Developing Online Marketing Strategy
Case study: DASAHO International Oy

Pendael Shoo
The main purpose of this thesis is to examine and analysis the online marketing strategies of case study company – DASAHO International Oy, and then to identify if there is any improvement on those strategies. DASAHO International Oy is transportation and moving company with its main office in Helsinki, Finland. Under this thesis only four (4) online channel of this company is examined, which are company web page, Facebook page, e-mail and WhatsApp, due to the lack of time and skills.

This research-based thesis is qualitative in nature because it deal to examine why and how customers behave online for marketing purpose. Therefore, the various qualitative method techniques were used to achieve the targeted objectives of the research. The total of five (5) face – to – face qualitative interviews were done, one interview done with commissioner of the company, another two interviews with staff, and two interviews with the customers. The case study of several companies are examined and participatory observation is also used as another method of collecting wide range of data. SOSTAC model is used under this thesis as its theoretical framework. SOSTAC acronym stand for situation, objective, strategy, tactics, action, and control.

The thesis results found out that the DASAHO International Oy have already invested for mar-keting purpose online on its web page and Facebook site, while it did not take full potential investment on other social media channels like WhatsApp’s, e-mail, Instagram, Twitter e.t.c. Another results shows that the behaviours of customers on online changed so rapidly nowadays than before and their expectations are also increasing due to the advance of in-ternet technology. In order to satisfied those demand of customers and do effective marketing online, I provide some recommendations for implementation as guide line for the DASAHO International Oy.

**Keywords**

online marketing, social media, SOSTAC model, transportation and moving service.
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1 Introduction

The Internet marketing has been rapidly changing all the time, Google established on 1998, Facebook was founded in 2004, YouTube was born on 2005 and still more interesting platform is coming in future time. Also the Internet marketing brings both opportunities and challenges at the same time to the organizations and customers. For customers, nowadays they searching more information about products and/or services before they decide to buy. The customers use Internet opportunities and other social media to access thousands of sellers’ websites with varieties of products, services, and prices worldwide. In other words, Internet marketing increased the customers’ decision power to choose what, when, how, and from whom to buy the products/services.

For organizations, Internet forces many organizations to change their ways of doing marketing. As Plume and Dwivedi (2016, 140) pointed out that due to the increased number of usage of the smartphone and internet speed, many organizations shifting from traditional marketing to Internet marketing such as mobile marketing, website pages, and social media marketing.

Because the Internet has changed at the greatly pace the customers’ online behavior, therefore customers found themselves have very limited time to access all internet platforms. They don’t have enough time to visit and follow up each and everything on company’s websites or social media. And that caused many critical challenges to many companies. The company has to know the appropriate online marketing strategies and tactics that will be good enough to attract customers to visit its websites or social media apps and then keep convincing them to buy its products/services, otherwise the company will lose its customers and lag behind unto the business era. Rouhiainen (2012, 5) emphasis “Internet marketing is too confusing and time consuming”. The company must have to do not only efficient, but also effective online marketing nowadays than before.

1.1 Research Problem

These challenges of customers’ behavioral and demanding of new ways on how to do online marketing, are the basis of my research problems and then make the fundamental question of this research. “How and why DASAHO International Oy implement online marketing strategies?”

With sub-question:

- What are core characteristics and behavior of customers online?
1.2 Thesis Purpose and objectives

As we see from the above chapter – research problem, the Internet brings high competitions to both big and small and medium enterprises (SMEs). The enterprises worldwide nowadays utilize all possible online marketing channels to advertise and promote their business activities through the Internet marketing. In additional, Internet also has managed to increase the purchasing power of the customers by providing to them the wide accessibility of online information from various sellers around the world.

Apart from that, the cost of Internet and technology everyday are drastically decreasing and became easily accessible by many small and medium companies and that also cause easily entry for new comer or start-up companies to the business field and then create challengeable threats to big companies. Therefore, if the company want to stay competitive enough on business, it needs to hire high skilled and experienced employees at their marketing departments. This is real challengeable costs for the Small and Medium Enterprise (SMEs) like DASAHO International Oy to manage to hire expensive, skilled, and experienced human resources who can effectively perform the online marketing for competitive advantage and for future benefits of the company.

The main purpose of the thesis is to establish and develop an appropriate e – marketing plan that would be ease to implement by DASAHO International Oy and other SMEs and help them to overcome those online challenges that are mentioned above.

Therefore, in order to achieve the above research purpose, I am setting up two objectives for this research;

I. To increase number of new visitors online by 10% per year and convert those visitors to be active customers.

II. To identify if there any improvements from the existing internet marketing strategies of DASAHO International Oy so that can be implemented in better way.

I designed and formulated these two objectives based on my experience and knowledge about online marketing which I obtained when I joined the course of digital marketing in modern business (COM8HH009-7) under teacher Lasse Rouhiainen and E – business (PSS4PO0041) under teacher Darren Trofimczuk in 2016. Those classes helped me a lot to gain basic information about online marketing and some challenges that companies faced when they do marketing online.
1.3 Delimitation

This research study will be limited on marketing strategies on online channels rather than traditional marketing channels like TVs, Radio, newspapers, prints advertising. There are many online social media nowadays than before and still more are coming in future time, this research will cover only three (3) online channels for its study which are company web page, Facebook, WhatsApp.

1.4 DASAHO International Oy Background

DASAHO International Oy formerly knowing as DASAHO Logistics Oy is small transportation and Logistics Company, started its business operation on 2013, its head quarter based in Helsinki, Finland. DASAHO International Oy provides diverse range of moving - related services from transportation up to renting services.

Who are the targeted customers of DASAHO International Oy?

For transportation, DASAHO International Oy offers the transportation services to its customers who are moving to a new house or offices. Also it offers the delivering services to those who are buying, sending, or shipping the small or heavy weight goods from shops or to the other countries outside Finland.

For renting services, DASAHO International Oy also rent the moving boxes, transportation vans, and other logistics supplies to its customers accordingly to the customer’s needs and wants. In short, DASAHO International Oy not only offers the dynamic and reliable moving management solution but also the modern solution for transportation problems.

The customers can order and book the services through calls or email by reasonable prices. The future outlook of the company is to grow up and be big and trusted company in logistics industry by strongly committing to deliver better logistics services to its prospect customers, therefore the DASAHO International Oy target many customers worldwide, not only Finland.
1.5 Thesis structure

This thesis has four main sections. First section is describing the introduction of research. Second section is for theoretical framework which used SOSTAC model as a guideline for this research. Third section is the research methodological part which explaining the methods used to collect data during the research, and final section is results and recommendation section where the findings and other results are established and some recommendations are provided out for more implementation purposes.
2 Online Marketing Strategies background

This section will outline the definitions of online marketing, sometimes referred as internet marketing, or social media marketing and then will explain how SOSTAC model framework will help to understand and examine the research problem that is being studied.

