total, there are dealers working with the company from thirty-seven countries around the globe. Geographically, Mad Professor Amplification presence covers all parts of the world: South America, North America, Asia, Middle East, and Europe. Access to all this information is one of the ways to build trust with customers and business partners, which Mad Professor implements.



Figure 4 Dealers & Distributors page of Mad Professor Amplification. Accessed on 23.10.2016.

Another important section of the navigation includes product types manufactured by the company. The same way as the main page, “Products” contain following categories: Hand Wired Pedals, Factory Pedals, and Amplifiers and Cabinets plus additional Accessories. Each product category is separated from others, allowing customers to concentrate only on the product they are interested in. After product category is selected all the products are appearing on the new page. There is always a distinguishable product name, short description and the photo for each product that can be clicked for detailed information. To show the result of the last mentioned operation the first available product from Hand Wired Pedals category - Amber Overdrive was chosen by the author of this research paper.

Figure 4 demonstrates the product page of Amber Overdrive. It can be clearly seen that the page has a small internal navigation. This approach is highly customer-oriented because it simplifies navigation and helps to distinguish information available. For example, Overview section includes a description of the product, the sound outcome, and technical specifications, while “Manual” contains a document with instructions available for download. Other two sections: Featured Video and Artists serving the introductory purpose of the Overdrive. The customer, after reading all specifications and learning about controls, has a chance to hear the recorded sound received with and without Mad Professor product, which is completely different. Hence, there is a strong comparative line supported by the architecture of the web page.

To support the customer's decision, Artists section is introduced on the products page. In this section, the name of the artist who is using the product is normally mentioned. By clicking on the name it is possible to get to the Featured Artists page and read a short biography and some comments on the Mad Professor product used. Amber Overdrive does not have any artist associated with it yet, as it is a rather new hand wired product of the company. However, more high-quality pictures are available right after

general information. It allows the customer to have a detailed look on the overdrive from different sides.

Online purchasing function is one of the advantages Mad Professor Amplification has. There are always two boxes with the price at the bottom of the product page. One of them is applicable for purchasing within EU area, while another is for the customers outside EU. The reason for distinguishing prices is taxes, which are obligatory for purchases within EU. For the residents living in countries not included in the EU zone, these taxes are not applicable. Definitely, details, mentioned above, are demonstrating customer orientation of the company that is even more obvious through shipping conditions free of charge.

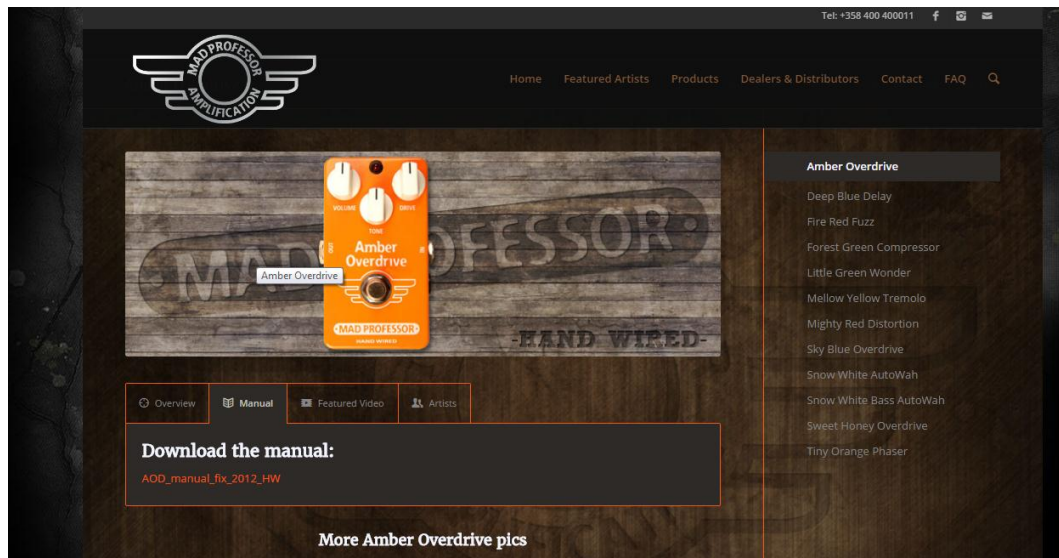


Figure 5 Amber Overdrive product page of Mad Professor Amplification. Accessed on 23.10.2016.

To conclude web page analysis, it can be stated that the structure remains clear through all sections of the website. The proportion of written text and images is close to ideal for perception, because there is no overload of data, too aggressive animation or any outside advertisements. The page represents a sense of good taste and high level of professionalism when looking at FAQ and Contact information. There are all the means of communication provided for company's contact increasing the overall transparency and credibility of the organization. On the other hand, there are some valuable points missing from the web page of mad Professor. Chapter Recommendations & Conclusion will provide more detailed insight on this aspect.

3.2.2 Facebook

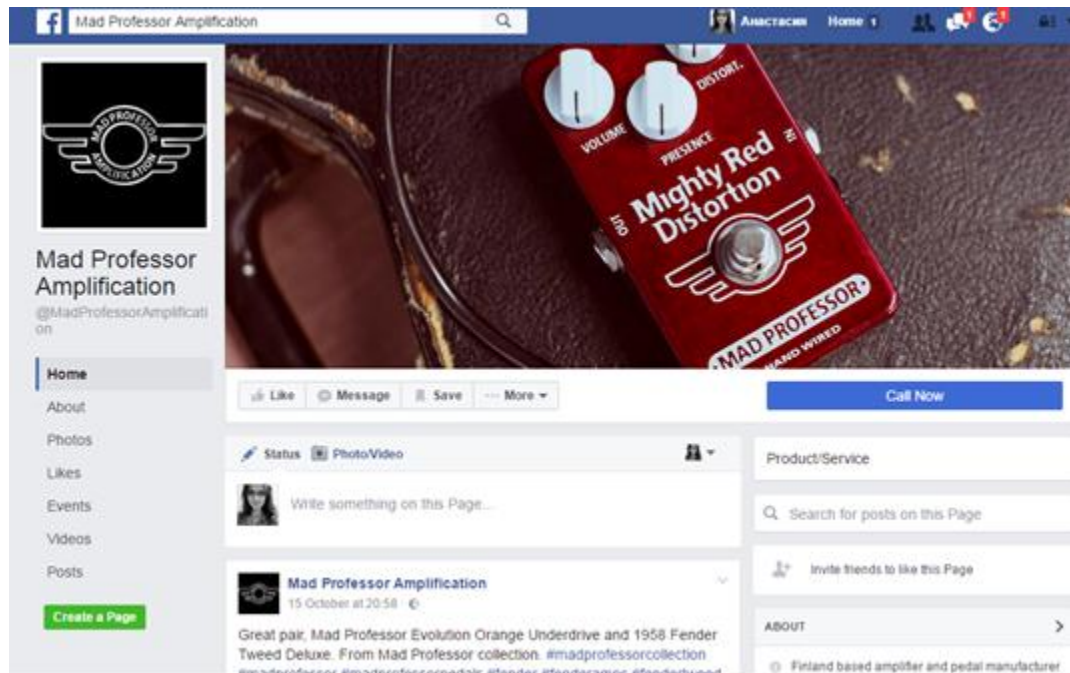


Figure 6 Facebook of Mad Professor Amplification. Accessed on 23.10.2016.

