Tania Muhonen

Forming Digital Marketing Plan for a Start-up Brand

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Globalisaatio, internetin kattavuus ja erilaisten näyttölaitteiden räjähdysmäinen suosio ovat luoneet digitaalisista ympäristöistä suuria rahavirtojen keskuksia. Tavalliseen painotekniseen mainostuotteeseen verrattuna digitaalinen ympäristö tarjoaa edulliset kustannukset ja asiakkaiden ryhmittelymahdollisuuden. Digitaaliset alustat pystyvät mittaamaan käyttäjän jokaista liikettä, mikä tekee alustoista erittäin hyödyllisiä markkinoijalle. Insinöörityössä oli tavoitteena valita oikeat työkalut toimintaansa aloittavalle vaatetusalan yritykselle ja etsiä sopivat tavat käyttää niitä. Digitaalisen markkinoinnin tavoite yrityksen viestinnässä on lisätä brändin tietoisuutta ja nostaa yrityksen myyntiä.

Tutkimuspohjainen insinöörityöprojekti toteutettiin yrityksen tarpeeseen luoda pohja tehokkaalle digimarkkinoinnille. Työssä perehdyttiin sosiaaliseen mediaan, internetsivujen suunnitteluun, sähköpostimarkkinointiin, hakukoneoptimointiin ja sisällön mittaustyökaluihin. Työssä hyödynnettiin kyselymuotoista tutkimusta.

Projektin lopputuotteena luotiin suunnitelma yrityksen kokonaisvaltaiselle verkkoviestinnälle. Työssä tuotettiin ensimmäinen versio yrityksen verkkosivuista ja perehdyttiin käyttäjälähtöiseen suunnitteluun. Hakukoneoptimoinnin osuus kattaa hakukoneiden toiminnan rakenteen ja painottaa brändättyjen hakusanojen käytön tärkeyttä. Verkkokaupan mainostamiseen sopivat sosiaalisen median kanavat tutkittiin ja tutustuttiin tehokkaan sisällön tunnuspiirteisiin. Kyselytutkimuksessa usein toistuvat vastaukset kertoivat tehokkaan verkkoviestinnän olevan lyhyttä, laadukasta ja asiakasta jollakin tavalla hyödyttävää. Lopulta valittiin sähköpostimarkkinointityökalu ja luotiin yrityksen ensimmäinen suoramarkkinointikirje sekä analysoitiin luodun sisällön tehokkuutta. Insinöörityö loi hyvän pohjan yrityksen digitaaliseen viestintään, vaikka kaikkia tutkittuja asioita ei pystyttykään käytännössä toteuttamaan yrityksen vaatetuotannon vaikeuksien vuoksi.

Avainsanat	Digimarkkinointi, sosiaalinen media, verkkokauppa, hakukoneoptimointi

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Globalization, general access to internet and the wide spread of digital devices have made digital marketing a huge business. Compared to classical media forms like print, digital field offers lowered costs and precise customer segmentation. Since digital marketing platforms can measure every action the customer makes during the marketing process, this is the field for marketer to concentrate right now. The main goal of the thesis is to find the right online tools for the case company and illustrate the best ways to use them. Core reasons for company to do online marketing is to reach global customer base, rise brand awareness and boost sales.

The theoretical framework covers discussion about social media channels, website design, email marketing, search engine optimization and content monitoring. This information is then applied to the case company project by choosing the optimal online tools and conducting a plan how to use them. The goal of all online actions is to increase the brand awareness and future sales. The project is covered in chapter 3. A small survey about online marketing was conducted and utilized via thesis. All the original answers are attached at the end of this thesis, Appendix 1.

The outcome of the thesis was to create a plan for case company's' digital marketing. Projects' final results consisted of company website draft, search engine optimization plan, social media channel creation, email marketing draft and content monitoring analysis. Project created a great base for company's online presence, yet all the researched topics could not be implemented since brand had clothing production related difficulties.

Keywords	Digital marketing, social media, web shop, search engine optimization

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Shortcuts

SEO   Search Engine Optimization

SEM   Search Engine Marketing

UI   User Interface

UEX   User Experience

CPM   Cost Per Impression

CPC   Cost Per Click

ROI   Return On Investment

1 Introduction

Globalization, general access to internet and the wide spread of digital devices have made digital marketing a huge business. Compared to classical media forms like print, digital field offers lowered costs and precise customer segmentation. Since digital marketing platforms can measure every action the customer makes during the marketing process, it is the field for marketer to concentrate right now.

Selling online around the world and gain huge masses behind a brand is reality for some companies: How can one do this? Forming a consistent online marketing plan is essential to achieve good marketing results. Clear brand identity and visual guidelines are also key ingredients for a brand to succeed, but will be excluded from this thesis.

1.1 Company Introduction

"CASE COMPANY X" is a Finnish start-up clothing brand addressed to artistic people and minorities like trans people. The idea is to produce responsible clothing and make the pieces stand for equal human rights and arts. Brand represents values like humanity, education through art, sustainable design and equality. Since the brand is positioned to attract minorities, the arising problem is limited markets in Finland. This is the main reason for company to invest on digital marketing.

1.2 Project Objectives

The main objective is to search the right online tools for the brand. Searching the right online tools means picking out right social media accounts, conducting search engine optimization, doing a base for website design, setting up an email marketing account and getting to know the right insight tools. With every chapter there are illustrative images attached to help the reader to understand processes. I will leave out general marketing plan, brand development and visual tactics although all of these areas are crucial for an online marketing to succeed.

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The actual project, forming an online marketing plan consists of steps below:

· Analyse of company's current situation with SWOT –analysis and competitive analysis

· Positioning company among competitors and choosing the target market

· Creating a base for company online marketing communication including website, email marketing and search engine optimization

· Picking the right social media channels and create accounts

· Choosing the right insight tools to monitor content

I also conducted a small research about online marketing which is to be utilized during the thesis. The research was done in a form of an online survey using Google Forms. The survey had five questions about online marketing that were to be answered with sentences. Answers were given by about 30 people with different backgrounds. All the original answers are attached at the end of this thesis below the title "Appendix 1".

2   Digital Marketing

"Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitability." [15]

"Get noticed. Nothing else matters." [14,71]

"It's worth noticing, worth talking about, and for many people, worth buying." [6,85]

Marketing can be described to be sales, psychology, design and customer satisfaction. Successful marketing process both fulfils the customer needs and produces profits for the marketer. Unethical marketing is also described to open peoples' emotional vulnerabilities. [32,16]

Marketing is known to consist of seven segments: product, price, promotion, place, people, physical evidence and process. Product means the service or tangible item that fulfils customer needs and wants. Price equals to value of certain service or item. Promotion means making the product visible. Promotion can be done using various channels like social media marketing, public relations, email marketing, search engine

marketing, word of mouth and online advertising. For promotion actions to succeed, the brand identity must be consistent and visually appealing. Brand mission and vision must be clear for the customer to understand what the brand is all about. Place means the distribution channel chosen by the company. Place is essential for the whole marketing process to succeed, since it must be found by the optimal audience. People equals to the optimal staff of a company. Staff must be motivated to work in order a company to produce good results. Physical evidence is the tangible product related to the marketing process. Processes mean the internal and external actions that the business requires. [71,516]

Digital marketing has reformed the whole marketing economy by offering new platforms and media formats for marketers. One of the biggest advantages of digital marketing is cost-effectiveness. The minimum price for a single bus stop print advertisement is around 7000 euros only in Helsinki area, Finland. [12] At the same time Neonmedia, Finnish marketing company, offers digital advertisement space for 400-1000 euros, which is considerable less. [70] Facebook, Instagram and other main social media platforms offer even cheaper marketing space and targeted marketing possibilities. Digital platforms offer insights, which measure the content performance. This is yet another perk of digital marketing that the traditional advertising platforms lack.

Inbound marketing means creating content that attracts customers. Since digital platforms and devices are more and more in common, inbound marketing has become the trend of the 21th century. New platforms allow a marketer to observe customer behavior by placing cookies to web sites. Cookies analyze customer behavior and produce reports of customer engagement, which the marketer can then use when analyzing content performance. Customer analysis enables optimal content creation. [11]

Though digital marketing offers low costs, customer segmentation and targeted marketing possibilities, it also has some limitations to it. Digital platforms are highly dependant on the internet, which as a service is not a guarantee everywhere around the world. This leads to a narrowed customer base. The internet is also very cluttered with content and therefore, marketers can find it hard to stand out from the crowd. There is also vast amount of unreliable information, and sadly many people do not question the

information they receive. Another relevant thing to remember is that internet is online 24 hours a day, which makes it hard to monitor all the actions taking place online. Someone must be responsible for customer service at all hours. Maintaining a good reputation can be hard during the digital era, since one negative comment can gain a lot of attention and spread quickly in social media.
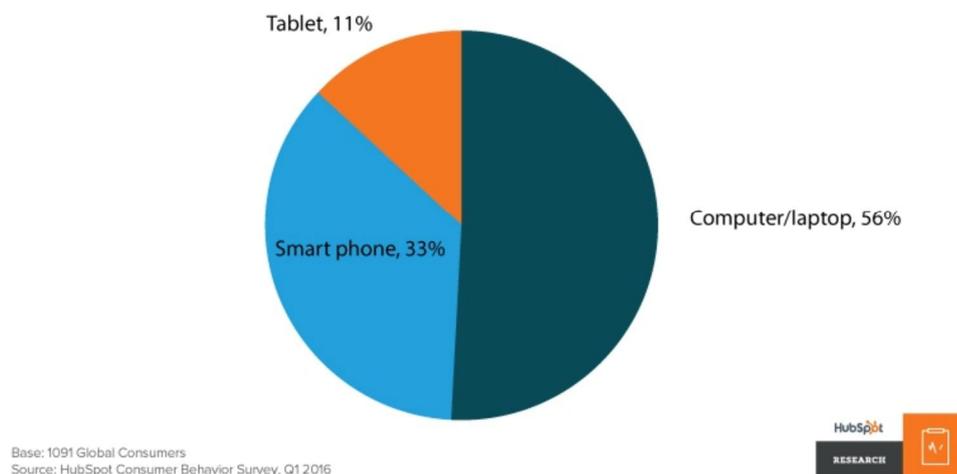
Picture 1. Device analysis. Reprinted from HubSpot (2016). [8]

Digitalization has given a spectrum of different end devices, which is a fact that must be acknowledged when planning a company's digital marketing strategy. On top of computers one can use smartphones, tablets, even television screens as an end device. Good content must be scalable to all the end devices. As much as one third of browsing is done with smartphone as pie chart 1 shows above. [8]

2.1 Digital Marketing Plan

To establish effective digital promotion material, the brand owner must conduct a marketing plan. A digital marketing plan must cover at least situation analysis, customer base analysis, positioning among competitors, distribution channel planning and

promotion plan. Company strengths, weaknesses, opportunities and threats should be examined by producing a SWOT –analysis. Benchmarking is another a great way to analyze competitors processed and see what is working for them and what is not. [71,84]

2.1.1   Situation Analysis

Situation analysis means analysing where the company stands at current moment. Analysis is done to evaluate the opportunities and possible problems company might face. SWOT –analysis lists company strengths, weaknesses, opportunities and threats. SWOT helps a marketer to position the company among other competitors and spot company strengths and areas to concentrate on. SWOT –analysis can be created by listing all the attributes to a simple chart shown below in the picture 2. [71,507]

STRENGHTS	WEAKNESSES
OPPORTUNITIES	THREATS

Picture 2. SWOT –analysis model.

Situation analysis can entail customer analysis. Customers can be divided into certain profiles based on the attributes they have or activities they conduct. The usual segment dividers are variables like geography, ethnicity, education, lifestyle and personality. What are customers' values? What kind of content do they consume, what pages do they browse? What are their hobbies? Where do they live? Who is the ideal person they want to be? Segments can be created by producing a simple SWOT –reminding model as shown below in picture 3. [72,115]

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SEGMENT 1	SEGMENT 2
SEGMENT 3	SEGMENT 4
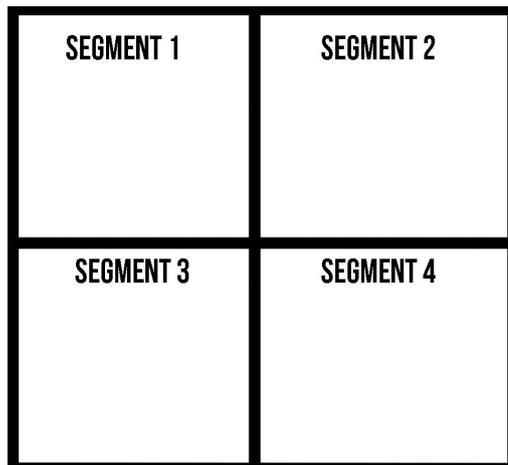
Picture 3. Customer segmentation model.

When marketers have clear customer segments, marketing tactics are easier to direct to a certain segment. Customer segmentation enables a marketer to create content that interests the customer. [72,115]

2.1.2   Competitive Analysis

Competitive analysis means analyzing competing companies and assessing their strategies, processes and goals. Social brand benchmarking means searching and analyzing competing companies' social media strategy and the kind of content they produce. Questions can help forming a picture of the current competition:

· Who are the competitors and what do they sell?

· What is their current and past marketing strategies? What is working for them and what is not?

· What kind of media are they producing? How often do they post?

· What are their strengths and weaknesses?

Benchmarking does not mean copying processes from competitors, it is more about how to make one's product to stand out when comparing to the businesses already existing. [71,508]

2.1.3   Positioning

Positioning answers to the question "How will company differentiate itself from the competitors?" To define a company's market position, one must examine three variables: customers, competitors and company itself. Who are the customers and what are their values? What do the competitors offer? What are the attributes that separates the company from competitors? Branding and traditional marketing plan are crucial for positioning to succeed. Ideal positioning strategy is built with competitive advantage that cannot be matched by another company. If a start-up company fails to differentiate themselves from the crowd, it remains unnoticed. Many companies develop a so-called positioning statement, also known as advertising slogan, which help a customer to form a picture of the company. Example of one of the most famous positioning statements is Nikes' "Just Do It". [72,126]

2.1.4   Objectives

Clearing out company objectives means setting specified goals for company to achieve. Marketing objectives must be clear to be able to achieve them. Most common objectives related to digital marketing are processes of brand awareness and sales. After clearing out objectives, strategy and tactics are applied. [71,510]

2.1.5   Strategy and Tactics

Strategy answers to the question "How will a company achieve the objectives?". Strategy should identify customer segments and target actions to the right customer group by using optimal online tools. Online tools can be divided roughly into six categories: search engine optimization, usage of social media, website design, email marketing, display advertising and content monitoring. By customer and competitive analysis, the marketer can form core customer groups and benchmark tactics from other companies in the industry. [71,510] Below is an example of strategy and tactic:

Strategy: Directing more customers to a company web page by optimizing the page for the search engines.

Tactics: Modifying web page URL –keywords, meta description and page HTML keywords. Buying Google search engine advertisements.

Tactics are specific explanations of strategies and answer to questions about how a company can exactly achieve a specific goal. Tactics are usually processes and short term plans how to achieve something, while a strategy is a more long term plan. [71,511]

2.1.6 Monitoring

Monitoring performance is as important as publishing content. A marketer needs to monitor what kind of content appeals to customers to produce content that is appealing for the customers. Content monitoring includes observing variables in different online content publishing platforms. Email marketing includes variables such as opened percentage, unopened percentage, subscription percentage, non-subscription percentage and click percentage. Social media platforms are all about engaging customers to react with posts, and the usual metrics are likes, shares, comments and impressions. Website analytics include metrics like the number of sessions, session length, geographic information, linked pages and searched keywords. Monitoring is further discussed in chapter 2.6.

2.2 Website Design

Design is generally associated with style and fashion, but what it fundamentally represents is how to think creatively, solve problems and help humankind to function better. It is a way of turning an abstract into a functional good: it is art that people use. A great designer keeps constantly asking "why?" and "why not?". Designing can be described as observing what can be made in a better way. [25,27]

Depending on the business type, a website's primary function is to provide the information a user is searching, featuring the products marketer is selling and representing the brand as a business. User experience design, UEX, means design starting from looking at the user first, and observe what he or she really wants and needs from the product. Great design takes all kind of customers and their personal features

into account: age, vision, education, likes, dislikes and so on. Great design is simple and easy to use and makes the user feel good about herself or himself. User should not need to fight with the design but the design itself should advice the customer how to manage. [24,47] Feedback is an essential feature in website UEX: customer should know whether to push or pull a button and what happens if he or she does so. This can be applied to a web site design by providing interactive elements with hover and click –effects, changing colors or opacities. Fillable forms like checkout elements should also provide feedback by providing instant feedback of customers' actions. [68,62-64]

Too much noise creates a stress-like condition in our brain: when there is too much going on in the design, our brain does not know where to focus and it goes to an overdrive mode. On the contrary, a simple design lets our brain relax with ease. [23,56] White space, also called negative space is important to remember when designing a web site. Eyes must have a place to concentrate and to rest. Clear hierarchy and alignment on elements help the customer to spot the relevant information. [24,31] Colors should be chosen in a way that they serve customers with long sessions and work well with other elements. Social media icons and other small elements should be placed into a footer or a sidebar to make the design more simple and appealing. An optimal font choice is clear, easy to read and designed for web. People with vision problems should be considered and make the letter spacing and font size big enough. [41]

According to a UK SEO Services study, around 60% of people expect sites to load in two to three seconds. [18] Website functionality is the corner stone of good website design. A site must not contain too much heavy media like large photos or video files. The navigation system should be quickly learnable. The customer should always know where he or she is located and be able to quickly find the information she or he is looking for. [24,59] Too many times graphic designers fall into a trap of making websites only good looking, not functional. If a customer must think how he or she is going to remember how to use the site next time, website design has failed. [41] According to Smart Insights' survey about mobile usage, smartphone platforms represent about half of all digital usage. [36] Large screen optimized web sites are not enough: a responsive web design that scales to all end devices is a must in order to keep the existing customers. When creating a mobile optimized site, one must remember that a mobile is a much smaller platform compared to a computer screen. Compressing images, creating single files of

CSS or JavaScript code and caching are some ways of making the mobile page load faster. [35]

Fallibility must be considered when designing a website: if there is a possibility to an error, someone is going to make it. The problem with designing a website is that engineers and designers think they are the potential end users. This is not true, since both engineers and designers know too much about the product and the technology applied: they are not the average end users. Hence, usability testing is very important when launching a website. According to marketing professional Steve Krug, the first three testers will encounter most of the problems. [24,146] The key is to test as many different people as possible: different ages, backgrounds, technical knowledge and so on. By testing people from different backgrounds, a tester gets the best variation in test results. [24,160]

There are some special things to consider when creating an eCommerce web site. Search –button is one important feature in web shop design. According to Econsultancy's survey about Ecommerce, about 30% of all people use search -button while shopping online. Search -button means better usability and therefore, automatically better sales. Search –button should be placed away from other boxes and clearly labelled as a search tool. Search box can have a feature of auto-completing, which helps the possible customer to find the wanted product. [37]

A secure connection is a promise online marketer gives to the potential customer when setting up a web shop. SSL encryption secures the information submitted to the site, like customer visa information. Without SSL, the marketer is responsible for possible identity thefts happening on a site. SSL can be spotted from URL –address of "https"-connection type and lock-icon.