2.1 Definitions

The term online marketing or Internet marketing or sometimes referred as digital market gained several meanings and interpretations due to evolution and rapidly change of technology, but all have the same characteristics – marketing and advertising through websites, email and social media platforms.

Digital Marketing or electronic marketing or online marketing – “is the management and execution of marketing using electronic media such as the web, e-mail, blog, social media, interactive TV and wireless media in conjunction with digital data about customers’ characteristics and behavior.”

Marketing concept is the way to achieve the targeted goals of company through meeting and exceeding customer needs and expectations better than competition.

Social network – “is a site that facilitates peer-to-peer communication within a group or between individuals through providing facilities to develop user-generated content (UGC) and to exchange messages and comments between different users.”

Social media – “is any platform that allow users to come together online and exchange, discuss, communicate and participate in any form of social interaction (e.g. text, audio, images, video and other media).”

Blog – “is personal online diary, journal or news source compiled by one person, an internal team or external guest authors. Postings are usually in different categories. Typically comments can be added to each blog posting to help create interactivity and feedback.”
2.2 Difference and Similarities of Internet Marketing with Traditional Marketing

Paul (2009, 3) explained that Internet could become the most world’s powerful advertising media in just 17 years since its birth compare with television which took almost 40 years just to reach two – third of American homes. Another reason why Internet became powerful tools, is because it is easy and cheap way for business researchers to get comments and shares ideas from customers about products/services and then helped them to keep improving products and developing new ones.

The following table shows the difference of channels used by both ways of marketing;

<table>
<thead>
<tr>
<th>Traditional channels</th>
<th>Internet channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>Web page</td>
</tr>
<tr>
<td>Television</td>
<td>email</td>
</tr>
<tr>
<td>Word of mouth</td>
<td>Search Engines Marketing (SEO) (google, YouTube, yahoo, Hotmail)</td>
</tr>
<tr>
<td>(peer-to-peer communications)</td>
<td></td>
</tr>
<tr>
<td>Magazine, newsletters, Posters, flyers, print advertisings, brochures, business cards</td>
<td>Social Media (blogs, Facebook, Twitter, WhatsApp's, Instagram, Pinterest)</td>
</tr>
</tbody>
</table>

Nowadays social media and another online platforms have been developed in such way that they manage to provide two ways communicate in better way rather than traditional one way communication like Radio, TVs, Magazines etc. (Smith & Zook 2011, 10). This online interactive activities and engagement also shift power from sellers (companies) to buyers (individuals) such as power to comment or like, power to share or tag, power to download and upload pictures, videos e.t.c. The online interactive activities cause the fundamental difference and similarities between traditional and online marketing.

Figure 1.1: Different between online versus traditional activities (Chaffey et al 2009, 444)
2.3 SOSTAC Framework

There are several research models to follow as framework when conducting marketing re-
search depending on their difference in goals, vision, structural, and size of the organiza-
tions, however all they share some common elements. Chaffey (2009, 265) list four alter-
native strategy research models that can be implemented to conduct online marketing re-
search;


II. Parallel corporate strategy model (Johnson & Scholes 2006)

III. Sequential marketing strategy model (McDonald 1999)

IV. Sequential marketing strategy model (Smith SOSTAC 1999)

But for this thesis research, I will focus on SOSTAC planning model as its framework to
examine the online customers’ behaviour and their attitude of the case study company.
The SOSTAC planning model which involves six steps to follow and implement while con-
ducting digital marketing research for both large and small organization. The SOSTAC
planning model which is developed by Paul Smith in 1999, the SOSTAC acronym stand
for; Situation, Objective, Strategy, Tactics, Action, and Control.

1. Situation (where are we now?)
2. Objective (where do we want to be?)
3. Strategy (how do we get there?)
4. Tactics (how exactly do we get there)
5. Action (what is our plan?)
6. Control (did we get there?)
2.3.1 Situation Analysis

(Where are we now?)

The main goal for investigating the market situation is to identify and examine the current market situation and its challenges so that will help the company to predict future market trend, and to analysis the competitors’ power (Chaffey 2009, 425). Once the market situation is known, whether there is high or low the demand of the service or product, it will become very easily for company to provide or improve the required supply of service or products to its customers as Jobber et al (2013, 5) emphasis that the basic concept of marketing is to achieve those targeted goals that company set by meeting and exceeding customer needs and expectations in better way than the competitors.

The situation analysis includes micro – environment factors which are closely competitive environment for company like customer, competitor, supplier and also broader macro – environment which includes economic, social, legal, political and technological situation.

On the situation analysis, the performance of e-marketplace structured SWOT analysis are core activities to identify and highlight the opportunities and threats of the company. By analysis the internal Strengths and Weakness of DASAHO and external Opportunities and Threats, it will help me to create an appropriate online strategies for company.

This research mainly targets the online customers of DASAHO International Oy, those who are using or accessing the internet or other electronics devices to order and book the moving service. By obtaining their online information such as customer’s profile (e. g: customers’ gender, geographic areas); customers’ journey on the website (e. g: how they often use the internet; what percentage of them are ending up to buy the products or service), then it make very easily for the researcher to examine their online buying behavior and their attitude.
Chaffey (2009, 425) provided a good table that can be applied by any organization to get in-depth customers’ insights characteristics and their online behavior.

<table>
<thead>
<tr>
<th>Insights Types</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer profile data</td>
<td>Characteristics of customers</td>
</tr>
<tr>
<td>Purchase behavior</td>
<td>Transaction history including product category, frequency and monetary value</td>
</tr>
<tr>
<td>Visitor behavior from web analytics</td>
<td>Customer journeys on the site and referral sources, Popularity of landing pages, content and products</td>
</tr>
<tr>
<td>Voice of customer</td>
<td>Customer perception of online and multichannel experience including advocacy, Net Promoter Score</td>
</tr>
<tr>
<td>Competitive benchmarking</td>
<td>Independent review of web site functionality and features from independent review team or customers (Mystery shoppers)</td>
</tr>
<tr>
<td>Audience panel data</td>
<td>Audience volume and profile on third-party sites.</td>
</tr>
<tr>
<td>Campaign response</td>
<td>Combination of digital media touch points leading to web site visits and conversion. Ad network behavioral targeting. Detailed key phrase analysis</td>
</tr>
<tr>
<td>Experimentation</td>
<td>On-line behavioral targeting On-site merchandising solutions</td>
</tr>
</tbody>
</table>

Table 2: Digital Insight Marketing Online (Chaffey 2009, 425)
2.3.2 Objectives setting

(Where are we want to be?)

The main purpose of this research is to develop the effective digital marketing plan that will enable DASAHO International Oy to increase its sales volume. By using Internet marketing, the company can able to attract more visitors, engage and retain them and then achieve its targeted objectives.

At the beginning, I set up objective for this research which is to increase number of new online visitors to the case study company by 10% per year and convert those visitors to be active customers (conversion rate of lead to sale). This objective is formulates to meet the characteristics of SMART objective. SMART abbreviated as Specific and Measurable goal, and also the goal must be Achievable, Realistic, and Time – bound.