From the interviews conducted with the Mad Professor Amplification staff, it can be concluded that Facebook page of the company follows the official company web page by importance and utilization matters. All interviewed team members, including Harri Koski, Marko Karhu, and Jukka Mönkkönen named Facebook as the most often used and updated social media page of Mad Professor. The reason why Facebook is more used by the company can be found from the discussion with Harri Koski on 13th of June 2016. In his interview, Harri said: “We use YouTube more for sound and Facebook for other updates”.

Indeed, besides well-selected cover photo and the main photo of the page, Mad Professor continuously updates the content of its Facebook account. Mr. Koski is responsible for any changes or updates on the page. He believes it is important to have a frequency of publications and to add new posts at least once a week. Normally, weekly publications are related to the product information or reviews (including videos and related information from other social media channels of the company). Except for this information, there are news such as magazine and newspaper publications, chronological moments (10th of October Mad Professor Amplification celebrated its tenth anniversary), and different events.

The diversity of news adds more strong points for Mad Professor because it enables to attract more Internet users and keep them curious and intrigued enough for the continuous following of the page. To support the theme of intriguing topics, the company creates small quizzes, competition, and tasks. In these activities, subscribers have a chance to test their knowledge about music equipment industry, to demonstrate skills in playing guitar or show their creativity. As a result, the winner gets one product of Mad Professor Amplification and company at its turn receives a higher

rate of activity, growing brand awareness and favourable frame of mind from their customers, building customer loyalty.

Apart from the news feed, there are other blocks of information on the right that contain data about the company, events, photos, videos, and numbers related to the page. To start with, it is worth to look at “About” company section, where Mad Professor introduces its mission, contact information, a list of products and the company overview. Most of the information sections are filled with detailed information; however, story line appears empty and needs more details. At the same time, all available information does not look completely professional or well planned. Certainly, availability of information in the correct place is always an advantage, but the lack of planning can make this data dangerous for the professional outlook of the company.

Even though all the information sections are filled, the information load is not equal. There are only two videos available from the videos section, while all the albums of Mad Professor include more one hundred pictures plus pictured added by other users (for the reviews of products or associated questions). Both mentioned videos are available in a comparatively good quality, which provides users with the possibility to hear the musical effect, created by pedals or amplifiers and a chance to see the musicians play and the product featured. Opposite to videos, pictures or images does not keep one format or quality line. Some of them are too small and have low harshness. Noticed from the first sight, quality issues cannot be left aside as they can harm brand image.

In the “Likes” it is possible to see the number of users, who likes the page and who shares the information from the company's web page. The total amount of likes scored 178,222, where 12,535 likes are perceived as a present or new on 23 of October 2016. At the same date, the number of people who shared the content from the page reached 12,252. Although there is not much information available for ordinary users, it is possible to see Mad Professor's tendency in likes in comparison to the previous week. The connection and visual representation of this comparison can be seen from the Figure 7. According to this figure, there was an increase in the total number of likes for 7.6% in relation to week 41.

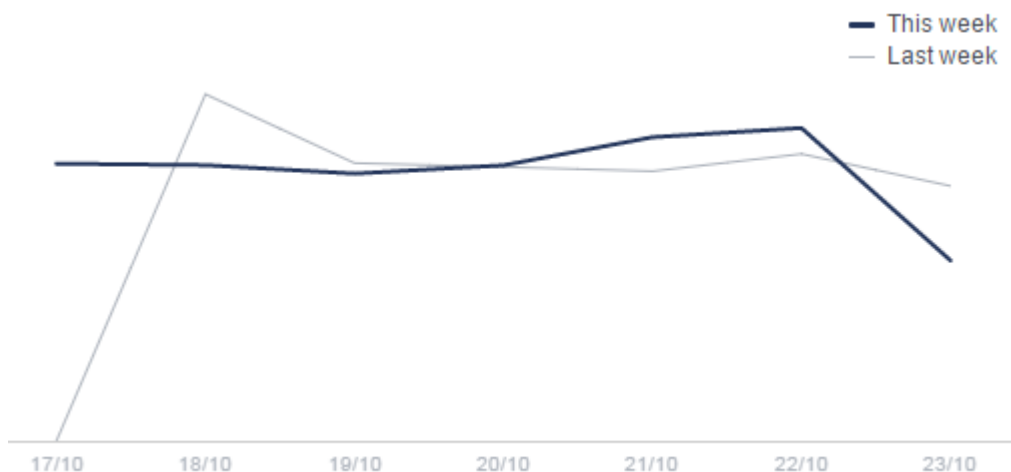


Figure 7 Likes Statistics. Facebook of Mad Professor Amplification. Accessed on 23.10.2016.

The commissioning company provided internal data from Facebook for the period starting from 31st of July till 12th of September, representing the level of users activity associated with page and data available there. A total number of likes, new daily likes, daily dislikes, daily engaged users, daily total reach, daily organic reach, daily paid reach, daily logged-in page views, and daily people are talking about this are the data types which represent particular interest for given research paper.

To build a comparative tendency, it was assumed that the greater difference is visible when collating two days from given period of time within one month range. The data from 12th of August will be compared results from 12th of September; whereas differences of 31st of July and 31st of August will be examined later in the current chapter. Thereby, the analysis will cover the time interval more evenly, avoiding big gaps. The situation regarding publications will be assessed separately and will be dedicated to specific posts selected according to the type of information that they contain.

The first relevant category, which comes from provided information, is a total number of likes for the page. To get a clear picture of the situation, not only one month difference will be covered, but shorter period of time between 31st of July and 12th of August and 31st of August and 12th of September. 41981 number of likes was recorded on 31st of July. During one month it increased on 22645 likes and reached 64626 on 31st of August. The visible difference was reached during another period of time (12th of August - 12th of September). A total number of likes from 42005 in August changed to 89707 in September, which shows an increase for 47702 likes.