Allowing a customer to add items directly to the cart and proceed to pay is a user-friendly way of supporting checkouts. Web shops should not require registration before the customer is able to buy the product. A user-friendly option is to place the registration button to the checkout page where the customer information is collected. It is good to have registration possibility available since it will benefit loyal customers by saving their

information for the future purchases. Email subscription button can also be added to the checkout page. [35]

Most people found online shopping easy if the site provided enough information about the products and the checkout process was simple. Simplicity was the main thing mentioned in almost every answer: people wanted to find what they were looking for and be able to buy it with as few steps as possible. Possible problems occurred at sites that demanded registration before the possibility to buy the product and sites that did not provide clear information about terms and conditions. Various paying methods and online support were the two things that were appraised in the answers. Free shipping and returns were also popular features and the kickers for most customers to complete the shopping process. Personated messages and additional free items were also highly appreciated. [see Appendix 1]

2.3 Search Engine Optimization

Web is built of countless pages bound together. When a user conducts a search, search engine robot crawls pages and tries to find the best results according to user search word. The best result is based on factors like keyword mentioning, popularity of the page, page structure and link performance, page description, URL-structure, freshness of the content and so on. [34] SEO - search engine optimization - means making the company web site appear in search engines. I have chosen Google as the main search engine in this thesis, since it is the market leader. I will leave out Yahoo!, Bing and other search engines. [69,74-75] [17]

Keyword means a brand associated word that helps search engines analyze the search results. By mentioning the brand with brand associated keywords as often as possible, search engine finds the page more easily. Using keywords in headings, image titles and other web page texts help search engine to notice the brand better. URL- keyword formation is another thing a marketer should look into. As the picture 4 below illustrates, descriptive URL performs better in search engines than abstract, non-descriptive URL. [34] [69,326]

DESCRIPTIVE URL

www.moz.com/moz-about-us

NON-DESCRIPTIVE URL

www.moz.com/ety-2-mp-alt

Picture 4. Descriptive and non-descriptive URL examples. [34]

Generating keywords can be done using different suggestive sites like Google AdWords Keyword Planner, Yoast Suggest or Moz Suggest. An example: if a brand owner is trying to promote a Detroit based online sports T-shirt company called T-Factory, keywords could be "T-Factory", "Online shop Detroit" and "Puma shirt women" for example. People usually conduct searches that are doing –related, information –related or location –related. These sections can help the marketer to pick the right keywords and think about all the aspects related to a brand. [69,62-63]

As everything in social media, keywords can be monitored. Google Trends is a useful tool when analysing keywords performance. Trends tell the general interest towards keyword, search geolocation, search time and related keywords. This is illustrated in the pictures 5 and 6 below. [34]

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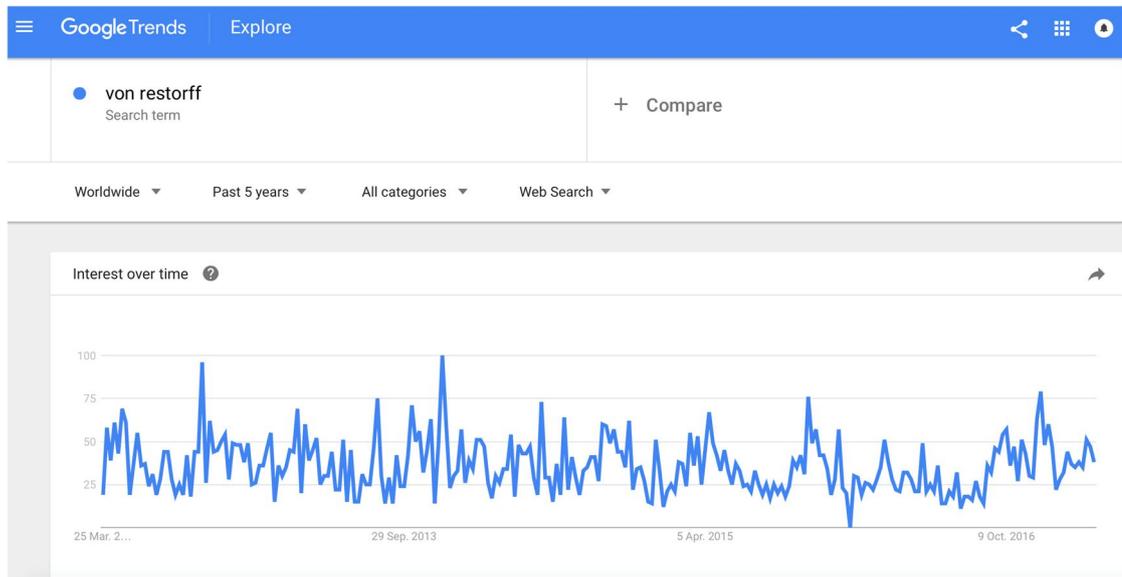
Picture 5. Google Trends keyword analyser tool reprinted from Google (2017). [58]
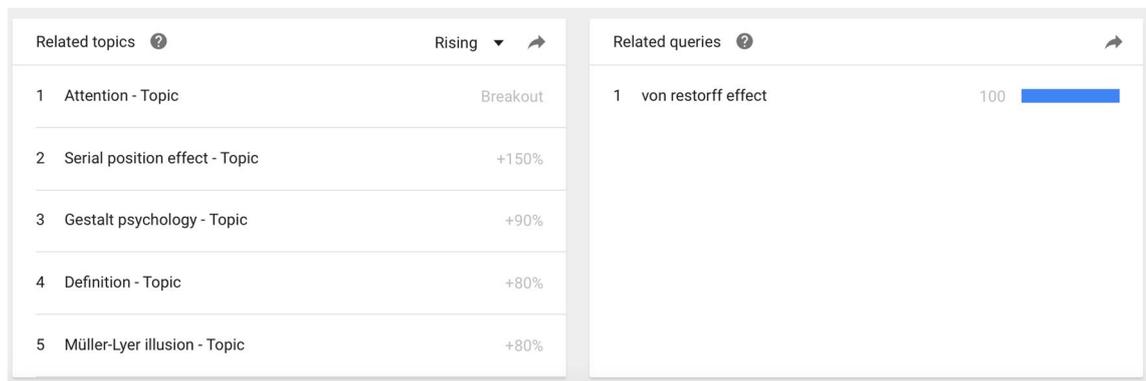
Picture 6. Google Trends keyword analyser tool reprinted from Google (2017). [58]

Page structure should be conducted in a way the search engines are able to crawl data: basically, this means data in text format. All the non-text formats such as images, Flash –files and Java applets appear as non-data files in search engines. If the whole website is done via images or flash plug-ins, search engines do not find any information from the website. Plain text and keyword mentioning are core things when it comes to search engine optimization. [69,87] [54]

Page popularity affects page SEO performance. This means the number of visits at the page, mentions in other pages, links in webpages and session lengths spent at the page.

Making a page more popular to search engines, the marketer should share the content as much as possible and concentrate on creating content that people want to react with. The more shares, clicks and likes page gets on social media, the more popular it seems to search engines. Page freshness is yet another factor a marketer should take into consideration when creating a website: could a home page be also a news- page with content that is updated often? By updating the content search engines interpret the information is fresh and valid. [54]

Google Search Console is Google's own SEO tool. Console requires a login to Google account and owner verification of the chosen web page. Owner verification can be done either via login at the wanted web page domain name server, via uploading HTML file to the official to the web site, using Google Analytics account or using Google Tag Manager account. When the owner verification is done, Google acknowledges the page admin, automatically rises the trust in the web page and SEO results get better. Google Search Console offers also settings like modifying a web page link structure, examining a link and URL errors on the page and analysing search traffic on a page.
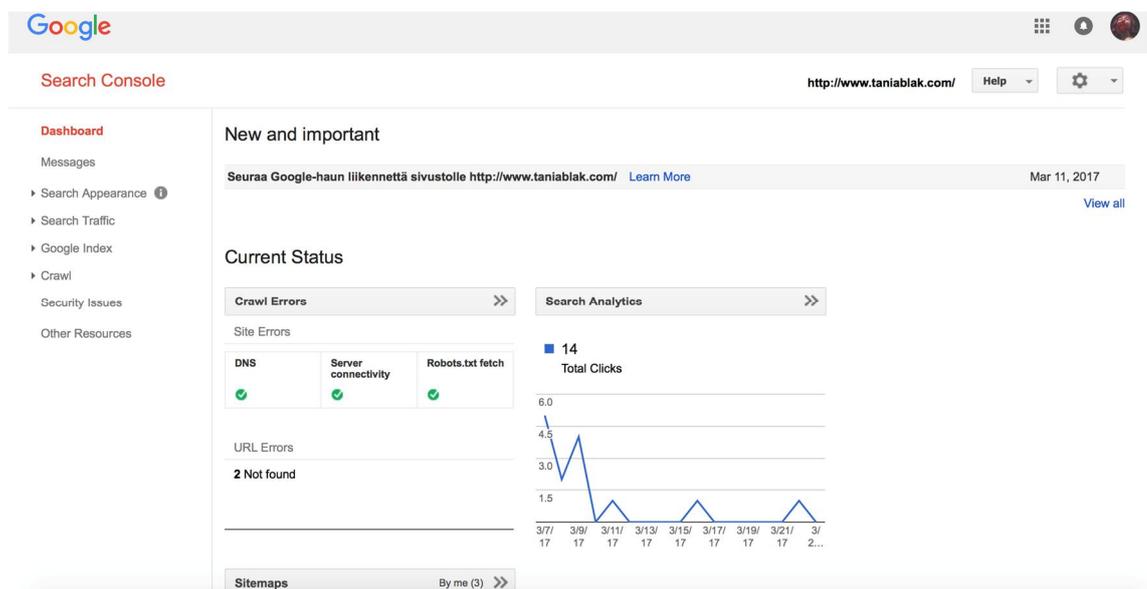
Picture 7. Google Console admin panel reprinted from Google Console. [59]

Search engine marketing – SEM - is paid option of SEO. By using Google AdWords one can create advertisements that appear in search results list before the actual search

results. As can be seen in the image 8 below, mention "advertisement" is attached to this promoted search result. [54]

Your ad

VON RESTORFF SHOP - i s o l a t i o n
Ad www.vonrestorffshop.com

a l t e r n a t i v e c l o t h i n g f o r c r e a t i v e p e
o p l e

Your ad could be formatted differently to fit a user's device, but your ad text will stay the same.

Picture 8. Google AdWords search advertisement draft done for "CASE COMPANY X". Reprinted from Google (2017). [54]

Basic Google AdWords campaign means SEM –advertisement as created above in picture 8. To launch an AdWords -campaign, Google asks to provide company information. Second page requires marketer to specify budget, geolocation, networks, keywords, bid and modification of the visual advertisement. Purchase is done at the third and last page of creating traditional Google AdWords advertisement. [54]

When analyzing a paid search campaign, one can look into impressions, clicks, click through rate (CTR), cost per click (CPC), impression share, sales per click (SPC) and the average position. [1,24] With AdWords one can also generate so called remarketing campaign, which means Google using cookies and placing banner advertisements to Google generated sites that a customer enters. When using Google AdWords, the marketer only pays for the actions conducted by the potential customer. [54]

On top of traditional search engine advertising, Google AdWords offers also video advertising on YouTube, displays advertising in various platforms and application advertising in mobile platforms. Display advertisements mean advertisements that are placed in platforms like mobile banners and web page sidebars like picture 9 below indicates. [54]
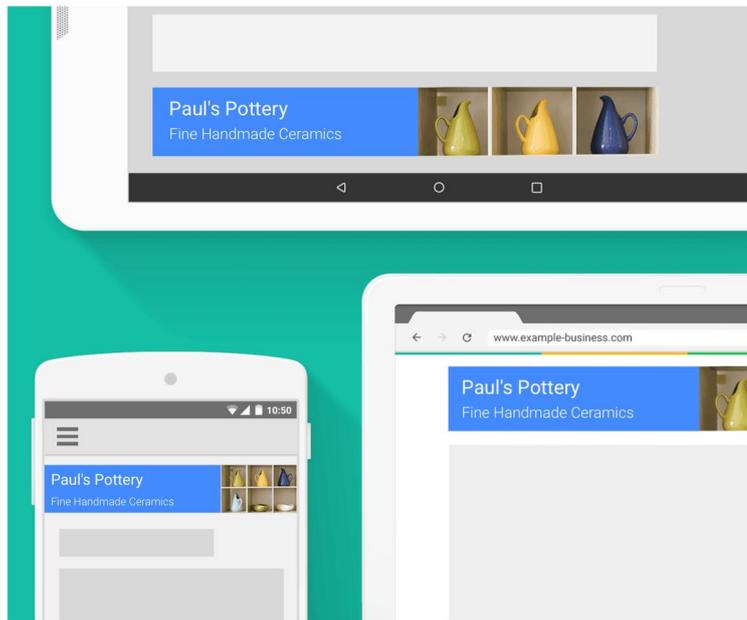
Picture 9. Display advertisement types in Google AdWords. Reprinted from Google (2017). [54]

SEO monitoring is as important as the actual SEO optimization. Google Analytics is one option for monitoring traffic on a website. Insights are further discussed in chapter 2.6.

2.4   Social Media as Advertising Platform

Social media can be defined as web-based communication and interaction between people. [38] "Social" refers to social interaction, whereas "media" indicates digital communication. Common characteristics of social media are personal user profiles, filtered newsfeed and reactions to information by sharing, liking and watching media. According to Simon Kemps' survey "Digital In 2016" social media reaches over 1 billion users globally and the number is growing. [4] According to Social Media Today, an average person tends to spend two to three hours in social media in a day. [3] These facts create digital ground to be the place to concentrate advertising. The key for successful online content is to find a way to make advertising interesting for a customer. **Advertising** is visual communication between a brand and a possible customer. The core idea of advertising is to promote a product or service via messages and visual aids. Advertising industry uses different means to get the message through. Internet, television, radio and print represent some platforms of advertising. [71,516]

Social media platforms collect valuable data when people interact online. Most social interaction platforms including Google, Facebook and YouTube gather user information and sell it to marketers. This can be quite a controversial act since privacy concerns most of the consumers. Gathering and sharing user information does, however, create one of a kind cost cutting platform for the marketer. When analyzing the data, a marketer can form certain customer segments. Segments benefit the marketer by offering chance to produce targeted marketing material. This automatically means better advertising performance compared to classical advertising with no possible segmentation. On the contrary, a marketer can also reach huge masses of people if the main goal is to gain brand awareness or reach new customers. [38] According to Social Media Examiner 2016 Social Media Marketing Industry Report, social media are proven to help brand owners to increase brand exposure, improve sales, generate leads, reduce marketing expenses, improve search rankings, increase traffic and develop loyal fans. [2] Social media offers a lot of perks, but a clear strategy must be developed before starting to engage online.

2.4.1 Social Media Strategy

Social media engaging requires digital marketing plan, as further discussed in chapter 2.1. A clear target market analysis, competitive analysis and situation analysis must be conducted to create well performing marketing material.

Social media is based on social interaction between people: people click, like and share content. If people do not react to the content, social media marketing is not working well for a company. How to engage customers in posts? Instead of selling, a digital marketer should create content that entertains, educates or delights the customer some way. This so called inbound marketing goal is to make the user to interact with produced content. Effective content can be:

- Requesting an action from a customer (ask a question, request tagging a friend)

- Telling a story that elicits emotional response (short video)

- Featuring a test, competition or other interactive media form

- Giving something to the customer for free (how-to video, a product). [28] [40,112]

People prefer content that is clear and easy to understand. Since the digital platforms became popular, people tend to suffer from short attention span. [32] Due to this, people prefer short videos, short texts, clear prices and offers when it comes to social media content. Long videos, long texts and pop-up advertisements were experienced as the most annoying content. [see Appendix 1] Producing new content for social media advertisements is very important. In traditional media repetition is a popular way of making the advertisement stick to customers' mind, but since social media became popular, people tend to prefer rotation in content. Too much repetition might work counterclockwise for the company and they might end up losing followers and potential customers. [26]

Advertisements should be tested before launching them to the public. Marketers should generate variating media including offers, atmospheric pictures and short videos. [40,101] Media type popularity might differ between platforms, which means the marketer should study the chosen platforms and what kind of media is best for the specific platform. Fonts, pictures and videos should be tailored separately for each platform and make sure the content is scalable to every end device. After testing different media types with small audience, content should be monitored to see which kind of advertising performed the best. According to the writer and digital marketing consultant Jari Juslen, the best content is directed to a very narrow audience. Due to narrow targeting, the vast majority of public does not like the advertisement, but it does appeal to the right audience. [40,106] Good advertising is distinctive, different and a bit controversial.

2.4.2 Facebook Advertising

With over 1 billion daily users, Facebook represents social media market leader. The platform consists of individual user profiles and pages generated to represent brands, celebrities and other activities. Users can add other people as their friends and see their "newsfeed" including posts generated by them, liked or shared by them. Facebook is generally considered as a more private media channel than Instagram, Pinterest or YouTube. Since Facebook is the market leader and provides the most detailed customer information, it also represents the best advertisement platform for social media

advertising. According to Hootsuite's' survey about social media marketing, Facebook offers the best ROI (2016) followed by Twitter and Instagram. As the chart below shows, average cost for Facebook advertisement click was about 0,35 euros. [2]

Picture 10. Facebook cost per click reprinted from Hootsuite (2016). [2]
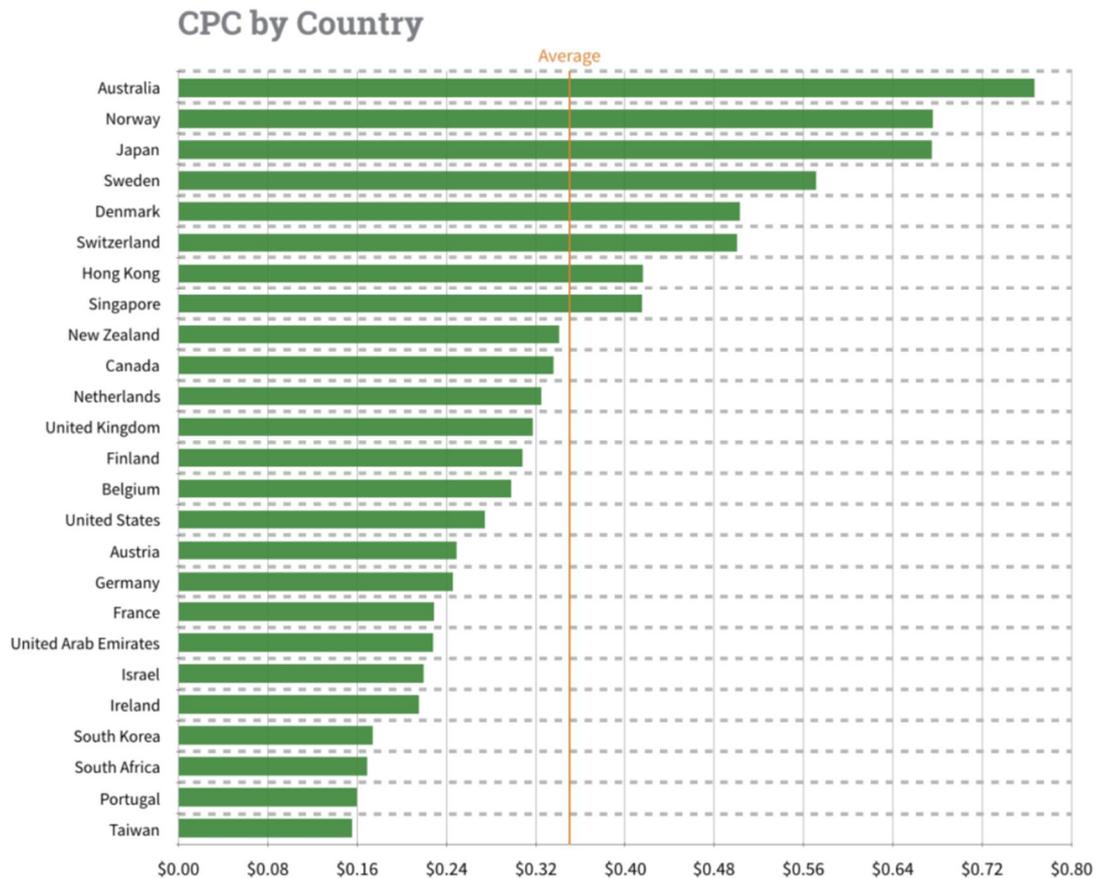
Facebook offers different forms of media including photo advertisements, video advertisements and slideshow advertisements. What makes the digital platforms great is the segmentation possibility: one can create advertisements to specific audience, which increases the possibility of audience interacting with content. One can target the content with factors like demographics, interests and behaviours. The first step to establishing a campaign in Facebook is to sign up and create a brand page. Once signed in, Facebook asks to specify the business type and the name the account as shown in the picture 11 below.
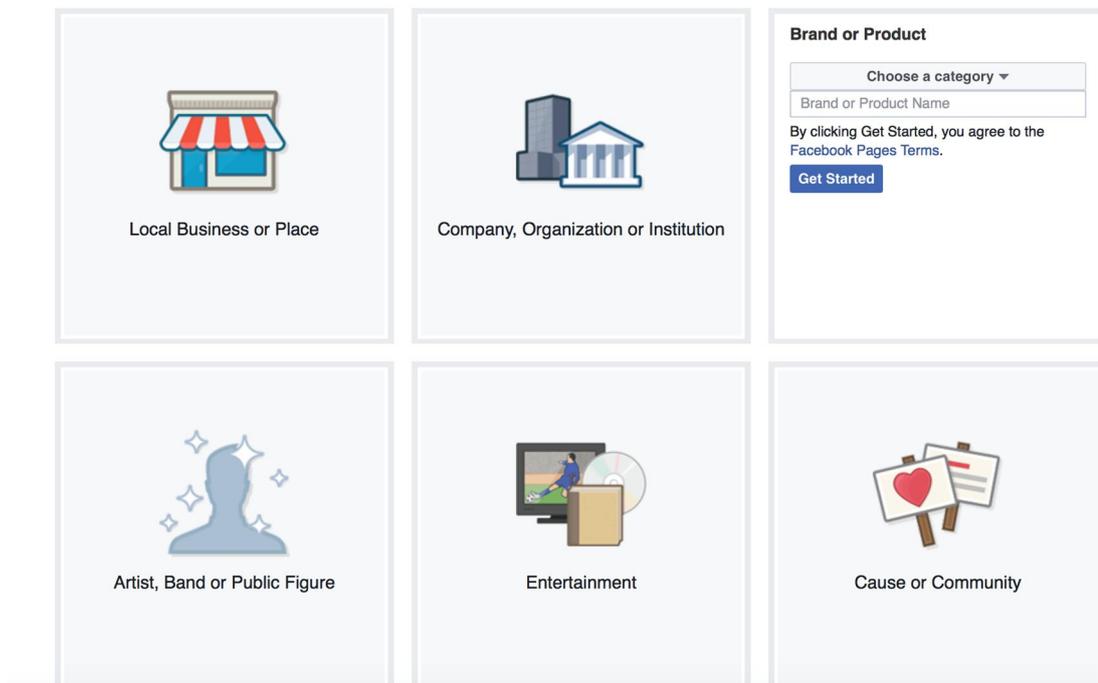
Picture 11. Specifying business type while generating Facebook business page. Reprinted from Facebook (2017). [65]

