Mäkelä Maarit

MEASURING DEMAND IN A NEW MARKET

Using social media and homepage as tools

ABSTRACT

Centria University of Applied Sciences	Date	Author/s
	May 2017	Mäkelä Maarit
Degree programme		
International Business Management		
Name of thesis		
MEASURING DEMAND IN A NEW MARKET – Using social media and homepage as tools		
Instructor		**Pages**
Marko Forsell		69 + 1
Supervisor		
-		

Aim of this thesis is study how companies can measure demand in a new market with the help of social media and homepage. This thesis tries to figure how with the help of social media and homepage company could measure demand. When company is looking for growth from a new market, it is important first to sort out potential demand. This thesis tries to find ways for measuring demand with the help of internet. With the help of internet, company has a chance to reach targeted buying persona and with the help of content it is possible to get a reaction. Aim of the thesis is to find ways and means to measure these reactions.

Theory base consists of basic information of homepage, search engine functions, social media, content marketing and behavior models in internet. Based on this theory part arose questions, which would help to find answer to research question. With the help of these questions, I was able to form framework to my results. Thesis employs information search from internet and expert interview as a research methods.

TIIVISTELMÄ OPINNÄYTETYÖSTÄ

Centria-ammattikorkeakoulu	Aika Toukokuu 2017	Tekijä/tekijät Mäkelä Maarit
Koulutusohjelma International Business Management		
Työn nimi UUDEN MARKKINAN KYSYNNÄN MITTAAMINEN – käyttäen sosiaalista mediaa ja kotisivuja työkaluina		
Työn ohjaaja Marko Forsell		**Sivumäärä** 69 + 1
Työelämäohjaaja -		

Tämän opinnäytetyön tarkoituksena on tutkia, kuinka yritykset voivat mitata kysyntää uudella markkinalla sosiaalisen median ja kotisivujen avulla. Opinnäytetyössä pyritään selvittämään kuinka sosiaalisen median ja kotisivujen avulla yritys voisi mitata kysyntää. Kun yritys pyrkii hakemaan kasvua uudelta markkinalta, on tärkeää aluksi selvittää potentiaalinen kysyntä. Opinnäytetyössä pyritään löytämään keinoja, kuinka netin avulla kysyntää voitaisiin mitata. Internetin avulla yrityksellä on mahdollisuus tavoittaa kohdennettu ostopersoona ja sisällön avulla on mahdollisuus saada reaktio. Opinnäytetyön tarkoituksena on löytää keinoja ja tapoja mitata näitä reaktioita.

Teoriapohjaksi haettiin tietoja kotisivuista, hakukonetoiminnosta, sosiaalisesta mediasta, sisältömarkkinoinnista sekä käyttäytymismalleista internetissä. Teoriapohjan perusteella nousi kysymyksiä, mitkä auttaisivat selvittämään vastauksen tutkimuskysymykseen. Näiden kysymysten avulla pystyin luomaan kehyksen tuloksia varten. Opinnäytetyö käyttää informaation etsimistä internetistä ja asiantuntijahaastattelua tutkimusmenetelminä.

Asiasanat digitalisaatio, lean-ajattelu, myyntipolku, ostopersoona, sisältömarkkinointi, sosiaalinen media

ABSTRACT
TIIVISTELMÄ
CONTENT

FIGURES

TABLES

1 INTRODUCTION

When company starts planning of doing business abroad, it has quite many things to sort out before actually entering new market. Starting exporting is really time consuming and expensive and if you are not sure that there is market for you, exporting can eat a lot of time and money without rewards. That is why company should always be well prepared when entering new market.

Depending of the industry and of the product, there are certain things which are advised to be sorted out. Legislation might have some definitions which need to be noticed. It is also important to be aware of the competition in the market and what are your competitive advantages. If you know what you do better than others, you have better change of convincing possible client. Consumer behavior is also one thing you should sort out before entering the market. What if you are selling for example a window which doesn't suit for that market. What if consumers haven't been used of using your kind of solution.

What I want to search in my thesis, is how company can search for demand through digital tools of marketing before actually entering the market. It is quite easy to get market research of the market but what you usually don't get, is straight feedback from potential customers. This is what digital marketing tools can maybe enable. With right kind of content and indicators, you might be able to measure demand and what interests the most potential customer. By doing changes to product/service information in the content, you might be able to find out what is the most suitable version to that market. With this kind of research, you know the right demand and entering the market comes easier and possibly much more cheaper and faster.

In this thesis I will concentrate on marketing in a bit different point of view. I will concentrate on basic digital marketing but in my research I will try to find out how company can measure demand through social media and homepage. I will also try to sort out how you can create dialogue with consumers on internet and measure it with the twist of lean thinking.

Amount of digital marketing tools are growing really fast. One reason is that buying is concentrated more and more on web so that's why selling has to be on web also. Certain industries such as clothes and beauty products in B2C market are heavily already on web. E-

commerce is growing faster and faster in those areas. Still the change is slow for example in B2B market. But even though in industries where actual buying is happening outside internet, it doesn't mean buying process isn't on web. Nowadays people google almost everything and search for deeper information. That is the main point behind this thesis. Consumers are online, at least they are trying to find out more information. And that is what forms possibility to find out if there is demand for you. By analyzing information seekers, you might be able to find out if you might have answer to what they are looking for. I think that those who are trendsetters in this area, are the ones who take the biggest share of the market in the future.

Thesis is divided into six chapters. In chapter two I will open up base of this thesis to which it relies. When searching for new markets, internet offers a good database. I will also go through basics of startup lean thinking. In third chapter I will go through digital marketing. I will concentrate there on digital marketing strategies, webpage features, social media marketing, content marketing and online consumer behavior. In fourth chapter I will open up my research process and in chapter five are the results. Final chapter six consists of my conclusions.

2 FINDING A NEW MARKET

Finding a new market can be quite challenging for a company. There are several things to sort out before you can make a decision whether you are possibly suitable for the market. It eats lots of money to invest in starting to export. Company management has to make decision whether they invest or not to those actions. Many times decision is based on a gut feeling and actual situation on that market is not known. They get information that it is possible but they do not know if there is actual demand for them and are prospect clients willing to buy from them.

Usually when searching for a new market, company gets basic data of market size, main distributors, main competitors, legislation, buying habits and so on. This is of course good information but what you don't get, is that what does the final customer think. If companies would be able to measure somehow demand for their products on a new market, that information would be crucial for the management. With right kind of information, company's management would be able to make better decisions which are based for reliable information. What I mean with reliable information is that you are able to get reaction straight from your customer.

If company is investing already in digital marketing in domestic market, that makes it easier to expand to other market locations also. If you are anyhow entering data to your marketing channels, you can transform it to global and spread it in chosen countries.

2.1 Internet offers a good database

70% of the purchasing process is nowadays on the web (Tuomas & Mika D. Rubanovitsch – Ostovallankumous 2015). When earlier purchasing process was at under sales departments control, now marketing department has much more bigger role. But it needs to be understood, that this doesn't mean people at sales are waiting for marketing people to give hot leads. It means that people at sales have to be more in the marketing channels and start their selling path from there. Increasing data has made a change in purchasing behavior and internet has changed all that, whether companies want it or not (Rubanovitsch & Aminoff 2015, 25).

There has happened a revolution of purchase. First time ever buyer has the power to rule the market. Buyers have the influence to say what the sellers should offer. Companies listen to what buyers wants and recognizes signals by analyzing big data. (Rubanovitsch & Aminoff 2015, 22-23). This change offers also opportunity to find demand from different market areas. Customers are already on the web. If you feed right kind of information to your channels and reach your target audience, you have a change to create conversation with them. If you want for example information of your products functionality, by opening up those processes, you can add points to which you want answers.

Marketing has been home for traditional analytics earlier but it has a lot of potential to improve with the help of big data. New sources of data for marketing purposes include customers' social, mobile and locational data. Marketers need to know how customers move from one channel to other so that they can become better and understand customers. (Davenport 2014, 50.) With this, marketers can develop practices better and better and more customer friendly.

One might ask what you do with that information from new market if you cannot deliver there. You get the information but you don't have a distributor for example. It is a good question. But think how much better setup you have when negotiating with possible distributors if you have data of the demand on the market. Collect the data first and then create distribution. That's an option too.

Successful companies recognize changes in client's behavior and then try to adapt operations so that all of the companies processes guide and support clients buying process. Sellers are at the forefront to see the changes. Question is if the management is paying enough attention to these changes in buying behavior. Competitiveness of seller organization is built heavily on understanding and guiding of buying process. (Rubanovitsch & Aminoff 2015, 28-29.)

Buying process starts earlier than selling process. One of the challenges sellers have, is to reach and convince customer at the right moment. This is not the only critical encounter from the buyers point of view. Large amounts of buyers make web searches before they make buying decision. They look for information and advices. This is why seller organization has to analyze carefully marketing, selling and customer service together. When you know your clients buying behavior, it is easier to adapt your own processes to produce wanted services. Companies has become adaptors. (Rubanovitsch & Aminoff 2015, 42-44.)

2.2   Lean thinking

Lean thinking has been spread out to various sectors. One of them is a startup world. Lean thinking gives startups a practice what they can use. Establishment and development is demanding in the world where everything is unsure. With lean methodology, it is easier to navigate and find the right steps and direction. This same ideology can be used when trying to measure demand in a new market.

The lean startup method is based on build-measure-learn feedback loop (FIGURE 1). When you have a business idea, you first build a minimum viable product (MVP) to test if there is demand. Then you create a system which evaluates the progress. System gives you data for the last step, learn. In the last step, you need to decide if you persevere and continue or make changes and pivot. By testing with MVP, you don't have to take big risks and it is easy to change direction if the product and demand doesn't match. (Ries 2011.) This way of thinking goes well together with the process when finding new market areas and when digital channels are used for measuring the demand. In lean start up world they use this method for finding a best possible product with the feedback from the potential clients. Why this cannot be done also when trying to get feedback from the clients in a new market.
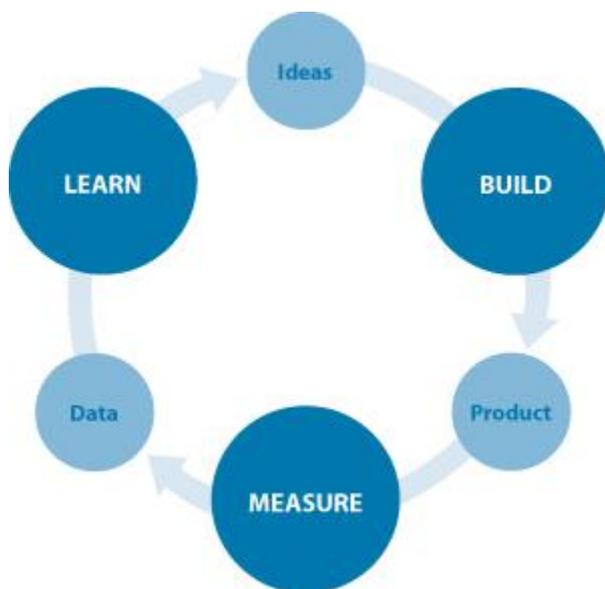

FIGURE 1. Build-measure-learn feedback loop (Ries 2011, 75)

First step is to build a MVP. It is a version of the product which you can use in the build-measure-learn loop but it is built with a minimum amount of effort and the least amount of

development time. MVP doesn't need to have all the features. It only has to have enough features so you can measure its impact and you can get it to potential customers so you can see their reactions. (Ries 2011, 76-77.)

In lean marketing world MVP is called Minimum Viable Campaign (MVC). MVC is smallest possible marketing package which you can start with. It can be for example a landing page, email marketing campaign or minibudget Facebook campaign. The main purpose of this campaign is to collect measurable feedback which gives enough data to focus to right direction. MVC helps company to concentrate on the right things and it also gives possibility to learn new. You become able to find a conversation channel with your final customer. (Raiskio & Kumpulainen 2015, 12.)

Second step in the loop after build is measure. When you are building something new, you need to be able to measure it somehow. The lean startup method uses innovation accounting. There company uses a quantitative approach so company can see if efforts are generating results. When company uses learning milestones and quantitative approach, it will gain important material which way they can calculate their progress accurately and objectively. MVP needs to get in front of potential customers and then get their reactions measured in quantitative way. This way company gets numbers instead of guts feeling and steering comes easier. (Ries 2011, 77.) This same thinking goes together also with MVC, measure how many page views you have, where they land, what they are interest in, what do they download, how many likes posts etc. It all depends of the facts what do you want to measure and what are your goals.

Last step of the loop is learn. When you have data available for you after measuring the reactions of potential customers, you become able to learn. You have two options, whether to pivot the original strategy or persevere. If there was a section where customers showed different behavior than expected, then it's time to make a change to a new strategic hypothesis. This method provides companies a way of getting valuable information from customers before lots of time and money is used. With the data and learning, company can steer the product to right steps by doing this loop over and over again. (Ries 2011, 77-78.)

3 DIGITAL MARKETING

Marketing has changed its shape a lot during last years. It has taken much bigger role from sales and internet provides much broader way for companies and organizations to do marketing. There are many ways you can describe marketing. Armstrong and Kotler (2015, 32) have said that "Marketing is managing profitable customer relationships". It can be found quite general thing to be said but marketing is now-a-days really extensive matter. Every discussion between customer and company can be related to marketing. Company has to market itself in every situation and keep its standard.

Armstrong and Kotler (2015, 33) has created figure (FIGURE 2) which sums out quite well the marketing framework. It presents a simple, five-step model of the marketing process. First four steps concentrate on how companies work to understand consumers, create customer value and build strong customer relationships. The last step concentrates on how companies gain the rewards of creating superior customer value. When creating value for consumers, companies gain value from consumers in the form of sales, profits and long-term customer equity. (Armstrong & Kotler 2015, 33)
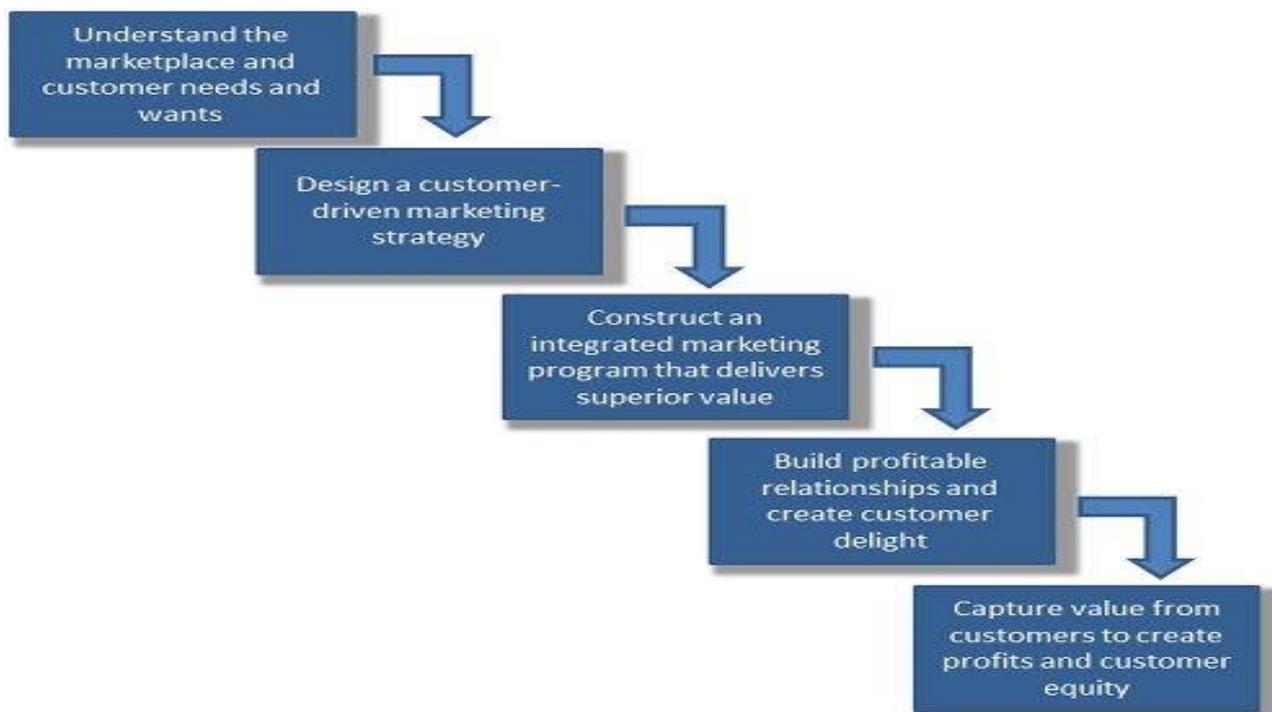
FIGURE 2. Marketing framework (Armstrong & Kotler 2015, 33)

These three first steps are based on the fact how well do you know client. The better results you will get in sales, the better you know your client. These are really important steps when looking for new clients and segments. So when looking for demand from a new market, why these three steps can't be used for measuring the demand and at the same time it functions as a first steps for marketing. You get instant feedback from potential customers.