It is worth to stress out that change in selected shorter periods of time is obviously more dramatic. Only 24 likes were received from 31st July to 12th of August, while the gap between same days in August and September resulted on 25081 plus to the Total Likes. It is obvious that the number of likes was increasing constantly, but the frequency was not the same. The second part of the selected time period was more fruitful for increasing Facebook users' appreciation. The reason for such fluctuations can be detected, when reviewing Mad Professor's publications. There was a long break in publishing in terms of social media activity during the end of July and beginning of August; normally, the frequency of posting influences users' interest in the company and its activity. In simple sequence, users forget about Mad Professor and their interest increase again only when publishing returned on its normal track.

Previously mentioned company activity, influenced not only on the Total number of likes but also on the number of new daily likes and dislikes. The beginning of August was very poor for likes in relation to the beginning of September. The proportion of likes to dislikes for the selected four dates was the best on 31st of August when there were only 37 dislikes and more than 2420 likes. The worst case took place on 12th of August. The

number of likes and dislikes apart from being extremely small got almost equal (5 likes to four dislikes). Generally, September had a stable two thousand difference between likes and dislikes that stands for stability and points out company's positive Facebook situation. Daily engaged users are those users, who were engaged with the Facebook page of the company during one given day. This action involves any action such as click, like or any story created on the page. The user engagement copied the major tendency of previous factors, showing a very poor level of actions on 12th of August - only 15 users involved, and then the situation slightly stabilizes in the middle of the month. The last day of August it reached 3259 engaged users as it can be seen from the database of Mad Professor.

Likes and clicks are meaningful data for efficiency analysis of the page, although daily total reach can provide a greater overview on the number of individuals, who seen any content related to the company's page during the day. Daily total reach includes organic reach, which contains page visits and a number of times when the posts or other content from the page was seen, and paid reach that shows how many times advertisements or sponsored stories leading to the organization's page were seen by the users. For example, daily total reach resulted on 14230 user views on 31st of July, 14052 views out of this number are associated with paid reach and only 178 of them are generated through organic reach. The same picture exists, looking at other selected days. On 12th of September, 106178 views of paid reach and 5949 of organic reach were achieved. These figures represent not only increase in activities the time but also proves that sponsored or paid ads are supplying Mad Professors Facebook page with user traffic quite effectively.

For further clearance, it is important to highlight that all the above data is included users logged into Facebook as well as other users. Daily Logged-in Page Views section includes only those users, who were using their Facebook account while viewing the company's page. In comparison to the other data sections, logged-in views are taking the least part of the pie. In the beginning of August the number of such views was mostly less than 30, but closer to September the total number grew to around 100 or more. Logged-in page views help to conclude that even though there are many users reaching Mad Professor Amplification Facebook page, not all of them use Facebook continuously or necessarily have registered account. As a result, Facebook is a strong social media channel for promoting Mad Professor's brand.

The last category selected for evaluation of Mad Professor's general performance on Facebook is daily People are talking about this. This data group shows the number of people, who shared any story about company's page. The story does not mean something related to the books writing or even articles. It can be as simple as liking or posting on the page, sharing company's posts and writing comments, checking in the location, responding to events and questions, tagging and mentioning the page. The beginning of August was not the active time for "talking". The number of users involving Mad Professor in their activity was low. Only 8 users talked about the company on 12th of August, where more than 2000 users com-

missed this action in the end of the month and later 2255 users were doing the same on 12th of September.

General visits of the page and other data associated with it helps to understand the core tendency of the effectiveness of Facebook to the company. Notwithstanding, it is crucial to know what exactly attracts users and what has a bigger influence on them. The information on daily reach of page Posts including Organic and Paid Reach during already selected days plus four distinguished publications of Mad Professor will be dissected for a better understanding of Facebook meaning in the company's case.

Similarly to the total page reach, daily reach on page posts compiled from the larger number of Paid Reach users than from Organic once. Total reach does not specify, which posts were viewed during the day but it provides a number of people, who seen any post on the company's page. Emerging from total page reach, the middle and the beginning of August was less active than September. 90599 users saw some of the Mad Professor posts on 12th of September. 87847 of them saw them from sponsored story or advertisement, which supports the abovementioned statement. The only 12th of August had a zero paid reach and small organic reach of 60 users from all the selected dates. Nevertheless, this index dropped to zero anteriorly and the period of "paid silence" continued from 3d until 15th of August.

To continue narrowing down the research, posts from Mad Professor's Facebook page with following names: "Thanks our friends at Jensen for adding our builder profile page!", "Photo shooting today at Mad Professor studio!", "We have reached 50k followers today!!!" and "Testing new prototypes at Mad Professor Lab. Something new is coming!" were selected. The purpose of the selection is to feature different types (two links and two photos) of the publications Mad Professor produce most of the time. All the data provided below is written according to the document from 14th of September.

From the provided document, it is visible that the majority of posts are published early in the morning at the different time. Mentioned timing can be the best for US users, but for EU it is quite early, which means that number of one-off views right after publication can be noticeably lower than if it would be published later, closer to the midday. Similarly, the number of likes and views is not distributed equally between the publications. There are two obvious reasons for that: the type of the publication and its content differ from post to post, and not all the posts are advertised with additional money investments.

Both photos and links can get more user views, like when advertised for money. For example, post "Testing new prototypes at Mad Professor Lab. Something new is coming!" published on 13th of September had a total lifetime reach of 3058 users already next day without any Paid Reach, while "We have reached 50k followers today!!!" from 26th of August reached 52785 users by 14th of September with 31742 users of paid reach that is almost half more than organic reach. Two other selected posts were

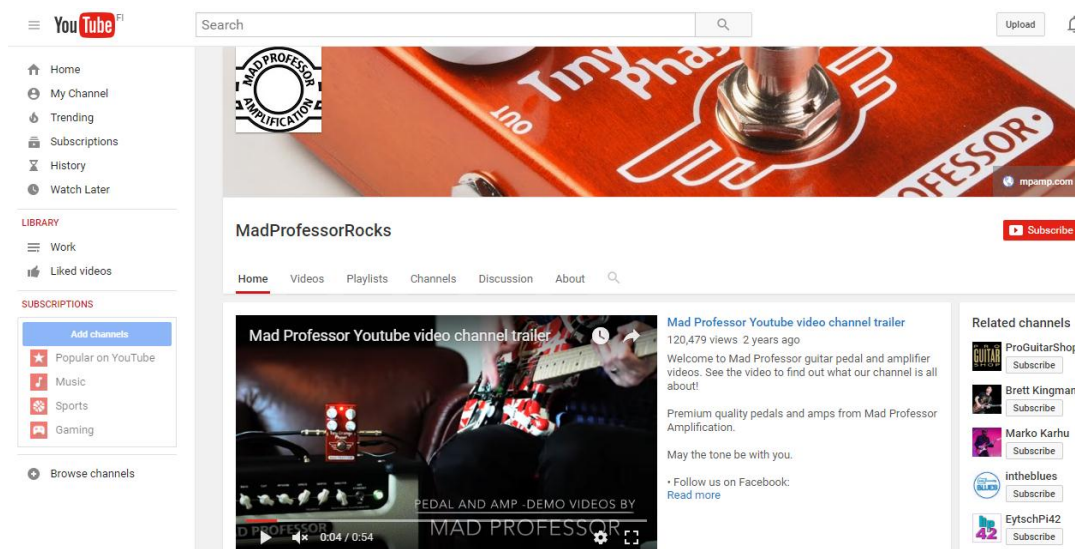
not specially advertised and their lifetime total reach was containing only results of organic reach. The lifetime total reach of “Photo shooting today at Mad Professor studio!” and “Thanks to our friends at Jensen for adding our builder profile page!” was more than 3000 people, which is not comparable to the success of advertised “We have reached 50k followers today!!!”