After filling the page up with basic information, Facebook generates a page that the marketer can start to manipulate by adding profile and cover photos and additional information about the company. The brand page consists of tabs including messages, insights, publishing tools, settings and help –tabs. Page –tab functions as a "home" button and takes one back to the page general view. Messages –tab shows the messages customers and subscribers can send to page admin whereas notifications provide announcements about actions occurring on the page. Insights is the monitoring tool of Facebook posts. Insights -tab is divided into overview, promotions, likes, reach, page views, actions on page, posts, shop, events and videos depending on what attributes the page admin chooses the page to have. Facebook page insights measure post performance including details like the differences in organic and paid likes, post reaches and best times for posting. Insights are further covered in chapter 2.6. Publishing tools –tab covers already published posts, scheduled posts, drafts and expiring posts, videos, lead ads library, shop and canvas -tab.

Settings -tab cover all the settings of the page like tagging activities, page restrictions and moderation, messaging, notifications, language settings, preferred page audience reviews and page admin roles as can be seen in picture 12 below.
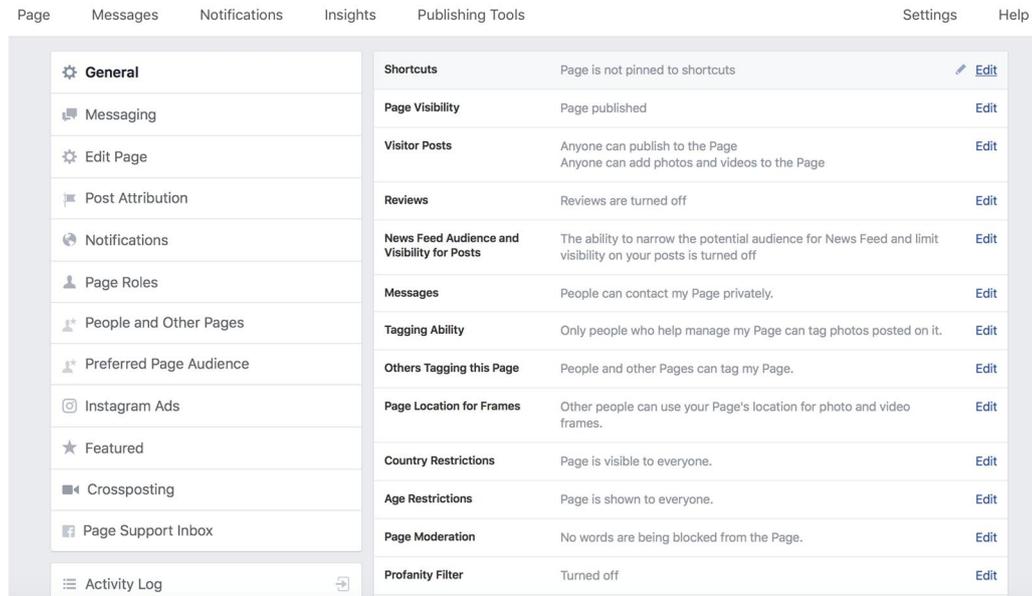
Picture 12. Facebook Business Page Settings -tab. Reprinted from Facebook (2017). [65]

Monitoring page visitor data can be found from Insights –page from upper menu. Featuring photos below. Insights are explained further in part 2.6.
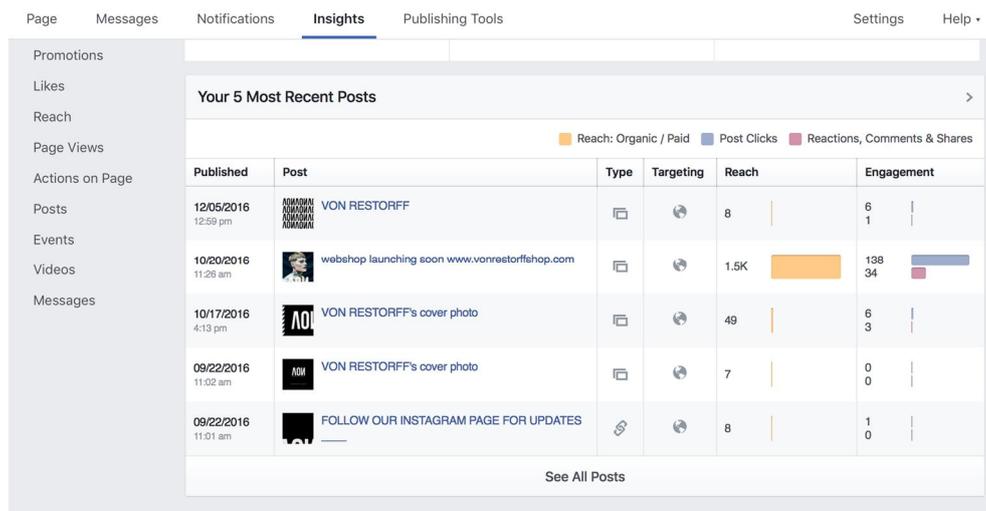
Picture 13. Facebook Insight Tools. Reprinted from Facebook (2017). [65]

One can control the publishing actions from Publishing Tools –tab from the menu. Posts can be scheduled to launch and drafts can be saved for further modification. This allows the marketer to plan the posts to be published during the busiest times when it comes to customer engagement. Also, scheduled post allows the marketer to be partially distant from the actual publishing process, though monitoring should be done 24 hours in a day if a challenging situation with a customer occurs.
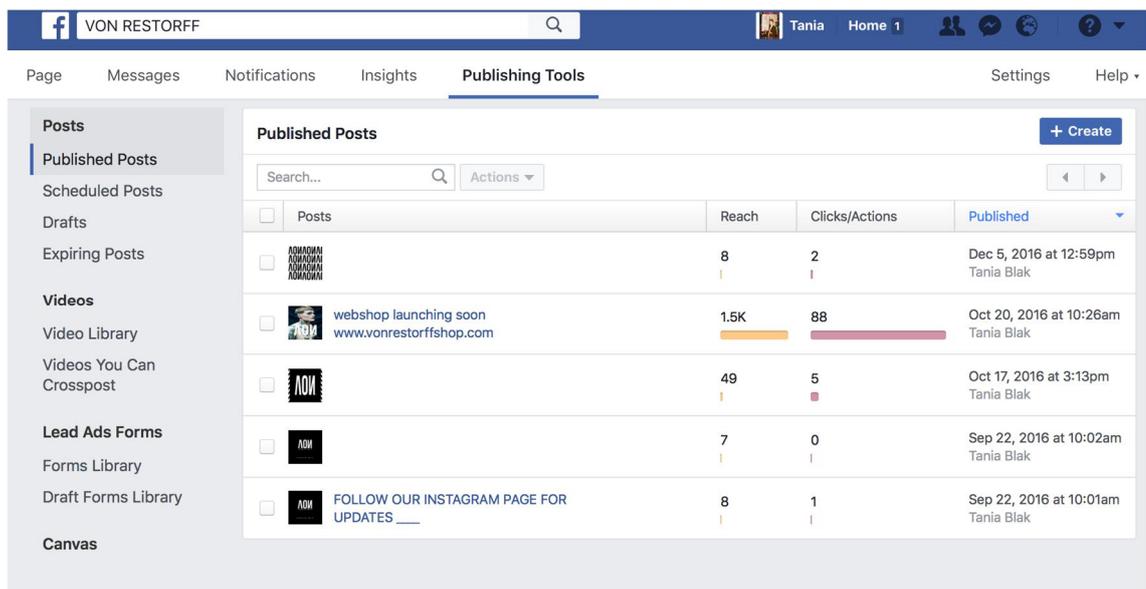
Picture 14. Facebook Business Page Publishing Tools -tab. Reprinted from Facebook (2017). [65]

Facebook offers a direct possibility to set up an online store on Facebook Business Page. This can be done via Settings and Edit Page. Edit Page offers also a possibility to change the tabs featured at the page. Shop –tab is rather new feature in Facebook, but an important possibility since a call to action is important when it comes to marketing. Images 15 and 16 illustrate the shop –button settings below.
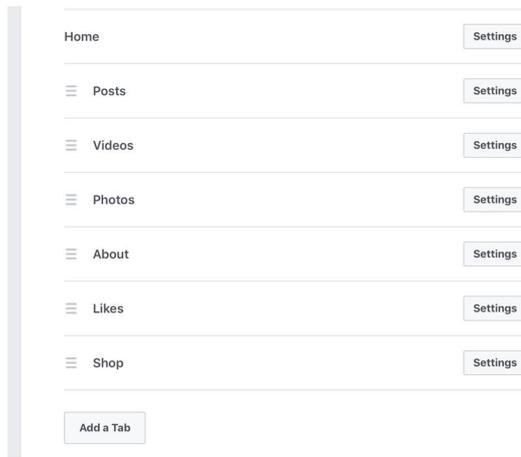
Picture 15. Adding Facebook Shop –tab to Facebook Page. Reprinted from Facebook (2017). [65]

Adding Facebook Shop –button to Facebook Business page lets the customer to take immediate action instead of searching the website link from about -page. This new feature is very beneficial to marketers since it generates direct leads to company web site.
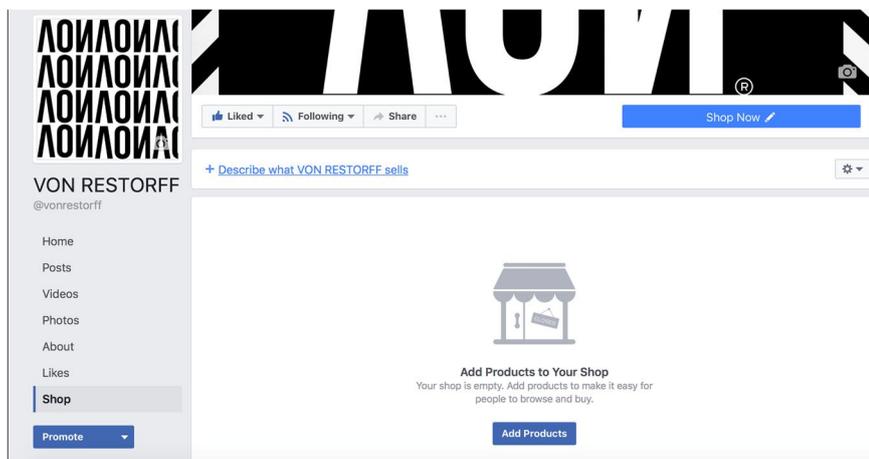
Picture 16. Facebook Shop –tab at Facebook brand page. Reprinted from Facebook (2017). [65]

Facebook automatically connects website information with the biggest eCommerce builders such as Shopify, WordPress, BigCommerce and Wix. This means automatic import of pictures and item data from already conducted sites. Sites might require a plug-in for the import, WordPress users could use for example, a plug-in like StoreYa. [39]

Facebook offers advertising space for marketers. Advertisements appear to potential customers among their normal news feed as "promoted sites" basing on individuals' personal information and other Facebook activity. The prices for Facebook promotion vary a lot: one can start with as low as 1 euro per day which means only 30 euros in a month. The platform offers monitoring via variables such as conversion rate, impressions, clicks to advertisement, clicks to website, daily reach and so on. [47]

To create an advertisement, one must head to Facebook Ads Manager. The first step is to click "create a campaign" and choose the main objective of the campaign. With next steps Facebook asks the user to specify the target audience and placement, budget and schedule. One can also choose whether to base the advertisement cost on impressions or post engagement, or let Facebook decide the best solution automatically. The next step is to create the advertisement. Illustrative images below show step by step how to conduct a Facebook advertisement. [26]
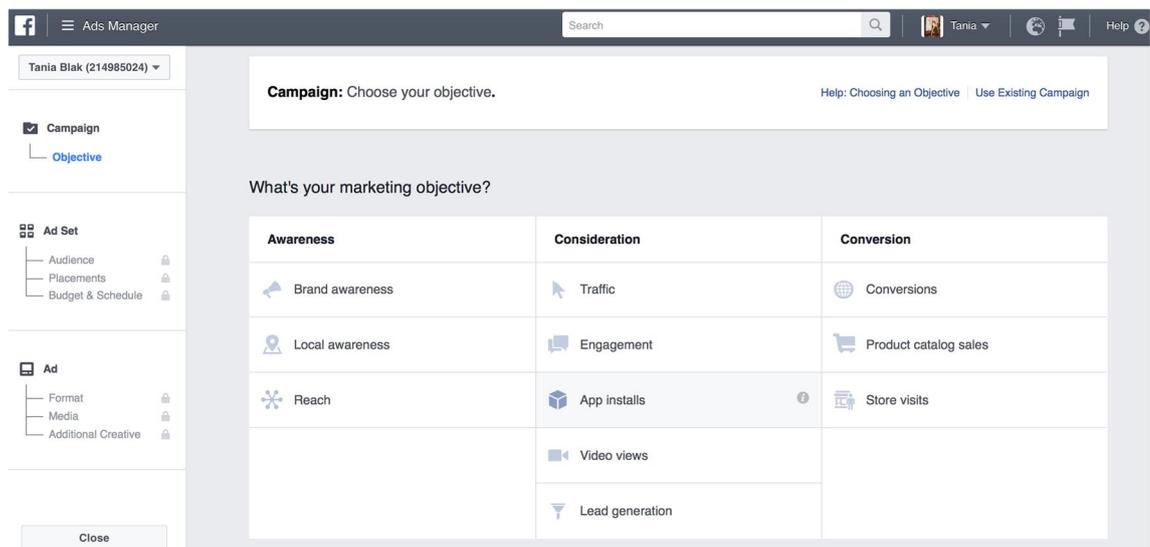
Picture 17. Facebook Ads Manager starting page: choosing campaign objective. Reprinted from Facebook (2017). [65]
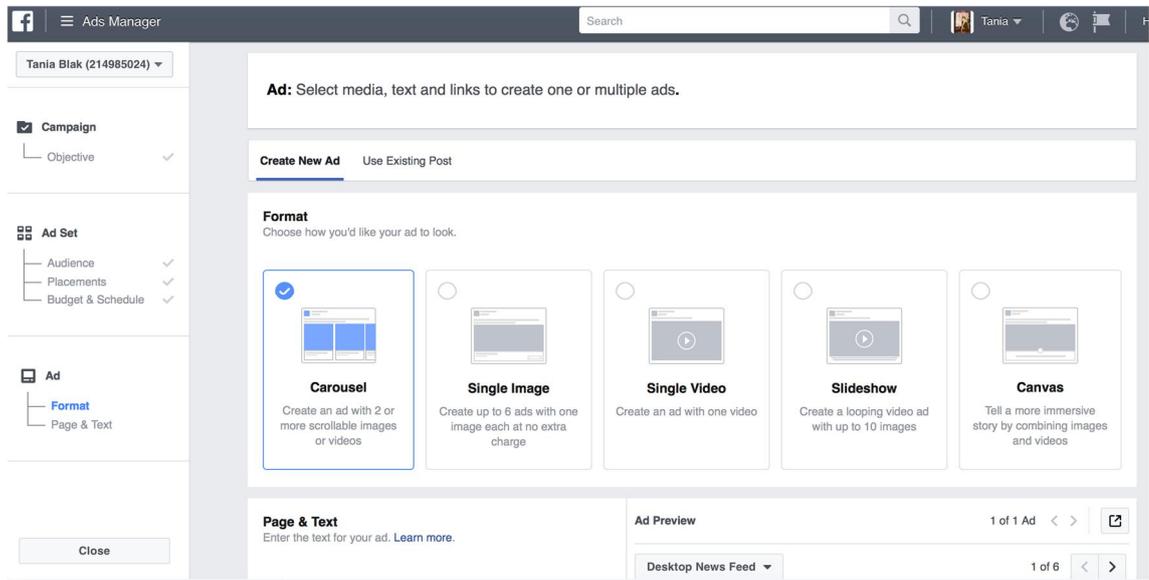
Picture 18. Choosing advertisement type in Facebook Ads Manager. Reprinted from Facebook (2017). [65]
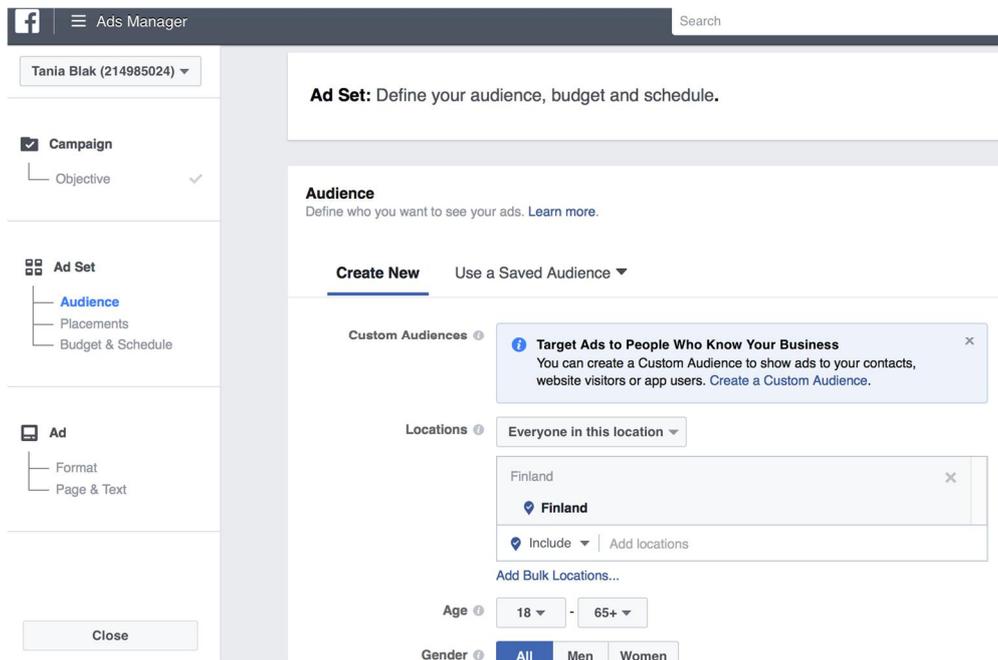
Picture 19. Choosing preferred audience for the advertisement in Facebook Ads Manager. Reprinted from Facebook (2017). [65]
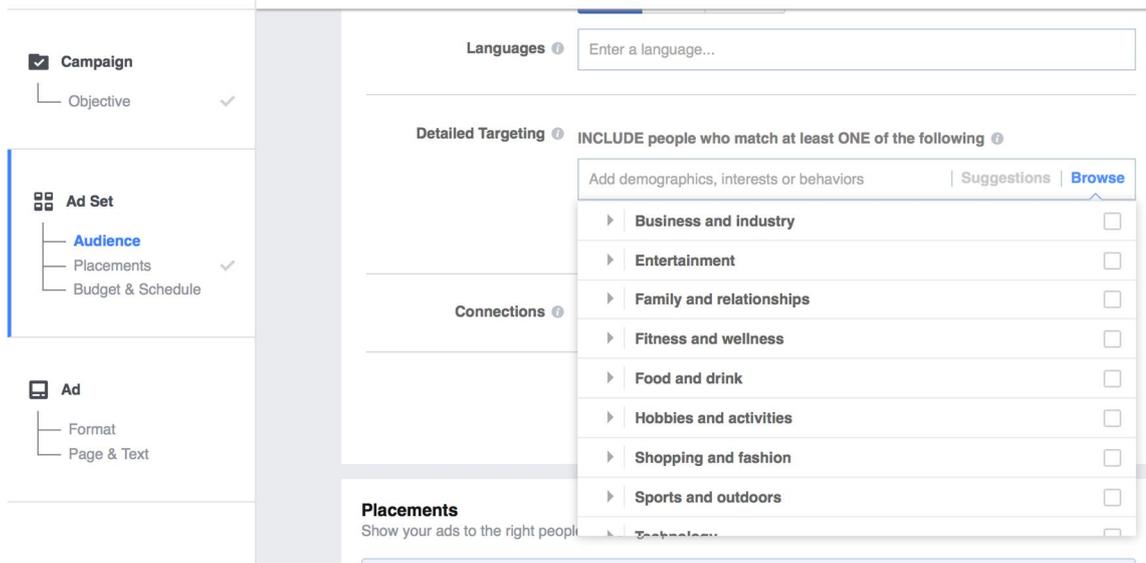
Picture 20. Choosing target group interests in Facebook Ads Manager. Reprinted from Facebook (2017). [65]
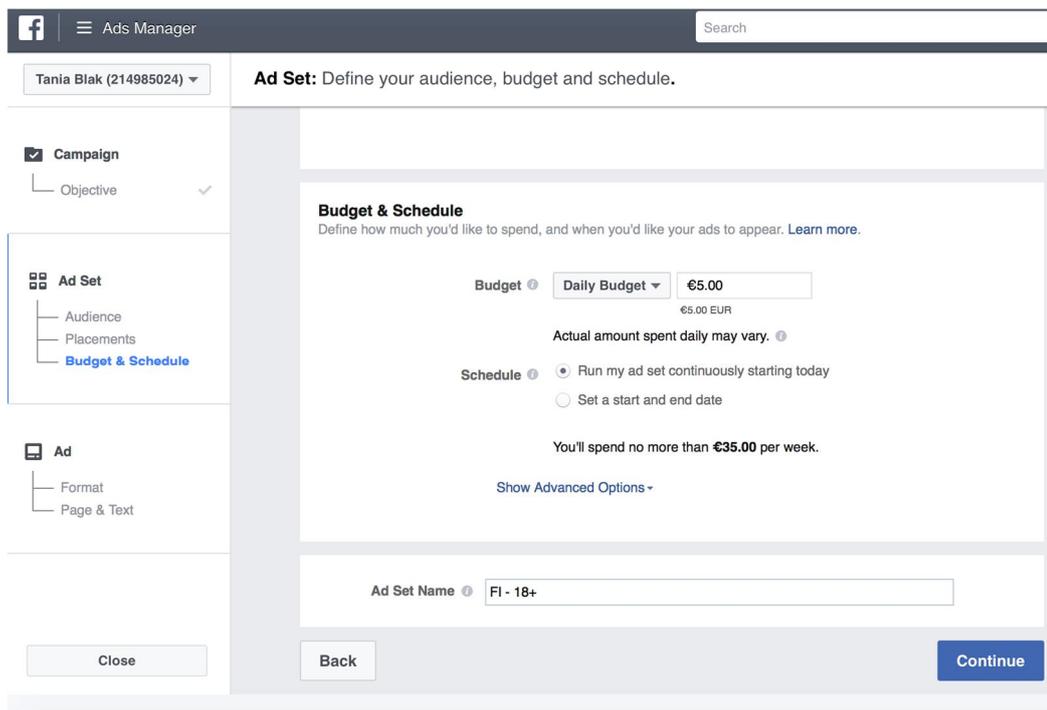
Picture 21. Choosing budget and schedule in Facebook Ads Manager. Reprinted from Facebook (2017). [65]