For example Chaffey (2009, 95) listed some of many possible SMART objectives why many company nowadays like to invest on Internet marketing more than before as follow;

1) taking advantages of new business and revenue model
2) maintaining their competitive force at marketplace
3) gaining more professional agents and partners
4) gaining high return on investment
2.3.3 Strategy Planning

(How do we get there?)

The third stage of SOSTAC framework is to plan the strategies that will enable the company to reach its goals and objectives. The business strategies have been defined in many different ways according to where and how is going to be used. The online marketing strategy development might involve many factors about the Internet and not just focusing only on website developing functionality. It might include products and/or services development strategies that will be offered online for the purpose of improving customer values and satisfactions.

According to Chaffey (2009), the online business strategy defined as the approach by which applications of both internal and external electronic communications can support and influence corporate strategy, or sometimes business strategy defined as of the future direction and actions of a company approaches to achieve specific objectives.

Strauss and Frost (2012, 82) defines the e-market plan as “a guiding, dynamic document for e-marketing strategy formulation and implementation. Its purpose is to help the firm to achieve its desired results as measured by performance metrics according to the specifications of the e-business model and e-business strategy.”

The business strategy is a blue print of how company can follow and achieve its desired goals and objectives.

Since the development of internet technology changes very rapidly every time and then brings new challenges and opportunities to the business at the same time, therefore there is no one-size-fit all strategy for internet marketing. This means that, any internet strategy is good enough as long as it can help company to achieve its targeted objectives and goals.

The strategies that will provide the answers for how do we get there to achieve the company goals which is to generate more traffic on its social media. Under this thesis, I will choose three internet marketing strategies to examine and use to reach the thesis objective which are Facebook marketing, E-mail marketing, and WhatsApp’s marketing for DASAHO International Oy because of their big impact to many business company compare to other online channel marketing.
2.3.4 Tactics design

(how exactly do we get there?)

Tactics are always provide the guide line detail on how exactly the marketing will going to be done on either Facebook, e-mail, or WhatsApp. This section I will explain several Tactics that will be used to do online marketing on those three channels.

About Facebook marketing: firstly the definition of Facebook is a “social utility that helps people to communicate more efficiently with their friends, family and coworkers. The company develops technologies that facilitate the sharing of information through the social graph, the digital mapping of people’s real-world social connections.Anyone can sign up for Facebook and interact with the people they know in a trusted environment” (Chaffey 2009, 17).

The main objective of Facebook marketing is not just only to promote its web page, but also to attract more visitors, engage and retain them for business profits. Why companies need to advertise on Facebook page? Facebook is a leading online social media network with currently visitors of more than 2 billion monthly active users. Rouhiainen (2012, 24) listed out more advantages of Facebook page;

✓ Facebook pages are far easier to upload and post fresh content than traditional websites.

✓ Facebook pages offer more interactive and engagement tools for customers than traditional company website.

✓ Facebook pages provide more informational about customer like location, likes, and interest and that make much easier for company to target specific customers.

✓ More easily to create an active community in Facebook page where customers can discuss, comment and share several ideas about company’s product.

✓ Facebook page is the most powerful tool to conduct any business research by doing surveys among the customers.

✓ Facebook pages and its contents help many organizations to get high rank on search engines like Google, Hotmail, YouTube e. t. c.
Any small and media enterprise (SMEs) like DASAHO International Oy has been advisable to embrace those Facebook advantages if they want to increase their sale figures.

Rouhiainen (2012) provided simple steps for small and medium enterprises (SMEs) that can be easily implemented when they start doing Facebook marketing:

Step 1: Creating a Content Plan

Step 2: Increasing Engagement

Step 3: Creating a Promotional Plan

Step 4: Creating Your Action Plan

Rouhiainen (2012, 27) suggest that the first task when you start Facebook marketing, is to create a good content plan that will achieve the targeted goals. To know what kind of interested and attractive information to publish in company’s website and Facebook page is very important stage because good contents are the one that convince customers to keep visiting your website and Facebook page. In addition of that, good and rich of content on your social media are the one that distinguish you against your competitors.

There are many different types of good sources that anyone can use to get the rich contents that can be posted on any social media such as might be colorful pictures, videos, article e. t. c. For moving – related business like what DASAHO International Oy deals with, educating videos, pictures, and/or articles might be useful to post for the purpose of gaining more customers’ attention and attraction through its web pages. Smart Insights, which is focusing on consulting and helping Marketers and business people, provides a good Content Marketing Matrix model that shows four different types of contents – content that entertaining, inspiring, educating, and convincing.
By using customer purchasing funnel or sometimes known as sales funnel, sales personal can identify and understand what kind of content to design and publish in each stage that customer went through online. The big aim of content design is to help customers to move on more easily to the next stage until to reach the final stage of purchasing stage. Remember that customers are always differ, not only on their believe and attitudes even on their decision buying stages, some trust more recommendations from their friend while other believe much more on the rich of content which means more information, more nice pictures, more interested videos and so on. Either way, the customer’s buying journal on line must be recorded and traced for better future business strategic plan.
Rouhiainen (2016, 5) defined those stages as follow; Leads are people who see your content or information at first time, but they do not take any action. They are aware with the company products or service but they need more information to move to next level of purchasing decision.

**Prospects** are people who become interested but are not ready to buy yet. The sales personal can provide more rich, relevant, and interested content for prospects customers in order to attract them and increase your brand awareness to them.

**Customers** are those who bought your product. Those who take action to buy after gaining the trust and credibility about your company.

The customer purchasing journal is great tool that can help the researchers and/or marketers to understand the attitude and perspective of each customer have before decided to buy.

The number of consumers who are purchasing online is increasing every day, but it takes a time for individual to decide where to purchase. More than two third (71%) of online customers started by conducting research first on search engines like Google or Amazon before they decide to buy (Laja, 2017). This shows how much quality and quantity of contents have influence on the purchasing decision of customer. The good design of information on the website can have big impact on the site’s visibility and usability. Chaffey (2009) emphasize that “the rich of content is still a king”.

Chaffey (2009, 17) emphasis the important of rich content by providing the short history of Facebook on how it evolved its page content, Facebook first launched on February 4th, 2014 with only three user activities online:

I. user could create a profile which can contain his/her picture and information,

II. user could view other people’s profiles, and

III. User could add people as friends.

Since then, it has been continuing to add and come up with many user activities with great content like; messages, groups, social ads, new feeds, a wall for posting messages, pictures and videos. Up to January 2008, over 18,000 applications had been built on Facebook Platform with 140 new applications added per day.
In addition of attracting and inspiring customers to keep visiting its social media websites, the good design of contents also increase high chance of ranking on search engine optimization (SEO) marketing for the DASAHO International Oy. The inbound marketing and outbound marketing concerning search engine marketing (SEO) is one study outside of this research due to its time limit and skills.