Lifetime total impressions have the same tendency as the total reach. Advertising of posts allows to thousands more of impressions, including positive and negative experience. Three posts, except “We have reached 50k followers today!!!” gained Total Impressions within the range from 4000 to 6000 from the day of the publication to 14th of September. At the same time, the number of negative feedback remained small (less than 10 for previously mentioned Lifetime Total Impressions). This represents stable user and company experience.

To finalize analysis of Mad Professor Amplification on Facebook, video views data should be mentioned. Videos have an important role in the digital marketing of Mad Professor. They help customer hear the effects of guitar pedals and sound of amplifiers. For those customers, who prefer to purchase online or can learn about the product only this way, video can be a final clincher in deciding.

During the interviews with company workers, it was found out that YouTube is the main social media channel for any video publications and reviews, though, there are some videos uploaded on Facebook as well. Daily total video views on Facebook are normally small not exceeding 50 views per day for those videos seen for longer than 3 seconds and less than 10 when the user clicked on the play button. The situation may seem very counterproductive, but as the company’s Facebook page carries on news update function. Video reviews as a part of YouTube focus there is a foundation for the online marketing strategy used by Mad Professor.

3.2.3 YouTube



The screenshot displays the YouTube channel page for Mad Professor. The channel name is 'MadProfessorRocks' with a 'Subscribe' button. The video player shows a trailer for the channel, featuring a guitar pedal and amplifier. The video title is 'Mad Professor Youtube video channel trailer' with 120,479 views, posted 2 years ago. The description includes: 'Welcome to Mad Professor guitar pedal and amplifier videos. See the video to find out what our channel is all about!', 'Premium quality pedals and amps from Mad Professor Amplification.', and 'May the tone be with you.' There is also a link to follow the channel on Facebook. The left sidebar shows navigation options like Home, My Channel, Trending, Subscriptions, History, and Watch Later. The right sidebar lists related channels: ProGuitarShop, Brett Kingman, Marko Karhu, intheblues, and EytschPi42.

Figure 8 YouTube of Mad Professor Amplification. Accessed on 23.10.2016.

Mad Professor Amplification is all about sound, volume, and effects. Even its motto says: “May the tone be with you.” The company would not manage to have a proper digital marketing strategy without strong visual representation in the future. That is why social media channel allowing and focusing on video streaming such as YouTube will continue to be one of the key players in the online marketing plan of the company.

Mad Professor Amplification registered its channel on YouTube in May 2012. The channels name is MadProfessorRocks, which brings the strong spirit of the company closer to the viewers and expresses the special attitude of team members to products they create. Since 2012 to the present day (25th of October 2016) the company's channel was viewed 1,637,412, more than 3200 subscribed to the channel and around 150 videos were added. The general impression from the channel is positive because the level of professionalism and intriguing note are well balanced and does not distract from the main focus - product.

Moreover, the brand identity is visible not only from the cover and main photo but also from each single video uploaded on the channel. The quality of material available is very high, including the resolution of videos, sound and all static material, but the logo on the main picture does not look the same as original because the size of the picture is bigger than the frame for the main photo. Even though, it is a small change, such manipulations with the company's logo can be harmful for brand recognition, because user's virtual memory can capture the picture as it was uploaded and later it can create unnecessary confusion.

Apart from visualized information, the information about the company should be in order. Mad Professor's description and details of brand and company itself are quite limited. There is a link on the company's web page included in the description, which should provide users with more detailed information. However, in chapter 3.2.1 Website it was mentioned that there is no separate page about the company and its history, which means that users will not gain this kind of knowledge from any mentioned media.

On the way to its success, Mad Professor changed the approach to the video making, since its first publications in 2012. Only frequency of publications remains the same through the time. Almost every month company uploads new video related to its products. Most of the time, the topic of the video is a review from the company, but there are also reviews from artists and bands and some performances with Mad Professor equipment recorded.

In the beginning of its, YouTube journey the company did not have a very good quality of videos or a particular style of recording, but closer to this day, everything has changed. Now videos are available in high definition and the sound of the instrument is very clear and flowing. This change definitely adds more appreciation from users because they have a chance to experience and almost feel the sound. One major remark can be ad-

dressed to the videos' structure. Videos without any voice over, but with written text are better, due to the fact that user can concentrate only on the sound of equipment. On the other hand, it is worth to mention that the text in such videos has to be very clear and separable from the background. In some videos of Mad Professor, there are overlaps of text and background, which can complicate user experience and prevent them from obtaining some information.

The importance of the YouTube channel for Mad Professor Amplification forces it to collect data about views and other information associated with the channel. The company provided author of this research with collected data about YouTube activity including geographical distribution of users who visited the channel, watch time in minutes, the number of views, the number of comments and likes on the period from 15th of August to 11th of September. Given information covers almost a month of company activity, which allows comparing the first and last day of the time period as well as select one day in the middle as an illustrative example of change.

Three days out of the table were selected for comparison: 15th of August, 30th of August and 11th of September. All the data, which will be provided later in the current chapter, is related to the channel MadProfessorRocks. Geographical distribution through all selected days constitutes a very diverse picture of locations from which Mad Professor's channel was accessed. On 15th of August users from 43 countries around the globe reached the page. The total number of views of the page resulted on 858 and the total watch time was 1344 minutes. The most active users based on the watch time were from the United States, Finland, Japan and Australia, 262, 248, 184 and 53 minutes accordingly. Egypt and Saudi Arabia had the smallest watch time for the day - zero minutes. One like out 30 views from Germany was received during the day.