It is also important to understand different types of consumers. Rogers (1983, 247) has said in his book Diffusion of Innovations that there are five different categories in consumers (FIGURE 3). When you find the ones who want to be a pacemaker, the rest will follow if your deliver what you promise.
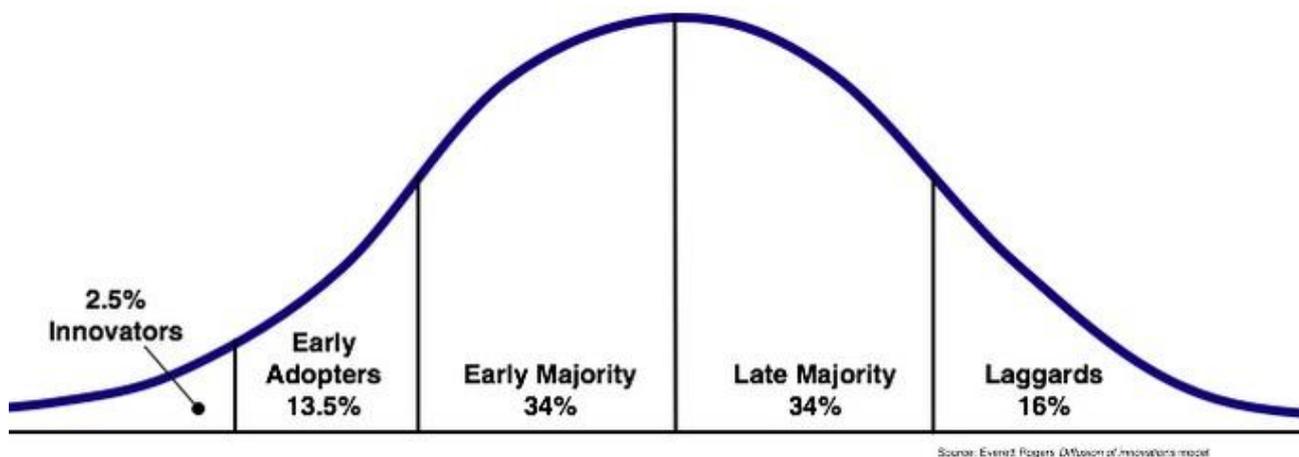
FIGURE 3. Diffusion of Innovation Model (Rogers 1983, 247)

This picture is important to understand. Especially if you have a totally new product for the market. You have to be able to influence on the ones that are willing to try new things. There are always both kind of personas in B2B and B2C business. Ones are more willingly to try new and some change after everyone else has changed. You have to understand the difference between these consumers and which type you are trying to influence. It will give a good guideline to your marketing strategy if you recognize the right type of customer. Don't market new products to those who don't want to try new things willingly.

3.1 Digital marketing strategy

What is digital marketing strategy? You have to be able to sum up in one sentence what you will be trying to achieve. If you cannot do that, you don't have a strategy. (Kingsnorth 2016, 1.) Definition for *strategy* is a method or plan chosen to bring about a desired future, such as achievement of a goal or solution to a problem (Business Dictionary 2016).

You have to understand that emarketing strategy is part of your marketing strategy. It is not separate thing. Same way as your marketing strategy, emarketing strategy should be designed to support your effort on achieving your business objectives. (Parkin 2009, 69.) Digital marketing strategy can also be done for finding a new market. You can create a subtitle for your bigger digital marketing strategy. In that subtitle, you can define what you want to achieve.

So that you can get a good digital marketing strategy, it is important to understand your own position in the market. By developing a positioning strategy for your products and/or services, you are able to understand more precisely your competitors but more important you are able to understand how consumers see the market. Positioning strategy and maps are built for perceptions so these maps are often called as perceptual maps (FIGURE 4). With these maps, you are able to highlight gaps in the market demonstrating the areas where is less or more competition. (Kingsnorth 2016, 18-19.)

Usually maps are drawn with two axes, X and Y. Then you can decide which variables are important in your industry and what is the goal of your research. Then you place these variables in to the map and place competitors and yourself on the map. (Kingsnorth 2016, 19.)
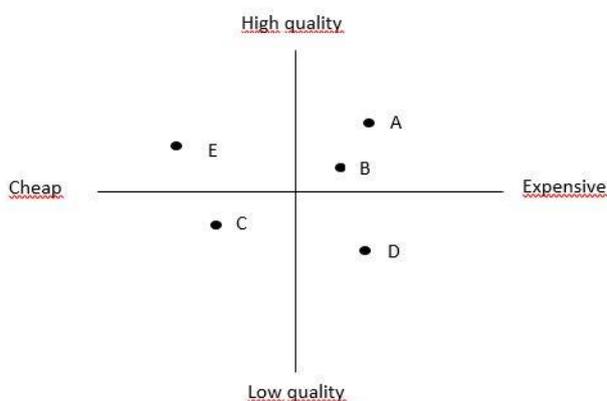

FIGURE 4. Example of perceptual map

If you are aware of the situation in the market and you are able to create perceptual map, you have a better change to find your own position in the market. This way you are more prepared for finding best possible prospect clients for your company. When you know them, you can more easily create conversation with them.

It is also crucial that you fit your digital strategy to your business strategy. If you are trying to build a relationship-based B2B business, then aggressive e-commerce strategy would not work. There are many definitions of business model but most common are mass market B2C, niche B2C and B2B. (Kingsnorth 2016, 32.)

In mass market B2C model, mostly organizations sell products that have wide range of consumer goods at an affordable price. Example of this kind of business is fast-moving consumer goods (FMCG), which are products such as food, clothing and toys. These types of companies need to create awareness through above-the-line advertising, acquiring visitors and converting them into customers. In this kind of market all digital channels are relevant. (Kingsnorth 2016, 32.)

Niche B2C model is a direct-to-customer business and it is highly targeted. Products that are for people living with a specific disability or products to ultra-high-net-worth individuals are in this group. This model appeals directly also to customers but it works with a specific niche such as those in a specialist trade. Most of the viewers in broadcast media are not potential customers so that is not relevant channel. Most important is to create trust and advocacy so a deep content strategy and first-class experience are crucial to success. (Kingsnorth 2016, 32-33.)

B2B model includes organizations that are selling directly to other business. In this model you are dealing with other business people rather than end consumer. This means that relationship is a bit different than in B2C model. Business people have different expectations and own goals to achieve so they might be more aggressive and see you less as a brand and more as a supplier. Traditional marketing messages and sales techniques are less well received so it is important to focus more on relationships through CRM. Focus more on content and direct value-added discussions rather than through advertising. Still it is important for these customers to be able to find your site and the information they need to get. (Kingsnorth 2016, 33.)

Globalization is also something every company should consider when creating business strategy. Even though company is focusing on local market, it becomes available in the whole world when company creates digital strategy. With the growth of digital, almost all businesses have an international presence through the internet. Some aspect of global strategy should be included in almost every digital strategy, even if the aspect is to ensure that global presence is minimized. (Kingsnorth 2016, 35.)

Language might be the most obvious consideration but it is important and has to be considered very carefully. If company do not consider language when creating global brand and identity, it might lead to a situation where name means something rude in other countries. Then company has four difficult options to choose from. They can make a decision not to trade in that country or create a separate brand just for that country. They can also change brand name entirely or do nothing and accept the damage and criticism. (Kingsnorth 2016, 36.)

Language has an important role when company is considering digital presence. It is not only then when ensuring that our call to actions are correct but also when dealing with languages with different characters to our own. It can create tricky design challenges when building your site for example in Russian, Mandarin and Arabic. (Kingsnorth 2016, 36.)

Vision is a statement that must cover everything your business is trying to achieve and everything it represents. Vision is very powerful and it embodies what you stand for. It can help you a lot when speaking to investors, shareholders or customers. It is really important that every strategy in your organization fits within that vision. Otherwise you take a risk of doing something that doesn't align with the direction of your business. By adjusting some of your goals, channels and messaging, you can ensure that your strategy aligns with your vision. (Kingsnorth 2016, 38-39.) In fact, the major cause of fatalities among online marketing operations is not technical failure. Reason is mostly process failure flowing from a failure in vision. (Parkin 2009, 69.)

Remember first to prepare, do not just simply jump into action. First step in emarketing is not to build a website. First define the vision, business and operational strategy for the brand or product group. Then define your marketing objectives and after that dig in to available technology resources and your target customer platforms. Revisit also your competencies. (Parkin 2009, 70.)

3.2   Webpage

Webpage is something every company should have. It has become more and more vital to have even some kind of landing page. Many people think already that if you don't have a homepage, you do not exist. If you meet a person somewhere and afterwards this person tries to find you from the web, if you do not exist there, there is a good change that this person forgets you and do not find your business trustworthy.

If you exist in a real world, you should also exist in internet. At least you should have a landing page where is your company's details, what you do and contact information.

3.2.1   Landing page

Landing page is a page where an internet visitor first arrives when coming to your site. It can be a page which is part of your main website or it can be a stand-alone page which is designed specifically to receive traffic from an online marketing campaign. In fact, it is not just landing page which should be optimized, the whole path from the landing page to important conversion actions such as purchase, form-fills and downloads should be monitored. (Ash, Page & Ginty 2012, 4.)

Landing page and paths represent your business-critical activities. The 80/20 rule applies also in this matter also. In business, 80/20 rule states that 80% of company's revenue is generated by 20% of its total customers. With this rule, company can identify and determine which factors are important and should receive the most attention. (Investopedia 2016). Same goes with webpage. You will have only few pages on your site which requires special thought, work and care. These sites are the ones to focus on and the rest are just supporting pages. (Ash et al. 2012, 4.)

When talking about landing page, you must remember that the real experts on the design of your landing pages are your website visitors. You can represent yourself in any way you want on the internet. No one is forcing you to use particular colors, pictures or headlines. But how will you know in advance what will or won't work better? Luckily you have access to real

experts, and in fact thousands of them. You are interacting with them daily already. You just have to listen to them. (Ash et al. 2012, 6-7.)

Even you may never be able to answer why specific person did or did not respond to your landing page, you have other ways to determine what else your website visitors would respond to. You can use landing page for testing and see it as a giant online marketing laboratory where your test subjects (website visitors) voluntarily participate without being asked. Their actions or inactions expose them and allow you to improve your appeal. (Ash et al. 2012, 7.)

3.2.2 Features of testing your webpage

There are three features which you can use when you need to monitor your website. These are

- High volume of traffic
- Accurate tracking tool
- Ability to easily make content changes

With these features, you can make your webpage ideal as online laboratory where you measure which pages work and which don't. (Ash et al. 2012, 7.)

With high volume of traffic, you get reliable statistical analysis. It allows you to find verifiably better landing pages and you are able to justify your decisions of which page works best. You get statistics of best landing page and this way your page visitors are the ones who get to decide which work best for them, not the highest paid person's opinion. (Ash et al. 2012, 7.)

With accurate tracking tools support you can get the accurate real-time tracking and recording of every action with your website. With these tools each visit is recorded and reports can tell you the source of the visitors, the pages they most visit, their path through your site, the time that they spent lingering over certain content and whether they were persuaded to act and to return in the future. (Ash et al. 2012, 7.)

You have also ability to easily make content changes. You can swap or modify the content that particular visitor sees in you landing page. The content can be even changed to how different variations of the same landing pages. They can be customized based on the source of the

traffic. This works well with customer segmentation. Different content can be also displayed based on the visitor's behavior on the page. In real life, it is expensive and time consuming to make an alternative version or prototype. On the internet, many variations of website can be created and managed at minimal cost for a landing page optimization test. (Ash et al. 2012, 8.)

3.2.3 Online marketing picture

There are three key activities in online marketing: acquisition, conversion and retention (FIGURE 5). Acquisition is getting people to your website or landing page. With conversion, you try to persuade them to take the desired actions. With retention, you try to deepen the relationship with your website visitors and try to increase their lifetime value. (Ash et al. 2012, 8.)
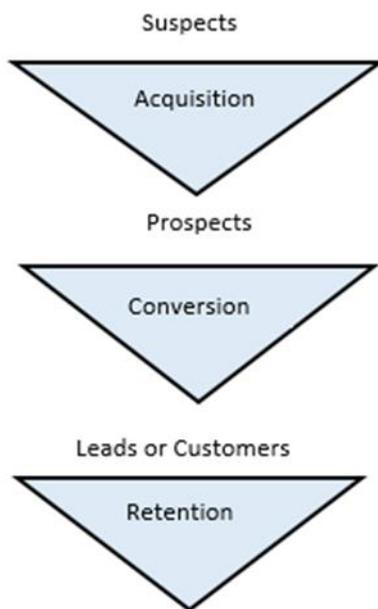
FIGURE 5. The activity funnel (Ash et al. 2012, 8)

If your acquisition activities are not efficient, it will limit the traffic to you site. If your landing page is confusing and the rate of conversion is low, it will restrict the number of leads or customers. If your retention follow-up is uncoordinated, it will fail to extract added value from your current prospects of clients. Preferably, you would like to each of these steps have the highest hit-rate possible. (Ash et al. 2012, 9.)

Usually companies use a lot of time and resources in acquiring traffic to website from sources that are thought to provide high-converting visitors. Companies buy media, track pay-per-click campaigns, drive organic traffic via search engine optimization (SEO) and implement web analytics tools to properly track all channels. And when someone converts, retention e-mails are set in motion so that visitors would be deepen their level of engagement. Still usually companies completely ignore website and landing page and how well they are converting visitors for the site's goals. You can spend lots of money to buy traffic when the effort should be in landing page. All the money used in acquisition can be counted as wasted if landing page conversation is not working. Management guru Peter Drucker has said, that finding keys to competitive advantage can be the difference between a mediocre company and an industry leader. (Ash et al. 2012, 9-10.)

Acquisition activities are the actions that you do to generate traffic to your website or landing page. You try to create awareness of your company of products and this way enough interest for your target customers to visit your website. Marketing experts use many methods for this and these methods can be grouped into online and offline methods. Below you find a chart, where different methods are listed (TABLE 1). (Ash et al. 2012, 10-14.)