Offered campaign types vary between single photo advertisement, carousel advertisement with multiple photos, video, slideshow and canvas advertisement.

Preferred picture formats are JPG, PNG and GIF. JPG is best for photos, PNG and GIF are better for texts, logos or other graphic visuals. Photos should be exported to sRGB –color mode. Preferred video formats are H.264, MP4 and MOV –files, but Facebook supports various other formats, too. Frame rate should be 30 or under. Facebook suggests the user to create videos shorter than 15 seconds to get more completed views. [65] Maximum length of Facebook video advertisement is 120 minutes. Maximum file width is 1280 pixels, and the file is limited to 1.75 Gigabytes.

2.4.3   YouTube Advertising

YouTube is a video watching service run by Google and it was first founded in 2005. YouTube claims itself to have over billion users and daily usage of the platform to be hundreds of millions of hours of watching. [50] Videos are free, but as other social media platforms, YouTube gathers customer information and sells it to marketers. This allows customer segmentation and specified targeting.

Launching an advertisement on YouTube is done via Google AdWords. AdWords is an online marketing platform run by Google and it is divided into search advertisements, display advertisements, video advertisements and application advertisements. [54] To create a campaign, one must create a Google account and choose AdWords for video. The next step is defining campaign name, subtype, budget, networks, locations, devices and carriers. Like the other social media channels, AdWords offers optional advanced settings or a choice to let AdWords decide the best settings. [55]
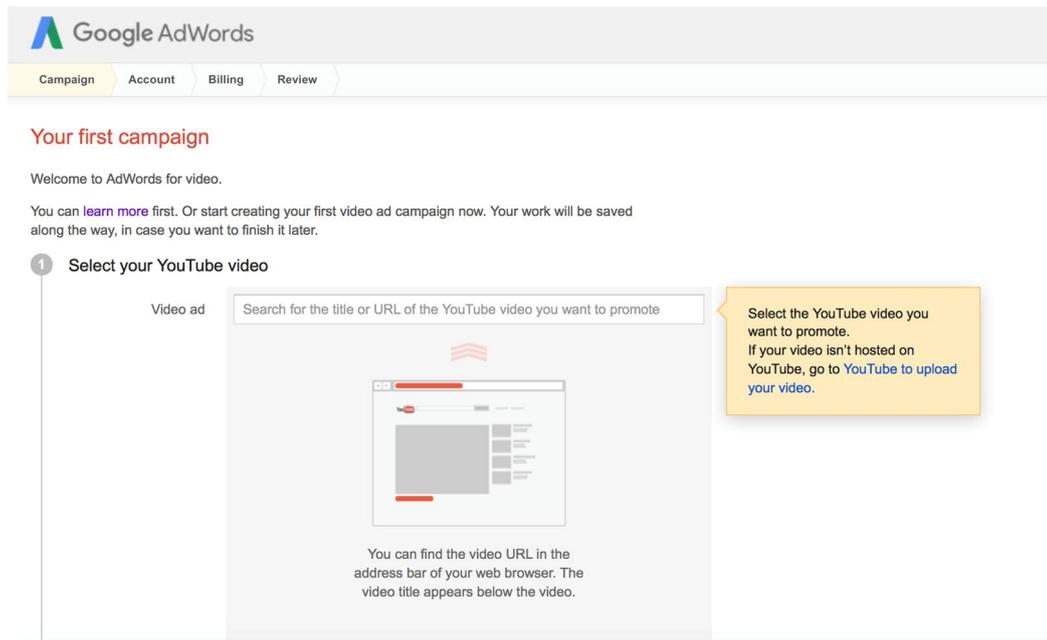
Picture 22. Setting up an AdWords Campaign in Google. Reprinted from Google (2017). [54]

Google AdWords calls YouTube videos "TrueView videos" and offers three main types of videos to begin with. **TrueView in-stream advertisements** are minimum 12 seconds long and recommended maximum video length is 3 minutes. The customer can skip the video after 5 seconds of watching. What makes TrueView in-stream video type great is the fact that the marketer is only charged if the customer watches the video more than 30 seconds - or engages in it. **TrueView bumper advertisements** are the second type of advertisements offered by AdWords. Bumper advertisements are only 6 seconds long and the customer does not have the option to skip the advertisement. Bumper advertisements appear before, during or after the video on YouTube and partner web sites and applications on display network. Bumper advertisements are charged basing on impressions. Third type of video advertisement is so called **TrueView video discovery advertisement.** This type of video is promoted in search results and placed next to related YouTube videos. Discovery videos consist of thumbnail image of video and descriptive text. This type of video advertisement is charged only when clicked. [56]

Supported file formats are AVI, ASF, Windows Media, MP4 or MPEG. Preferred video formats are H.264, MPEG-4 or MPEG-2. The file size is recommended to be either aspect ratio 16:9 with 640x360 pixels or 4:3 with 480x360 pixels. Preferred frame rate is 30 FPS and maximum file size is 1 Gigabytes. All settings can be adjusted when first

creating and then exporting the document in video edit program. Picture 23 below illustrates Adobe Premiere video edit export –options for YouTube video. [57]
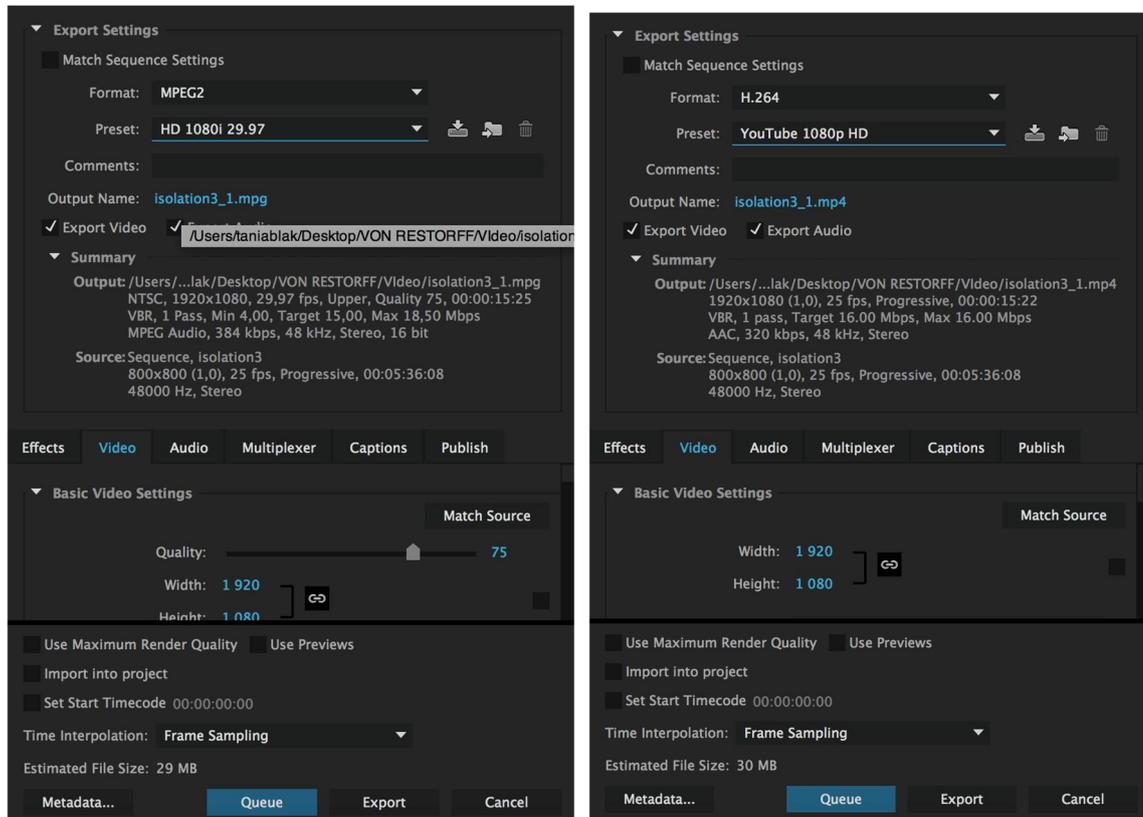
Picture 23. Adobe Premiere video export options. Two different pre-sets. Reprinted from Adobe Premiere (2017).

2.4.4 Instagram Advertising

Instagram is a mobile photo sharing platform founded in 2010 by American entrepreneur and programmer Kevin Systrom. Photo filters and polaroid resembling square ratio picture form are the characteristics of Instagram pictures. Nowadays Instagram is used by more than 600 million people including celebrities, politicians, newsrooms and brands. After registration, the user can manipulate and share photos and follow other accounts. User can set the account either as public or manage the followers and set the account as private. [48] Accounts have very different visual tactics, two examples featured in the photos 24 and 25 below.
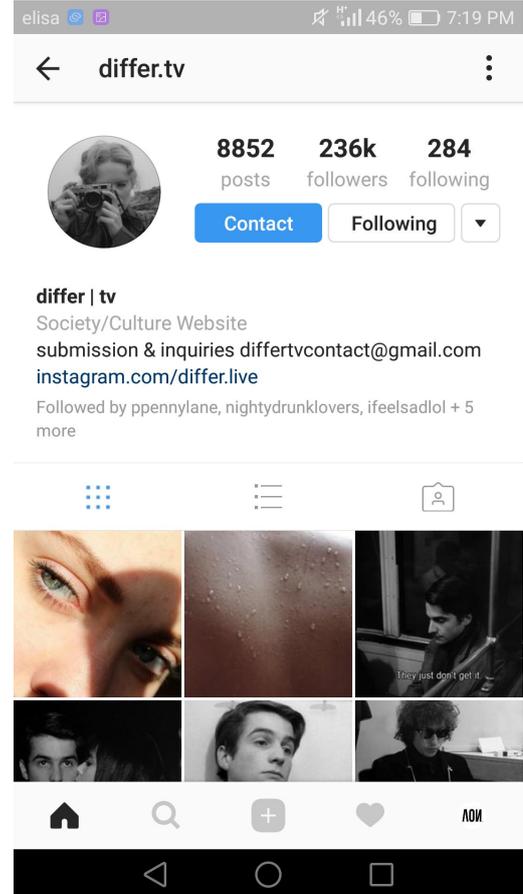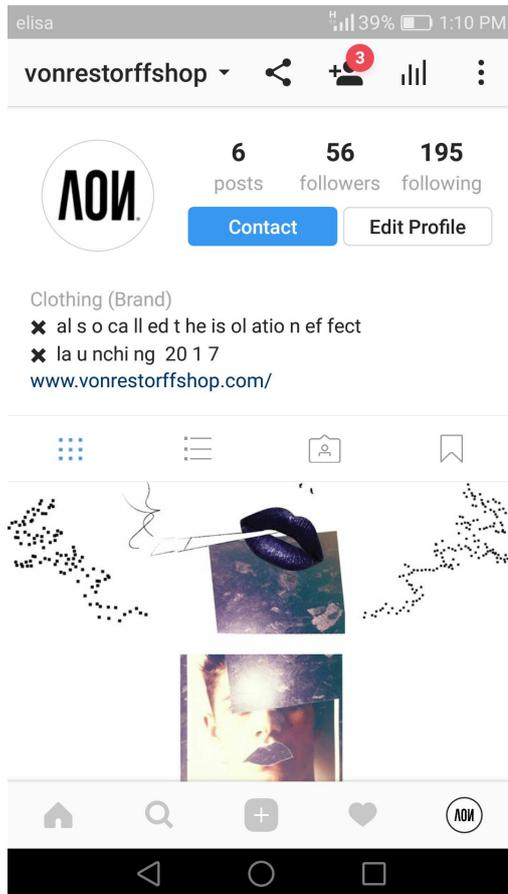
Picture 24, 25. Different Instagram accounts visual look (@ "case company x" shop, @differ.tv). Reprinted from Instagram (2017). [48]

Instagram offers advertising either cost per impression or cost per engagement. An average cost per click in Instagram during 2016 were 0,67 euros. [26] Instagram advertising is done via Facebook Business Manager. Creating an advertising campaign follows the same workflow as introduced before in chapter 2.4.2.