30th of August broaden the geography of views with users from 47 locations; nevertheless, one out of all location is Unknown Region. Japan prevailed the United States in the watch time, but the duration of video view of US users was still longer, which represents a higher level of interest. Finland (203 minutes), Sweden (66 minutes) and Brazil (63 minutes) also demonstrated a high level of watch time. Users from the United Kingdom and the United States increased the total number of likes by two, while users from Japan liked the channel three times. Only three users from Estonia, Israel, and Unknown Region did not spend any time on video viewing. That can mean that the channel was viewed or did not attract further attention. Generally, watch time increased in comparison to 15th of August as well as a total number of views – 963.

Users from 45 countries including Unknown Region viewed Mad Professor Amplification channel on 11th of September. 277 minutes of watch time out of total 1537 minutes accounted for views from the United States, which again showed superiority in interest to the company's products. Japan with 230 minutes and Finnish users with 157 minutes of views remained on the top of most interesting targets. Germany, Denmark, and France also had more than 90 minutes of watch time recorded. The total

number of views from all geographical locations was 960 views that shows tendency of stability compared to 30th of August. Five likes were given to the page: 2 from Brazil, 2 from Finland and one from Paraguay. Two users from Peru and India visited the page but did not watch any videos.

Figures mentioned above help to understand Mad Professors Success on YouTube. US, Japan, and Finnish users represent greater customer loyalty and interest in the production. A Bigger number of American and Japanese views can be explained by publishing times (normally early morning Finnish time) and market demand in musical equipment. At the same time, Finnish users are more likely to show interest in the domestic products, which can partly explain their behaviour. Generally, all three selected days had a positive tendency for channel development due to zero dislikes and dynamics in views and watching time. However, already mentioned negative factors can slow down the enlargement and strengthening of Mad Professor's YouTube channel.

3.2.4 Instagram

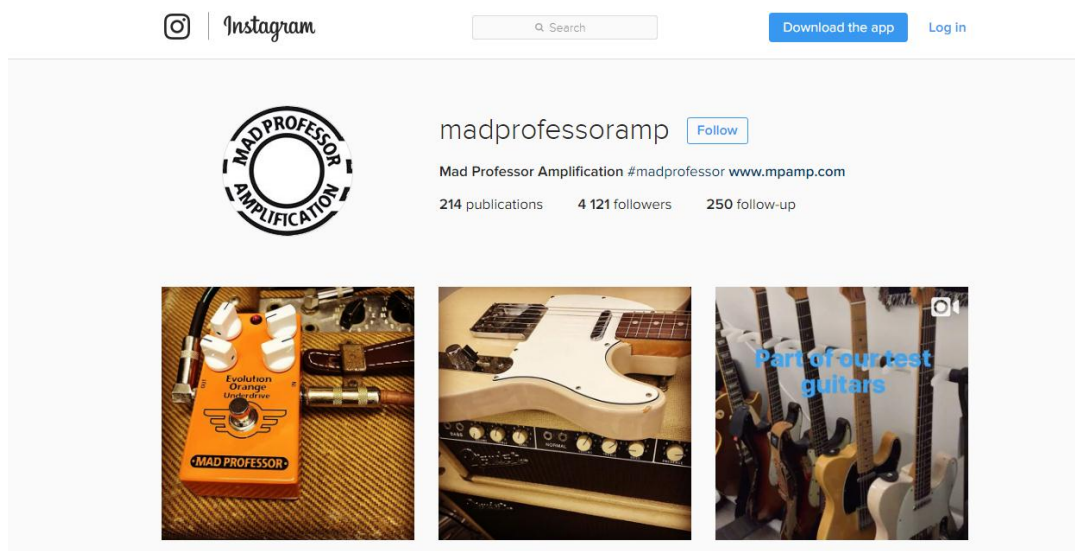


Figure 9 Instagram of Mad Professor Amplification. Accessed on 23.10.2016.

Mad Professor Amplification joined Instagram as a social media channel in December 2015. At the present day, (26th of October 2016) company has 214 publications and 4226 followers. On 21st of October, the number of followers was 4121, which demonstrates how the awareness about company changes. During the time period less than one week the number of followers increased on 105 people and organizations. From the data on 7th of September provided by Mad Professor, when the number of followers was only 3679, the author can conclude that the company's Instagram activity strengthens its positions.

The demography of followers according to data from 7th of September is 95% male and 5% female, which is explainable from the area of business where the organization operates. The age range of the most followers is

between 25 and 34 years old, but the number of users, who are younger or older than mentioned range, is also remarkable. Some these users after visiting Instagram are also clicking on the web page of the company. According to the data from Mad Professor during the Week 36 users clicked on the link to company's home page three times.

The profile of Mad Professor has the link to the home page of the company and the original logo as the main picture. The general outlook of the page is interesting, but the logo on the main picture is not shown fully similarly to YouTube. The reasons why current placement of the logo is not suitable for doing business are provided in the chapter 3.2.3 YouTube. Returning to the positive aspects, it is obvious that pictures from Mad Professor Amplification on the Instagram are all of the high quality and represent meaning and value of the equipment. The frequency of the posting is also on the acceptable level because there are some updates emerging on the content every week, except event times.

Apart from pictures, there are some videos available for the users. However, videos appear rarely in comparison to photo updates. Some of them have a problem with the written text. The core of the problem is in the location of it, colouring that does not suit in a matter of design, size or with visibility. This issue can be more critical for Instagram than for other social media because the platform is based on visual representation and has a limited amount of text.

3.2.5 Twitter

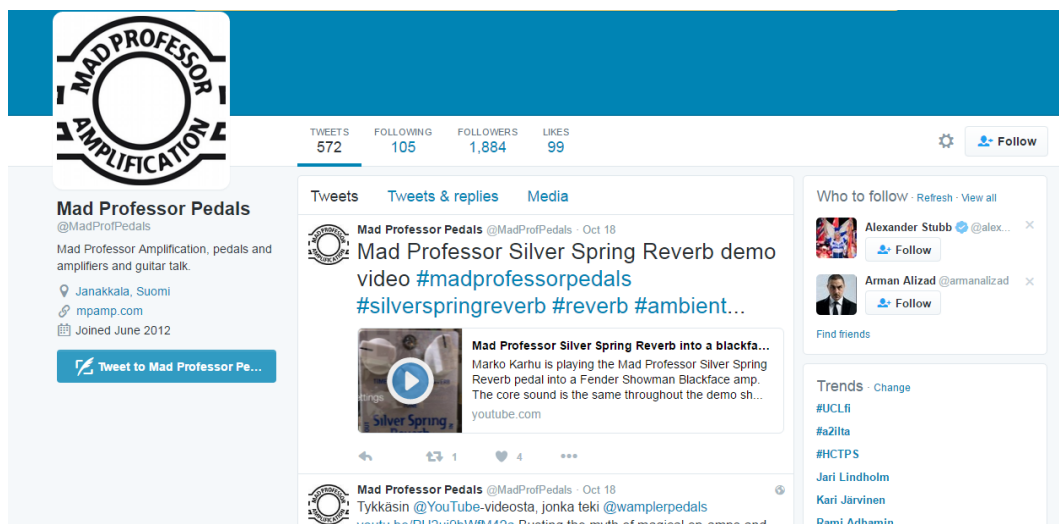


Figure 10 Twitter. Mad Professor Pedals. Accessed on 21.10.2016.