TABLE 1. Different acquisition methods (Ash et al. 2012, 10-14)

Online Acquisition Methods	Offline Acquisition Methods
Search Engine Optimization (SEO)	Brand Awareness
Pay-Per-Click (PPC)	TV, Radio, Print and Outdoor Advertising
Banner, Text, Rich Media Ads	Public Relations and Media Coverage
Social Networking Sites	Industry Tradeshows and Events
Affiliates	Client Referrals
In-House E-mail Lists	Direct Marketing and Catalogs
Third-Party E-mail Lists	
Blogs	
Collaborative Authoring	
User-Generated Content Sites	
Video and Interactive Game Content	

Landing page is the point where internet visitor lands on your website. This is often the critical first point of contact. When visitor takes a desired conversion action, then a conversion has happened. This conversion action has a measurable value to your business. This action must be defined earlier and it must be trackable and its business value must be clear. This desired

action can be a purchase, a download, a completed web form (a lead) or a simple click through to another page on your website. There can be more than just one conversion action or few main macro conversions. (Ash et al. 2012, 15.)

The basic definition of conversation rate is the percentage of visitors to your website or landing page who take a desired action. It is usually calculated by dividing the number of conversions by the number of unique visits that takes place during the same timeframe. These rates vary widely between different industries and between competitors in the same industry. Rates can vary even between different sources or segments of your traffic. Your targeted PPC traffic sources and repeat visits will usually convert higher than other segments. (Ash et al. 2012, 15.)

Retention is closely tied to conversion. When someone has noticed your company, and made a first contact, you have to try to deepen your relationship with them to extract any future value. You have to remember that consumers are in almost total control and are increasingly immune to traditional advertising assaults. They can tune out most interruptions and they focus only on what is important to them. When consumer notices you, you have a limited time to interact with them. (Ash et al. 2012, 15-16.)

Retention programs should try to build on the first contact and try to start ongoing communication. With this way, you can earn consumer's trust over time. First contact may have been an e-mail sign-up for your newsletter or a whitepaper download. First contact will often not be the actual initial purchase of your products of services. But it can leverage the right to contact the person by e-mails and leading them closer to the desired action. (Ash et al. 2012, 16.)

These three steps are in big role when trying to find out possible demand in new market abroad. When you create your web page in a way which focus on getting feedback from clients, you will get really important information and feedback. When that information is exploit in a right way, company can develop really sufficient indicators and analyze the possible new market.

When talking about performemance measurement, you have to talk also of key performance indicators (KPIs). KPIs' illustrates the effectiveness of a campaign as it relates to hitting a specific target. These indicators vary depending on what you want to measure. KPIs' can be website visits, clicks to certain pages, clicks on ads etc. (Blanchard 2011, 32.)

Many companies spend way too much time measuring data that is not relevant when diagnosing the effectiveness of programs and campaigns. Golden rule is measure what matters. (Blanchard 2011, 32.) This is why it is important to set right kind of KPIs' to online marketing picture. Without right kind of KPIs' you are not able to develop your functions.

3.2.4   Search Engine Optimization

Search engine optimization, known as SEO, refers to methods and techniques you can apply to your website so that you can grow websites traffic, rank and visibility in a search engine's results page. Your website has a better possibility to appear in search engine top results when it's optimized. (Elmansy 2013, 4.) Search engine traffic is one of the most important factors to get your website successful because search engine traffic can be turned to potential clients and website followers (Elmansy 2013, 6).

There are a number of techniques that you can use so that your website will move to the top of the search engine ranking and that way drive traffic to your website. There are two kind of techniques, which you can use. These are known as on-page and off-page optimization methods. These both methods are important and you have to handle them both to get successful SEO. On-page SEO techniques make the website itself a search engine friendly and it refers to the optimization methods applied to the website or blog that will appear in the search engine results when someone types specific search term to search engine. The off-page optimization techniques refer to the methods you use outside the website. These methods increase websites rank, traffic and visibility in the search engine. Off-page optimization includes link building, submitting your website to search engines and directories and promoting website through press releases, articles and so on. (Elmansy 2013, 6.)

One big mistake, when creating SEO strategy, is by starting thinking what keywords should we focus on. It's important to do that but in later point. Good starting point for good SEO is to start by creating the goals and objectives for the SEO channel. When the basics have been done, the next step is a complete understanding of customers. (Kingsnorth 2016, 95.)

So that you can understand your customers, best way to do that is to create audience personas. Think about the audience types you have and then try to create five different

personas. Personas are very useful way to understand the personality and potential behavior of your customer. This persona creating technique also comes very helpful in keyword research and SEO paid search when predicting what the user may search for. (Kingsnorth 2016, 95.)

In persona creating it's important to think about the life situation, not only qualities such as age and location. For example, if persona is 30-year old woman with a young family who lives in central New York, you can try to understand her daily needs. You can think that she is time poor with hectic life with kids and then might use words such as "now" and "fast". As she is living in central, she doesn't often travel any significant distances in city. She may add also "in New York" to her key words. She might also search for children products and helpful tips on parenthood. As she is still young, 30 years old, she might search for babysitters, restaurants and even bars and clubs. All of this kind of insight is really useful when creating initial keyword research. (Kingsnorth 2016, 95-96.)

When you are ready in creating audience personas, your next job is to start building your focus keyword list. It is easier if you break the process down to these four steps: create segments, go through your data, go through secondary data sources, sense check. It's good to also remember that some searches use only one keyword but others use natural language and longer phrases. (Kingsnorth 2016, 96.)

In step one you should create logical segments. Many businesses sell many different types of products and services so good starting point is to split these into logical segments. After splitting products and services, consider each segment in detail and try to figure out which are the most valuable to you, how do customer types vary and which should be prioritized. (Kingsnorth 2016, 95.)

In step two you should go through your data which you already have. If you have had website earlier, you can check what have worked there and which type of pages have been landing pages. Brainstorming is also a great way to start keyword list. (Kingsnorth 2016, 96-97.) This is also going through your data. Brainstorming gives you access to the knowledge of your workers and what they know of your consumers.

In step three you will expand your keyword set. You can use third-party tools for this. One of the best if of course provided Google itself because it has more data than the most. Google

Adwords Keyword Planner is a good tool which offers similar and related terms and it also gives you an idea of the search volume. (Kingsnorth 2016, 97.)

In step four you need to do sense check. It is important step as a very common mistake is to focus heavily on seach volumes. It is important to look for the search volumes but it's not the only factor. You should also consider what commercial value keyword has and do you have right to compete for certain keyword. Last, but not least, you should ask from others in the business to check your list. (Kingsnorth 2016, 97-98.)

It's important to understand what are the main technical elements when creating a SEO. You don't have to go into deep technical matters but it's good to understand the main technical considerations. (Kingsnorth 2016, 98.)

The most significant tags that get attention are title tags and meta description. Title tag is a short description of the page content. This is contained within the HTML. This tag is visible in search results and it is also used by search engines to read your site pages. Ideally title tags should be unique, less than 75 characters and contain important keywords close to the front. It is also good usability practice to include your brand name at the front. It's important to make title tag compelling as possible because it's highly visible to potential site visitors. (Kingsnorth 2016, 98.)

Meta description is also displayed within the search engine results if Google feels it is relevant. It's a longer description of the page content and it's recommended to use no more than 160 characters. Make sure meta descriptions are unique, relevant and readable. Even though these do not appear to influence rankings directly, a well-written meta description can improve click-through rate and then it might help ranking improvement. (Kingsnorth 2016, 99.)

Informative content helps you to get your site higher in search engine results. This is because Google uses "robots" in reading your site. Google is getting better in recognizing images but not yet it isn't working. So that's why you need to put content to your site that sits and which describes your services/products. (Kingsnorth 2016, 101.)

A technical site with good functional content will go long way but it doesn't create real popularity. To get popularity, you have to create engaging content. This content gets attention

from your target audience, it can be for example fun or relevant. The reason for this kind of content is that when it's done well, it gets published elsewhere and some will cite or link to your site. Every citation or link gives a signpost to Google that you are creating content which have value that others like. This might give you a higher position in the search engines for related terms. (Kingsnorth 2016, 101.)

3.2.5 Paid search

Paid search is a process of bidding for potential clicks on an advert you have created that is displayed in the search result pages. Ads are presented at the top, bottom and side of the search result page. (Kingsnorth 2016, 111.)

You can buy paid search via an auction model where you can place a maximum bid for a certain keyword or phrase. The higher the bid is, the higher is the likelihood that your advert is displayed in the top positions. Paid search is really compelling for any kind of businesses because in paid search advertising advertiser only pays each time the advert is clicked, not the times the advert is displayed. (Kingsnorth 2016, 111.)

3.3 Social media marketing

Like in every other channel too, your goals on social media must align with your overall strategy. Questions like: What are your goals for the channel? How will you participate? How will you respond? What languages do you use? All these questions are important but before doing anything in social media, company should listen. It is really important to understand what people are saying and how do they respond. When you understand how communication is done, you can jump in. From the first moment, you have to get your social personality right. Company have to reflect the true personality and be true to the brand. (Kingsnorth 2016, 154.)

3.3.1 Targeting in SMM

A key marketing activity is identifying and segmenting. But it is not effective to try to reach the entire target market in all the market segments with one campaign or one message. It is more effective to design one campaign for single market segment. It is even possible in digital marketing to target beyond the entire market segment to a small target audience, often behaviorally defined. Then the message will be especially receptive to a particular promotional message. (Barker, Barker, Bormann, Roberts & Zahay 2008, 42.)

Once the target audience is identified, the team working with the campaign has to be briefed on the nature of the target audience. Using personas has become a popular option among digital marketers of all kinds. Actual personas bring life to statistics and are really useful for everyone from web designer to copywriters and graphic artists. (Barker et al. 2008, 42.)

When characteristics of the target audience is set, the campaign can be developed. The first step is messaging objectives. Which media mix is used? Which are the right social platforms to reach our target audience? Specific schedule must be created to each medium and effectiveness has to be monitored and evaluated. Each channel has best days and times to post and during these times postings will be best attended. (Barker et al. 2008, 43.)

3.3.2 Rules of engagement for SMM

Social media involves discussion between real people about issues or products that they care about. This means that there are generally accepted standards with everyone is playing. Conversations of the particular brand do not just happen, company has to earn people's attention. (Barker et al. 2008, 60.)

Companies purchase the right to interrupt people and demand their attention in interruption marketing. TV advertising, magazine ads, pop-ups and radio ads are all interruption marketing and are created to interrupt a viewer while she is doing something else, for example watching a TV show or listening to a radio. In interruption marketing marketers do not have to worry weather consumer wants to see their ads because company paid for the right to display them. (Barker et al. 2008, 61.)

The content of interruption ads is focused on selling a product which gives value to the target market. The aim of the ad is to show the product, highlight its benefits, reduce information search cost and create a persuasive case for someone to make a purchase. Advertisement can create value for consumers. Ads at its best can increase both company revenue and customer satisfaction by reducing the time spent gathering information about a product. Ads make the real cost of purchasing lower. These type of ads are nowadays everywhere and consumer has become increasingly talented at tuning out much of this kind of advertising. Consumers know where to expect ads for example on a web page and their eyes do not focus on those areas. This type of marketing is also really expensive. If company wants to place an ad in a prime time television show, company has to have quite big marketing budget. The more economical way of market is social media and permission-based marketing for smaller companies. (Barker et al. 2008, 61-62.)

Budget is less important than a solid strategy combined with passion and compelling personalities in permission based marketing model. Permission marketing evens the completion and allows new talents to compete more effectively against large brands. (Barker et al. 2008, 62.)

Permission-based marketing relies on attention being earned from the audience. This kind of marketing may add value to consumers lives. This way they might welcome and request certain marketing messages for example email newsletter, following an account on Twitter of signing up for text message alerts. Permission marketing is an important element of SMM and another term permission SMM is organic social media. (Barker et al. 2008, 62.)

The basic rule of permission marketing is that money is not enough to buy the way in. Effective permission marketers have to earn the attention from their audience while the audience have a choice about whether or not to engage with the marketing campaigns. People tend to choose engagement with brands that are authentic, transparent, show care, respect consumers time and opinions and have a human presence online. (Barker et al. 2008, 62.)

But relying only on one approach to marketing no longer works because interruption component of SMM in the form of sponsored and paid posts have occur also in social media. Facebook, Twitter and most of the social media sites and networks have started selling advertising. This means that companies cannot rely solely on permission marketing when

developing their social media strategies since many organic posts will not be shown on the newsfeed. Both permission and interruption elements have to be included in social media strategy if company wants it to become effective. (Barker et al. 2008, 63.)

There are two types of engagement when engaging in social media: passive and active. For a beginner it can be helpful to begin with a passive strategy which later evolves into a more active one. Try before you jump in. (Barker et al. 2008, 64.)

Passive approach strategy links back to the first step of the SMM cycle: listening. Company can start by searching out mentions of business, its competitors and the category and industry. Spend time listening what people in social media are saying. When conversations become familiar, you can start responses. (Barker et al. 2008, 64.)

In an active strategy marketer creates content and engages in conversations through different social media channels. In this stage company has to actively create and build social media profiles, connect with key influencers and starting and participating in conversations. Before jumping to active strategy and starting creating content, company has to really understand the audience and the way they want to interact. (Barker et al. 2008, 64.)

3.3.3 Types of social media

There are thousands of social sites, apps and platforms. It is almost impossible to classify and understand them all. But you have to try to get a handle on the numerous different types to understand social media. There are probably 10 new social sites/apps created every day. It means that if something is popular today, it might be boring in the future and something new has come up. In the next chapters we will go through the main types of social media and the few biggest players at the moment. (Kingsnorth 2016, 155.)

When talking about social networking, people often think about sites such as Facebook. This kind of sites allows users to post most forms of media and share either with closed group or with the whole world. These kind of sites are categorized as true 'social networks' but the term should be used in a much wider sense. There are social networks which even encourage to face-to-face interaction. If your company operates within market where face-to-face meeting is

in important role, then you should investigate potential opportunities such as advertising or even sponsoring events, which could be online or even offline. (Kingsnorth 2016, 155.)

These social networks are a huge opportunity to brand awareness and direct conversation campaign opportunities and should be in your digital strategy. For example, Facebook offers paid campaigns, company pages and even insights to provide analytics on performance. When it comes to opportunities, these networks are probably the broadest. (Kingsnorth 2016, 155.)

Nowadays blogging is really popular. But even if blogging is popular, it doesn't mean that every blog is. In fact, majority of blogs are not popular. Some blogs have hundreds of thousands of followers but majority are small hobby sites for closed group of family and friends. Rapid increase of blogs can be explained with relative simplicity of setting one up. Most popular blogging platforms at the moment are Blogger and Wordpress. When some blogs are global and get hundreds of thousands of readers, still these pale into insignificance compared to the largest micro-blogging platform, Twitter. (Kingsnorth 2016, 156.) Twitter have 313 million active users and one billion unique visits monthly to sites with embedded Tweets at the time of writing (Twitter 2016).

Both of these types have to be considered differently by marketers because these have different purposes. When it comes to pushing out succinct messages and also receiving them from your customer, then Twitter is a great tool for that. Micro-blogging can offer a great deal of advertising potential to an audience that is limited on time and are looking for interesting content to share and absorb. Blogs can have quite a power over potential customers because they allow more detailed consideration. Blogs offer an opportunity to organizations which have rich content to share or have products and services that can be promoted to highly relevant blog sites. (Kingsnorth 2016, 156.)

There have been developed a number of social platforms which concentrate on visual media. Most omnipresent site for video-sharing is YouTube and most popular ones for image-sharing are Pinterest, Flikr and Instagram. Rising phenomenon is short bite-sized videos and images. One of them is SnapChat, where image/video disappears few seconds after sending it to a friend and one is Vine, which creates short, looped video clips. With these tools you can create adverts that fit with the visual medium. This is highly relevant for some businesses in industries like media and fashion but it's not that relevant for others. But in the future, it can be expected

to see more opportunities in this area as these social sites expand even more. (Kingsnorth 2016, 156.)