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Picture 26. Instagram is one of Facebook Ads expansion possibilities. Reprinted from Facebook Ads Manager (2017). [65]

Instagram advertisement types are very similar to Facebook advertisements. Media types vary between a single photo promotion, video promotion, carousel advertising and story advertising. The size of normal square picture in Instagram is 1080 x 1080 pixels. Preferred file format for pictures is JPEG or PNG. PNG format can show transparency and it is more lossless option when it comes to picture quality than traditional JPEG form. Videos should be exported to MP4 –format with frame rate 30 FPS or less. Maximum length of a video is 60 seconds and the file size limit is 15 Megabytes. [64]

2.4.5 Pinterest Advertising

Pinterest calls itself "world's catalog of ideas". Page declares its mission to be helping people to discover the things they love. In practise this is possible with "pinning" items to so called boards which people use as inspiration booklets. Boards can be set either visible to public or for personal use. The company was founded in 2010 by Ben Silbermann, Evan Sharp and Paul Sciarra. The company claims to have over 150 million users. [49]
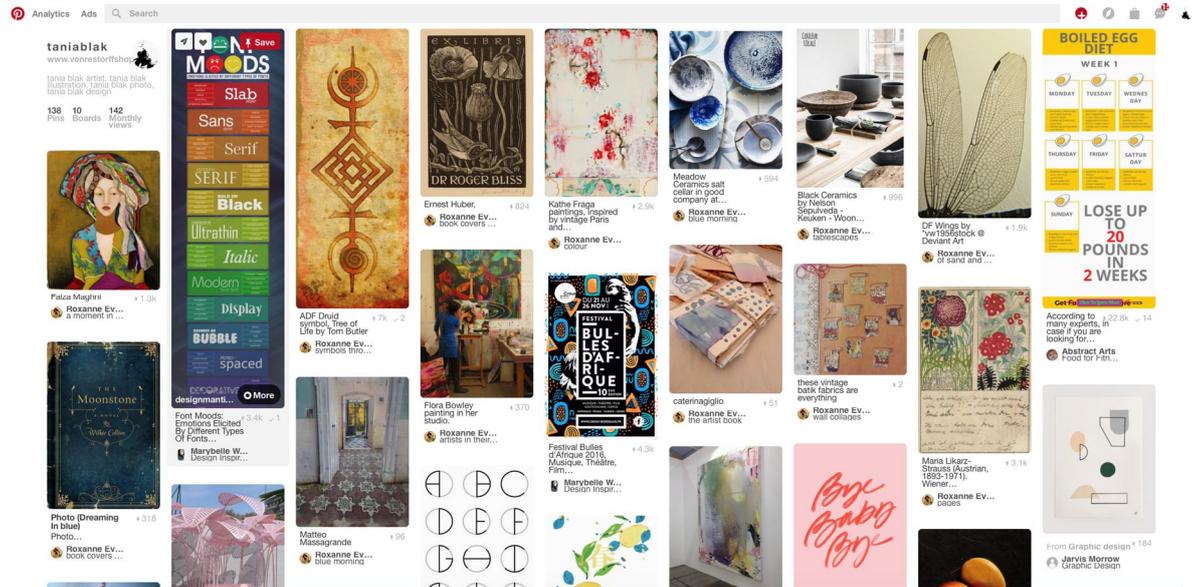
Picture 27. Pinterest feed. Reprinted from Pinterest. (2017). [26]

Signing up and creating a Pinterest account is the first step to Pinterest advertising. Advertisements in Pinterest are called Promoted Pins. Advertisements are divided into three main categories: awareness campaigns, engagement campaigns and traffic campaigns. **Awareness campaign** goal is to raise awareness of one's brand, whereas **engagement campaigns** emphasises the interactivity between media and a user. **Traffic campaigns** aim the users to visit the brand website through a post click. Pinterest charges depending on the advertisement type chosen. Platform targets advertisements through interests, keywords, location, gender, business data targeting and type of device. Illustrative step by step guide shown in pictures 28-34 below. [66]

Picture 28. Step one: choosing Pinterest Advertisement type. Reprinted from Pinterest (2017). [66]

Step 2 of 6

Add more details

Picture 29. Step two: targeting the advertisement to the right audience. Reprinted from Pinterest (2017). [66]

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Picture 30. Step three: choosing Pinterest Advertisement type. Reprinted from Pinterest (2017). [66]

Picture 31. Step four: choosing keywords in Pinterest. Reprinted from Pinterest (2017). [66]

Picture 32. Step five: choosing locations, languages, devices and genders in Pinterest. Reprinted from Pinterest (2017). [66]

Picture 33. Step six: choosing the promoted images in Pinterest. Reprinted from Pinterest (2017). [66]

Pinterest offers payment type of "Cost Per Thousand Impressions" if marketer chooses to do an awareness campaign. Maximum bid is defined in the last step of creating a Pinterest advertisement, as shown in the picture 34 below. [66]

Maximum CPM bid

$

You pay for every 1000 impressions. Learn more
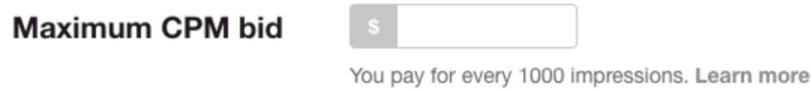
Picture 34. Step seven: choosing the budget in Pinterest. Reprinted from Pinterest (2017). [66]

Promoted pins need to be approved by site admins, hence the publicity of the advertisement might take up to 24 hours. [26] Preferred file formats for Pinterest advertising are JPG, PNG and GIF formats. Pinterest supports also YouTube, Vimeo and Ted –videos. [66]

2.5 Email Marketing

Email marketing is direct and effective, but many people experience it as annoying. This is the reason why email marketing starts with the same base as other social media communications: digital marketing plan. When knowing the customers and their interests, the marketer is able produce content that interests them. By dividing target market into certain segments guarantees also better performing letters. This way every segment receives material they are interested in. [see Appendix 1]

Many marketing emails remains unopened. Interesting and inviting titles are, therefore, the first thing to concentrate on. Content should be personated with recipient's name or other personal info. Clear hierarchy in text and media makes it easier for the reader to spot the relevant parts. Long blocks of uninterrupted texts as well as caps lock text should be avoided. Asking questions is one way of making reader to engage. [29] People found emails with discounts, limited edition products and interesting visuals the best content in email letters. [see Appendix 1]

Technical performance is important when it comes to email marketing. Links and scalability to different end-devices must be checked. According to Content Marketing Institute's survey around 40% of all email letter receivers delete email if it does not work on mobile. [31] Photos, logos and social media icons should all be linkable. Including

contact information and social media links to an email it is important to get people to engage. Email should also be test read before sending. Email marketing performs better among people around ages 35-60 than the younger generation. Young generation feels annoyed by emails that "spam their inboxes". Many told to subscribe unintentionally and quickly unsubscribe when receiving the first email. The young generation is more about inbound marketing, a marketing they can choose to receive. Their answers indicate clear dislike of all direct marketing people have not subscribed themselves. [see Appendix 1] Asking a permission to do email marketing prevents negative image to form in customer's mind. By law a customer should always be able to easily unsubscribe.

How to gain followers for email letters? Inviting people to sign up for an email list is one way of directly asking them to receive marketing related to your brand. Offering something as an exchange for signing up is another way of reaching new customers. Promotion of email letters can be done in social media or company web site. Many e-commerce stores place subscription possibility to the checkout process on the web page. [29]

Measuring performance is important. When trying out different forms of letters and seeing the metrics, it is easy to see what kind of content the audience likes and what to maintain for future. Marketer should test different titles, images, videos and other contents like surveys, tests or other customer benefiting media. [29] Email monitoring is further discussed in chapter 2.6.

Mailchimp is one of the platforms for free email marketing tools. The platform is easy to use and it contains guides throughout the mailing process. [30] The navigation panel consists of tabs like campaign, templates, lists, reports and automation. Campaigns - tab shows sent email campaigns and their performance. "View report"-section on the campaigns –tab shows the list of recipients, opened percentage, clicked percentage, unopen percentage, non-subscription percentage, complaint percentage and click performance as photo 34 shows below. Mailchimp offers more available insight tools like tracking customer conversations if the user pays a fee. [67]

Picture 34. Campaign –page in Mailchimp shows sent email campaigns and their analytics. Reprinted from Mailchimp (2017). [67]

Templates tab enables the user to create drafts of different email platform designs. Marketer can generate models for different campaigns. Being able to save drafts makes the mail creation quicker and easier, since it does not have to be done from scratch. Templates –tab shown in the image 35 below. [67]

Picture 35. Templates –tab in Mailchimp. Reprinted from Mailchimp (2017). [67]

Lists –tab makes it possible to segment customers into groups. Recipient segmentation is important since customers usually represent different backgrounds and interests. A typical list can, for example, be a demographic list like picture 36 below shows. [67]

Picture 36. Lists shows the listed groups one have created for email marketing. Reprinted from Mailchimp (2017). [67]

Reports -tab are for monitoring old campaigns and measuring what kind of content performs the best for different customer segments. Reports are further discussed in chapter 2.6. [67]

Picture 37. Reports show the analytics of old email campaigns. Reprinted from Mailchimp (2017). [67]

Automation –tab covers the payment requiring features such as e-commerce options like cart abandonment emails as picture 38 below shows. Automation frees the marketer from being online and lets the platform send certain emails automatically. [67]
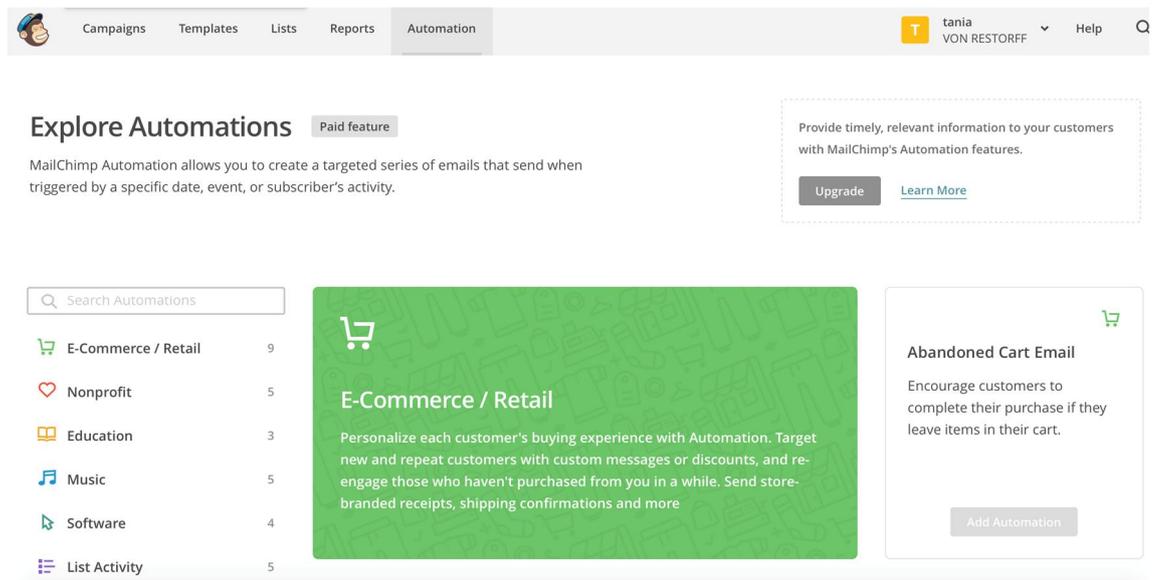
Picture 38. Automation –tab offers paid features of Mailchimp like targeted and automated emails and cart –abandonment notification emails. Reprinted from Mailchimp (2017). [67]

2.6   Monitoring

Monitoring is as important as creating the content. Without analyzing the performance one cannot know what kind of content the audience prefers. When talking about digital marketing, one must understand that it is a constantly changing field. This means constant creation, testing and recreation of the content. [26]

2.6.1   Google Analytics

Google Analytics is one of the easiest and most popular way to measure insight data. To use Google Analytics, one must register to Google and make a user account. After registering, Analytics –site asks to provide www- address of wanted web page and generates a tracking code for the supervised web site. The steps to create an account are shown in featuring images 39 below. [60]

Picture 39. Google Analytics: creating new Analytics account for a registered user. Reprinted from Google Analytics (2017). [60]

Picture 40. Google Analytics: creating new Analytics account for a registered user. Reprinted from Google Analytics (2017). [60]

Picture 41. Succeeded Analytics –sign up. Reprinted from Google Analytics (2017). [60]

One can analyse the number of visits, the average duration of a visit, the type of a visitor, demographics and other relevant information as shown picture 42 below. [60]
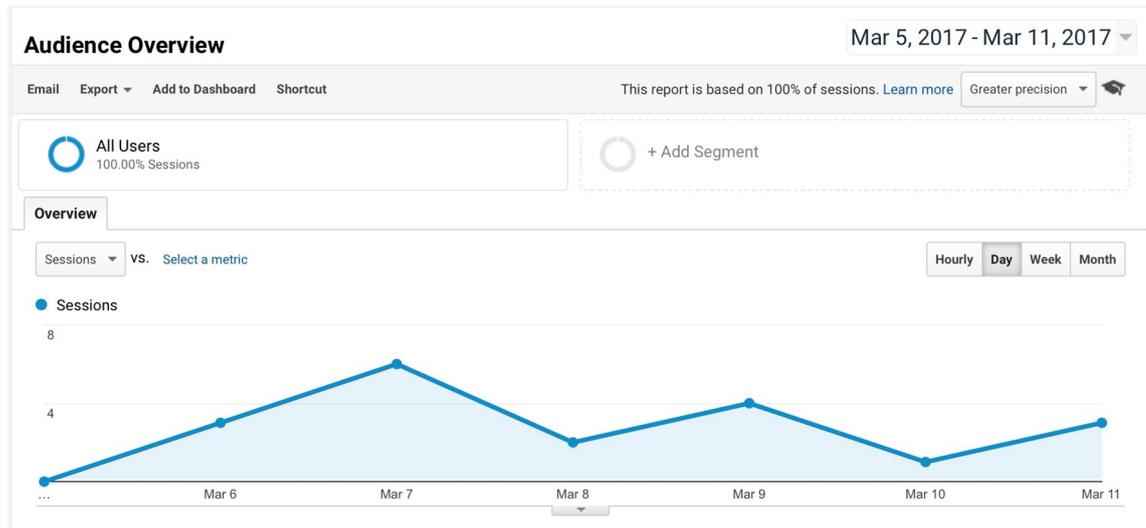
Picture 42. Audience Overview in Google Analytics. Reprinted from Google Analytics (2017). [60]

Sessions	Users
19	5
Pageviews	Pages / Session
110	5.79
Avg. Session Duration	Bounce Rate
00:06:47	26.32%
% New Sessions	
26.32%	
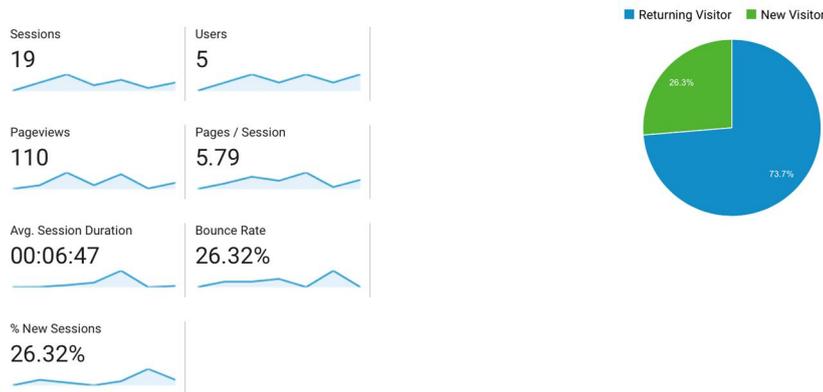
Picture 43. Audience Overview in Google Analytics. Reprinted from Google Analytics (2017). [60]

One can filter the data from left side navigation bar from the tabs "Demographics", "Geo" "Technology", "Mobile", "Interests", "Behaviour", "Custom", "Benchmarking" and have different categories specific data. Categories are partly featured in the picture 44 below. Demographics sorts users by age and gender, while Technology divides sessions by browser and network type. Behaviour –tab covers analysis of new and returning people, frequency, and how recent their actions and engagement have been. Mobile –tab analyses different mobile platforms percentage. Benchmarking –tab allows user to compare different variables like device categories. [60]

Picture 44. Demographics, System and Mobile categories in Google Analytics overview page. Reprinted from Google Analytics (2017). [60]

2.6.2   Instagram, Facebook, YouTube Monitoring

Instagram, Facebook and YouTube all have their own insight tools. Many social media platforms have similar metrics to measure content performance. Impressions, shares, likes, general reach and engagement are the most popular metrics of social media posting.

Facebook measures post performance by reach and engagement. Reach means the number of unique accounts that have seen the post while engagement means clicks, likes and comments for a post. With Facebook insights one can measure performance and details like the differences in organic and paid likes and post reaches, the best times for posting and total actions like clicking phone number on the page. [65]
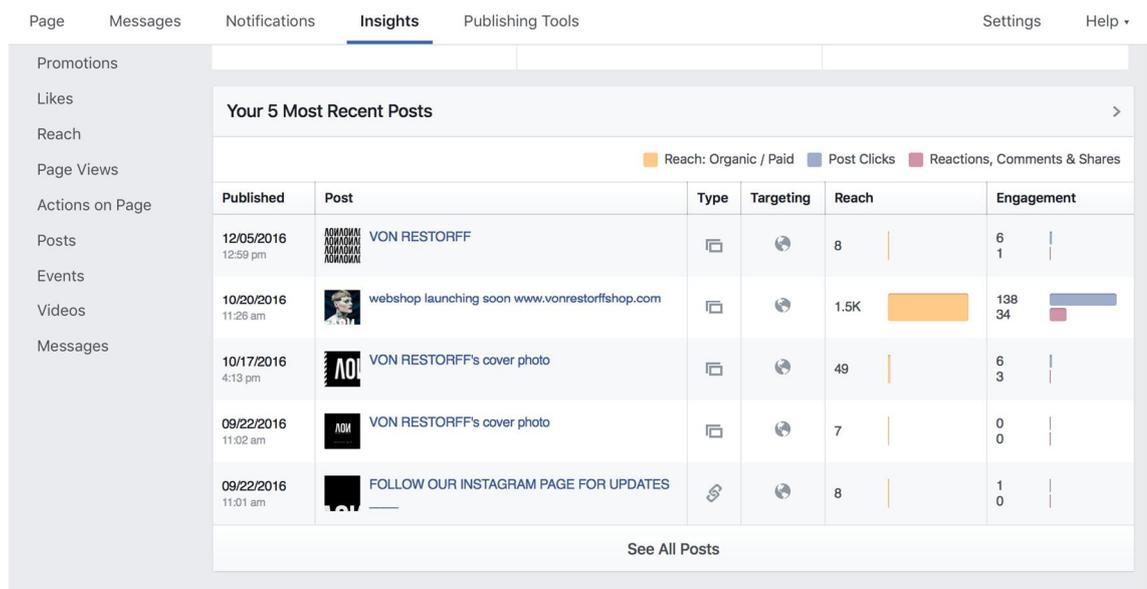
Picture 45. Insights tab in Facebook business page. Reprinted from Facebook (2017). [65]

Posts can be further analysed by clicking the wanted post. A new tab opens revealing detailed information and analytics on the specific post. Image 46 below illustrates detailed report of Facebook post analyse. [65]

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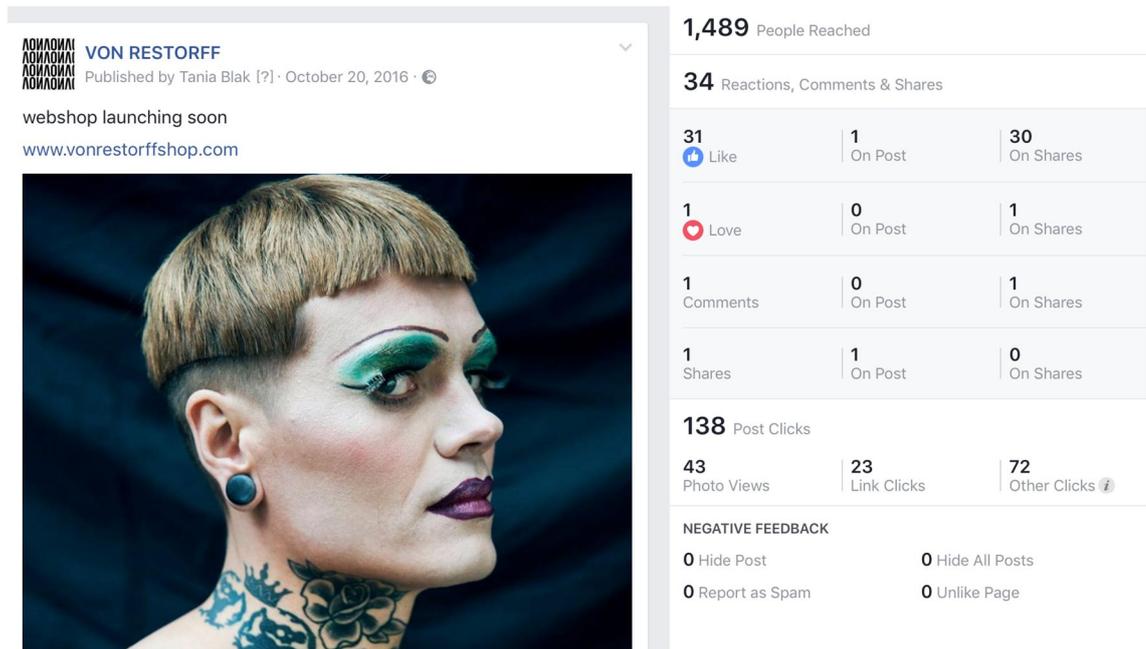
Picture 46. Specifications of single post enlarged from Facebook Insights –tab. Reprinted from Facebook (2017). [65]