The commissioning company does not mention Twitter account on its home page and it did not provide any internal data about this social media channel even though “Mad Professor Pedals” joined the network, four years ago, in 2012. During interviews with team members it was noted that Twitter is mentioned as one in use, but it does not have strategic importance for the company. Due to lack of internal data, Twitter of Mad Professor will be analysed from the external point of view.

The page itself creates a feeling of the unfinished pattern because there is no cover photo and the descriptive information does not look complete. The number of tweets reached 573, according to review on 26th of October. On the same day, the number of followers was 1894, which are only 10 followers more since 21st of October. The situation gets even worse when looking the number of likes for the page. During four years Mad Professor obtained only 100 likes. Despite new publications existing Twitter account cannot get more popularity or positive impressions, due to the fact that there are no Twitter created publications. All the updates are reposts from other social media channels. In the given consequences, it is hard to read or view the information on the page, because fonts and sizes are different and there are too many hashtags in some of the Tweets.

3.2.6 Other Media

There are other social media channels where Mad Professor was mentioned or has a registered account. For example, there are some pins from different users in Pinterest featuring Mad Professor Amplification products, but the company does not have an own account there. On the other hand, there is a Mad Professor Amplification Oy account in Google+, which has zero posts, short description and only 18 photos in the archive.

In spite of social media channels, where Mad Professor Amplification does not appear in the best possible way, the company constantly looks for new media opportunities. As an example of this, Mad Professor registered an account in VK.com. This social media platform is a channel in the Russian language, which is also known as Facebook for Russians. The only challenge of VK is a language barrier, as there is no translation to English, aside from this, interface and navigation does not represent any challenge for understanding.

Mad Professor Amp | Педали эффектов | Усилители is the name of the VK group, officially used by Mad Professor Amplification (Figure 10). The first publication in the group appeared on 17th of August, but the first official statement introducing new channel appeared only on 24th of August on the Facebook page of the company. According to the data from 27th of October, there were 122 subscribers for the page and 26 published posts including photos, videos, reviews from Russian artists, news and contests. The logo placed as a profile picture (the quality is good and full logo fits there) and the description of the company already available for users. It is also worth to mention that the description for Russian users is more wide and interesting than the original one.

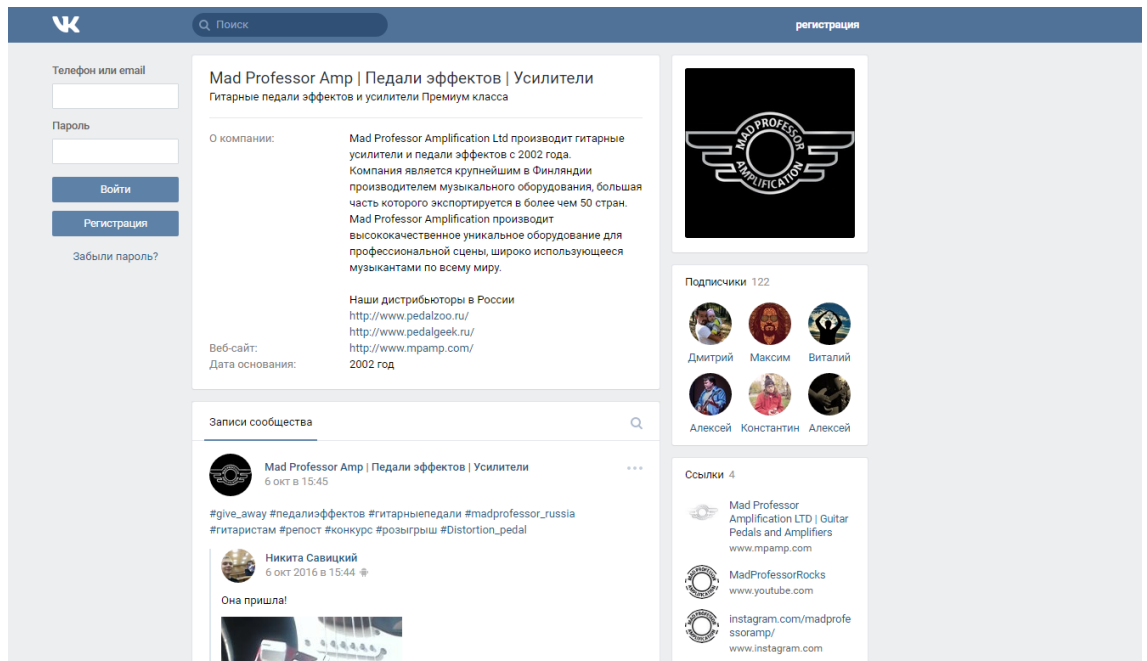


Figure 11 VK.com. Mad Professor Amp. Accessed on 26.10.2016.

From the internal data, covering days from 12th of August to 14th of September, it is visible that right after the registration of the company, visitors of the page were mostly from Russia, Ukraine, Kazakhstan and other Russian-speaking countries, but when Mad Professor introduced its VK page on Facebook, users from other countries started to visit the page more frequently. The biggest geographical diversity was reached on 26th of August. Users from 9 countries including Ukraine, Russia, Belarus, Finland, Italy, Germany, the USA, Croatia and Canada viewed the group, where Russian and USA users were visiting the page most of the time. Most of the users are male from 35 to 45 or from 24 to 27 years old. However, there is no clear tendency of age distribution, because, on the different days, age categories were changing in superiority.

To finalize results, the existence of VK.com profile can help the company reach the greater number of Russian-speaking customers, but the quality of pictures and videos published should be better. On the other hand, empty or incomplete pages in other social media introduce a big threat of wrong or poor brand perception, which should be avoided. The company should face a very demanding work with its VK group and other social media channels to reach more customers and create a valuable experience for them.