Professional networking sites are mainly for the business or academic world. Most known site, in this type of social media, is LinkedIn. One of the best aspects it has, is that LinkedIn contacts remain up to date regardless of the number of job switches person may have. It has 350 million registered users so it is also a recruiter's dream. It can be also useful for building your digital team. (Kingsnorth 2016, 156-157.)

Under professional networking is also category of document-sharing sites. There are plenty of this kind of sites too but perhaps the most known are Slideshare and Docstoc. These both are useful when publishing more formal content and researching an opportunity. These sites can be a part of your content strategy. The opportunity is not only to attract new employees but to spread content to other professionals. In the B2B space, this can be particularly advantageous if being a thought leader and gaining trust are vital to success. (Kingsnorth 2016, 157.)
When you have a huge amount of social platforms which you can use, it means also that so does your customers. It can be quite a job trying to manage all the publications and your social messages. When it comes to social publishing platforms, there are two mainly used, Hootsuite and Buffer. (Kingsnorth 2016, 159.)

Hootsuite is mostly directed to community managers because it provides widely user interaction statistics. It syncs with Facebook and Twitter and is quite capable on other major platforms too. You can schedule your posts, create team collaboration and you have good support. Buffer is more sophisticated and easy to use. You can easily get basic questions answered with this platform. It does not provide quite so depth analytics that Hoosuite does but it is excellent tool for those who want to jump in quickly. (Kingsnorth 2016, 159.)

Earlier marketers have thought that social media (mainly Facebook) and advertising didn't work together. People didn't think that Facebook users' mindset were in shopping mode. But it wasn't because of that, problem was the Facebook layout. It was too easy to ignore adverts. In year 2013 Facebook took a step forward and included advertisement in the main news feed. This new placement of ads made a difference. Also new way of targeting, which allows advertisers to create look-a-like groups based on their current customer base. It has made a significance

change for marketers. New mix of better targeting and better ad placement has been great tool for advertisers. Social is also a good platform for a direct response. (Kingsnorth 2016, 159.)

It is also good to remember that social ads should not be only duplicates of your normal display ads. It is a great platform for more engaging or even experimental ads. With good content you can give users something to share and advocate so social advertising shouldn't be just an ad. There have also been growth in social advertising platforms with which advertisers can spread their message through multiple sites. Most notable of these are Kenshoo, Marin and Nanigans. (Kingsnorth 2016, 159-160.)

3.3.4 Measurement

To know what works well in social media, it is important to measure things. So the first thing to look is what should be measured. Even if it is interesting to look fans and views, it is important know the real value. The real value comes to companies in quality of the engagement. There are two important points to measure:

1. What is the volume and reach penetration of touchpoints with potential customers?
2. How is the quality in engagement of interaction with potential customers?

Typical metrics for the first question is brand volume, market reach, Twitter followers, Facebook fans, YouTube views and other approaches in other platforms you are active in. Typical metrics for the second question is brand conversation, content dissemination, Twitter engagement, Facebook engagement, YouTube engagement and overall sentiment. (Kingsnorth 2016, 160-161.)

It requires quite a work to get these all metrics together. You have tools such as Brandwatch, Facebook Insights and Google Analytics but the thing is that how you put this all data together. You have to create a social media dashboard which gives added value to your business. And so that you can do that, you have to know what you expect to achieve from social and what are your objectives so that you know what to measure. (Kingsnorth 2016, 160-161.)

3.4   Content marketing

For customer, the age of contents emphasizes especially in sharing and spreading. Information spreads more and more faster in community platforms. We often make friends with people who are interested in same things, are in same stage of life or favor a similar way of life. In platforms where are similar kind of people, contents are better, more interested and more attractive for users than random ads that pop-up to your screen. (Hakola & Hiila 2012, 33-34)

For companies, massive spread of information between similar kind of people in closed groups, means more target group and content thinking. Company that can deliver content for certain target and which people in that target are willing to share in own networks, reaches much more with network operations. Those who are distinguishable from the mass and produces added value gets more commitment contacts to customers. (Hakola & Hiila 2012, 34.)

3.4.1   Hierarchy of needs

But how can you produce such an engaging and targeted online content? It all starts with knowing your target and how nowadays people behave on web. One of the most known models might be Maslow's [1954] hierarchy of needs (FIGURE 6). It describes needs which effect on human behavior either simultaneously or stepwise. (Hakola & Hiila 2012, 34-35.)
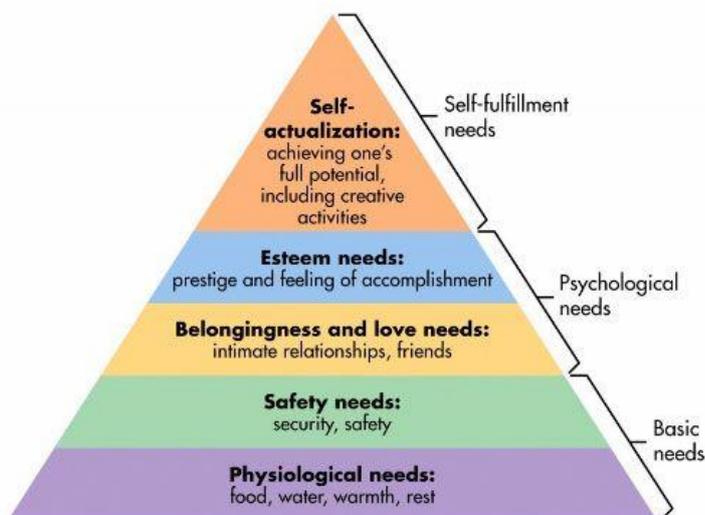

FIGURE 6. Abraham Maslow's [1954] hierarchy of needs (Hakola & Hiila 2012, 34-35)

How this quite simple and well known hierarchy associates with customer behavior on web? Even consumers and customers have different kinds of needs in web which occurs in same kind of hierarchy and which companies can respond to (FIGURE 7). (Hakola & Hiila 2012, 36-43.)

```
         Top
        icali
         ty
        Service
        Vision
     Basic information
     Discoverability
```
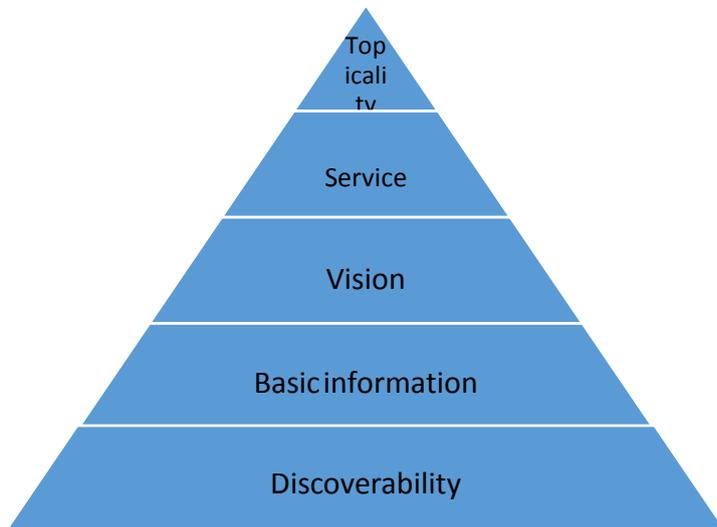
FIGURE 7. Homo contentus hierarchy of needs (Hakola & Hiila 2012, 36-43)

In the first level there is discoverability. How actually customer finds content in the web. This doesn't mean only search engine optimization even though that is crucially important to companies. Discoverability here means all that where customer can face content which is produced by company. Is the content only in Facebook or is the same information also in homepage? What is produced to SlideShare, Flickr and so on. (Hakola & Hiila 2012, 37-38.)

In the second level there is basic information. When customer meets company in different channels, there should always found at least basic needs what customer might need. There are four of these information:

1. What is the company?
2. What it does?
3. What are the products or services?
4. How can I contact them?

This is really basic information but still especially when talking about expert companies, information of points 1 and 2 are hard to find. Own activity can be difficult to explain in plain language and understandable. (Hakola & Hiila 2012, 38.)

Vision is at level three. When you have found the company and read basic information, you move to activity which separates the ones who invest in web. In this part vision means all those functions which company uses when it tries to stand out from competitors. Vision can be something visual, stories, inventive usability of web page, promotional videos, illustration or product presentations to support brand image. If you can satisfy the vision needs in your page, you can raise the customers interest. (Hakola & Hiila 2012, 39.)

To create a vision is one of the most important thing in the age of content. Nowadays there is so much content in the web so only genuinely interesting, useful, fun and distinctive content can create long term and effective visions. (Hakola & Hiila 2012, 39.)

At level four is service and in this hierarchy it means customer service which is accomplished in web. Service can be for example e-commerce, customer service chat of Facebook page where company representatives answer to customer questions. (Hakola & Hiila 2012, 40.)

Service can also be content if they produce significant benefits to customer. These type of blogs, articles and news give continuous impulses, which supports the purchasing decision. (Hakola & Hiila 2012, 40-41.)

In the level five there is topicality. This means that you have to react to changes in your industry, comments and also create conversation on topics which are related to your business. Topicality is one of the most valued criteria. Topicality creates constant surface to target audience. It creates conversation instead of just commenting. Topicality shows that organization is alive and brings company closer to client. (Hakola & Hiila 2012, 42.)

Can companies hop in to this kind of topicality where you try to target certain audience? Mostly it is possible but change cannot be superficial. Network operations has to change comprehensively and respond to customer and consumer needs. This new way of act will make radical changes to companies operating models and structures. (Hakola & Hiila 2012, 43.)

3.4.2 Web content

It is important to understand that content fits to the needs of customer on the web. The earlier company is able to get involved in purchasing process and start supporting long term goals instead of short term targets and campaign-oriented thinking, it has better chance to manage.

Bringing knowhow as the tip of the content is important. You cannot find good answers to questions what kind of content is used and appreciated on web. Usually literature focus on states that good content is important to target audience. No one really opens up that fact how you know what is important to the target. This isn't easy topic and you cannot answer to that question if you are marketing to 'everybody'. Clear strategic choice and customer oriented segmentation makes this task possible. (Tanni & Keronen 2013, 65-66.)

Traditional AIDA-model (attention, interest, desire and action) which often is said to be sales pipe, doesn't straightforwardly apply on web. At least not in challenging B2B purchases. Encountering on web is different. Web is mostly for information search, not buying channel in B2B market. Secondly potential clients know much more of the industry so they need more convincing arguments. Mindset of the marketer has to change. On web you encounter mostly information searchers than buyers. When directing content on web, you should concentrate to cause- and effect-relationships which leads to success of AIDA-model parts. Before every step (attention, interest, desire, action) you should think what happens before that act. (Tanni & Keronen 2013, 68-69.)

3.4.3 Blog as a content marketing

Content marketing is producing relevant content to target audience regularly and systematically. Content is almost always free. Blog text is really typical way of doing content marketing. Some might think why to spread ideas for free on web because competitors might read them. Definitely they will read. But nowadays business is not about producing ideas, business is implementing ideas. That's why you shouldn't worry about if someone steals an idea. Sometimes telling about your idea public may be the best way to show you own it. That's what's digital footprint is also about. Topic belongs to that who creates first and the most content of the idea. (Isokangas & Vassinen, 2010, 66.)

Good content is useful. Useful means that content offers a solution to recipients concrete problem. No more or no less. Reader has to have some kind of problem and reader doesn't recognize it yet. Content producer needs to define that for the reader. (Isokangas & Vassinen 2010, 67.)

Content can be also entertaining. It doesn't always offer concrete benefit but it can also create an emotional reaction. Entertaining content can be both funny or it can anger. You should never underestimate peoples peeking desire. Even professionals are interested on reading peoples personal things. It is good to add even to professional content some kind of personal nuance. This doesn't mean you have to open up yourself totally but it's good that the reader know a little bit more than just http address. (Isokangas & Vassinen 2010, 68.)

Pictures collect the most of page downloads for example on Facebook. If you compare text blogs to image oriented blogs, reader can enjoy the blog much more faster and reacting is easier. On the web text is always competing with sites which offers easier, faster and more entertaining content (images, videos, games). (Isokangas & Vassinen 2010, 69.)

3.4.4 Controlled / uncontrolled / acquired content

Internet is not just an advertising channel. It can also be sales-, distribution-, product development- and communication channel. On web you don't need to direct customer to other channels for making purchase. Customer can jump in to purchase path right on the web. On web there is no commercial breaks so difference between paid and deserved communication is quite narrow. (Isokangas & Vassinen 2010, 76.)

From company's point of view controlled content is something which company produces itself. Content can be modified, added or deleted when needed. When producing controlled content, it is good to notice at least these things:

❖ For who the content is directed? Is it meant to customers, to own personnel or competitors? When audience is known, it is easier to define touchpoints where content is shared.

- ❖ What is the wanted reaction? Is it enough that audience sees it or do we want them to comment the content? Do we want audience to buy or do we want them to share the message?
- ❖ What are the touchpoints of content? If we want easy comments, Facebook is quite good for that. If we want for example to reach certain small audience, limited discussion forums might work for that.
- ❖ Is content text, images or videos? You have to decide the format when you have chosen public, wanted reaction and touchpoints.

(Isokangas & Vassinen 2010, 79-81.)

In the end all the encounters with client and brand are uncontrolled. Client or prospect forms it's own opinion from his experience during time. Company's brand image is formed not until when people are contacted with it. Uncontrolled reaction is not just a bad thing. (Isokangas & Vassinen 2010, 84.)

Beside own homepage, all other channels are somewhat uncontrolled touchpoints. In social networks company can try to control it's own presence but other contents and reactions are totally uncontrolled there. (Isokangas & Vassinen 2010, 85-86.)

Acquired content is really important to company. Result based online marketing should include in every company's tool kit. Most of the visitors finds your homepage through search engines and social networks so it is wise to be visible in these channels also through acquired media. It is also important to remember that you don't pay for just the media but results. If someone clicks company's banner, it's not a result yet. (Isokangas & Vassinen 2010, 87.)

Search engine advertising is quite popular but there is still lot to do in search word usability. It is easy to buy words that relate directly to own product or service. But then is stops there. Company's don't go further than that. Best is to try which works the best. Text is easy to change and quick to measure. (Isokangas & Vassinen 2010, 90-91.)

Beside basic acquired content company can also try to 'buy' bloggers. Every blogger cannot be bought but if you approach them respectfully, without marketing jargon and giving a free sample, they might even write of the product. (Isokangas & Vassinen 2010, 91-92.)

3.5   Online consumer behavior

Consumer behavior has a big role when talking about all marketing decision making. Even in b-to-b marketing there are people making personal choices but within in a business context. Marketing is at its best when you have really good idea and you want to help consumers. You know that your product/service will help their lives. Then profit is not the only influencer for your job and you have a really good shot.

So that you are able to understand different kind of behavior in the internet, you should try to understand the different kind of web users. Huge amounts of people are going through different websites and they all have their own unique reasons for that. At this chapter, we are going to open a little bit of these different kind of visitor types.

3.5.1   Generic site visitor types

There are five different kind of generic visitor types. They all have their own behavior when they click through websites. Below you find a chart (TABLE 2), where all these types are listed. (Dann & Dann 2011, 144.)

When planning different types of consumer paths, it's good to recognize these types. When you have found example persona of your customer, you should give it a thought what he or she is doing in the internet. You can analyze what he or she is doing, what are the platforms they are in and how do they communicate.