Instagram measures post performance by impressions, reach and engagement. Impressions means the total times the post has been seen, reach the number of unique accounts that have seen the post and engagement the likes and comments on the post. Instagram user interface is simpler than Facebook. When a picture or video is posted, one can see the metrics straight from the insights –link attached to the media posted. When insights tab is clicked, a metrics numbers are shown and explained as the picture 47 shows below. [65]
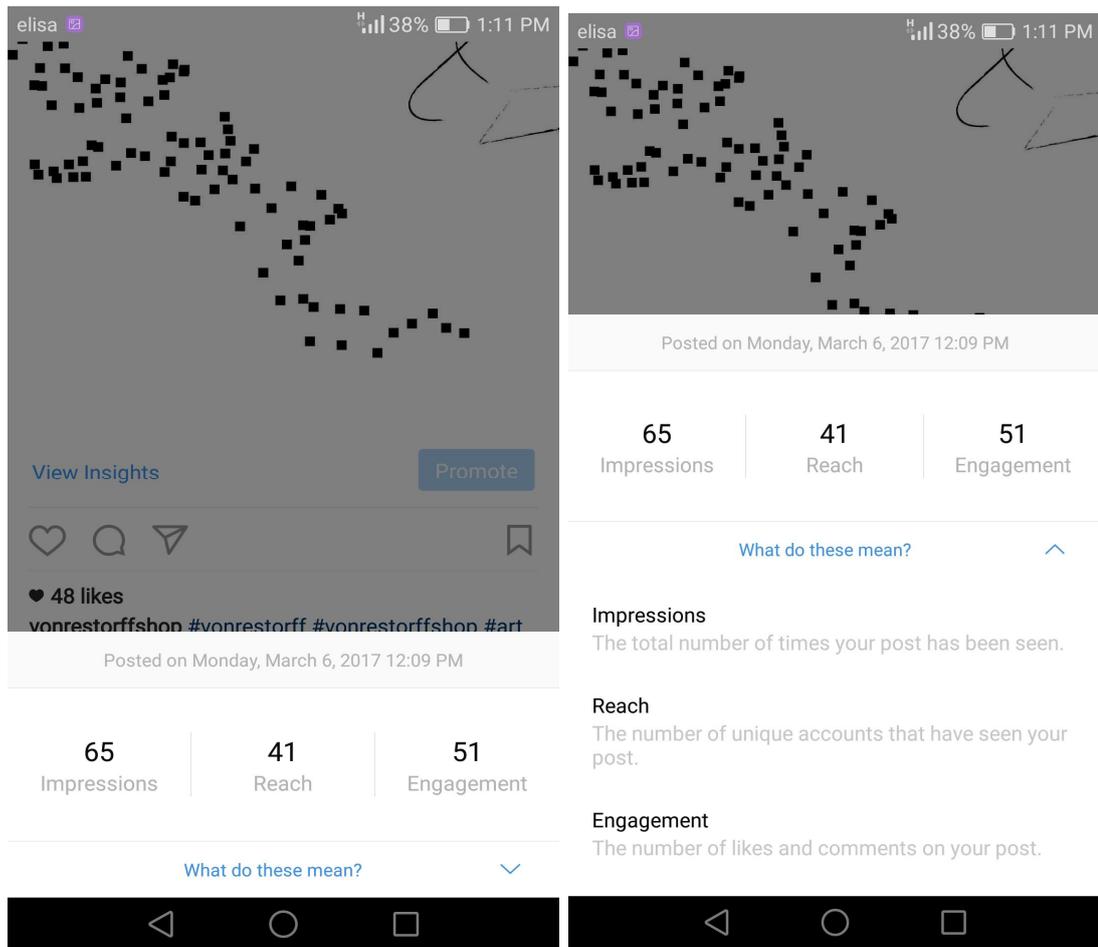
Picture 47. Instagram post performance. Reprinted from Instagram (2017). [48]

YouTube Measures post performance by YouTube Analytics, which is a very similar tool to any analytics page featured above. YouTube measures metrics like watch time, audience retention, traffic sources, devices used, demographics, likes, comments and subscribers. Image 48 below shows the categories YouTube offers for data segmentation. [73]
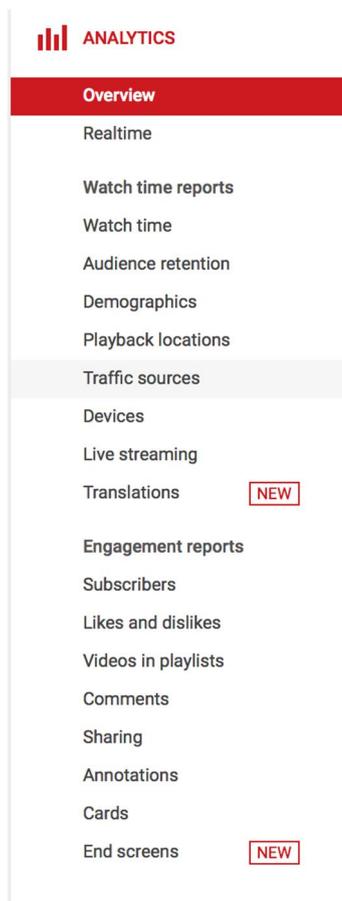
Picture 48. YouTube Analytics metrics. Reprinted from YouTube (2017). [73]

Since digital platforms reform all the time, so does analytics segments. YouTube shows newest segments with "new" –tab, as can be seen on the image 48 above. End screens is one of the newest analysing tool offered by YouTube. [73]

2.6.3   Email Insight Tools

Like Instagram, YouTube and Facebook, most email marketing platforms offer their own insights. Email marketing platforms measure variables like open rate, click rate, non-subscription rate, bounce rate, forward rate, 24-hour performance, link performance, social performance and locations. Reports show the detailed data of newsletter performance. When clicking report open, Mailchimp shows a summary of newsletter performance. Recipients, subject, sent time are shown on the center. Orders, average order revenue and total revenue are shown below the recipient list. [67]

ONLINE NOW

Switch report ⌄

Overview   Activity ⌄   Links   Social   E-commerce   Conversations   Analytics360

1 Recipient

List: von restorff Test List   **Delivered:** Sat, Mar 18, 2017 12:23 pm

Subject:]]   View email · Download · Print · Share

0	$0.00	$0.00
Orders	Average order revenue	Total revenue

Picture 49. Mailchimp report insights. Reprinted from Mailchimp (2017). [67]

Open rate	100.0%	Click rate	0%
List average	0.0%	List average	0.0%
Industry average	(Select your industry)	Industry average	(Select your industry)

1	0	0	0
Opened	Clicked	Bounced	Unsubscribed

Successful deliveries	1 100.0%	Clicks per unique opens	0%
Total opens	2	Total clicks	0
Last opened	3/18/17 1:57PM	Last clicked	N/A
Forwarded	0	Abuse reports	0

Picture 50. Mailchimp report insights. Reprinted from Mailchimp (2017). [67]
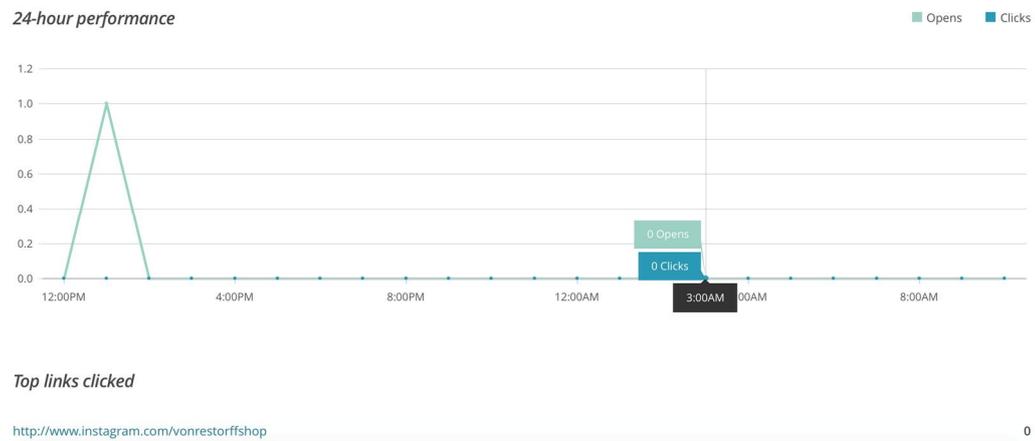
Picture 51. Mailchimp report insights. Reprinted from Mailchimp (2017). [67]
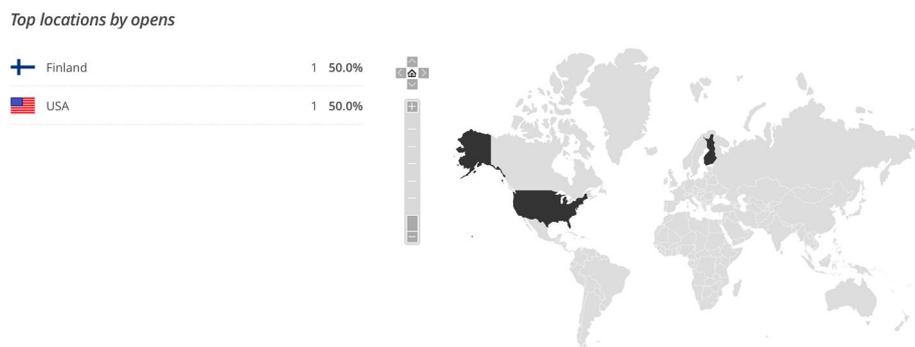
Picture 52. Mailchimp report insights. Reprinted from Mailchimp (2017). [67]

2.6.4   Social listening

Companies can gain valuable information by listening to the actions that take place online. Mentions of the brand can either increase the traffic and boost the sales, or harm the brand image. Questions can help when analyzing social activities:

· What are people saying when they mention the brand?

· Are people talking about the brand in forums, blogs, where?

- What is most common time when people are the most active with the brand?

- Who is talking, is it the main target group or someone else?

- What are the intentions and motives for the people to act the way they do?

[1,168]

Social listening means tracking not only online conversations but also URLs, hashtags, keywords and other brand related information. Keyhole, Addictomatic, Brandwatch, Buzzsumo and Hootsuite are some top ranking social listening tools.

3 Project - Digital Marketing Plan

Traditional marketing plan is consisted of seven segments: product, place, promotion, price, people, process and physical evidence. Since the project objective is to form a *digital* marketing plan, thesis will cover the digital promotion segment. To be able to form a digital promotion plan I will first cover situation analysis, customer segmentation, competitive analysis, positioning and distribution plan.

3.1 Situation Analysis

Brand will use recycled materials and manufacture unique clothing pieces, which are both great strengths of the brand. The idea is to hire local workforce, which is both an asset and a challenge, since manufacturing in Finland is very expensive. As the SWOT –analysis below shows, another weakness is being a start-up. Brand starts with no followers and no previous business connections. Aggressive promotions and taking advantage of cost cutting social media platforms is very important.

STRENGHTS	WEAKNESSES
SCANDINAVIAN SUSTAINABLE DESIGN LIMITED EDITION PIECES UNIQUE MARKETING	HIGH PRICES START UP: NO CUSTOMER BASE LIMITED COLLECTION
OPPORTUNITIES	**THREATS**
UNIQUENESS RECYCLING "ODD" MARKETING TACTICS	OTHER START UPS ALIKE LOW VISIBILITY

Picture 53. SWOT analysis of "CASE COMPANY X" as a brand.

"CASE COMPANY X" is positioned to function mostly online. Pop-up shops are set 1-3 times in a year depending on the possible festivals or other promotion possibilities. Selling only online benefits the company regarding cost effectiveness, but is also a great threat since garments cannot be tried on. Most of the products are unisex or loose fit models, which helps to avoid the sizing problem.

The average cost of a garment is about 100-200 euros. The brand cannot compete with prices, which means that a distinctive visual branding is the key for success. High prices are a threat for the company profits, but also an opportunity to find the right customer group who value local workforce, ecological design, brand values and unique visual style.

The customer base was divided into four groups. The first category is artists who value variation and questionable design choices in clothing. Another core group is minorities like gay and trans people, since the brand positions itself to defend all minorities. Drag people were the third group, since drag people represent the fine art of makeup and performing. The fourth and the last segment was labelled as other misfits, since brand does not want to make a strict line who is the customer and who is not. "CASE

COMPANY X" clothing is for all the people who feel that mainstream clothing does not suit their persona.

CUSTOMER PERSONAS

ARTISTS
- PHOTO , MAKE UP, ARTISTS, DIGITAL AND MODERN ARTISTS
- PAINTERS, MUSICIANS
- INTERESTED IN ALL FORMS OF ART
- OPEN MINDED

GAY + TRANS PEOPLE
- INTERESTED IN GAY RIGHTS
- INTERESTED IN GENDERLESS CLOTHING AND CLOTHING THAT REPRESENTS THESE VALUES

DRAG PEOPLE
- INTERESTED IN ALTERNATIVE CLOTHING
- INTERESTED IN DISTINCTIVE CONTENTS, ART, MAKE-UP
- PREFER COLORFUL, FUTURISTIC PIECES

OTHER MISFITS
- GEEKS, ART STUDENTS AND OTHER PEOPLE THAT FEEL THAT THE MAINSTREAM CLOTHING DOES NOT SUIT THEIR PERSONA
- FEEL COMFORTABLE WITH IDENTIFYING THEMSELVES VIA ALTERNATIVE BRAND

Picture 54. Customer segmentation.

Brand might not find enough customers in Finland due the strict positioning. This is another threat for the company, but also an opportunity since many companies sell worldwide through a website.

3.2   Competitive Analysis

Competitive analysis means evaluating competitors and their assets, strategy, strengths and weaknesses. The companies below were chosen to be benchmarked because of unique design style, distinctive digital marketing strategy or appealing creative style.

Benchmarked company 1: Discount Universe

Discount Universe is an Australian alternative fashion web shop launched in 2010. The brand does not identify as a traditional clothing shop but more as an experimental, visionary label with small collections. The company is most known of their glittery, colorful festival styled clothing pieces. The average cost of a piece of clothing is about 250 euros. [62]

Discount Universe has a user-friendly website design with clear product showcase and a simple navigation system. A user-friendly website is very important for the customer experience: people prefer simple shopping experience with as few clicks as possible. [see Appendix 1] Adding a product to cart and proceeding to checkout is easy on Discount Universe's page. All the information about shipping and returns are provided in the footer design.

Instagram is the company's first and most popular social media channel. The company has about 236 000 followers and the average like on posts was about 3000. Discount Universe features colorful pop art reminding pictures with allusions to minority cultures such as gay and trans people. Many pictures are shot with direct flash which creates a film photography kind of retro look. The media consists mostly of pictures, videos are very rare. Famous bloggers and other celebrities are featured in some of the photos. Festival photos are also one big section of their Instagram account.

Specific customer segmentation is an asset to the company, since it gives them a possibility to do targeted marketing and reach the right customer groups. DU usually posts 2-3 pictures in one day and then has not posts for a couple of days. Discount Universe's weakness is poor Facebook promotion material. The image quality is not good, the brand does not engage on customer comments and it is not active in general. This does not give a very trustworthy picture of the company in general. As mentioned earlier, it is better to focus on one social media platform only and do it well than trying to do many and failing to do them all. All the strengths and weaknesses are condensed in picture 55.

Company	Website	Instagram	Facebook	Other
Discount Universe DU	www. dicsountuniverse. com Loading time about 2-3 seconds + Easy, clear navigation + Changing campaign pictures at the home screen (=fresh content) + Products well presented + Scalable to smartphone + Clear contact, size chart, terms and conditions-tabs in the footer - Loading time rather long due large photo size	www.instagram .com/discountu niverse About 236k account followers, 500-6000 likes for a post, 5-30 comments under a post Usually post 2-3 photos at one time with a couple of days separation + Great visual style + Celebrities featured in the photos	www.facebook. com/Discount-Universe About 5000 likes (=account followers), 20-150 likes for a post, 2-10 comments under a post + Using celebrities in their Facebook Pictures + Short descriptive texts with photos - Last post created during 2016, not active updating - Not much content - Poor image quality - No Shop-button attached - No active engagement to customer comments	Uses Shopify-ecommerce platfrom Good SEO results Newsletter subscription possibility attached to their website

Picture 55. Discount Universe digital marketing strategy benchmarking.

Ideas to apply for "CASE COMPANY X"s' digital marketing strategy:

- Company Instagram style with colorful pictures and celebrities

- Newsletter possibility attached to web site footer

Negative things can also be benchmarked to learn from the mistakes competitors make. Discount Universe website has a rather long loading time, which is an issue the marketer can learn from. All the images on the website were in large format, approximately 1300 x 1800 pixels. Web sites do not need this large of a format, since they only slow down the general loading time of the web shop.

Benchmarked company 2: Vetements

Vetements is a French alternative brand mixing street style launched in 2014, high fashion tailoring, minimalism and exaggerated proportions. [63] The brand remains positioned as luxury label since the average cost for a piece of clothing is about 1000 euros. [61]

Vetements website is a showcase of their products, but the actual web shop is not attached. The brand sells their clothes via other web shops like MyTheresa, Net-a-porter and Ssense. The website offers a lot of picture and video material about the products, but is otherwise quite confusing. Site navigation is too complicated with three different navigation systems and busy designs. Pictures and texts are not aligned well and there is not enough white space for the eye: the website is one of the company's weaknesses.

Instagram account is Vetements' greatest strength and the core of social media marketing. The brand has about 1.5 million followers, about 30 000 likes on a post and many hundred comments under a photo. Vetements also has distinctive, unique, minimalist picture style featuring flash photography, street fashion and overly colorful and glittery pieces. The brand collaborates with other known brands as Dr. Martens, Reebok and Levi's. The brand posts mostly pictures, but some videos are also attached. Vetements has about 2500 posts since they first appeared online in 2014. This means active online presence with approximately two pictures in one day through out a year. A summary of the strengths and weaknesses are provided in picture 56.

Company	Website	Instagram	Facebook	Other
Vetements **VETEMENTS**	www.vetementswebsite.com Loading time 1-3 seconds + Easy navigation bar + Latest news + Great photographic style - Shop not attached to web site (customer is directed to other sites to shop) - Loading time rather long, due musical elements and large media files - Not fully scalable to other end devices than traditional computer screen - No clear info about the company	www.instagram.com/vetements_official About 1.5 million followers, 15000-40 000 likes for a post, 40-300 comments under a post Usually post two photos during one day + Great visual advertising style with both futurist and retro style + Great customer segmentation tactic with mixing high fashion with street style clothing + Taking advantage of other famous brands and their already excisting followers by playing with logos	Not in Facebook	When searching Google MyTheresa, Net-a-Porter and Ssense appear before actual Vetements website Newsletter subscribtion possibility in footer design at web site

Picture 56. Vetements brand digital marketing strategy benchmarking.

Ideas to apply for "CASE COMPANY X"s' digital marketing strategy:

- Active Instagram presence

- Creating own distinctive photographic style and stick to it

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Vetements is not on Facebook, which is another great weakness for the company since Facebook is known to produce the best ROI. [2]

Benchmarked company 3: The Kylie Shop

The Kylie Shop is an American reality persona Kylie Jenner's clothing shop with interesting visual Instagram tactic. Shop sells printed t-shirts, sweatshirts and other accessories. The average cost for piece of clothing is about 50 dollars. The shop was released in 2016.

The brand's website design is highly user friendly with minimalist and overly simple structure. Home page consists of only two pages, so no navigation bar is placed on the website. All the relevant information is attached to the footer element. Background being white, the products get the attention they deserve.

The Kylie Shop's greatest asset is a visually appealing Instagram tactic. The shop posts pictures in groups of three, which creates a harmonious visual entity when compared with accounts with posts of individual pictures. The brand usually posts one group of three in a day with a couple of days to the next posting. The account has over million followers and about 40 000 likes for one post.

The brand's Facebook account is well done with clear offers, good quality product pictures and short descriptive texts. Their Facebook posting tactic does not follow any logical chronologic order, but posts are made with about two weeks' time separation. More than one post is usually made when updating the Facebook page. Account admin does not engage on customer comments, which is a weakness.

Company	Website	Instagram	Facebook	Other
The Kylie Shop	www.kyliejenner shop.com	www.instagram .com/thekyliesh op	www.facebook. com/thekyliesh op	Uses Shopify-ecommerce platfrom
	Loading time about 2-3 seconds	About 1.2 million followers, 15 000-80 000 likes for a post, 50-1000 comments under a post	About 800 000 likes, 1000-10 000 likes for a post, 15-40 comments under a post	Good SEO results
	+ Clean, minimalist look + Easy, clear navigation + Products well presented + Scalable to smartphone + Clear contact, return policy, terms and conditions-tabs in the footer	Usually post 2-3 photos at one time with a couple of days separation	+ Short descriptive texts and offers with photos + Featuring video, gif and still life content	No newsletter subscription possibility
	- Alittle bit boring design - No campaign photos at the web site	+ Visual style of 3 image series creates beautiful entity + Film photography creates unique feeling to otherwise generic design + Celebrities featured in the photos		

Picture 57. The Kylie Shop digital marketing strategy benchmarking.