Second step for Facebook marketing is engagement process. By sharing more relevant websites, backlinks from various sources, posting rich content and staring interesting conversation on Facebook page can increase more engagement with customers. When customers interact and participate by commenting, asking and sharing some photos or ideas makes customers feel more valuable and recognized within the company.

To maximize customer engagement, it is important to nurture your prospects as individuals, with their own stories, rather than anonymous traditional transactions. Social media channels provide more opportunities for company to interact with customers and build those human relationships, and this make customers to be more informed and have more choice than ever before.

Evans (2010, 15) provided out the four (4) engagement steps on how customers can collaborate on social media. From consumption stage to curation and creation up to collaboration. The engagement process reveal customers journey on social media about what he read, likes, comments and shares on different level of participation.

![Figure 3: Engagement Process in Social Media (Evans 2010, 15)](image-url)
At the beginning, customers started as consumers of social networks by accessing and reading only the information about products or services. Beyond the consumption stage, the next stage is curation. According with Evans (2010, 17) curation is the act of sorting and filtering, rating, reviewing, commenting on, tagging, or in other words is describing the content. Customer evaluate the contents depends on its customers values and interest.

After consuming, then choose and decide in other words they filter, the next stage is content creation. That posting back an interested comments, picture, videos, they create their ideas by publishing what they feel and want. The online platform gives the customers more chance of social interaction activities than traditional channels like TV, radio, or newspaper. This way of content creation by customers makes very easy and meaningful way for marketers or researchers to understand the customer journey online and/or find out the behaviors of customers online. As the more customer create and participate on social media by sharing his ideas and comments, the marketers can directly tell and know what kind of customer is this and with his likes or dislikes.

Apart from revealing out and measure customer behavioral which is basic for marketing theories, it also help the company on development and innovation of its service or products by reading and analyzing the customers’ comments and posts as Jobber et at (2013, 5) pointed two purposes of business – marketing and innovation.

Final stage of engagement is collaboration within the society. The customer can went through individually in all social activities process from reading to creating and then collaborating and sharing it out with several member of society. When engagement process is effective applied to the business, it is great tool to connect customers and company online.

After creating a Facebook page with nice contents and involving many links (backlinks), the next stage is to plan how to promote it, Facebook promotion will enable to reach wide audience even those who are not using Facebook regularly. Always customers are differ, some prefer to use one channel more than the other channels accordingly to different geographic region or cultural, for example in North America like to use search engine of Google while in Asia region prefer more to use more Yahoo than Google.

Another way that can be used to promote the Facebook page is to take the advantages of Multi – Channel marketing. Strauss and Frost (2012, 274) define multi – channel marketing that is the use of more than one sales channel for marketing purpose. In other words, is strategic plan which offer customers more than one way to buy service or products, for
example customers can buy same products/services through web site, social media, TV, radio, or through printed adds with different promotion prices.

Multi-channel business strategy also defined as “how different marketing and supply chain channels should integrate and support each other to drive business efficiency and effectiveness.” (Chaffey 2009, 262)

Practical example is how Google Company use Multi – channel promotion to reach wide audience with individual access platforms. Google Company owns four different leading searching engine such as Google.com with an astonishing 28 billion visits per month, Youtube.com, the next closest Google-owned property which has more than 20.5 billion visits. Followed up by Google Blogger and Google User Content (Business Inside, 2017).

Another practical example of how multi-channel promotion is used, is the Facebook Company. Facebook Company is also leading social media industry with four different social media platforms such as Facebook.com with more than 1.8 billion monthly active users as of December 31, 2016. Followed up by WhatsApp with more than 1 billion active users, Facebook Messenger almost 800 users, and next is Instagram which has around 500 million active users. (Facebook Company Info, 2017).

This multi – channel digital marketing strategy might help DASAHO International Oy to expand easily its business by reaching many customers even in niche market. In addition of that, multi-channel digital marketing strategy will also help to target and engage the right customers, by using the right channels, with the right messages, at the right time. (Chaffey 2009, 263). Always customers are differ even their life style to access internet also are not the same, some clients are preferring to use Facebook more than Instagram.
Last stage when start Facebook marketing is action plan. For effective Facebook marketing, it is good for the marketers to plan the action schedule of each detail action. To organise all activities like who is responsible with what?, what kind of contents to be post?, where and when in order to save time and balancing schedule. The following is an example of weekly step-by-step action plan;

<table>
<thead>
<tr>
<th>When?</th>
<th>Who?</th>
<th>What?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>gathering rich content and information concerning motivation, inspiring, education, entertaining</td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td>posting and sharing educational &amp; motivational information (pictures, videos, articles, conversation)</td>
<td></td>
</tr>
<tr>
<td>Wednesday</td>
<td>analyzing the results from various channels and respond on complain from customers</td>
<td></td>
</tr>
<tr>
<td>Thursday</td>
<td>monitoring and redesign the online marketing strategies again</td>
<td></td>
</tr>
<tr>
<td>Friday</td>
<td>posting and sharing entertaining &amp; inspiring content (pictures, videos, articles, conversation)</td>
<td></td>
</tr>
</tbody>
</table>

The tactics details for e-mail marketing: Ryan (2014, 180) define E-mail marketing as “a fusion of marketing savvy and imaginative copy. It’s an e-mail sent to a customer list that usually contains a sale pitch and a call to action.”

One of the advantage of email marketing is that it helps marketer to deliver the message direct to individual customer – right email to right people while other media like website can be accessed by anybody. Email marketing is very secure and cheap way to communicate and interact direct with right customers.

There are many approaches on how to send and manage email campaign, one of them is by making it very short, relevant, and useful so that it can get quickly respond from customers. For the email marketing, the shortest sentences matter most. The Rowles (2017, 89) provided simple approaches to implement when starting e-mail marketing;

First select an email provider,

Second create an email list, and

Finally designing an email template with rich contents.
The section of an email service provider is first step for email marketing. By selecting right approaches to send email will increase the email credibility and deliverability. By sending email to the customers by using trusted agent or service provider will help to avoid spam to customers’ inbox. Avoiding email spam is the basic task in email marketing. It is real useless and wasting of resources and whole purposes of marketing if your email will go on spam fold and not at the inbox of your customers, because the basic purpose of email marketing is to make sure that customers receive and read your email. There are many email marketing agents who help by providing the platforms and tools to create and send emails for free of charge or small costs for small and medium enterprises (SME’s), for example AWeber email marketing agent.

The second stage after selection of service provider of email is to create an e-mail list. In order to send an interested email at right people and at right time, marketers are supposed to start by creating a list of their targeted customers and not to every people. Some people don’t like to receive email from unknown company because they compare those unknown email with spam emails and that will be very easily to distort the company brand. Those targeted customers may be motivated and encouraged to fill up the special sign-ups form in order to receive emails from the company. The company can offer small discount for its customer who are accepting to fill up the sign-ups form and keep receiving emails from the company. This email list will also help marketer to track and examine in deep his customer behaviour and their close information, so he will know more better ways on how and what to deliver to his customers. To gain that valuable insights of customers’ behaviours and their characteristics, is one goal of marketing research.