TABLE 2. Different types of site visitors (Dann & Dann 2011, 144)

TYPE OF PERSONA	DEFINITION
Directed information seekers	These personas search for relevant and accurate information on a specific topic. They use a lot of sites like Wikipedia, Google and IMDb.
Undirected information seekers	These personas are the classical web surfers. They follow a random path and always clicks on something new, interesting and different.
Bargain hunters	These personas are on a web for shopping. They love discounts and cheapest options. They search for fiscounts, giveaways and free samples. They are members of one or more coupon-trading sites.
Entertainment seekers	These personas see internet as a very big playground and are there for the fun. You will get invitations from them to play some Facebook game and they do seem to have a lot of spare time. They are online gamers, YouTube fans, movie trailer downloaders and online radio listeners.
Directed buyers	These personas are hard-core shoppers of the online world. They do not like to search for it, when they have hit the target, they buy it. They most likely like to buy it from the manufacturer but they often use also Amazon and eBay.

3.5.2 Product use positioning

In this section, we will go through a set of uses of the internet, common user behaviors and ways of using a website. These can be also considered as a segmentation and positioning variables. (Dann & Dann 2011, 145.)

Some people use internet for learning. They search items of interest, they like to learn new things and they track different kinds points of trivia. Internet offers a good text-based information framework for them. (Dann & Dann 2011, 145.)

Some people use internet for searching. This comes quite near the earlier type of people but they have different side issues. They rely heavily on ability to conceptualizing keywords that describe their problem. They are looking for more information for problem-solving purposes. (Dann & Dann 2011, 145.)

People are also in the internet to communicate. These persons use the internet for conversational purposes. Usually they try to maintain contact over distance. (Dann & Dann 2011, 145.)

Internet is also a good place to be a part of a community. Internet has made it possible to easier organize, communicate and continue offline conversations with other community members. It has become much easier to be able to find like-minded people with shared interests online. (Dann & Dann 2011, 146.)

Internet is also used a lot for self-expression. This can be done nowadays in many ways and some of the ways are videos and blogging. In internet you can create user-generated content. You can also use avatars, icons and usernames for self-expression. (Dann & Dann 2011, 148.)

Other types of internet users and user behaviors are:
- Using the internet for convenience
- Using the internet to be anonymous
- Using the internet for escapism
- Using the internet for recreation
- Using the internet to keep up with the fuss
- Using the internet because it's awesome
- Using the internet as a vending machine
- Using the internet as an ATM

(Dann & Dann 2011, 146-148.)

When measuring demand, you have to analyze your customer so carefully so that you know what they are doing on internet. Then you have to also think why they are using it. If they use it for communication, you need to be available in those channels. If they are searching information, you have to be able to provide them information.

4 RESEARCH

In this chapter I will open up research question, methods and process. First I will introduce my question to which I try to find answer in my research. Then I will introduce method which I will be using and open up the actual process also.

After finishing the research, I will go through the results. After results, I will open up conclusions which came up in my study. I will also create two lght examples on how different types of companies can use these tools for measuring demand on a new market.

4.1 Research question

In my research I try to find out is it possible to measure demand on web. There are existing channels for contacting audience abroad and new technologies for measuring them are created all the time. I will focus on my research to the main and used ones at this point. I will try to find out what exactly can be measured and how to get enough visitors so that data becomes valid. If you can get right kind of audience to your channels, my assumption is that it is possible to get reaction also.

My research question is: How company can measure demand in a new market through social media and homepage?

4.2 Research method and process

Qualitative researchers have one advantage over quantitative researchers. Qualitative researchers can add new pieces to the research at the same time they gather data. New pieces can even occur late in the analysis. Flexibility of qualitative research permits researcher to follow leads that emerge. (Charmaz 2006, 14.) This is why I chose qualitative research to my thesis. I want to keep possibility for my research to expand and find new aspects.

In my research, I will use information search from internet and expert interview as a research methods. I try to get enough information of these channels and their measuring features so that I can form examples of how measuring demand would be possible. First I planned doing research wholly by interviewing but then I realized internet offers a good database for my questions. I am able to collect answers to my questions from internet and to those which I won't find answers from internet, I will get answers by interviewing person who is expert on this field. Structured interview is usually face-to-face encounter which is supported by carefully planned questionnaire (Olsen 2012, 34). As I had quite simple questions I found this kind of interview effective to my expert interview. I did also find out many things just by using these tools by myself. I found that as a good way. I did figure out how certain tools work and I learned a lot by doing things myself. Many of my questions have simple answer so it won't be necessary to make qualitative research. I will not get any more detailed answers depending how many I will interview. Analyzing tools are the same for everyone so answers would be quite the same.

Olsen (2012, 3) said that best research uses data in an original way or offers some new and exciting interpretation of existing data. This is what I try to do in my research, give a new interpretation which is based on existing data. There are lot of measuring tools for online platforms. There have been studies of online behavior and digital strategies. Lean thinking expands also to marketing. By combining these different areas, I will be able to create ways for measuring demand through homepage and social media.

I started my research by forming questions which I want to find answers. I used my theory part as a base and formed questions based on the knowledge I gained when writing theory part. Questions, which I formed, are found in the end of my thesis (APPENDIX 1). Goal is to find out with the help of answers, how can company measure demand on web. After forming questions, I started forming a frame for the questions. This way it would be easier to understand why I'm asking these questions and why they are related to overall research question. I used this frame also as a layout for my results. Frame works well and makes overall picture of results easier to follow. After I formed frame for questions, I started looking for answers from internet. I also tried myself how you can use these analyzing tools. To the rest of the questions I interviewed person, who is expert on this field. I interviewed Anu Yliselä from Myynninmaailma Oy. Anu is working there as a leading marketing expert. After I got answers to my questions, I formed results of all the data I gathered. To the end of results, I also made two examples of how certain company can measure demand.

To the end I made conclusions of how company can measure demand in a new market through social media and homepage. I summarize my thesis and raise the most main points.

4.3   Data collection

I started my research by looking for information from the web. There are main channels which are the most used at the moment and I started by looking information of the features they have. When you want to analyze your website, Google Analytics is the used tool for that. When talking about social media, first thing what comes to everybody's mind is Facebook. I also started to look for the features what Facebook can offer for measuring. Facebook is most used social media channel in Western world at the moment. When talking about professional networks, LinkedIn is the main one. I chose these two social media channels because I think these are the most suitable ones for majority of the companies.

I collected a lot of basic data by just reading Google, Facebook and LinkedIn sites and what they write of their features. I also used myself these sites and their measuring tools. This was really helpful and I did learn a lot of how they in reality work. I did also a lot of Google searches and by that I did find lots and lots of content. It is clear that there are companies which are focusing on internet marketing and they do produce lot of content. These blogs and e-books were really helpful and I did find loads of good tips.

When I finished my information search from internet, I checked which questions I had left. I interviewed an expert on this field and she gave me my final answers. After this interview, I had answers to all of my questions and I started forming my results. I used same framework in my results which I had also in my questions. I don't go through answers by answer at the time. I try to create wholeness of this matter so that you reader can understand more easily the steps. You will find answers tied up to framework in my results.

5 RESULTS

The first thing what you need to do, when trying to find out if there is demand in international market with the help of digital channels, is that you need to make yourself visible. When you know that you are easily to be found, you can start measuring activity. Main point is that you have to know how digital marketing works, create a sales path to web, think about all the steps on the sales path and then start to analyze and measure every step so that you will get best possible sales path. If no one is not interested, you will not be able to get leads. If you start getting leads, you know that there is demand and you can start growing your business to right direction. Whether it is online or via local retailers.

First thing what I did when I started my actual research, was that I thought about digital marketing and how you might be able to get reaction from potential customers. Based on my theory part, I did notice that the main point definitely is to know your potential customer. You have to carefully think about the person. The more precise you are able to define the person, the more closer you are able to get him. This way you will understand what he does, where he goes, how he uses web. When you know these, you are able to hit right channels.

When you understand the customer and know the person, you start to create path towards him. When you have an idea, which channels your customers might use, you can start appearing in those actively. You have to create steps which you want your potential customer follows. How you get him interested at a first place, what you want him to do and what is the ultimate action you want him to make. Do you want that he leaves his contact details or just simply shows whether he likes or not something?

As shown in my theory part, content is really important in digital marketing. If your content isn't interesting enough, internet user will pass it straight away. So content is crucial when trying to get customers attention. You have to give them something what they want. It is important to remember the persona you are trying to affect. There are different types of personas using the internet and based on that you need to think what he is doing online. If he is information seeker, you have to offer him information.

When you have traffic in your sales path, you have to think what you want from them. This all comes worthless if there is not a point. Depending on your industry and for what question you are trying to get answers, you have to get conversion on leads. What is the reaction you want from customers, to what question you want answer? When trying to find out whether there is demand or not, you have to think what question will show the potential demand.

So that you will get more value, you should measure all these steps. You have to collect valid data so you know what direction is best. If you don't measure, you don't know what you should change and what actually is happening on your sales path. Measuring, analyzing and learning comes from lean start up world. If you want to develop your digital marketing, you have to measure, analyze and learn.

Based on this thinking, I created five steps. These are important when trying to find out whether there is demand or not.

1. How you are found and how to get visitors to your sites
2. Creating a sales path to web
3. Content
4. Conversion
5. Measuring and analyzing

I started doing my research by looking for information and answers from internet. I tried to look what kind of information already exist on web. By this I mean the most common channels on web and social media such as Facebook and LinkedIn. I also looked information of different types of things you should pay attention to when trying to achieve traffic to your website and how to guide traffic to right direction. This way trying, measuring and learning comes easier. I looked for information from companies own websites and also from company's sites which offers help to inbound marketing and how to use these channels as effective as possible. I will use these five steps as a frame for my results. This frame will make it easier to understand the logic how you are able to get internet users reaction to your question.

Before we start going through these steps one by one, here is shortly written information of Facebook and LinkedIn. This way everybody knows what they are. In results we are focusing on homepage, Facebook and LinkedIn.

Facebook is founded 2004 and by year 2015 it had more than one billion users. Facebook's mission is to give people the power to share and make the world more open and connected. People use Facebook so that they stay connected with friends and family. People use Facebook also to discover what's going on in the world and to share and express what matters to them. (Facebook 2017.)

I think Facebook is a place where you can easily see what people are doing. You are able to see news also from people you know but wouldn't stay in touch without Facebook. On Facebook you can post and like things which matter to you and which you find interesting. It's kind of hanging around place online.

LinkedIn is the world's largest professional network. There people and companies can build own professional identity online and stay in touch with others. It is a place to discover professional opportunities, business deals and new ventures. There you can also get the latest news and insights which you need so that you can be updated on things you do and like professionally. (LinkedIn 2017a.)

In LinkedIn you can add updates and share links to interesting articles and pages. You can also publish pictures and videos. At homepage, you see beside your own updates your network contacts updates. Atmosphere in LinkedIn is different than for example in Facebook. Funny posts do not belong to LinkedIn so people should add only updates and posts related to working life, society and economy. LinkedIn is a good platform to follow news and happenings in your own field. (Raukola 2014.)

5.1   Step 1: How you are found and how to get visitors to your sites

The fanciest website isn't useful if no one cannot find it. This is why it is important to first focus on discoverability. As figure 7 in page 28 shows in theory part, discoverability is the first step internet user needs so that he will get valued information. This first part covers the starting point of these five steps. With next tips, you are able to be among the first on search engine results.

Every websites goal is to be in a first place of the search results. There is only one first place for every search word so only one website can take the best place. External SEO has a huge impact to websites ranking points. External SEO means that other quality websites wants to share your websites links so you have to build inbound links. Hard part in this is that you cannot do this by yourself. What you can do is that you create high quality content which is instructive or entertaining. If people like your content, they usually want to share it to others by linking. You can also put your website to good link directories. That is a good way to start. (Aaltonen & Yrjölä Sales Communications, 7.) Just remember that if you want to be found in Google search, you have to rank among at least first page of results.

When creating website, you should always keep in mind also internal SEO. In internal SEO you use keywords in page content. These are for example titles, text, alt tags or images and links. First you should choose priority keyword for every page and then optimize page according to that word. If page contains too many keywords, search engines do not recognize the topic and this lowers the website in the rankings. This is typical for front pages because often they have too many keywords. You should also put priority keywords to titles because search engines favor titles before other content. It is important also to use keywords in the content but do not use them without proper context. Make sure that words are relevant to the content. Also include keywords to image names and alt tags and also to websites address. Remember to keep URL-address clear. When creating content, always write it first to your customer and after that start to think about search engines and SEO. Website visitor will notice if text isn't natural. (Aaltonen & Yrjölä Sales Communications, 8.)

Language has a huge influence when talking about SEO in different countries. Content has to be written in that language which is spoken in that certain country you want to affect. Terms has to be those ones used in that country. You get also better rankings if you use that country's domain. For example in Germany you get best results if you use .de domain. Often companies use one site with different language versions. This is not the best way if you want best possible ranking in search engine results. (Yliselä 2017.)

Beside the technical knowledge on how to make your site discoverable, you have to understand your customers. What kind of person is the ideal customer for you. This depends a lot of your product or service. You have to think really carefully from who you want reaction. Is it the engineer in some company? Is it CEO in certain company? Is it product manager in certain

company? You have to limit the target audience really carefully. If you don't do this properly, you will not be able to influence the person (buying persona) enough with enough targeted content.

Buying persona is imaginary generalization of ideal customer. Buying persona is a real human being, who has problems, expectations and behaviors. Buying persona is not just only a list of demographic factors and it is not same thing as a target audience. Depending on the industry but it's best to start with only one or two personas and focus on them. When buying personas are carefully thought, it creates more customer understanding and it helps creating interesting and attracting content. Buying personas enables focusing and building of different types of content paths. (Hanki 2015, 6-7.)

You should focus on these questions, when defining buying personas: who, what, why and how (Hanki 2015, 16). By answering to these question and keeping mind only one person, you are able to get really close to that persona.

As mentioned in theory part, there are different kind of personas on web. Some are seeking for information, some are entertainment seekers, some want to actually buy on web and some are just wondering around. When you know your buying persona, you are able to influence him with the right kind of information and be visible for him. It is good first to listen what happens in your industry online and how people are behaving. Then you can start being passive or active, depending on your strategy.

It's important to remember three features from theory part. With these features in mind you get reliable statistical analysis and you are able to justify your decisions which page works and which doesn't. You also get data of which content works and which doesn't. These features were: high volume of traffic, accurate tracking tool and ability to easily make content changes. This way webpage becomes effective, adaptable and evolving.

5.2 Step 2: Creating a sales path to web

When you have created a buying persona, you are able to imagine which channels he uses and for what purpose. Here is important to understand also that channels might be different in

different part of world. Channels may not be same here in western countries compared for example to Southeast Asia. In that case, it's best if you contact some local company who is specialized in digital marketing there. Then you are able to get information of used channels in that area.

When you know which channels your buying persona uses, you can start planning sales path to web. What kind of content will work as a hook and where he will notice it. Depending on persona, you have to think what are the steps you want him to take. Firstly, where is the best place to get visible. Second, when you become visible, what do you want this person to do. If you want him to go to your website, think what he will see when he lands there. If main task is to get his contact details, think what you need to offer him so that he wants to leave his contact details.

When creating a sales path, you should always remember also the basic details. Visitor has to see easily what is the company, what it does, what are the products/services and how I can contact them. No matter what kind of content you are sharing or posting, always remember to put clear navigation and basic information available. Your vision must be clear and visitor have to see easily what you really offer. Sales path cannot be too difficult or complex.

SEO it's a one starting point for sales path. When you can think of what your buying persona is writing to Google search, you are able to hit those words/phrases by getting your website on top of the search results. As earlier mentioned, there are many ways you can affect how well you are ranked among results. If you are not able to get your site among top three, you can also use paid search.