3.3 Interviews

The current chapter describes the outcomes of interviews, declared as one of the research methods. Different interviews were conducted during the research time, including three interviews with team members of the commissioning company and with six companies from different countries, which deal with musical equipment. Standard question list was created and sent to all the interviewees in advance. The questions were the same

for all the interviewed, in order to understand what unites and distinguishes their understanding of successful digital marketing strategies for their business. Some of the interviews were conducted through Skype, other were received as a reply to email. Author faced a problem associated with willingness to reply; nonetheless, four companies agreed to participate in the research, given that the name or any facts pointing to the company will remain anonymous. Due to agreement of not disclosure of mentioned information, organizations received following code letters: X, Z, Y and W. The chronology and type of interviews can be seen below:

1. 13th of June - Skype Interview with Harri Koski from Mad Professor Amplification Oy.
2. 23d of June - Skype Interview with Marko Karhu from Mad Professor Amplification Oy.
3. 26th of June - Skype Interview with Jukka Mönkkönen from Mad Professor Amplification Oy.
4. 22d of July - Skype Interview with Gabriel Matter from MusiX AG.
5. 15th of August - Email Interview with Ryan Cook from Esoterik Guitars.
6. 20th of September – Email Interview with company X.
7. 8th of October – Email Interview with company Z.
8. 11th of October - Email Interview with company Y.
9. 21st of October - Email Interview with company W.

All the questions were separated into three categories: general, personal, and company related questions. The list of questions is available from Appendix 2. The first group of questions included only two questions examining opinions of interviewees about the importance of digital marketing and meaning of it for doing business. Digital marketing received a credit of high importance from interviewed companies. It was stated that marketing on the Internet becomes more and more important and, according to Marko Karhu (interview 23.06.2016), “life-saving for small companies”. In his interview Mr. Mönkkönen stated that digital marketing “it is today” and the companies have to deal with it because they “cannot quit”. (Karhu, interview 23.06.2016; Mönkkönen, interview 27.06.2016).

Harri Koski mentioned that consumer buying behaviour is changing constantly. People are more interested in purchasing online because they heard feedback from others. Due to increasing number social media channels users, Facebook campaigns, advertising on Instagram and Twitter are attracting more and more people. The utilization of social media becomes easier for the bigger scale of people. This tendency is visible through the

number of those, who are giving feedbacks, contacting companies online or addressing complaints, which is very beneficial for development and strong customer communication. (Koski, interview 13.06.2016; Mönkkönen, interview 27.06.2016)

The meaning of SEO cannot be underestimated in online marketing. Gabriel Matter states that, even though he is not an expert in digital marketing, “nowadays everything is SEO based”. Good image, content, and strategy have the greater value for company’s online marketing. Various tools are available for the businesses to achieve it. Mr. Matter assumed that after some time SEO and utilization of social media will reach equally high levels in different countries and “Finland will not be the last”. The growing demand for devices such as smartphones and tablets introduced more ways to reach customers through digital marketing. (Matter, interview 22.07.2016).

Gabriel emphasizes that there are significant consumer behaviour changes, but most of the Internet users are not aware of direction and consequences of this change. According to Mr. Matter, SEO is needed because companies need to make money. For many people, Internet search does not appear more than the information. However, all the actions are in count and companies such as Google collect information of users to enlarge knowledge about them and build precise offer according to preferences. The competition “for viewers” boosts constantly, while users are not even aware of that. As more actions are taken for customer attraction, advertising becomes more expensive and demanding, which means that consumer has to pay for it. “The invention of Internet was fantastic in the beginning, but the information is no longer for free, someone profits from it” – Mr. Matter concluded. (Matter, interview 22.07.2016).

Most of the Interviewed are very active in social media such as Facebook, Instagram, LinkedIn, YouTube and Twitter, but some of them, like Jukka Mönkkönen are not active and use only Facebook in personal life. In addition, Marko Karhu uses forums for more information related to guitar playing. In general, all interviewees named Facebook as the most used social media channel (daily life), which shows a particular connection to the business. People, who are in charge of company updates and maintenance of social media accounts, are more actively utilizing the Internet in their daily lives. The Same picture applies to online purchasing. Respondents are all purchasing online, but the frequency is different. Most of them are buying more often after checking available descriptions, videos and comparing the options. (Karhu, interview 23.06.2016; Mönkkönen, interview 27.06.2016).

Company's such as Esoterik Guitars have advanced level in digital marketing (Bigcommerce, Facebook Power Editor, Google Ad Words and Reverb Promo are utilized). On the other hand, there are companies of a smaller size such as company Z, where updates of content on Facebook and YouTube are the only tools implemented. Similarly to personal experiences, Facebook was recognized as the most used social media by all organizations. However, company X prefers to combine Facebook, Insta-

gram, and Twitter together for better reach of customers. (Cook, interview 15.08.2016; Mister X, interview 21.10.2016; Mister Z, interview 8.10.2016).

Companies W, X, Y, Esoterik Guitars and MusiX AG perceive daily or weekly update of content on social media as a very important point in supporting users' interest in the products. Except for the majority, company Z updates the material once a month due to the size of the business and lack of news. The content and the message to users are also very meaningful. Not only the general idea or information creates the difference, but the way "it is served" - stated company W. Something interesting should be included in every video or publication for the user to remember it. Finally, 75 % of interviewees came to the conclusion that digital marketing and the content created through it has a significant impact on their business and its development. (Mister Y, interview 11.10.2016; Mister X, interview 21.10.2016; Mister Z, interview 8.10.2016; Mister W, interview 21.10.2016).

4 RECOMMENDATIONS & CONCLUSION

The main purpose of this chapter is to provide recommendations and give some advice on how Mad Professor Amplification Oy can improve its social media presence and attract more customers, consequently to increase sales and to boost revenues. Outcomes will be based on the theory including literature and other theoretical material, plus results of research (interviews, internal and external analysis of the social media and other digital marketing means).

It is evident that companies perceive the Internet as a battlefield for reaching wider markets in geographical, demographic and ideological terms. An increasing number of companies, emerging tools, and strategies, as well as new technologies, complicate the decision making of customers. To get the best out of the best, users learn more about offers and prices, register in various social media channels, communicate with each other and watch videos, some of them are doing business through helping the rest to get into all niceties of online shopping and search. To survive in the given situation of this day Mad Professor has to be competitive, up-to-date, professional and attractive, because "somewhat" or poor digital marketing not only eliminates advantages of the Net but also can be harmful to the company's image. To avoid dangerous perspectives and to achieve the desired result, the author of this research suggests:

1. To bring the view on the company

Mad Professor Amplification focuses on the product and its features. All the information available on the web page or on social media channels features guitar pedals and amplifiers, but the company information is limited or not present there. From customer perception, this can have two meanings, either the company does not care about own image and does not perceive this information as important to know or hides something from them.