Ideas to apply for "CASE COMPANY X"s' digital marketing strategy:

- Three images Instagram tactic

- Polaroid photography

The Kylie Shop have no atmospheric campaign photos on their website, nor a possibility to subscribe a newsletter. These are some weaknesses of the brand that can be considered when creating "CASE COMPANY X"'s digital marketing tactic.

3.3   Positioning and Distribution

The name ""CASE COMPANY X"" derives from design principle that describes how slightly different element is more likely to be remembered than an average element. [45] Brand represents values like humanity, education through art, sustainable design and minorities rights. Second hand tailoring, ethical production via employing local workforce, limited editions of clothing and provocative design are the core ways to attract the optimal customer segments. The brand mission is to educate and rise political discussion with art. Provocation to discussion is done with unique photo prints and clothing pieces that are considered more high art than apparel. "CASE COMPANY X" will want to shake the classical image of considering things.

Since brand is targeted to attract rather narrow customer base, brand has decided to invest on international trade. This is the reason why digital marketing plan must be done with care. Instagram, Facebook and website are chosen to be the digital distribution channels for "CASE COMPANY X". Email marketing and SEO are also a part of brands' online presence.

3.4   Objectives

Since the company does not have an actual web shop yet, the first objective is to gain possible followers and customers in social media by producing quality content using optimal social media channels. When the clothing pieces arrive from the manufacturer, the goal changes to directing potential customers to the web site. This is done via good product photography, launching offers and various marketing actions including Instagram, Facebook and YouTube advertising. Other objectives are great website design and a good SEO. The objectives are listed below:

1.   Forming a base of user friendly website for the company.

2. Making brand easily findable on Google.

3. Setting up social media channels.

4. Choosing a tool for company email marketing.

The core objective is to make the brand ready for the real launching in general. This means creating drafts with all the digital platforms that are to be used on company's digital marketing strategy. There is no need to produce a lot of material since the web shop is not launched yet and the company cannot have real metrics about profits and sales. The objective is, therefore, to be ready to use all the channels when the garments arrive from manufacturers.

3.5 Strategy and Tactics

Once the objectives are clear, the marketer applies strategies and tactics to reach the wanted goals. Strategy is a plan on how to do something, and tactics is a detailed explanation on how the company can reach the wanted goal.

3.5.1 Website Design

Strategy 1: Creating a user-friendly web site.

Tactics: Creating a base for functional web shop design by applying the right design principles introduced in chapter 2.3.

Website is done with WordPress –template modification. The main idea of the website was to be simple and easy to use, as it was the main thing that was repeated in the answers (see Appendix 1). The starting point of the designing process was a white background, a logo and a clear navigation system, as The Kylie Shop has in benchmarked companies. The reason for leaving the website simple is to let the clothing pieces have the main attention.

Picture 58. Draft of "CASE COMPANY X" –website. Reprinted from "CASE COMPANY X" webpage (2017). [74]

All the pieces of clothing are featured on the home page of the webpage. When clicked, a piece of clothing opens in a new tabulator with more pictures and product information. Additional brand information about us, press, terms and conditions and contact information are to be added to the footer element. All the pages are to be opened to a new tabulator which allows the customer to continue shopping on the existing tabulator.

The checkout is done with WordPress plug-in. Both PayPal and Visa –options will be available for the customer. SSL encryption is already bought from the service provider Zoner.fi to ensure the transaction security of customers. Terms and conditions about shipping and returns are to be added both on the process page before checkout and the footer element tabulator. Email subscription possibility will be added to checkout –page.

Scalability must be considered by optimizing the site for various platforms and user tests must be run before publishing the site. A test purchase must be done with both PayPal –account and Visa –information. As Appendix 1 indicates, general user testing should be done before officially launching the site. [see Appendix 1]

3.5.2 Search Engine Optimization

Strategy 1: Making the web site appear on Google's first page.

Tactics: Generating keywords and mentioning keywords at the website, modifying URL –keywords, registering Google Console.

When searching Google, Bing and Yahoo! with word ""Case Company X" shop", "CASE COMPANY X" website comes as the first option as shown in picture 59 below. When conducting a search with only term ""Case Company X"", the shop does not appear first. It was not on the first pages in Google and Yahoo!, but Bing showed the shop page on their first page. This is due to the fact that the official web shop is still not open to the public and has no page hits. Popularity is one of the factors that affects the page performance in search engines. Due to the "coming soon" mode, search engine optimization cannot be done properly.
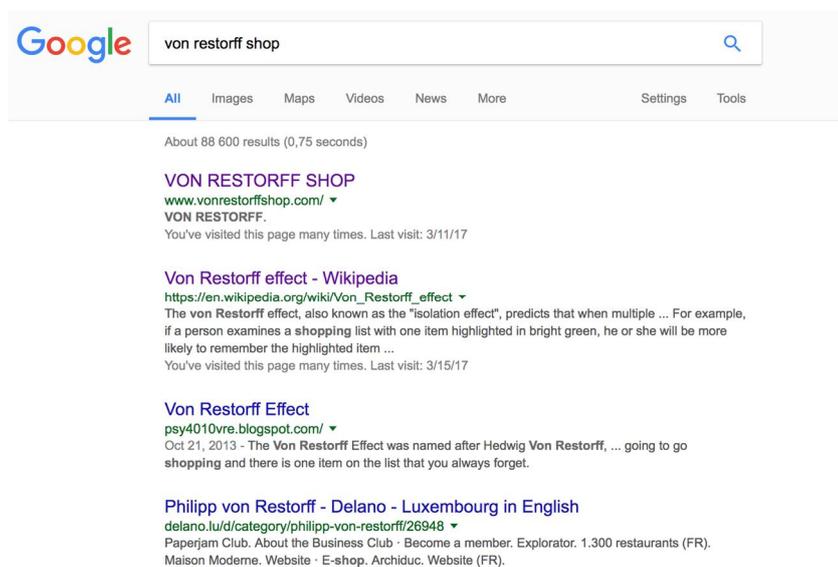
Picture 59. "CASE COMPANY X" comes first in Google when searching with term ""Case Company X" shop". Reprinted from Google (2017).

Optimal keywords can be generated in advance to be ready for the official launching. Since "CASE COMPANY X" represents Scandinavian design, equal rights, recycled materials, minorities and arts are the core attributes that should be mentioned in the brand communications. Embedding consistent keywords to texts, hashtags and URL –

address will make the site perform better in the search engines. Brand associated keywords were searched basing on one key attribute of the brand. List of complete keywords below:

- **Recycled** wear, recycled clothing brands, recycled clothing online, recycled clothing brand, recycled clothing Europe

- **Scandinavian** design, Finnish design, Scandinavian clothing online, Scandinavian clothing design, Scandinavian clothing brands, Finnish clothing design

- **Art** wear, alternative wear, art design clothing, artwear clothing, art apparel, art wear online

- **Human rights** design, human rights campaign, human rights online, trans rights, gay rights

Once the website is officially launched and the brand starts online selling, active online presence by updating website and posting on social media will also boost the page visibility in Google. Company might consider launching a SEM –campaign to boost the SEO visibility.

3.5.3   Social Media Channels

Strategy 1: Promoting brand via social media.

Tactics: Setting up Facebook and Instagram accounts and create a base for them with profile pictures and basic information.

Instagram and Facebook were selected to be the main social media channels since they remain the two most common and effective online shop marketing tools for fashion industry. [13] YouTube and Pinterest will be added to social media platforms after conducting consistent material for Instagram and Facebook. All the other social media channels will be excluded from "CASE COMPANY X" online marketing strategy (Twitter,

Snapchat, LinkedIn, Slideshare, Google+) as it is better to invest in a few than trying to produce content and keep up with all the channels.

Content is to be downloaded at specific times. To Instagram, best times to download content is Monday, Wednesday, Thursday or Friday during 7-9 am, 11am-2pm or 5-7pm. [22] To Facebook, best times to download content is from Wednesday to Friday either 7-9 am or 1-3 pm. [7] These times are logical and based on times people wake up, have lunch and get off from work. Matters like geolocation and time zones are also relevant when trying to reach the maximum audience for a post.

As Instagram represents one of the main social channels of creative people, it was selected to be the main social channel of "CASE COMPANY X". The tactics is to post images in groups of three, as Instagram user profiles are formed of rows of three images. Rather than posting individual images, groups of three create a more connected entity of all the posts. This tactic was benchmarked from The Kylie Shop Instagram tactics. Tactics is shown below in image 60.
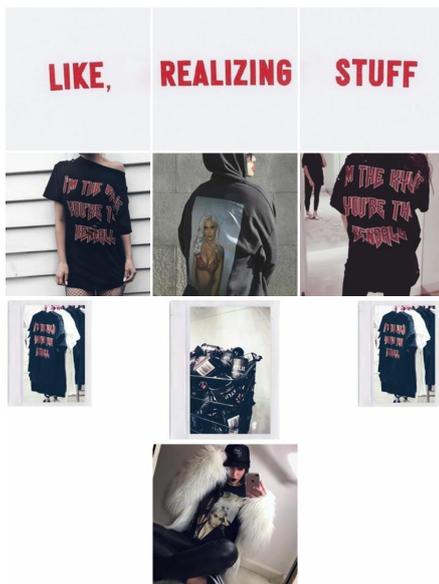
Picture 60. Instagram illustrating strategy: three picture tactic. Reprinted from Instagram (2017). [@thekylieshop]

I chose to do posting once or twice in a week, which means 3-6 images in a week with the three pictures group tactics. Three pictures in a week would mean 12 pictures in a

month and 144 pictures in a year. The days and times follow the general guidelines of posting mentioned above. Posting days may variate.

Posts will feature short quote texts about art and life. Texts will create the right atmosphere and tell more about the brand for a possible customer. Texts should always be short since people do not have the patience to read long texts when it comes to online marketing. [see Appendix 1] Posts will also feature keyword hashtags. Hashtags are findability tools especially for Instagram posts.
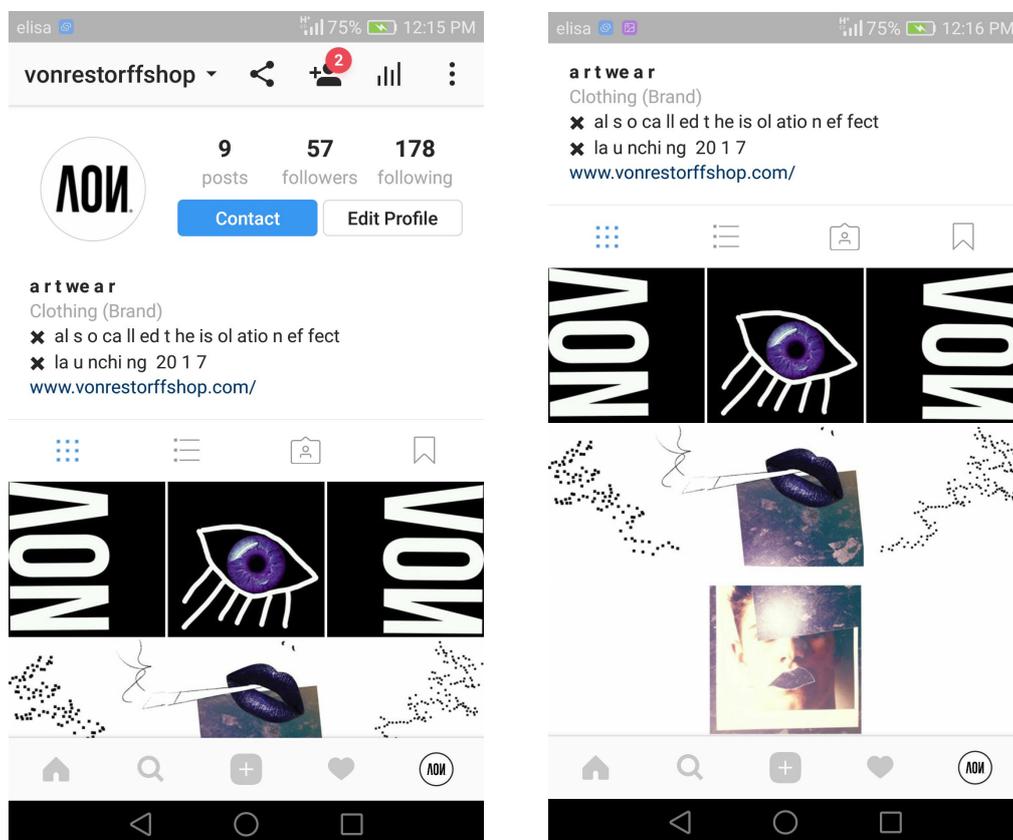
Picture 61., 62. "CASE COMPANY X" –Instagram page. [48]

Facebook was selected to be the second main media since according to studies it produces the best ROI. [2] I decided to post on Facebook once in a week, since many people experience social media advertising annoying if the contents block other feed with too many posts [see Appendix 1]. One post means three picture series, since I decided to apply the three images tactics to both Instagram and Facebook.
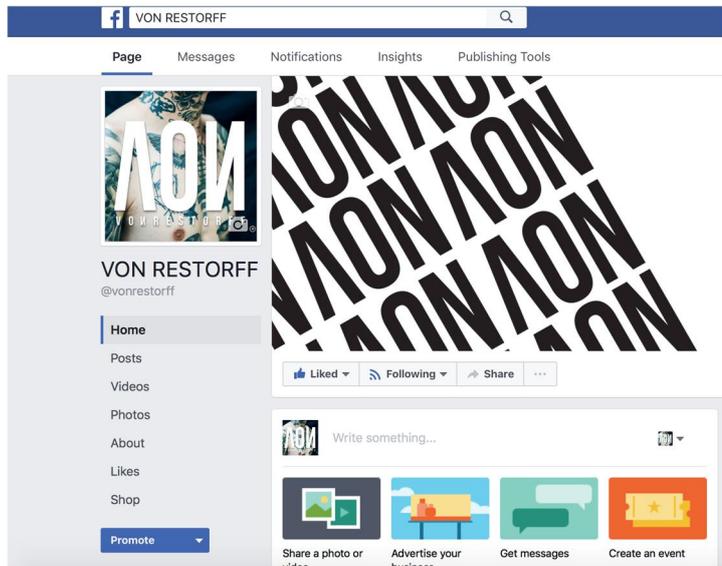
Picture 63. "CASE COMPANY X" –Facebook page. Reprinted from Facebook (2017). [65]

Since there is less Facebook advertising than Instagram posting, I decided to use Instagram as a guidance tool what to post. I will monitor Instagram posts and share the best performed posts on Facebook. Videos are to be added to Facebook and Instagram once they are produced.

Weekly social media tactic: three-image series to Instagram and Facebook. Instagram moments –service to be utilized by providing "behind the scenes" videos and photos.

3.5.4   Email Marketing

Strategy 1: Creating email marketing platform ready to be used when the web shop is launched.

Tactics: Choose the best free email marketing tool and form a test email campaign with it.

MailChimp was selected to be email marketing tool for "CASE COMPANY X" since it is free and easy to use. Forming a newsletter is easy with drag and drop –functions and platform that shows the designed result in real time. As Appendix 1 indicates, automated

emails annoy many people. This was the reason I wanted to attach an email marketing option in the checkout process, and not as an automated function. [Appendix 1]
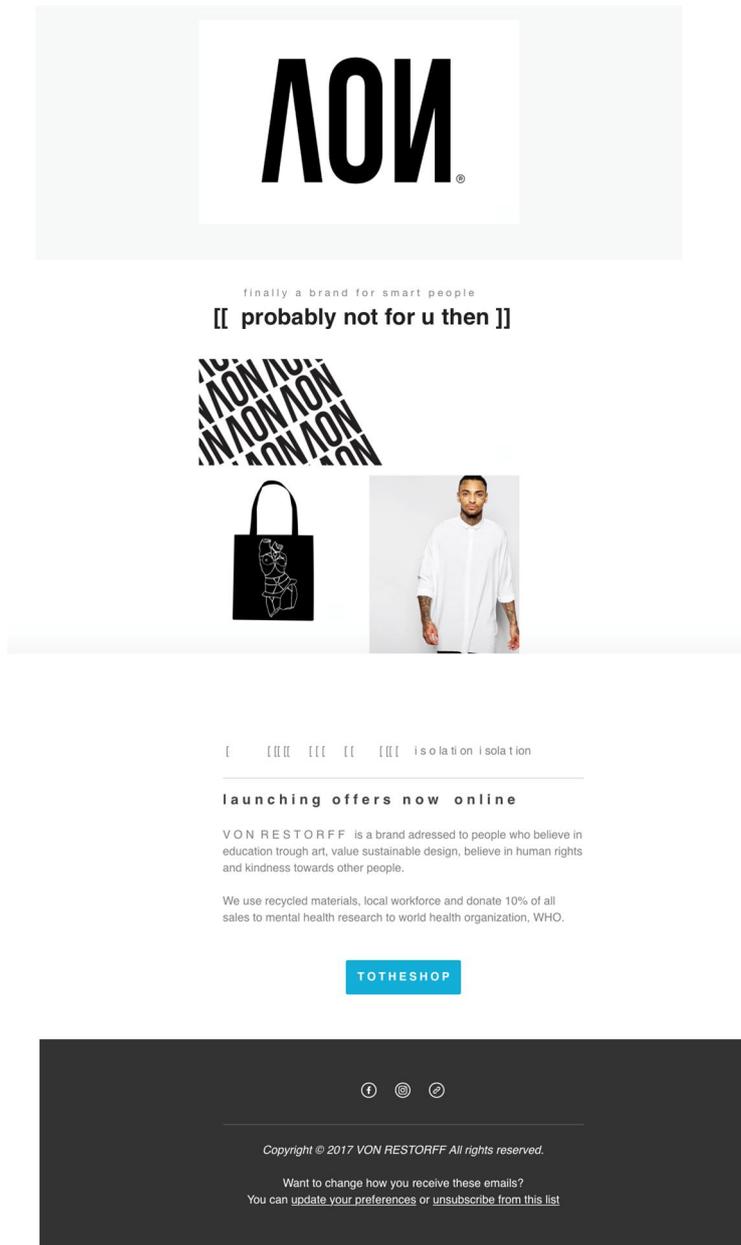
Picture 64. Draft email via MailChimp. [67]

Emails are to be sent maximum once a month, since annoying customers is the last thing a brand owner wants. The email title should clearly indicate the contents of the specific

email and who it is from. If relevant campaigns or launching offers do not occur, emails will not be sent.

The possible contents of newsletters are launching offers of new items and other sales offers. The style will remain simple, plain and straight to the point. Featured images are chosen basing to the insights of social media posts. Texts will remain short, as Appendix 1 clearly points out how people do not have the interest to read long blocks of text. [see Appendix 1]

Recipient segments are first divided by geolocations like Finland, Europe and USA. When data start to accumulate and customer segmentation can be done, other groups can be formed based on the activities and interests of customer groups.

Emails should always be test read and technically tested before sending to real customers. Website and social media links must be functional to seem as a professional and trustworthy company for the customer. Emails should entail call-to-action button like "shop now".

3.5.5 Monitoring

Facebook and Instagram being the main social media communication channels of "CASE COMPANY X", I will use the insights the channels provide. On top of Facebook and Instagram insights, I will use Google Analytics to measure the web site performance. As the brand is not officially launched yet, no actual insight data is available at this moment. Examples of Facebook and Instagram insights are further explained in the chapter 2.6.

4   Production analysis and Conclusion

When I first started the project, I did not have the accurate picture of all the elements digital marketing plan consists of. The main problem was defining the subject and time was spent a lot for researching that. I started to research about branding and visual communication and wrote about 20 pages of it. I ended up deleting these contents when

realizing that topics are too vast together. Conducting a social media marketing survey was also an idea that occurred to me in the middle of the project. Survey could have been done earlier with a bigger audience and different questions. A small survey helped me a lot, so what I did learn is that even a small survey is better than no survey at all. There are always issues that one notices when an outsider points them out.

The main objectives of the project were met. Social media channels were chosen and pages created, the SEO plan was carried out, the website base was created and the email marketing platform tested. Production created a good base for the brand to develop its digital communication and promotion. Without the thesis, whole online communication of the brand would have remained at lower level.