Paid search gives you a lot of possibilities to reach right audience. When advertising in Google, you can target your ad to wanted search words. You are also able to choose location. For example, if you want ad to be shown only to people, who use search word "metal subcontractor" in Stockholm area, you are able to do that. You can pay only for the clicks, not only for impressions. (Rantanen)

As I wrote also in my theory part, you can use your landing page as a giant online marketing laboratory. Visitors reactions or non-reactions expose them and that way allows you to improve your appeal. When person finds you from for example Google search, you can measure their

behavior on your homepage. How they react to something, do they click further or do they just leave straight away.

I will focus on two main channels in social media in this thesis. I think these are most used and most suitable for many companies and good platforms to get yourself visible. There are lot of other channels and some are growing fast but at the time of writing, I think Facebook and LinkedIn are the main ones and suitable for many companies. But always remember, depending of your buying persona, most suitable channels might be totally different. These two channels are good starting points to your sales path for most and in these you can become visible to your buying persona. Google also values traffic which comes from social media to your site so with the help of social media, you are able to get better ranking in search engine results (Yliselä 2017).

In Facebook and LinkedIn you can target audience according to their interests. This doesn't mean just interests which users has added to their account. Facebook and LinkedIn have own algorithm which analyzes users based on what they react, where they stop read something, to what they click and what pages they are on. They do basically same thing that Google also does, they analyze behavior. This way advertising is more and more targeted. Companies can reach targeted customers and people will get better quality advertisement based according their interests. (Yliselä 2017.)

It's also good to understand that most of users in social media are observers. Observers have a profile in social media channel but they do not produce any content. Approximately 1 % of social media users produce content to channels, 5 % of users comment others content and rest of the social media users are just observers. (Yliselä 2017.) Still even most of users are observers, it doesn't mean you are not able get their attention.

With good content you are able to get reactions in social media. Still many users are looking for free stuff and participate to "share & like" -competitions. The thing is that are you able to make competitions so that at some point they will show positively in your account. Everything depends on what is your goal. (Yliselä 2017.)

In social media you also have to remember which language you use. Content has to be written in that language used in that chosen country. You should create another social media site

which is written in that chosen country's language. Company name in that site can be for example "Company xx Sverige". (Yliselä 2017.) Next I will go through LinkedIn features.

In LinkedIn you can join professional discussion groups. Beside good conversations, groups are good places to network. In these professional discussion groups, you can strengthen your expertise by starting conversations and by commenting them. You can search for existing groups easily in LinkedIn by writing down words related to your field. (Raukola 2014.)

In LinkedIn Pulse you can choose what kind of information you are interested in. Tool offers you quality articles which you can share to your own contacts. When your contacts like your link, it will show also to their contacts. This way you can get visibility to your LinkedIn profile and if your topic is interesting, you can get new contacts. You can also write your own articles to LinkedIn. But when you write articles, you should always remember to think what is the goal of the article. (Kadziolka 2014.) If you are specialized to something, writing articles to LinkedIn might be good for you. This way you can show your expertise and people who are interested in that matter can find you from Pulse.

When using company profile, you can add keywords to description and specialties sections. This way users can easily find your page and at the same time you improve SEO. You can keep your logo and banner fresh by adding new content rich pictures which tells about company's accomplishes, happenings, offers or even about products features. Showcase page can be established for special product segment or project which have clearly defined target group. Featured groups -tool brings all the groups you manage or are active in to your company page. In LinkedIn every like, comment and share increases the number of people you reach. You can activate your followers to participate by asking them thoughtful questions in your updates. You can see which works and which doesn't by testing different publishing pace, topics and formats by monitoring the situation with analytics tools. (Devaney)

You can advertise also in LinkedIn. There you can easily target your ads, which can be content, sponsored InMails or Text Ads depending of your needs, and reach right kind of audience. You can add location to where you want to target. Then you can also select specific targeting criteria which way you can target your potential audience really carefully. Criteria can be company name, company industry, company size, job title, job function, job seniority, member schools, fields of study, degrees, member skills, member groups, member gender and member age.

(LinkedIn Corporation 2017.) Advertising in LinkedIn is really effective if you are targeting people with higher education or people working in certain company. There you can easily target them with quality content. Next I will go through Facebook features.

Company can create own company page to Facebook and ask people to follow them. But on average, less than 10 % of organic posts will be shown on follower's feeds. So the more often follower stops on your posts, reacts to it or clicks, the more likely your posts will be shown more often to that follower. Because of that it's important to think what your potential customer likes. People are on Facebook on their free time and they are looking for something fun, easy-going and something they get benefit of. Nobody doesn't for example share posts if they don't get benefit of it. It's advised to follow rule 45-45-10, 45 % of the content is useful, 45 % is entertainment and 10 % is product. (Yliselä 2017.) It's good to understand that even you have followers, your posts do not always show on their news feed. So that you will get more visibility, it's good to use also advertising.

When I myself used Facebook's company page and tried to learn what companies can do with it, I realized it is really easy to use and it has good instructions. Advertising is truly made easy and I think everyone who uses Facebook personally can do it also for a company. The problem might be really knowing who is the target audience and how to analyze data. This is why it is important to think carefully about buying personas.

But what I did understand of visibility on Facebook, is that you can create your target audience on Facebook for who you want your site to shown. I attended to an event, where Varusteleka's owner Valtteri Lindholm told about their social media strategy and he said that Facebook is really trying to help you to be shown to right audience. They are not trying to screw you because also they want users to have good targeted ads. This way users will also get added value. So if you are making good content, not just sale ads, you will be able to get good results.

Targeted audience can be limited with variety of different factors. You can choose people by age, gender, relationship status, education, work place and job title. You can also limit the target audience by location. It is also possible to target advertising by interests, such as hobbies and favorite entertainment. You can also limit audience according to behavior. These can be based on the usage of devices and buying behavior.

It is also possible to download your own contact list to Facebook. This comes handy if you have listed prospect clients which you want to reach. Then you can just download information of them to your customized target group and Facebook tries to find them and target your ads to them.

I personally think that targeting on Facebook depends a lot of your product/service. If it is easy to deliver everywhere in the world, targeting by location doesn't really matter. But if you do have restrictions or you know geographically your limits how far can you deliver, then location comes important. Yliselä (2017) also mentioned that people rarely make buying decision on Facebook but it's a channel where you can influence to the buying process.

I created some examples of sales paths so that it is easier to understand the idea (FIGURE 8). These steps are individual and depends on what you try to achieve.
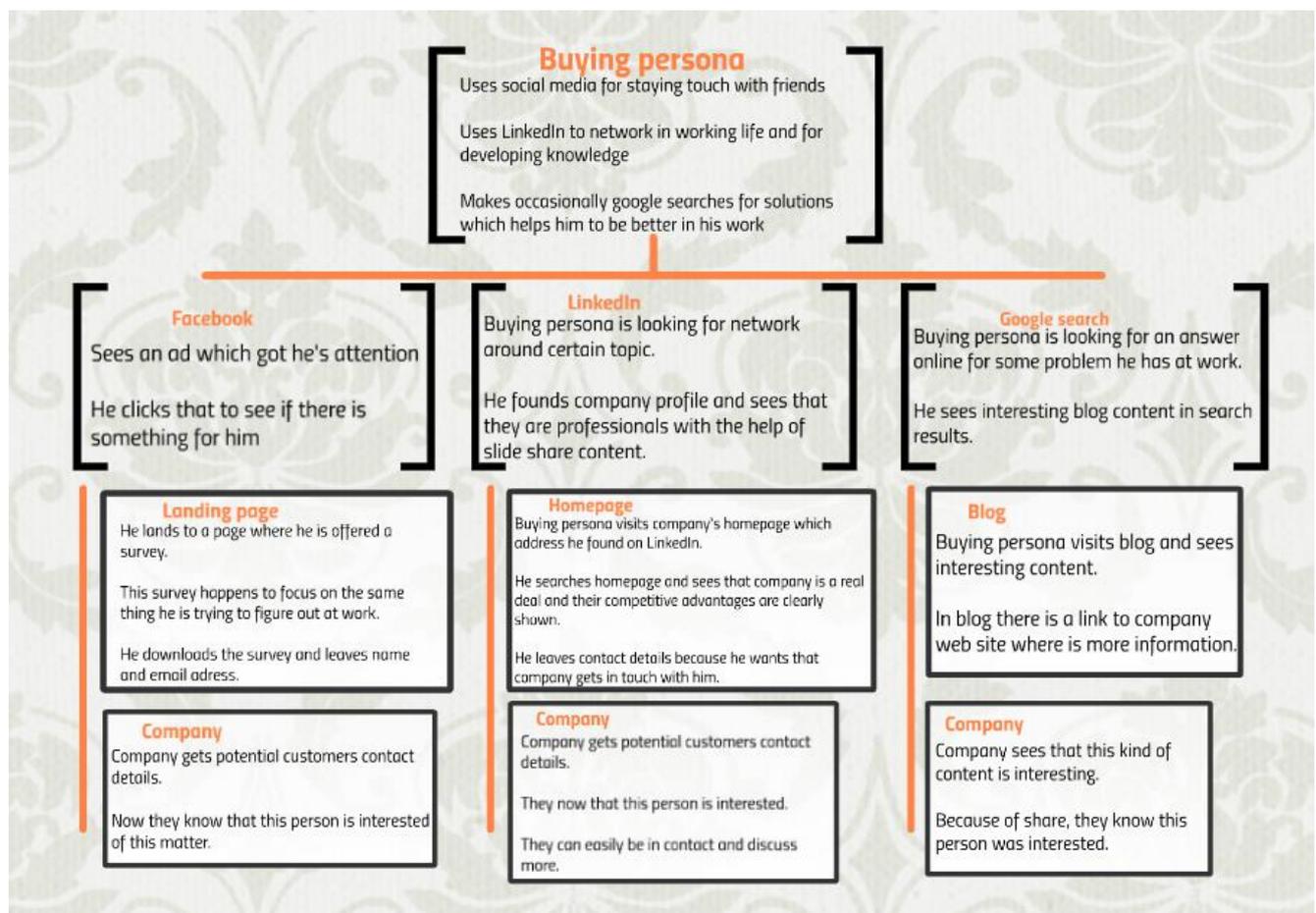

FIGURE 8. Examples of sales paths

Idea of this sales path is that you think all the steps your potential customer makes towards the goal you want him to make. If you want to know who is interested of your technology, build a path which gives right information in a right time and person becomes interested of the content. Think about which channels he uses, what is he interested of, to what he will react, is he searching to product and by which words. When you find this person from internet, what you want to offer him, how you are able to get him further. Why your product is best for him? By which features you are competing against competitors?

In my theory part I went through the most used definitions of business models. These are B2B, B2C mass and B2C niche. In B2B side expertise is many times the feature companies are looking for. In that business model, content often is the best way to show your expertise. In B2C mass market business model consumers are everywhere and then marketing in many different channels is effective. In B2C niche you have to know your customers very well so that you know which channels they are in. Summa summarum, depending on your business model, you can get guidelines to which channels you should be and how you can get visitors to your site.

5.3   Step 3: Content

Content is the main feature of every website. Content is what visitors and search engines are looking for. Content is the thing visitors come after to your webpage and content is the thing which leads to leads. (Aaltonen & Yrjölä Sales Communications, 22.)

Easy communication is important on website. When visitor comes to your website, it should be obvious to visitor what your website is all about, what they can do on your site and why. Ideally you should want your visitors to get answers to these questions. Do visitors know in seconds what your company does? Do they understand what page is telling about and what page they are on? Do they know what to do next? Why should they buy or download something from this site instead of other pages? To get your message through you can do these actions. Put the value of the page into the title. Use powerful title and answer to question "Why should I buy from you?". This way you can tell what benefits and value customer will get. Try to avoid clichés and company talk. Go to relevant things and offer value as concrete benefit as possible. Include a call to action and make sure what happens next. Include links to your text, next steps link in

the end of the text and call to action to where it suits the best. You will not regret that you included advices in to your text because it gets visitors to do what you advised to do. You can also test your text and which option creates the most of clicks and conversions. There are tools such as HubSpot A/B testing tool and Google Website Optimizer. (Aaltonen & Yrjölä Sales Communications, 22.)

As I wrote of AIDA-model in my theory part, it comes clear also in this point. Before every action (attention, interest, desire, action) you should think about what happens next so that you are able to create good content to each step on a sales path. Because mostly there is information seekers on web so you have to analyze how these steps on web supports your AIDA steps. Should steps on web effect to attention, interest and desire because internet surfers often are information seekers.

Meaning of website is to offer information of products and services and make buying as easy as possible. But not everyone visiting your website are ready to buy. They may have concerns and questions to ask before they are ready to consider options. Because of that you should offer something else than information of the products. By educating and providing value to visitors you give them added value. This can be e-books, videos and other learning material. Content steers prospect buyers to your marketing funnel and closer to the point when they are ready to buy. At the same time they feel they get valuable information and help yet they don't feel you are selling to them. Also when you write content which focus on product information, it is good write straight to your audience. It is good to use words "you" and "we". You should also forget the official corporate language and talk the same language your visitors are using. It is also good to remember that it's not all about you, it's about what your visitors want. Write your product content so that you are trying to help visitors to solve their problems. Avoid the phrase 'we are the best option' -kind of speech and instead tell 'this way we can help you'. (Aaltonen & Yrjölä Sales Communications, 23.)

Blogging is one of the important parts of inbound marketing and it is a great addition to your website. When writing a blog you always create new content. This improves also ranking in search engine results. By writing a blog you also show your expertise in the field. With blog you can create more traffic to your website and this way get more leads. Blog is also a good channel to create a conversation with your clients and it is also a great way to create valuable inbound links. (Aaltonen & Yrjölä Sales Communications, 26.) By blogging you can create

added value to readers with different kind of content and it's a good way to show your expertise especially in b-to-b business (Yliselä 2017). When you for example invest in topicality in your content, you can show that you are constantly following your industry and are an opinion leader. Social media has had huge impact in last decade. It offers a place where user can 'like' posts and this way content becomes visible to his friends. This is an opportunity which you want to take advantage of. Build your website so that sharing your content is easy for visitors. When you offer quality content to visitors which is also easy to share, you can grow traffic to your website. By adding sharing widget to each of you page, it helps sharing to social media channels. Tools such as AddThis and ShareThis are easy to install and they have even reporting possibility. Blog platforms such as HubSpot and Wordpress have plugins which make it possible to visitors share content in social media channels. (Aaltonen & Yrjölä Sales Communications, 27.) As you are trying to figure out demand, it is important that sharing and liking is as easy as possible. This is because reaction is the thing you want from internet surfer. That reaction can reveal demand.

As mentioned in theory part, permission-based marketing relies on attention which is earned from the audience. This means that content has to be so good and targeted that it will add value to consumer life and they get interested of it. People often tend to engage with brands that are authentic, transparent, show care, respect consumers time and opinions and have a human presence online. They want something which supports their self-image.

Spreading and sharing content online is really easy and people want to share content which somehow benefits them. If you get people spreading and sharing your content, you know it will most likely spread to other similar kind of persons. This is because usually people hang out with people who are in same life situation or have same interests. Same kind of people tend to group together.

Content is also more than just a text. Different types of formats and media files are good ways to change content to lighter appearance. Content can be also images, videos, audio, tests and games. Try to create different type of content together so that visitors will get as best user experience possible. (Aaltonen & Yrjölä Sales Communications, 28.)