To avoid wrong perceptions and represent the company's value, it is recommended to create a separate page or section on the home page of Mad Professor and include the history of it. The best way to do this is to provide pure facts mixed with emotionally touching content, which will represent company workers' feelings towards the place they work in and about the products they make. The live plot will help customers to remember Mad Professor, bring the inspiration and attract more attention to the brand.

Same experience should be applied to company's profile in social media. Already existing information should be replaced with extended, interesting and even sometimes edgy, content that will perfectly suit to the Mad Professors business area. The story of three men, who decided to make a difference in the world of sound and effects will not only attract the potential users but also will support building long – lasting customer relationship with them.

2. To control quality

The commissioning company states that it manufactures the premium quality musical equipment. The statement presumes not only excellent product quality but responding design and supply of the brand image through a web page, videos, photos, texts any other associated to company material. In the part 3, Research & Analysis many statements about the quality of the material emitted by Mad Professor Amplification Oy are provided. Following the above analysis, there is a high percentage of material with relatively low quality. This can be low harshness, problems with elements of the videos, absence of a single defined style, and monotonic presentation of information.

Even though company significantly improved the content of quality it produces, there is a big area where more modifications are required for the further move. It is highly recommended to standardize the size of all photos and pictures, publish planned (promotional, review and announcement) videos only in high definition. Any text added to the picture or video should be matching in terms of design, clear and distinguishable, preferably located in the empty space, where there are no people or products. This will guaranty visibility and will help to avoid any confusion. Some of the videos contain too much text for one display or feature some shoots for too long, which creates an overloaded picture. In order to change the situation, the length of it should be restricted, and the content should go straight to the point.

From the chapter 3.2 Actual Situation, it is clear that some social media channels, where the company has the presence are incomplete or in the chaos of information. For instance, the Twitter account does not have any own publications or style, opposite to that it contains only reposted material with a diversity of fonts, text siz-

es, and other data. Other platforms such as Google+ and VK.com lack some information and need more work on the content. It is suggested to Mad Professor to select the focus channels for continuous updating and put greater effort on them. Other social media accounts, which are not utilized or not maintained properly with the desired frequency should be deleted to avoid unprofessional image.

3. To develop style

The evaluation of Mad Professor Amplification activity on the Internet led the author to the understanding of the gap between the original image that company has and the one, resulting from the content available for users. No close correlation between two given factor was detected. The image potential and spirit the brand has, in its core, did not find its reflection in the online marketing material the company produces. That is why author recommends approaching the marketing style through defining a single distinguishable picture for the social media channels, which will unite them in another qualitative way.

The style can be perceived as small as a color spectrum, a set of three or four text fonts for any text data, a plan for similar types of information. Pictures featuring products for review can be captured from one angle, in equal conditions and processed with identical photo effects, while pictures from the workshop will have own characteristics. From the other perspective, style can be about the frequency of publications, jokes, and any personal touch. To keep users aware about the company and its products, it is suggested to update the content once or twice a week. The content always should be diluted with attractive and memorable points, for longer publications or videos to capture the user attention.

It is more than important, to make sure that logo of the company appears properly and looks the same everywhere for strengthening brand recognition. The logo should be formatted and reloaded on the social media channels where it does not appear in the high quality or where the frame did not show some parts of it. If the company believes in its products and is willing to share this experience with customers, the content should deliver this message from the first seconds of video or a view. Building a strong connection with the customer through adventure or story style of delivering information can be one of the most successful ways of establishing long lasting digital marketing strategy according to author's findings.

4. To use the opportunities

The last but not least, recommendations apply to innovative thinking and approaches. Even though the average age of company's customers is 30-45 years old, Mad Professor should be ready for innovations, creativity and open thinking. This approach will help

to attract young people playing guitar and at the same time, it will not eliminate old customers, because people like beautifully made, clear content in any age, even though they may not notice it.

The company should be aware of emerging social media channels and tools of digital marketing. More active implementation of SEO is strongly recommended because company's pages in VK.com and some other social media channels do not appear on the top of organic results. Another suggestion is to use advantages of content marketing. It is demanding to invest time into work with content, but the payback it can give is not comparable to resources utilized.

The final advice for Mad Professor Amplification is to implement all ideas as a single package and not separately because it will guarantee the positive change and will allow making it stronger. To do that, company workers can unite in the process and develop the desired methods on change utilization, agree on the style, and area of responsibility, which can require additional learning and training. However, hiring a person, who will be responsible for all the social media activities and online marketing and will lead the company through recommended change, can be another solution for preservation of professionalism and time saving.

In conclusion to outcomes, digital marketing is the secret weapon to win the war of the competition if its potential is understood and employed by the business. The recommendations provided above cannot guarantee the absolute success of the commissioning company in digital marketing unless they are perceived as prefabricated elements of one long-term strategy. Other ideas can be combined with already mentioned elements, however, the core idea suggested to Mad Professor Amplification is to create a unique and authentic story involving company and the products it manufactures that will definitely improve company's outlook.

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EMAIL SENT TO COMPANIES

Dear Sir or Madam,

My name is Anastasia Sotnikova and I am the third year student at HAMK University of Applied Sciences from Finland. I am writing to you because I am conducting a research about Digital Marketing usage for my final thesis project. I would be very thankful if you could invest a couple of minutes of your time and answer to my survey (the link is available below). Your replies will make a huge contribution to my research. The survey is anonymous and will be used only for educational purposes.

Thank you very much in advance! Have a nice summer!

--

Kind regards,

Anastasia Sotnikova

Email: anastasia.sotnikova@student.hamk.fi

Company: HAMK UAS

Group code: BBIBNU13A7

INTERVIEW QUESTIONS

Interview
Anastasiia Sotnikova
Company Name

The list of questions

While preparing answers to these questions, please consider your own perspective and honesty as the main factors, because it has the biggest impact on the results of the research.

General Questions

1. What do you think about digital marketing?
2. What do you think about importance of digital marketing in terms of business and buying behaviour? Please, explain your opinion.

Personal Questions

1. How active are you in social media?
2. What social media are you using in your everyday life?
3. Which social media channel do you utilize the most?
4. How important is digital marketing and availability of information in the Internet for you as a consumer?

Questions related to Company

1. What are the digital marketing tools used by your company? (Examples: SEO, Content Marketing, etc.)
2. What are social media channels used by your company?
3. What social media channels are used the most? Why?
4. How do you approach social media utilization? What is your area of responsibility?
5. How often do you update company pages in different social media?
6. What are the message and the content you are delivering to the internet users? What do you think is the outcome of these activities?

The application of digital marketing strategies to increase profits of the organization

7. What is your strategy and approach to the publications (if you have any)?
8. What is the impact of digital marketing on the company's business?