When company receives garments from the manufacturer, website will be published and SEO plan applied. Brand will carry out photoshoots with models wearing garments which are then purchasable. Product photos and short videos are promoted via Instagram and Facebook marketing. Brand will contact celebrities, magazines, bloggers and events that appeal to the target market. Personalized clothing pieces are sent for them to wear and promote. Brand will utilize every channel that is useful for the label to gain awareness, which is the key to boost sales.

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Appendix 1: Online Marketing Survey

Kindly provide your age and education:
27, Communications Major.
Do you follow clothing brands on social media? If so, which and why?

Torrid: affordable big girl clothes that are cute!

What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?

Hate pop-up ads and constant emails! I can deal with discreet ads in the margins, memes would be kind of cool. Hate getting mail catalogs.

What are the best and what the worst online shopping experiences you have and why? (you can also name a site):

I hate when I order and pay, then the company later tells me they're out of stock, and refunds me instead of trying to get me a product for my money. Waiting forever to get my product is frustrating. I love when a company offers free shipping on returns and exchanges, especially for clothing. Torrid adds the height of every model, as well as the size she is wearing - SO HELPFUL!. True Tt size charts make a huge difference Tt both the buyer and the seller (less returns). I love getting a small gift or reward for leaving earnest feedback, as well (think $5.00 off the next order, or a free sample).

Do you receive newsletter via email? What kind of content interests you in them?
I do. I never read them. Emails like this clog up my email server as well as my time.

Kindly provide your age and education:
23 Media Engineering Student.
Do you follow clothing brands on social media? If so, which and why?
Vans
What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?
Advertisements and videos best. Worst competitions because never win nothing.

What are the best and what the worst online shopping experiences you have and why? (you can also name a site)
Order always wrong size shoes, so prefer free shipping and returns! The best os when you get something with better sale than from normal store.

Do you receive newsletter via email? What kind of content interests you in them?
No
What are your favourite clothing brands and why? Do you find their advertising appealing?
Vans, nike. Advertising done well. Gina tricot has well Tted clothes but material is cheap.

Kindly provide your age and education:
28 Bachelor of Media Engineering
Do you follow clothing brands on social media? If so, which and why?
Indeed. Clarks shoes, best shoes on earth made of genuine leather. No special notes of social media content. Grafea leather goods, genuine leather bags and holdalls, leather - best material on earth.

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Nowadays company has changed their focus to colourful leather backpacks which basically look nice but are not really something that I would buy. Doppler umbrellas, best umbrellas on earth, highest quality and only decent option for umbrella. Monsieur fox, pocket squares. Really high quality and made of pure silk. Amazing pocket squares with nice patterns. Fjällräven. Very good hiking gear and nice photos. Swedish quality. Better country than Finland. R-Collection: nice high quality jackets made out of strong fabric. Grundens: the most iconic sturdy professional raincoats and bib trousers on earth. Really amazing. Nice Tshing photos in facebook stream containing beautiful Tshing women, boats, rods, sea, sunsets, waves, seagulls, dead Tshes, crabs, crayTshes, Tsh blood draining over white water resistant trousers. Just perfect content. Absolutely amazing.

What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?
Advertisements are shit. Competitions are shit. My shopping behaviour is built on needs and highest quality pieces of gear. Nice photos are always welcome but they need to be nice.

What are the best and what the worst online shopping experiences you have and why? (you can also name a site)
Best: Vinyl record AFI - Sing the Sorrow from Discogs vendor Roel_138. The guy sent out the vinyl made of clear red plastic with a drawing of his 3 year old daughter who is nowadays 6. Just amazing gesture. https://scontent-lht6-1.xx.fbcdn.net/v/t31.0-8/s960x960/1798995_10152136902982839_777757887_o.jpg?oh=5d9cfcf7be23ac2e6e7da8c93785c2fb&oe=5900AE15

Do you receive newsletter via email? What kind of content interests you in them?
Yes unintentionally once but I unsubscribe them immediately. Does not interest.

What are your favourite clothing brands and why? Do you find their advertising appealing?
Uniqlo: good basic shirts and trousers. No I do not. Burberry: being manufacturer of the most iconic trenchcoat on the market. Not really. Riley: Good basic trousers. Not really. H&M: ok basic jeans. Cheap and at least in models that I prefer no holes on the moment of buying the piece of cloth. Nothing special on their advertising. Fjällräven: strong durable good shape pieces of clothes for outdoors. Photos in facebook stream are actually quite cool as they are nicely post processed and taken from amazing sceneries. Basically I prefer Tnished looking clothes where there are no big logos visible.

Kindly provide your age and education:
Do you follow clothing brands on social media? If so, which and why?
No, I don't follow any of such brands on social media.

What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?
Pictures+prices. Short. Clear.

What are the best and what the worst online shopping experiences you have and why? (you can also name a site)
As few clicks as possible :)

Do you receive newsletter via email? What kind of content interests you in them?
I don't receive any newsletters via email.

What are your favourite clothing brands and why? Do you find their advertising appealing?
No favourites, Sorry.

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Kindly provide your age and education:
47, eMBA

Do you follow clothing brands on social media? If so, which and why?
Zalando, Bootz, Footway, price and easy userface

What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?
Advertisements

What are the best and what the worst online shopping experiences you have and why? (you can also name a site)
Usually only positive experiences

Do you receive newsletter via email? What kind of content interests you in them?
New products, sale items

What are your favourite clothing brands and why? Do you find their advertising appealing?
Tiger Of Sweden

Kindly provide your age and education:
39, engineer
Do you follow clothing brands on social media? If so, which and why?
Not really
What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?
Competitions are nice, pop up advertisements annoying
What are the best and what the worst online shopping experiences you have and why? (you can also name a site)
Ellos have been simple, functional and trustworthy. No bad experiences really.
Do you receive newsletter via email? What kind of content interests you in them?
Yes, during my freetime there was a moment my inbox was so stacked with trash I stopped checking it. So I don't really read the advertisements in my inbox at all.
What are your favourite clothing brands and why? Do you find their advertising appealing?
.object , vila, odd molly , promod. These brands are a little different; pretty simple and normal but they always have some little detail that appeals to me. And they also have nice advertisements.

Kindly provide your age and education:
60 , Sales Technician

Do you follow clothing brands on social media? If so, which and why?
No

What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?
Advertisement comin through e-mail from the companies I have chosen

What are the best and what the worst online shopping experiences you have and why? (you can also name a site)
Verkkokauppa.com has been so far the best. Some Chinese (DX.COM) sites have been slow in delivery, but everything has arrived, eventually.

Do you receive newsletter via email? What kind of content interests you in them?
Yes , newsletters concerning, fishing , hiking, outdoors, camping, boats

What are your favourite clothing brands and why? Do you find their advertising appealing?
Ffällräven, Sasta, Halti: good outdoor stuff.

Kindly provide your age and education:
55, DI
Do you follow clothing brands on social media? If so, which and why?
Not really, I think I have been stuck to the 80 and 90's ﻟ
What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?
My experience comes through my hobbies when I buy tools via internet. Spontaneous buying decisions are based on good advertisements.
What are the best and what the worst online shopping experiences you have and why? (you can also name a site)
Messy sites and difficulties in the buying process; if the right products are hard to find and the checkout process is too complicated with a lot of questions and stuff.
Do you receive newsletter via email? What kind of content interests you in them?
Usually I have blocked them. I receive some interesting emails.
What are your favourite clothing brands and why? Do you find their advertising appealing?
Like I said some older labels and I do not really follow them in any specific way.

Kindly provide your age and education:
53, machine engineer
Do you follow clothing brands on social media? If so, which and why?
No
What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?
Pop up advertisements that pop above everything else you are doing are the most annoying. The best advertisements are simple and perceivable with one look.
What are the best and what the worst online shopping experiences you have and why? (you can also name a site)
Mainly good experiences.
Do you receive newsletter via email? What kind of content interests you in them?
No.
What are your favourite clothing brands and why? Do you find their advertising appealing?

HH and Haglförs. Good quality and selection of products for hobbies and freetime. Prices are a bit high though…

Kindly provide your age and education:
42 years Bachelor of fashion designing and merchandising

Do you follow clothing brands on social media? If so, which and why?
Occasionally. Esprit, Desigual

What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?
Advertisements, videos, discounts are most effective. Too long or messy videos are the worst.

What are the best and what the worst online shopping experiences you have and why? (you can also name a site)
Do not have any special experiences...once I ordered goods from US and high taxation was suprise. As long as ordering is easy, payment goes smoothly, delivered good are good and returning/changeing goes smoothly I'm happy and propably order again. But if pages crack or collapse, ordering is difTcult...I will stop there and spend my money somewhere else.

Do you receive newsletter via email? What kind of content interests you in them?
Good/interesting products, discount or free delivery

What are your favourite clothing brands and why? Do you find their advertising appealing?
Desigual, Pola, Espirit, Janina F. Yes, but more important is right size, good Ttting, easy to buy...

Kindly provide your age and education:
51 technician, mech. engineering

Do you follow clothing brands on social media? If so, which and why?
No I don't

What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?
Traditional advertisements are best ant those popup-ads which are basing your browsing history are worst.

What are the best and what the worst online shopping experiences you have and why? (you can also name a site)
Most are ok. I cannot recall the worst but there is some.

Do you receive newsletter via email? What kind of content interests you in them?
Yes. Good offers are interesting.

What are your favourite clothing brands and why? Do you find their advertising appealing?

Barbour, Camel etc. Not much.

Kindly provide your age and education:
27, Bachelor of Arts (Cognitive Science)

Do you follow clothing brands on social media? If so, which and why?
Mostly not, some pole wear brands for inspiration.

What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?
Competitions are ok, ads are mostly annoying. Difficult to say since it depends on how the content is implemented.

What are the best and what the worst online shopping experiences you have and why? (you can also name a site)
I don't shop that much online, and mostly my experiences are ok, not anything wow but ok. Not so long time ago I purchased a book from Bendy Kate's web store, and it was a real hassle: First I didn't remember that I have ordered from there before, so I wrote down all the information but in the end they didn't let me Finish without signing in. After all the hassle of retrieving the password they made me use Paypal and search for that password too. And when after the payment was done and I was returning to the page, it crashed. The First time buying there was ok.

Do you receive newsletter via email? What kind of content interests you in them?
I receive newsletters from all kinds of places, Offerilla, Intersport, Stadium, Indie pole wear, Adobe, Tikis, eBay, Yogaia etc. but I almost never read them, they just come to me.

What are your favourite clothing brands and why? Do you find their advertising appealing?

Lately I haven't really paid much attention to specific clothing or brands.

Kindly provide your age and education:

25 Bachelor Of Media Engineering
Do you follow clothing brands on social media? If so, which and why?
some alternative brands.. mostly from abroad since Finnish design is so boring. Some artistic accounts on instagram (pictures, not words).

What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?
Just plain pictures or short videos. Don't like competitions since it is too clear marketing for me. Memes okey..

What are the best and what the worst online shopping experiences you have and why? (you can also name a site)
Best maybe Impossible Project.... not really bad experiences. Sometimes the instructions for tricky situations are not clear enough (returns etc, changing prices etc).

Do you receive newsletter via email? What kind of content interests you in them?

Yes too much. Hate them all. Except maybe one, that is a brand i really like and they send emails really seldomly, maybe once a month.

What are your favourite clothing brands and why? Do you find their advertising appealing?
some recycle related brands or brands with clear and humane ethics. Kindly provide your age and education:

48, Diploma in Business and Administration
Do you follow clothing brands on social media? If so, which and why?
No brands really, "Mandy F" clothing store
What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?
Advertisements the best
What are the best and what the worst online shopping experiences you have and why? (you can also name a site)
Shoes and bag orders are usually good shopping experiences and the reality and descriptions are accurate and well shown in the web site. About bad experiences… materials used in clothing have been really bad and caused disappointment.
Do you receive newsletter via email? What kind of content interests you in them?
Yes, Cubus sents some, I am a regular customer. Those emails I even read. Stadium the same thing, regular customer.
What are your favourite clothing brands and why? Do you find their advertising appealing?
I am not brand loyal. I follow more company advertisements, offers and so on.

Kindly provide your age and education:
47 / M.Sc., Econ. Business Strategies, Marketing, Accounting

Do you follow clothing brands on social media? If so, which and why?
No
What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?
Short videos are the best, Competitions are the worst IF you need to accept to receive other marketing (people start to call you and sell "whatever".

What are the best and what the worst online shopping experiences you have and why? (you can also name a site)
mulletoi.com is one of the best as their site is working, you get support, one time they even called me to make sure I was the one ordering (security) I ordered from a foreign site (US) and the product was not correct and there were NO contact information, do not remember the name

Do you receive newsletter via email? What kind of content interests you in them?
Yes lots of them :)., I like facts and clear photos (e.g. Positiivarit, Tohtori Tolonen), I hate US sites where they have intro-videos and they go over same thing over and over again.

What are your favourite clothing brands and why? Do you find their advertising appealing?
I do not have any favorite brands. H&M advertising is good, but I do not buy their clothes (the quality is poor).

Kindly provide your age and education:

52 - University Degree

Do you follow clothing brands on social media? If so, which and why?
Yes. I follow more ex Zalando's branches than one particular branch.

What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?
Shopping online with different brands where the technical characteristics of the clothes are clearly visible. The worst are videos, they do not tell the reality. Beautiful slim Ladies, all look good on them, not realistic.

What are the best and what the worst online shopping experiences you have and why? (you can also name a site)
There are no worst ones. The best are with Zalando. All works well also in case of a "false delivery".

Do you receive newsletter via email? What kind of content interests you in them?
Yes. When there are special prices / discounting, I do read more carefully the newsletters.

What are your favourite clothing brands and why? Do you find their advertising appealing?
Most of Scandinavian brands are cool - ex Mos Mosh. Their advertising is appealing. Beautiful colours, and making me want to...buy.

Kindly provide your age and education:
58, institute education
Do you follow clothing brands on social media? If so, which and why?
I follow irregularly hobby based clothing web sites (rockabilly, pin up, dancing clothing, dancing shoes) but not specific brands.
What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?
Good web site and clear pictures and prices. The navigation is easy to use and the structure is clear.
What are the best and what the worst online shopping experiences you have and why? (you can also name a site)
Only good experiences (items arrived quickly, no claims about the quality and so on)
Do you receive newsletter via email? What kind of content interests you in them?
Yes from some companies. I am interested in offers and new products.
What are your favourite clothing brands and why? Do you find their advertising appealing?
No specific labels.

Kindly provide our age and education:
51, Assistant

Do you follow clothing brands on social media? If so, which and why?
No I do not follow

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What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?
Clear pictures and content texts

What are the best and what the worst online shopping experiences you have and why? (you can also name a site)
Easy to use e.g. Ellos, H&M. Ikea internet pages - difTcult to Tnd products which I am interested in. Do not visit those pages anymore. Takes too much time. Lahti MM-ski championship tickets buying from internet was very time time-consuming. Pages were not made very well. Confusing and I was not sure did I bought right tickets. Needed to ask afterwards from the page owner.

Do you receive newsletter via email? What kind of content interests you in them?
Yes I do but I do not have time to read them. No use for me.

What are your favourite clothing brands and why? Do you find their advertising appealing?
No favorites - sorry can't aswer this question

Kindly provide our age and education:
29, high school graduate
Do you follow clothing brands on social media? If so, which and why?
Caliroots store, small Tnnish brands. I follow them because they have cool clothes that you dont see other People wearing everyday.

What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?
Advertisments. Usually I do not like it when shopping related content interferes with something Else that I am doing Online.

What are the best and what the worst online shopping experiences you have and why? (you can also name a site)
Caliroots always offers a positive experience. Worst experiences involve aggressive advertising on websites that have nothing to do with shopping.

Do you receive newsletter via email? What kind of content interests you in them?
Discounts, limited edition products

What are your favourite clothing brands and why? Do you find their advertising appealing?
Drmtm, reell, Nike sneakers, Costo, levis, Noose & Monkey, Diesel

Kindly provide our age and education:
27, university undergraduate

Do you follow clothing brands on social media? If so, which and why?
Not really
What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?
Memes are funny if executed properly. I usually pay no attention to sidebar ads. Competitions are great

for activating people but I think more brands and sellers should so follow-ups of winners with the item they won, often times competitions seem fake if they occur too often and you never know what happened to the item that was won. Email advertising and pop-ups are the worst

What are the best and what the worst online shopping experiences you have and why? (you can also name a site)
Best experiences have been from asos.com who sent me a new dress very quickly after the one I ordered arrived with the wrong colour. Otherwise I've only had successful shopping experiences with asos. Worst experience was from a seller on eBay that lied about being located in the UK when in reality the product was shipped from China and hence took nearly two months to arrive.

Do you receive newsletter via email? What kind of content interests you in them?
I do, offers

What are your favourite clothing brands and why? Do you find their advertising appealing?
I like stuff from asos.com and monki. I have never really seen their advertising and therefore I do find it appealing since advertising mostly annoys me

Kindly provide our age and education:
40, BSc, Engineering

Do you follow clothing brands on social media? If so, which and why?
Not really
What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?
I am not sure about the best, but for sure the worst is the one you can not easily close.

What are the best and what the worst online shopping experiences you have and why? (you can also name a site)
I dońt really do online shopping, but when I do, it needs to be easily doable by mobile phone.

Do you receive newsletter via email? What kind of content interests you in them?
Usually they remain unopened

What are your favourite clothing brands and why? Do you find their advertising appealing?
Adidas for sportswear since I have been using them since I was a kid. I Dońt really care about clothing brands. I wear what my wife asks me to wear :)

Kindly provide our age and education:
57 / secondary school graduate, secondary school graduate,

Do you follow clothing brands on social media? If so, which and why?
I don't follow any brands. Just taste of my self. I do have my own clothing style

What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?

Photos of every side of item and my own knowledge of style.

What are the best and what the worst online shopping experiences you have and why? (you can also name a site)
Ellos blouse - fabrik quality was so bad that I can use them only as night-dress.

Do you receive newsletter via email? What kind of content interests you in them?
Nice clothes and good kwon quality of them.

What are your favourite clothing brands and why? Do you find their advertising appealing?
Rieger-shoes because they never let you down. Always them are what they have promised

Kindly provide your age and education:
27, Master of Science, Business Administration

Do you follow clothing brands on social media? If so, which and why?
I follow Halla x Halla, because they make "ethical/sustainable", good looking swimwear from recycled plastic. I also follow any this kind of innovative material usage brands randomly e.g. on LinkedIn when Adidas announced they will start making shoes out of recycled plastic.

What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?
It can be an advertisement, but it has to be done in an interesting way. For example in instagram these brands have their own instagram account, and they make really interesting content. The factors making instagram account interesting are maybe that the quality of the photos is good, the people wearing the clothes look good, the location of the surroundings might be somewhere on the other side of the world, there might be celebrities involved etc.

What are the best and what the worst online shopping experiences you have and why? (you can also name a site)
When the site is not functioning in a correct way. Example Ellos. They have had problems when checking out.

Do you receive newsletter via email? What kind of content interests you in them?
I receive Stadium Newsletter, but I'm not that interested in this kind of content.

What are your favourite clothing brands and why? Do you find their advertising appealing?
I like Tommy HilTger, Calvin Klein, DKNY, Mango, Zara and Massimo Dutti. These clothes Tt me usually very well. The materials are mainly good; they feel nice and when you wash them, they still remain good looking. Mango and Zara have the affordable options, and they have quite wide selection. I like Mango's advertising.

Kindly provide your age and education:

36, Bachelor in Forestry

Do you follow clothing brands on social media? If so, which and why?
No

What kind of online content (advertisements, competitions, memes, videos…) you find the best and what the worst?
Short and informative adverts

What are the best and what the worst online shopping experiences you have and why? (you can also name a site)
XXL works brilliantly for example. Easy to order and fast delivery.

Do you receive newsletter via email? What kind of content interests you in them?
No
What are your favourite clothing brands and why? Do you find their advertising appealing?
Haglöfs, Arcteryx. Extremely good quality and functional. Haven't really seen advertising of these brands.