The last stage of e-mail marketing is to design the e-mail template with good and rich content. The good data is still the king even to email marketing, not only have big impact to other social web pages or on Facebook page. Once customers are interested with company’s website and its contents, it would be very easily for them to being attracted and accept more emails from the same company. The good email template will increase the engagement and communication between company and customers.

By design different email templates will help recipients to receive email in different tables like smart phones, iPad, laptop or desk top. The effective email might contains colourful images, videos, text format with minimum, and powerful title. The email title can involve the number, recipient’s name, or question mark in order to create more attention to customer. Rowles (2017, 94) explained more on how to design email templates particularly on which is good types to use on font size, header and footer design, images display and layouts.
MailCharts, a marketing and advertising agent who deals with e-mail marketing for large, small and medium enterprise (SME’s) provided a good example of email template below:

Email marketing can bring big impact on digital marketing to company when it effectively send to the targeted right people with right information within right time. Managing and organising an effective email is very essential technical skills to company.
For WhatsApp’s marketing tactics: Another way to achieve the goals of this research – to generate more sale for the case study company, is to use WhatsApp’s marketing. WhatsApp is established on 2009 and is owned by Facebook, is instant messaging app. Mobile Marketing Association, define WhatsApp’ marketing or sometimes referred as mobile marketing as “a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network”. (Ryan 2014, 206)

Nowadays Mobile users are increasing in tremendously numbers because mobile phones are portable devices that customers can carrying them anytime and anyplace. Ryan (20, 210) said that mobile phones are the last things that many people check before going to sleep and vice versa – last thing many people start to check in the morning. Mobile phones becoming more personal and private devices than ever before. Mobile devices becomes more easily to use every day.

Mobile devices helps many customers to access information in exciting and convenient ways. WhatsApp and other advertising app’s, are easier to being downloaded in most mobile devices that is why they able to improve communication in new and exciting ways. With mobile, the contents must be delivered in such a way it is shorter, relevant, personalized and interesting in order to engage and interact more customers. Delivering messages and content in mobile is customized more in personality and privacy.

So why people go on WhatsApp’ marketing? (Ryan 2014, 211)

- To build awareness of company brand, product or service.
- To foster and nurture conversations with their online community.
- To build a deeper and more personal customer experience.
- To target your market more effectively based on demographics, geography and behaviour.
- To retain more customers.

These and other reasons means that the future of mobile marketing is still increasing rapidly therefore is very important opportunity for Small and Medium Enterprise (SME’s) like DASAHO International Oy to use such social media campaign for the business growth and development.
Rouhiainen (2016, 98) gives out some tips to follow when starting implement WhatsApp marketing;

1. create WhatsApp in separate number
2. build effective contents
3. promote WhatsApp number

Starting WhatsApp marketing by creating and opening WhatsApp special group of all customers whose already contact or being served with the company by sending a request to them to join the group. The sale personnel can easily advertising the company products or service by send or share directly to his customers through WhatsApp’s group. This way will help to increase the trust and credibility among the customers and company because everyone in group can participating more freely by chart and comment other response.

After creating WhatsApp’s separate number, the second stage is the content design. The content creation matter most in all online channels on social media even in e – mail marketing. Final stage of WhatsApp marketing is to promote the number in various social media channels by integration those with Multi – channel marketing.
2.3.5 Action

(What is our plan?)

After company has planned its strategic goals and vision, then the implementation action is needed to achieve those planned results. In digital marketing, the skills of human resources play key role in digital marketing than the technology development because people are the ones who use the technology tools to communicate and deliver online service to their customers. Ryan (2014, 12) explained that digital marketing is not about understanding the technology, is about to use that technology to understand people.

Lack of creativity from employees is big risk to company, therefore company must make sure to employ, develop and retain the right people at the right time so that it can win the competitive forces due to the rapid change of online marketing demand.

The company which want to survive on internet marketing must organise its staff in such away who is doing what and when because efficient and effective online service always needed to be provided by the experienced and skilled staff who will know exactly how to set and plan the right priorities at right time within right budget. Efficiency is process of doing thing right, while effectiveness is doing right thing, which means to perform on the right activities online that will deliver the required output. On other side, efficiency is to complete the planned strategic objectives within desired time by lowest possible resources (Chaffey 2009, 288).

The human resource on Internet marketing always face many diverse challenges due to the rapidly change of technology, one of those challenge is how to track and analysis each data online. In the internet, customers went up several contact points before end up to buy. The customers’ journey on the internet started with browsing many information from various online source until they end up on the decision stage to buy the products or service. One of the action plan for sale personnel is to create simple sales funnel. Rouhiainen (2016, 5) provided simple trick that helps to track and understand the customer purchasing journal online, by creating the purchasing funnel (sales funnels).
The following graph shows another challenge that faces the internet marketing found out by survey done by eConsultancy (2014). The survey shows that the biggest challenges for social media companies is management in social media. Most companies almost sixty percentage said that managing to monitor trends and engaging with customers on real-time is very challengeable. Through internet, customers can access social media through their smart phone or laptop all the time, so to engage with them on social media all the time, it demand company a lot of working time in order to keep in touch with its customers.

![Real-Time Challenges in Social Marketing](image)

**Figure 3: The Challenges of Social Marketing (eConsultancy, 2014)**

Second challenge after time-engagement management is how to update and find out the relevant data and insight, over half of the surveyed companies agreed this. Every day in the internet data are generated in bigger, faster and more complicated volume, therefore close monitoring is very important nowadays than before. And below half of the surveyed companies found out that there is obstacle on how to get the effective real skilled and experienced human resources.

Chaffey (2009, 582) provided out the best two approaches for e-business management, one is Outside-in and another is Inside-out. The Outside-in is the situation when company has insufficiency resources and skills inside company, then company decided to start to build up and develop its experts by using outside resources. Another approach is Inside-out when company has the same situation of lack of experts and then decided to build up and develop its existing experts by using its own inside resources.
2.3.6 Control

(Did we get there?)

The famous quote by American management consultant and founder of modern management - Peter Drucker, “You can’t manage, what you can’t measure” (McKenzie, 2013)

This means that measuring results is very important. If you want to know any success in any business field, it is advisable to have clearly defined performance measurement metric that will help the researchers to monitor and improve them, so that he can achieve the established objectives. Therefore, performance management is very important in business research because it will help to keep much energy on monitoring and focusing in the appropriate marketing activities that would bring the desired outputs.

It is obvious that Internet has been changed all the time, from Google founded on 1998, to Facebook established on 2004, and then to YouTube in 2005. As a result, brings many challenges on social media measurements or metrics standards. Tuten et al (2014, 203) advised that when we choose the metrics or particular measurements on social media should be appropriate with the specific objectives that we are targeted. And the advantage of Internet marketing over the traditional marketing is, almost everything on internet can be measurable.