When you have good content, you should focus also to website layout and user experiment. Usually bounce rate is 30 to 60 percentage depending of the sector. Bounce rate means that

percentage share of visitors which immediately leaves from your website without navigating to next page. With next tips you are able to improve user experience (UX) and lower your bounce rate number. (Aaltonen & Yrjölä Sales Communications, 12.)

Your website represents your company and your brand and it can only make one first impression. When visitors come to your homepage, they will think about whether website is trustworthy, is company professional, is company stable, do I feel myself welcome and am I in the right place. When you plan your website, think about these questions. Layout is not the main factor but it does have a huge impact on creating first impression. (Aaltonen & Yrjölä Sales Communications, 13.)

Images are powerful elements on your website but you should use them wisely. Think about for example image bank photos. Those are everywhere, easy to get and cost effective. Marketing Experiments have tested the impact of image bank photos versus real photos and how do they generate leads. Real photos work 95 % better than photos from image bank. The reason for this was that photos from image bank were detached from the subject. So it is not always a good choice to use pictures of smiling business people. Every photo will create subconscious message and sometimes they might be different than you expected. (Aaltonen & Yrjölä Sales Communications, 16.)

One of the biggest factor for keeping visitors on your website is clear navigation. More than three quarters thinks that main feature of website is finding the right information easily. If visitors do not find easily what they look for they will quit and leave the page. So always think about keeping structure of navigation simple and near upper page. You can also include navigation to footer. Make navigation path visible to every page so that visitors know where they are. Put search tool to the top of the page so that visitors can look content through keywords. Remember not to offer too many navigation possibility on one page. Include links to your text and make clear that where these links take visitor. This will also help SEO. Rule for making easy navigation is simple. Do not left visitors thinking where they should click next or how they can get to the content they want. Make it easy. (Aaltonen & Yrjölä Sales Communications, 17-18.)

Usability is important so that website is readable in different types of devices or browsers. Smartphones and tablets are nowadays so popular that people surf on the web more than ever.

So make sure your website is responsive to all devices. Even Google has noticed that mobile search has increased so they favor mobile friendly sites. Basically this means that you should make your website responsive to every device if you want to be listed high in the rankings and offer a good user experience. (Aaltonen & Yrjölä Sales Communications, 20.)

5.4   Step 4: Conversion

When you have learned how to get traffic to your website and how to commit visitors with good content, it's time to get visitors converted in to leads. You don't want visitors just leave your website before they have left information of themselves. Without information, you do not get possibility to nurse prospect leads to that point when they are ready to buy. (Aaltonen & Yrjölä Sales Communications, 30.)

When trying to find out whether there is demand in the market for you or not, you have to get actual data. It is not enough if you just create a sales path and hope people will use it. You have to be able to get measurable data so that you know what is happening and what kind of content works the best. If you are able to get reaction from visitors, that is the best possible feedback. Whether it is a like, a share or you get contact details.

Depending on your industry, there are few points where you want to get reaction when trying to figure out if there is demand or not. It's either in social media or in your website. When you are in b-to-b business, it might be better to get reaction based on content. On b-to-c business, you want reaction from consumer and this way social media might be the best place.

When trying to get reaction in social media, questions works better than statements. People also like to click interesting images and zoom it bigger, that's also reaction which can be measured. When measuring demand, competition doesn't really work because people are liking it for the wrong reasons. Reactions to right content are actual marketing research. You can for example make inquiry which alternative is the best and then users can vote by liking it with different buttons. If someone shares your post, then it means it really is interesting. (Yliselä 2017.)

So how to get reaction on b-to-b side. Then you have to be able to create interesting content which adds value to customer. Content is the main thing and with it you can show your expertise. You can create content and put it behind download. By this I mean behind some action user has to make so that content will be shown to them.

Meaning of call-to-action (CTA) is to get visitor to make a desired action. CTA is usually on a visible spot so that visitors know what is the next step. CTA is the key to generate leads but so that they work properly those need to be accomplished in a right way. First you want to make it visible by making it quite large and easily distinguishable from other elements. Use colors whether it is a link, image or button. Use CTA which offers value such as guide or whitepaper. 'Take contact' is a bad CTA and do not trust only to that channel. Make CTA to look like something you can click. Less is more in CTA. Make it clear what do you suggest. Test always when possible. Try different colors, texts and placement to get to know which version gets the most of the clicks and leads. (Aaltonen & Yrjölä Sales Communications, 31.)

So how do visitors find your CTA-links. You should think about where you place the links. If visitor has too many options or do not find right option on a right time, they might frustrate and won't click anything. First you should divide beginning of marketing funnel and the mid-level. Put those you want to offer in the beginning of funnel to more general pages (such as e-books and whitepapers) and mid-level content (demos and surveys) to pages which visitors read when they look for more information of company and products. CTA should be placed in upper section of the page. This way user doesn't have to scroll page back and forth. Upper page always gets more views than footer. (Aaltonen & Yrjölä Sales Communications, 32.)

CTA link takes visitor to landing page. This is where unknown visitors become leads. In landing page visitors are given a change to get something what might interest them, such as e-book, only if they leave their contact details. Landing page should have title, small description of value what visitor gets, at least one image which supports the value, supporting elements such as customer experiences or certificates. Most of important landing page should include form for data collection. Landing page is necessary tool when converting visitors to leads. You should anyhow just offer one interesting resource because visitor is on a landing page for only one reason: to fill contact detail form to get free resource. (Aaltonen & Yrjölä Sales Communications, 33.)

Form is the key element on a landing page. Without form visitor has nothing to do on a landing page. Forms are useful when visitors have to register themselves for example to an event or load material. How many questions you include in the form depends of the value of the material loaded. Good basic rule is that ask only information you necessary need. Here also it's good to test different variations. Few tips when creating a form. Ask only information what your marketing/sales person needs. Do not use Send-button. Visitor do not want to send his information. He wants to download something. So it's better use for example 'Download guide'. Visitors do not want to share contact details because of increasing spam posts. You can add a sentence, where you tell that contact details are not sold forward. (Aaltonen & Yrjölä Sales Communications, 35.)

Not all CTA's have to be huge offers. Newsletters are a good way to collect email addresses. These are a good database where leads can be nursed in to buying clients. (Aaltonen & Yrjölä Sales Communications, 36.)

5.5 Step 5: Measuring and analyzing

When you have created your website so that right people find it, they surf it, they download maybe something and maybe show their interest to the thing you are offering. Then the next thing is measuring. So that you know what works well, you have to think what you should measure. Two most important points what you can measure, are: what is the volume and reach penetration of touchpoints with potential customers and how is the quality in engagement of interaction with potential customers.

You have to be able to set touchpoints which will give you right kind of data. Think carefully which points will show is there demand or not. When you have set those up, you can measure volume and reach penetration. This way you know if you are getting enough visitors to your sales path. Secondly you have to measure and analyze quality of engagement and interaction. This tells you if you are getting right kind of visitors to your sales path. If visitors are not potential customers, is there something wrong in the beginning of sales path and is it effecting to wrong kind of people. Are we sending wrong content out?

With Google Analytics you are able to measure your results and get information how users are using your website and how they found it. Here are the main points you are able to analyze with Google Analytics. You are also able to measure blog's traffic with Google Analytics (Yliselä 2017).

Real-Time tool allows you to see the activity on your website as it happens. You are able to see how many people are on your site right now, which pages they are interacting with and which goal conversions have occurred. You can immediately and continuously monitor the effects that new campaigns and site changes have on your traffic with Real-Time. You can for example monitor whether new and changed content on your site is being viewed. You can see whether a one-day promotion is driving traffic to your site or app and which pages these users are viewing. You can monitor the immediate effects on traffic from a blog, social network post or tweet. You can also monitor goal completions as you test changes to your site. (Google 2017a.)

Custom Report is a report that you create. You are able to pick different dimensions, for example city and browser, and different metrics, for example sessions, pageviews and bounce rate, and then decide how they should be displayed. This way you are able to easily look for the variables that are important to you. (Google 2017b.)

With Segments you are able to isolate and examine subsets of your Analytics data. For example, one segment might be users from a particular country or city. Another segment might be users who visit a specific part of your site. Segments let you isolate and analyze subsets of your data so you can examine and respond to the component trends in your business. You can also use segments as the basis for audiences. You are able to create a segment of users who visit your certain page and then target just those users with a remarketing campaign. (Google 2017c.)

You can base segments on the dimensions and metrics in your Analytics reports. For example you can segment by user type (for example returning user) and country/territory (for example U.S.). In addition to identifying the dimensions and metrics for individual filters in a segment, you can also set the scope of the data for a filter. There are three different scopes you can use. Hit measures behavior confined to a single action, for example, viewing a page or starting a video. Session measures the behavior within a single session, for example, the goals that users

completed during a session. User measures behavior across all sessions within the date range you're using, up to 90 days, for example all the goals users completed. (Google 2017c.)

You are also able to see from Google Analytics what language page visitors are speaking, from which country and city they come and from where they came on internet. This is really important feature when analyzing your traffic. You are able to see for example how many came from Google, Facebook, direct etc. You can also see how users navigate on your site. You can see how many came from Google, which page they landed, how many exits, which page they clicked next and so on. This is really important when analyzing data, to understand flow on your webpage. (Google Analytics Tutorial for Beginners 2014.) These features come handy when trying to figure out your sales path on web. Where do they come from, which channels work the best, do they click further to website. This all is important knowledge. With the help of this kind of analytics, you are able to analyze whether you are getting the right personas to your sales path.

From Google Analytics you are able to get data of keywords users used in Google. This is important cause this way you can analyze what users did wrote to Google search and are they really your customers. This way you can also see if your campaigns on Google AdWords are working effectively. You see your ranking for your own keywords but you also see keywords which visitors used when they came to your site. (Google Analytics Tutorial for Beginners 2014.) This helps a lot when analyzing keywords and content and if they are effecting on right audience.

If you want to monitor certain post in social media and if visitors are coming to your website through certain one post, you can create special modified URL address to that. This comes handy when measuring one post or newsletter when you want to measure how they are working. Basically measurement tool has to be on that side where you are directing visitors. So in this case website. (Yliselä 2017.)

As you can see, you can measure a lot of things with Google Analytics. Most important thing still is that you see overall traffic to your website and how they are behaving on your site. If you have set touchpoints for example to how many people land to your site and how many click forward to next site (for example click to references-site), you can analyze how many percentage will click forward and how many leave right away. This shows how many is really interested of what you are doing. This way you can analyze is your content reaching right

audience. When you go further to analyzing touchpoints, you can for example look from where visitors are coming to your site. Are they coming from search engines, direct or through social media. You can go deeper and deeper into details when analyzing data.

By analyzing statistics also on Facebook you are able to see how well have you succeed in Facebook and where there is still improvement to make. I will go through the main statistics which offer information you can use when trying to figure out whether there is demand or not for your content.

In Facebook statistics you are able to see visitor information. You can see how many pageviews your page has and how many have liked your page. You can choose also what timeframe you want to analyze. You are also able to see how many of those who have liked your page have seen your post in a last month and how many have stopped following your site. (Mikkola 2017.) These are important numbers when analyzing what content is interesting for visitors and what is not.

You are also able to see who is following you. You can get graphic statistics which shows you followers by age-, gender and geographic distribution. You are able to see those who have liked your page, those who have seen your posts and also those who have reacted to your posts. These metrics are important so that you are able to understand who is your real target audience. Which posts gets most of the reactions? Why those? Are we affecting to right target group? (Mikkola 2017.)

You can also see at what time your followers are using Facebook. This might be important when trying to get real time shares and conversation. You are also able to see which kind of posts (images, links, videos etc.) works the best. (Mikkola 2017.)

Analyzing reactions is really important when trying to figure out whether there is demand or not. In Facebook you can see amount of clicks added to reactions on certain post. It is also possible to separate what kind of reactions have you got. Were they comments, likes or shares. You can also see what kind of negative reactions post have got. These negative reactions are hiding the post or marked as a spam. You are also able to see how commitment followers are. This means that how many of those who have seen posts have reacted to them. Commitment

statistic is effective when you want to follow if your followers like your posts and do they react to them. This tool helps you to steer content to more interesting direction. (Mikkola 2017.)

In Facebook you are able to see how people react to your post. And if they don't, what that means? You can see how many have seen your post and how many have reacted it. If people have seen your post but no one hasn't done anything, you have to analyze why. Is it because content is something which doesn't guide to next step or is it because content was okay but not so good that person would click forward. Here you can also set up different kind of touchpoints to different kind of content. Content may have different goals. You should also remember to check if visitors are clicking straight to your website from post. If you are making important post which you want to analyze especially carefully, remember to make URL-campaign also to Google Analytics so that you can measure only that one post.

In LinkedIn, you can also get data for page analyzing. Company page analytics on LinkedIn provides companies with metrics and trends about their company page. Administrators can view data about their company page through the updates, followers and visitors section of the analytics tab. The updates section provides insight into the reach and engagement of updates posted at your company page. The updates section is divided into three areas: updates, reach and engagement. Updates shows basic information of the update like preview, date and audience. It also shows impression, which is the number of times each update was shown to LinkedIn members. At clicks you see the number of clicks on your content, company name or logo. At interactions you see the number of times people have liked, commented on and shared each update. You are also able to see how many followers you gained by promoting each update. Engagement shows by percentage the number of interactions plus the number of clicks and followers acquired, divided by the number of impressions. Reach graph shows the trend on the number of times your updates were seen both organically and through paid campaigns on a daily basis. Engagement graph displays the number of times members clicked, liked, commented on and shared your content in both organic and sponsored campaigns. (LinkedIn 2017b.)

The followers section is divided into four areas and it provides information on where followers are coming from, their demographics, trends and competitive comparisons. Section one is called type. There you can see the total number of LinkedIn members following your company page, followers you gained naturally without advertising and followers you gained through sponsored content or company follow ads. Section two tells about follower demographics. You

can see who is following your company for example by seniority data, job function data and company size data. Section three tells you about follower trends. It shows how your number of followers has changed over time. Section four tells you how you compare to others. There you can compare your number of followers to other companies. (LinkedIn 2017b.)

Visitor section contains information on visitors and viewers of your page. There you can see almost same things as on the follower section. You can see how many times company page was viewed, how many members visited you page and also who is visiting your company page based on seniority, industry, function and company size. What you cannot see on LinkedIn is location of visitors. (LinkedIn 2017b.)

As LinkedIn is more targeted to professionals, there content is the thing what matters. It is a good place to see if your content interests people in your industry for example. Analyzing tools offers good data on how many people see it, how they react it and did they want to see more. One example of touch point could be how many of people who see the content, will click to your site. This means they were interested of the content and want to see company or person behind it. And because your content focuses on your expertise, this means that person who clicks forward, is interested of what you do.

So how you know how to analyze all the data you are getting from each channel. I think there isn't just one answer. It all depends what you are trying to achieve, what is your industry, who is your target audience. When you see which posts, ads, keywords and contents work the best, you can develop your steps on your sales path to right direction. This way you know what works effectively and reaches targeted audience. Because you are trying to figure out if there is demand for you in this new market, you just have to start with what you have and then measure, analyze and learn from it. As in lean start up world, you should start with something, then see what is the response to that, change it if doesn't work properly and then try again. When doing this loop over and over again, I think you are able to get closer and closer to your audience with the best kind of content and with the right kind of products/services.

Analyzing all the results is maybe the hardest part. You have to have basic knowledge first so that you are able to analyze results and changes. Are you really getting right kind of visitors? Is your content right kind of? Are you visible to right kind of buying persona. Best way of getting that kind of information is just doing over and over again. The more you do it, the more you will

get knowledge of the matter. Lean thinking kicks in here. By creating a minimum viable marketing campaign, you are able to use the build-measure-learn loop. Create sales path to web, measure it and learn. Then create new one and develop the path. Same thinking can be used also when trying to get visitors to the path. Try different kind of posts and contents, measure them and then learn from them. Path is never finished and you have to keep on adding more content and posts so that you stay active. You cannot be sure that you nail everything at first try. That is why you have to try different kind of material, different kind of content and different channels.