Tulen et al (2014, 208) listed out some of the more different objectives and their appropriate possible measure that can be used to monitor the performance.

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Possible Measure (Metrics)</th>
</tr>
</thead>
<tbody>
<tr>
<td>click through</td>
<td>number of people exposed to an online ad or link who actually click on it</td>
</tr>
<tr>
<td>sales conversions</td>
<td>number of people who click through and who go on to purchase the products</td>
</tr>
<tr>
<td>view through</td>
<td>number of people who are exposed and don’t click through but who later visit the brand’s website</td>
</tr>
<tr>
<td>average visit lengths</td>
<td>average of time people used on website</td>
</tr>
<tr>
<td>frequency of visits</td>
<td>average number of times people repeat to visit the website</td>
</tr>
<tr>
<td>the impact of advertising</td>
<td>comparison of response from different creative advertising</td>
</tr>
</tbody>
</table>
Also Strauss and Frost (2012, 64-66) provided more Key Performance Indicators (KPI’s) that can be used to measure the performance of social media whether they will meet the designed objectives or not.

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Possible Measures (Metrics)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Customer Perspective</strong></td>
<td></td>
</tr>
<tr>
<td>- build awareness of a new web site service</td>
<td>- number of visitors to the site</td>
</tr>
<tr>
<td>- engage customers on a site</td>
<td>- number of comments, photos, or videos posted</td>
</tr>
<tr>
<td>- build customer relationships</td>
<td>- customer retention percentage (proportion of customers who repeat purchase)</td>
</tr>
<tr>
<td>- build communities on the site</td>
<td>- number of registrations/friends in community</td>
</tr>
<tr>
<td></td>
<td>- amount of content uploaded to user profiles</td>
</tr>
<tr>
<td><strong>Internal Perspective</strong></td>
<td></td>
</tr>
<tr>
<td>- improve the quality of online service</td>
<td>- number of customers who use the service</td>
</tr>
<tr>
<td></td>
<td>- number of complaints in social media</td>
</tr>
<tr>
<td>- quality online technical help</td>
<td>- amount of time to answer customer e-mail</td>
</tr>
<tr>
<td></td>
<td>- number of contacts to solve a problem</td>
</tr>
<tr>
<td></td>
<td>- number of problems covered by Web site FAQ</td>
</tr>
<tr>
<td></td>
<td>- customer follow-up survey</td>
</tr>
<tr>
<td>- superior Web site content management</td>
<td>- number of updates per day</td>
</tr>
<tr>
<td><strong>Financial Perspective</strong></td>
<td></td>
</tr>
<tr>
<td>- increase market share for online products</td>
<td>- market share percentage (firm’s sales as percentage of industry sales)</td>
</tr>
<tr>
<td>- increase conversion rates at Web site</td>
<td>- number of orders divided by number of visitors to site (percentage of visitors to site who buy)</td>
</tr>
<tr>
<td>- achieve at least a 10% net profit in specific time</td>
<td>- net profit as percentage of sales</td>
</tr>
</tbody>
</table>

Table 4: Key Performance Indicator of E–Business Company (Strauss & Frost 2012, 64–66)

Under this research, I will monitor and measure the efficiency performance of social media through various tools because the designed objective is to increase sale of case study Company through internet. Free tools such as Google Analytic, Pingdom, SEMrush, are good tools to measure web statistics like number of followers and likes, comments, pictures or videos download or posted so that I will help me to know how much I met the research objectives.
3 Research Methods

In this section I will explain how the research data of this thesis will be collected. In general, there are two main methods of collecting data in business research, qualitative and quantitative methods. Some business researches use only either qualitative or quantitative or both methods combined together depending on the nature of the researches. In this thesis, I will use qualitative method in order to examine and analysis the customers how they behave online and their characteristics. After findings out why they behave in certain attitude, then I will propose appropriate recommendations which will help to satisfy the customers depending with their behaviours.

The primary purpose of qualitative method is to gain valuable insights and better understanding about the situation and interaction between people and things (Carson 2001, 65). The qualitative method emphasis more on understanding the problem and gain insights from interviewee's point of view, while quantitative method emphasis on testing and describing the theories or hypotheses, and that is the primary different when comparing these two methods.

Chaffey et al (2009, 424) also emphasis the purposes and benefits of qualitative approach when doing analysis of customer behaviours on online marketing. The qualitative information not only can discover the really activities that customers do online but also their needs and attitude on social media channels. In other words, qualitative research approaches are more concerned with the research questions of how and why things happened, while quantitative approaches are more suitable for answering questions like what and how many things involved (Carson 2001, 66). Jobber et al (2013,235) emphasis the aim of qualitative research, is to find out the customers' attitudes, values, behaviour and beliefs and help to understand consumers more deeply than traditional methods of interviewing people using questionnaires.

The Table 5 below, shows more differences between qualitative and quantitative methods as provided by Malhotra (2012, 182). The qualitative method is design in small and non-representative sample while quantitative method is more designed in large and representative sample.
### Table 5. The Difference between Qualitative v/s Quantitative Malhotra (2012, 182)

<table>
<thead>
<tr>
<th></th>
<th>Qualitative Research</th>
<th>Quantitative Research</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objective</strong></td>
<td>-To gain a qualitative understanding of the underlying reasons and motivations.</td>
<td>-To quantify the data and generalize the results from the sample to the population of interest.</td>
</tr>
<tr>
<td><strong>Sample</strong></td>
<td>-Small number of non-representative cases.</td>
<td>-Large number of representative cases.</td>
</tr>
<tr>
<td><strong>Data Collection</strong></td>
<td>-Unstructured</td>
<td>-Structured</td>
</tr>
<tr>
<td><strong>Data Analysis</strong></td>
<td>-Non statistical (words, pictures)</td>
<td>-Statistical</td>
</tr>
<tr>
<td><strong>Outcome</strong></td>
<td>-Develop a richer understanding</td>
<td>-Recommend a final course of action</td>
</tr>
</tbody>
</table>

In the table 5 above, it shows another difference between these two methods as explained by Malhotra (2012, 182), the qualitative results are represented more in words and pictures while in quantitative methods, the results are associated more in numbers and graphs. In other words qualitative results are mostly summarised and interpreted through words and pictures while in quantitative approach the results and meanings are expressed in numbers.

There are many techniques of qualitative methods for collecting data, for example the following techniques as listed by Carson (2001, 62):

I. In - depth interviewing
II. Focus Group interviewing
III. Case - based research
IV. Observation studies, and
V. Ethnography and Grounded theory
VI. Action research and action learning.

In this thesis, I will use the in - depth interviewing with customers, staffs, and commiss ioner of case study company – DASAHO International Oy, case study of Facebook and other social media webpages, and participatory observation.
3.1 In – depth interview

The purpose of face-to-face interview is to discovery the in-depth information from the interviewees’ perspective. When discussing face-to-face with interviewees instead of phone calls or email, there is high possibilities for interviewee to feel more comfortable and willing to discuss her or his own perspective about certain situation, therefore it makes easily for researchers to discover more valuable information than to use other research methodologies. The interview method is rather two way communication method than one way communication as in questionnaire approach done, by participating in interview, both sides (interviewer and interviewee) are flexible to share and comments about anything and then generate more information rather than only to answer the questions as in questionnaire format.

In addition, the face-to-face interview will help researcher to obtain more accurate and clear picture of a respondent’s position or behaviour and reveal more information which are very hard to get from any other research methods (Ghauri 2010, 126). I am planning to do face-to-face interview with several customers, staffs and commissioner of the company to discover in-depth information from different perspectives.

I am designing qualitative questions which will include unstructured and open-ended questions that will give the respondents the freedom and make them feel more comfortable to participate in a conversation rather than just only to answer the questions as suggested by Carson (2001, 74). And that techniques will help me to found out the answers of the target questions and more unexpected ideas and behaviour of respondents.

3.2 Case – based research

Desk top research or case-based study is another research method which I will use for gathering in-sights information. The case-based research including the analysis and examining several online and offline references such as company’s broachers, literature books, journals, magazine articles, news, different companies’ case studies, Web analytics, social media analysis. Malhotra (2012, 73) defined case study as an “intensive examination of a few selected cases of the phenomenon of interest.”

This data collection method, it will help me to gain more literature insights about online marketing and examining the background information of successful and unsuccessful companies’ histories about how and when they started to advertise online, and what about their whole business trends up to now. Those knowledgeable information that gained from this method will also be helpful to me on formulation of interviews questions.
Nowadays the advance on internet technology can help researchers to know and access everything that done by customers on the internet in real-time. By visiting company Web site, analysing different social media channels and using several searching engines, I can collect a lot of meaningful information that will help me on my research. The Internet currently is becoming the fastest, cheapest and boarder-less tool to collect and analysis data world wide (Malhotra 2012, 38).

Furthermore, some customers are more willing and comfortable on internet and in social media channels than any other situation and on that situation, I can reveal more behaviour of customers and characteristics of each social media channels, for instance which one is used most and why?, therefore it became easily to design and target the market segments (Malhotra 2012, 118).

Apart from discovering the online customers’ beliefs, values, attitudes, preferences, and intentions, also web analysis and social media are easily channels to investigate the company’s competitors. By knowing the company’s competitors, what comments customers are posting about company, those will be valuable information that will help me on answering my targeted research questions.

### 3.3 Participatory observation

The participatory observation approach also is applied in collecting data for this research. In seeking rich and meaningful data from my experience point of view, I will use my experiential knowledge that I gained when I was doing internships with the company. It was great opportunities for me to being among the staff members of the company and participating on daily activities of the company. I will integrate and then analysis those information that I have recorded, heard and seen during my internship period with another information collected from another methodologies to achieve my research problem, questions and objective.

Becker and Geer in Carson (2001,132) defined observation as “by participant observation we mean the method in which the observer participates in the daily life of the people under study, either openly in the role of researcher or covertly in some disguised role, observing things that happen, listening to what is said, and questioning people, over some length of time”. In another words it is a method of collecting data by looking what and how people do and their interactive behaviours with surroundings.
4 Results and Discussion

In this chapter I will represent the results that obtained from this research study and explain how far I managed to achieve those targeted objectives of the research study. The results are based from the content analysis from all collected data at week 45 during the research period including information from five (5) interviews, and several concepts and theories about online business. According to nature of qualitative analysis, the content analysis is summarized and interpreted more in words and pictures. In additional of that, I used different unstructured and open-ended questions to interview different people.

I designed those interview questions differently in order to get the targeted information from interviewees and other valuable insights about online business that can be helpful enough for me to design and develop the online market strategies and then suggest them to DASAHO International Oy for implementation purpose. Those interview’s questions are presented on appendix number 1 -3 below, appendix 1 interview questions for commissioner, appendix 2 interview questions for staffs, and appendix 3 interviews questions for customers. The first interview with commissioner took place after two weeks since I started my research. Another staffs’ interview together with customers’ interview were done on week 47 during a research period.

4.1 Answers to Research Questions

In order to develop online marketing strategies for DASAHO International Oy, I came up with the research question ““How and why DASAHO International Oy implement online marketing strategies?” with its sub – question ““What are core characteristics and behavior of customers on the Internet?””. The results of this research identifies many advantages and challenges that are faced not only with DASAHO International Oy but also with other small and media enterprises (SMEs). In case of advantages, commissioner and others staffs agreed that the online marketing is very new field for them and has big impact no any business today than ever before, it can either help to grow or lose the business.

In case of challenges, the online marketing needs high skills with great experience of human resources due to its fierce competitions that is why many companies decided to pay high prices for other marketing agents for such service. Interviewee one revealed that “DASAHO International Oy used to pay almost €230.00 per monthly for online marketing and management just for its social websites”.
Another results founded by this research is about customer’s behavior on internet usage time. Based on one of the interviewee when I asked her how long she always used her mobile phones to chart with friend or search different information, she said that she used her mobile phone most of her a day time even sometimes she put it on charge, after twenty minutes she started to feel as if something missing on her life.

Another interviewee revealed that some of the customers like long conversations before they come to decision making especially when asking about the moving service, its price and when he can start book for service, to replied back customers like that, he need to be online full time, “We always make sure that we are online 24/7 with either on our smart phones or on laptop in order to catch up with the speed of our customers’ requests from online, we received a lot of online order per day”. The online marketing is really time – consuming work.

About sub-questions of research “What are core characteristics and behavior of customers on the Internet?”. The results shows that the customers are more social nowadays by participating on charting, sharing, and comments more than on traditional TV, Radio, or newspapers. One interviewee said that in traditional marketing media even if you have comments to claims about damage of products you have to go and drop those claims on mail box which is sometimes cost money and time.

If someone asked me to describe in very short way what are the core characteristic and behavior of online customers? I would like to describe them as one group of persona who is likes to socialize more by charting, posting, comments. The persona who like to access and receive more online information with very little time, and that who has more power to comments about product more than traditional customers who used TV or Radio.

Image 5: Characteristics and behavior of online customer

- More Sociable
- blogger
- accessing many websites online with limited time
- more purchasing Power
4.2 Results of Research Objectives

The main targeted objective of this research was to analyze the existing online marketing strategies and identify if there is any improvement and then suggested some recommendations to the commissioner for implementation purpose in order to generate more traffic on its social media websites by 10% percentage. Based on three (3) online marketing channels (Facebook, WhatsApp, and email) which I selected at the beginning at the “strategy planning section” above, because of their popularity and high impact on business nowadays.