5.6   Examples

I will form two different type of examples where this kind of measuring can be used. First example is from b-to-b business and second is from b-to-c. These are light versions but with these I try to open up the process and basic thinking behind it. In these both cases, most important thing before starting, is to think what you are trying to achieve and what are the indicators which will reveal the demand. And of course, remember that content have to be formed in right language.

Company, in first example, is a SME sized company, which sells expertise service. They are selling planning service to construction industry. With the help of their service, builders of multi-storey buildings, will save construction time and get savings on working hours. First they have to think who is the person they want to get contact. Who benefits of their solution? Is it site manager or is it CFO? Let's think in this case that they want to get reaction from CFO. So it means this company has to get themselves visible to this CFO. By searching some potential ones you are able to see whether for example LinkedIn is a good place to look for right persons. On b-to-b side search engines are also good starting points for sales path. So let's continue with Google. Possibly no one will search for "how to save working hours on building site" so that's why you have to think what CFO might google. If you think they are searching for "building site calculation" then you can try to get your ads on those results. Or if you have created quality content on your webpage of that matter, Google may put you top ranking. With the right kind of title you are able to get reaction from CFO and get them to your website. NOTE! Here might be the first touchpoint. How many is clicking forward to your site from Google. Then what do you want from them when they are on your website? You might want to show them your

expertise. Customer reference is always a good way to show trustworthy so maybe you want to add actual reference what you have done to some of your clients. CFO is also always interested of numbers so calculation might be something they want to see. So put calculation of savings behind CTA. If he is interested, he wants to see the calculation and he leaves contact details. That is really good reaction and you know he is definitely interested. NOTE! Here could be second touchpoint. With these touchpoints, you can check how many is finding your site and how many of them are really interested. By analyzing these numbers you can measure if there is demand or not in that country.

So in this case, content is the one which is important. Content can be also images and videos so it doesn't necessarily be text. Also by adding content to LinkedIn, you can get people's attention. When you share it to right kind of audience you are able to get their reaction and get them to your website.

My second example is from b-to-c business. Company is producing handmade belts which are made of spare leather pieces. These pieces are leftovers from a company which makes leather bags. In this case it is clear that company needs a brand. There are lots of belts in the market but will someone be interested of belts which are made of leftovers. Presumably potential customer respects environment and recycling. So target audience can be formed from there. You might be able to get reaction of that audience in social media. If you get ads to their news feed, they might get interested. If your content shows how you are using leftovers and how that helps environment, you might get reaction. Some post might ask "Do you support recycling?" And then people can like it. Some post might ask "Do you want to use accessories that are made of leftovers?" And then again people can like it. NOTE! These reactions do not work as a touchpoint by themselves. It means only that they are interested in same values as your company represents. Next you need to get reaction for your product. Remember that posting in Facebook should be 45 % useful, 45 % entertainment and 10 % product. When you post based on that thinking and open up also for example your manufacturing process based on your values, you are able to get followers. Then when you post something of your product and get reactions, you know people like it. You can also make easier campaign first. You can buy advertisement for your product from Facebook and target it to your audience. Then you can measure how many clicks further to landing page. There might be question for example: would you buy these? And then text: Available soon in your country. You should also remember that

when you have data already, you can more easily negotiate contracts with dealers. You have data which shows demand.

6 CONCLUSIONS

In my thesis my goal was to study whether it is possible or not to measure demand in a new market with the help of digital tools. I did limit my question a bit because otherwise it would have been too broad topic. My research question was "How company can measure demand in a new market through social media and homepage?". Aim was to study is it possible to measure demand and how is it done. First I thought I would do qualitative research. When I got my theory part ready and formed my questions based on my theory, I did notice that qualitative research isn't the best way. I noticed that I was able to find answers to those questions from internet. There were few questions left which needed more expertise so I made one expert interview. I was able to get answers to all of my questions from internet or from that expert interview. My results show that it is possible to measure demand on a new market with the help of social media and homepage. It is not easy and it takes time and effort, but it is possible. At the same time, when trying to learn if there is demand in a new market, steps work also as a marketing.

So how it is done? First you have to think about these five steps which help you to measure demand.

1. How you are found and how to get visitors to your sites
2. Creating a sales path to web
3. Content
4. Conversion
5. Measuring and analyzing

On step one you have to think how you get yourself visible to your target audience. You have to be able to get enough right kind of data so that you can measure demand. When you know your target audience and know from which channels you can reach them, you have to create sales path to web. On this path you have to carefully think what kind of information is interesting to them and which will tempt them to proceed further. Content is the keyword to that. With good right kind of content you are able to tempt audience further to your sales path. But your sales path have to have some kind of meaning. Otherwise it is useless. So if your goal is to measure demand, you have to get some kind of reaction from the audience. It can be something already

in social media channels or something at homepage. CTA is important because that is the one thing you are measuring. You have to measure what people are doing on your path and which reactions are the most important ones. You also have to analyze all the steps and how they are changing. Are you feeding right kind of content to your channels and is audience interested of it? Problematic might be understanding whether your gathered data consist of right kind of audience or are you affecting to wrong people. You have use build-measure-learn loop when measuring demand on web. Without trying and learning you are not able to get quality results.

As seen in my results, there are many different points you are able to measure. Facebook has its own analyzing tool, same is with LinkedIn and then there is also Google Analytics. These tools have so many different features that it might be first confusing which metrics to use. You just have to think what information is crucial to you and what really matters when measuring demand.

Overall this research was quite challenging because I was trying to find out answer to question which is new and this way of working doesn't exist yet. This represents something new and is new way of thinking. Digital marketing and lean thinking was quite new also to me. With the help of this thesis I was able to wide my expertise in this area. That was my personal goal for this thesis; to grow my knowhow on digital marketing and how digital marketing can help companies that are trying to figure out if there is demand in a new market. After all, in year 2016, 47 % of whole world population and 81 % of population in developed countries were using internet (Wikipedia 2017). Let's think it this way, you know that there could be consumers in other country and they are on computer. You have internet connection to them and you have a clue what channels they are in, why shouldn't you try to reach for them. If you are able to form interaction with them, you will get really valuable data.

This research gives idea to what digital marketing enables. It also made research quite broad. It might have been easier to make if I had chosen one real company and made this research for it. But then again it would have centralized to that and I wouldn't have learned myself so much of this topic. Hopefully now as many companies possible from different industries might get the idea of how measure demand in their industry.

In the future, it would be interesting if somebody would create actual path and measuring points and would open the analyzing process. It would be interesting to see, what numbers actually

are showing and how can you analyze them deeper. That would be taking this research to practical level and it would show companies practical examples on how measuring demand can be implemented.

REFERENCES

Aaltonen & Yrjölä Sales Communications. 25 verkkosivuvinkkiä kävijämäärien, liidien ja myynnin kasvattamiseen. Available at https://www.salescommunications.fi/hs-fs/hub/390227/file-2615039209-pdf/Ladattavaa_materiaalia/AYSC-25_verkkosivuvinkkia.pdf. Accessed February 23th, 2017.

Ash, T., Page, R. & Ginty, M. 2012. Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions. Second edition. Indianapolis: John Wiley & Sons, Inc.

Barker, M. S., Barker, D. I., Bormann, N. F., Roberts, M. L. & Zahay, D. 2008. Social Media Marketing: A strategic Approach. Second edition. Cengage Learning.

Blanchard, O. 2011. Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization. Indianapolis, Indiana: Pearson Education Inc.

Business Dictionary. 2016. Available at http://www.businessdictionary.com/definition/strategy.html. Accessed Sept 11, 2016.

Charmaz, K. 2006. Constructing Grounded Theory: A Practical Guide Through Qualitative Analysis. SAGE Publications Ltd.

Dann, S. & Dann, S. 2011. E-marketing: Theory and Application. Palgrave Macmillan.

Davenport, T.H. 2014. Big Data at Work: Dispelling the Myths, Uncovering the Opportunities. Boston, Massachusetts: Harvard Business Review Press.

Devaney, E. LinkedIn – Luo täydellinen yrityssivu. Available at https://www.salescommunications.fi/hs-fs/hub/390227/file-2257577189-pdf/AYSC_opas_LinkedIn_yrityssivut.pdf. Aaltonen & Yrjölä Sales Communications. Accessed January 15th, 2017.

Elmansy, R. 2013. Teach Yourself Visually: Search Engine Optimization. Indianapolis: John Wiley & Sons, Inc.

Facebook 2017. Available at https://www.facebook.com/pg/facebook/about/?ref=page_internal. Accessed March 22nd, 2017.

Google Analytics Tutorial for Beginners 2014 Youtube-video. Available at https://www.youtube.com/watch?v=I7YA1oZhevo. Accessed March 15th, 2017.

Google 2017a. Tietoja reaaliaikaisesta analytiikasta. Available at https://support.google.com/analytics/answer/1638635?hl. Accessed February 10th, 2017.

Google 2017b. Tietoja omista raporteista. Available at https://support.google.com/analytics/answer/1033013?hl. Accessed February 10th, 2017.)

Google 2017c. Segmentit. Available at https://support.google.com/analytics/answer/3123951. Accessed February 10th, 2017.

Hair. J., Money, A., Page, M. & Samouel, P. 2007. Research Methods for Business. West Sussex: John Wiley & Sons Ltd.

Hakola, I. & Hiila, I. 2012. Strateginen ote verkkoon. Talentum.

Hanki, J. 2015. Näin rakennat ostopersoonat. Available at https://www.slideshare.net/FuelDigital/webinaari-nain-rakennat-ostopersoonat-942015. Advance B2B Oy. Published April 9th, 2015. Accessed March 10th, 2017.

Investopedia. 2016. Available at http://www.investopedia.com/terms/1/80-20-rule.asp. Accessed October 1, 2016.

Isokangas, A. & Vassinen, R. 2010. Digitaalinen jalanjälki. Talentum.

Kadziolka, A. 2014. LinkedIn yrityksen markkinoinnissa – 5 vinkkiä. Available at http://mamaonbis.fi/linkedin-yrityksen-markkinoinnissa/. Published October 9th, 2014. Accessed January 16th, 2017.

Kingsnorth, S. 2016. Digital Marketing Strategy: An integrated approach to online marketing. Kogan Page Limited.

Lindholm, V. 2017. Yrittäjän pitämä seminaari 15.3.2017. Varusteleka Oy. Kokkola.

LinkedIn Corporation 2017. How to Advertise on LinkedIn. Available at https://business.linkedin.com/marketing-solutions/how-to-advertise-on-linkedin. Accessed March 15th, 2017.

LinkedIn 2017a. Available at https://www.linkedin.com/static?key=what_is_linkedin. Accessed February 23rd, 2017.)

LinkedIn 2017b. Understanding Company Page Analytics. Available at https://www.linkedin.com/help/linkedin/answer/26032/understanding-company-page-analytics?lang=en. Updated October 2016. Accessed February 24th, 2017.

Maslow, A.H. 1954. Motivation and Personality. Harper & Brothers.

Mikkola, R. 2017. Miten tulkita Facebookin kävijätilastot?. Available at http://someco.fi/blogi/miten-tulkitsen-facebookin-tilastot/#more-1600. Published October 8th, 2013, updated March 2nd, 2017. Accessed March 13th, 2017.

Olsen, W. 2012. Data Collection: Key Debates and Methods in Social Research. SAGE Publications Ltd.

Parkin, G. 2009. Digital Marketing: Strategies for Online Success. London: New Holland Publishers Ltd.

Raiskio, J. & Kumpulainen, T. 2015. Liiniä markkinointia rakkaudesta lajiin. Available at http://www.unfair.fi/e-bookit/. Accessed January 15th, 2017.

Rantanen, S. Googlessa mainostaminen – Usein kysyttyä – FAQ. Available at http://www.onet.fi/google-adwords-faq. Accessed March 15th, 2017.

Raukola, J-M. 2014. Miten hyödynnät LinkedIn-profiiliasi. Available at http://www.raukola.fi/blogi/miten-hyodynnat-linkedin-profiiliasi/. Published March 7th, 2014. Accessed January 15th, 2017.

Ries, E. 2011. The Lean Startup. New York: Crown Business.

Rogers, E. M. 1983. Diffusion of Innovations. 3rd edition. New York: Free Press. Available at https://teddykw2.files.wordpress.com/2012/07/everett-m-rogers-diffusion-of-innovations.pdf. Accessed May 5th, 2017.

Rubanovitsch, M. D. & Aminoff, J. 2015. Ostovallankumous. Oy Imperial Sales AB/Johtajatiimi. Helsinki.

Tanni, K. & Keronen, K. 2013. Johdata asiakkaasi verkkoon: Opas koukuttavan sisältöstrategian luomiseen. Talentum.

Tuomas & Mika D. Rubanovitsch – Ostovallankumous 2015. ZEF. Youtube-video. Available at https://www.youtube.com/watch?v=ewe0dkPZOK8. Accessed January 15th, 2017.

Twitter. 2016. Available at https://about.twitter.com/company. Accessed September 24th, 2016.

Wikipedia. 2017. Global Internet usage. Available at https://en.wikipedia.org/wiki/Global_Internet_usage. Accessed April 8th, 2017.

Yliselä, A. 2017. Johtavan markkinoinnin asiantuntijan haastattelu 17.3.2017. Myynninmaailma Oy. Seinäjoki.

QUESTIONS FOR RESEARCH

How you are found and how to get visitors to your sites
How is it possible to rank as high as possible in search engine results?
What do you have to consider in search engine optimization when focusing in international markets?
(language etc.)
How do you know to who you should target your visibility?

Creating a sales path to web
What is LinkedIn?
What is Facebook?
Can you limit geographically paid SEO?
Is it possible to roughly define what type of people use which social media channels?
How can you target campaigns and messages in Facebook? Can you choose to which kind of target audience
campaigns and posts will be shown?
Can you target paid ads? (for example 30 to 40 men who likes fixing cars)
What other ways exists to get visibility on Facebook than advertising?
Is it wise to geographically limit the customer base on internet or is it wiser to segment customers, for
example, according to their needs?
How can you get visibility on LinkedIn?

Content
What kind of is good homepage?
How can you show expertise with the help of content? Is there some ways to do this?
Vaikuttaako sivustojen ulkonäkö ja loogisuus kävijäliikenteeseen?
Does appearance of website and logic affect to visitor traffic?
What are the best channels for content marketing on internet?

Conversion
What different ways there is to get a site visitor to leave their contact information?
What ways there are for getting a reaction from people on Facebook and LinkedIn? Is there examples?

Measuring
What kind of information it is possible to get from website visitors? Amount, where they come?
What kind of data can you get for analyzing LinkedIn page?
What kind of data can you get for analyzing Facebook page?
How can you follow blog readers? What kind of analyzing data there is available?
Is it possible to see for website that where the visitors lands, which pages he visits, where he exits and how
long he stays on different pages?
Is it possible to see whether visitor comes through SEO, Facebook or LinkedIn?
Is it possible to see directly from which link or post visitor comes to homepage?
Is it possible to see on Facebook/LinkedIn how many have clicked forward from a link in a post, for example to
homepage?
How exactly can you see where the visitor comes from (geographically)? (homepage, Facebook, LinkedIn)
Is it possible to geographically target area where digital marketing will be focused? Which are the channels
where it is or is not possible to make?
Is it possible to find out what was the search word by which visitor found way to homepage?
Is it possible to find out is visitor coming to homepage through paid SEO and which paid SEO word he used?