The Internet statistic results from Facebook webpage of DASAHO International Oy shows that the targeted objective of generating more visitors online is reached successful by the number of “likes” to increase up to 306 from 262, meaning that more 44 new visitors which is 16% increment compare with 262. This achievement is based on all updates I used to give back the commissioner as we agreed since I met him at first time for interview purpose. Since I introduce my research study for the commissioner of DASAHO International Oy, he was very interested to know what I found out and request any possible methods and tactics for better implementation for its marketing purposes, and I always I do that by proposing to him more appropriate strategies that I discover during my research period.

Image 6: Screen short of DASAHO International Oy Facebook page
To use the Internet statistics as one of the online key performance matrix tools (KPI) to measure and monitor the online marketing performance is very good for the quantitative research that is why I have to do more in-depth interview to full fill the characteristics of qualitative research. In this thesis, I applied qualitative methods to find out by asking customers and other people how and why they like to visit on some website more often than the others.

More findings from this research shows that DASAHO International Oy applied rich content on its Facebook page and web site also. It contained colorful images picture and provide important information and accessible tools.

Image 7: Screen short of DASAHO International Oy web site (dasaho.com, 2012)

Another findings from this research about WhatsApp and e – mail of DASAHO International Oy. Based on interviews and other collected data, DASAHO International Oy shows did not yet invest enough on these channels.

To achieve my second objective which is to develop the online marketing strategies for the DASAHO International Oy, I propose four (4) recommendation for better strategically improvement to commissioner.
5 Conclusion and Recommendations

This section is final section of my research thesis which I will also provide out my recommendations for the case study company for the more the improvement and implementation plans on its online marketing strategies and also I will explain what I have learned and went through during my whole research period.

5.1 My recommendations

From the beginning, the purpose of this thesis was to develop the existing online strategies of DASAHO International Oy in order to generate more traffic on its social websites and then improve its sales volume. It is clear evidence that internet technology is advancing every day and its users’ expectations are also increasing so rapidly, then more researches and improvements are also required every time about how to do marketing on the Internet, but under this research thesis I came up with the following four (4) proposed recommendations for DASAHO International Oy that will help to develop and keep improving its online marketing strategies. These recommendations can be implemented as guideline for the strategic purposes and help company to stay more competitive on its moving and transportation business.

**Recommendation 1:** Always the content is still the king on the internet marketing. To understand the behavioral and characteristics of customers is one way to know the better way on how and what kind of contents are sufficient enough to be delivered to the customers, and this is the one of basic role of marketing concepts. In the Internet field, what you post and like is the easy way to tell who you are. Therefore, DASAHO International Oy should create and post on its all social media channels the content that are valuable and well satisfied to its customers. They can use all four types of contents such as the contents that are educate, entertain, inspired and convinced.

**Recommendation 2:** For the DASAHO International Oy in order to increase its availabilities and flexibilities to many customers, it should take the full advantages of all online channels. It should marketing in all the online channels and then integrate them this method sometimes referred as market mix or market integration or multi – channel marketing strategies. This is because technology changes and customers also change, sometimes customers like to use more one kind of online channel after a while their prefers shift to the new channels, for example from Facebook to Instagram to WhatsApp’s and then company should also adjust strategically to meet those challenges.
**Recommendation 3:** Because the Internet marketing is real time – consuming work, to overcome that challenge, DASAHO International Oy should start to create and use social media marketing calendar as the same as “action plan” that I explained above on tactics section. By well organizing who is going to do what, and when, and how on action plan will help the company to do marketing online more easily and in very comfortable way. For the small and media companies (SMEs) can designed simple and not complicated social marketing calendar like the one below;

<table>
<thead>
<tr>
<th>When?</th>
<th>Who?</th>
<th>What?</th>
<th>Where?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Wednesday</td>
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<td></td>
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<td>Thursday</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friday</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 6: Simple Template of Social Marketing Calendar

**Recommendation 4:** The online marketing is big game of data management, therefore to track the marketing performance is very important. DASAHO International Oy should invest enough time to use the purchasing funnel to track and record its customers’ stages in different categories. To identify who is lead? who is Prospect? who is customer?, and then to know how many they are in each level is one of great task of any marketer. It helps also marketer to know and plan very well what kind of interaction tools and contents to provide on each level so that the lead can move to the next level of prospect, and then prospect also move to the last level of being active customer, customer is the last level which any marketer wish all people to reach at that final level for profit generation.
5.2 My own learning

Until the end of this study research when I reflect the whole process of writing thesis, I would like to say that my research experience is greatly increased. I did some business researches before in group work, most of group works, the research sections are divided and ideas are shared in group wise. But in this one I learn a lot from the beginning of the thesis process, I started from brainstorm myself many research questions individually before I get some help from my supervisor. I learned more individually about how to plan the research, data collecting and analysis, and then finally how to summarizing and interpreting those data. It was really interested journey sometime I get lost what to write down and then I want to give up but I get great motivated next day either from my supervisor or from books.

That valuable knowledge gained and experiences about planning the research until it’s end and then to present it, it is not only end up in my academic life, I will use those knowledgeable and interested experiences in my whole future career. After finishing this thesis work, now I feel more comfortable and enjoyable on writing business researches than before.

6 Further research

21st century changes so rapidly and cause customer attitude also to change often. Therefore, company also must to understand and innovate new ways of marketing. Under this research study, I examine and analysis DASAHO International Oy web page, Facebook, email, and its WhatsApp’s as way of marketing. Further research are required on other online marketing channels like Tweeter, Pinterest, Instagram, Search Engine Optimization (SEO).
References


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Appendices

Appendix 1. Interview questions for commissioner

1. What do you know about Internet marketing?, when and how did you start it?
2. Who is responsible for your company online marketing?
3. Do you have any difficulties when you do marketing on the Internet?
4. What skills or experiences do you think that are necessary in order to do marketing on the Internet?
5. Do you think that your social web sites provide enough information for your customers?, and how does it affect your business?, and how are you going to fix that challenges (future vision)?
6. How do you interact with your customers (either by website, or Facebook, or email)? and why do you prefer that channel?
7. What are you doing on the internet at most of your time?, and why do you prefer to do that?
8. Do you know any of your customers’ activities on the Internet?, and what do they prefer to do that?
9. Do you know how much people visiting your website and how much of those who are end up to be active customers?, and why?
10. Thank you for your time, and if you have anything else would you to discuss?
Appendix 2. Interview questions for staffs

1. Could you please tell me how do you find and until get employed with DASAHO?

2. What do you know about Internet marketing?, when and how did you start it?

3. Who is responsible for your company online marketing?

4. What do you think about web site and all social media of DASAHO International Oy? do you think they provide enough information for your customers?, and how does it affect your business?,

5. How do you interact with your customers (either by website, or Facebook, or email)? and why do you prefer that channel?

6. Do you know how much people visiting your website and how much of those who are end up to be your active customers?, and why?

7. Thank you for your time, and if you have anything else would you to discuss?
Appendix 3: Interview questions for customers

1. What do you know about Internet marketing?,

2. What are you doing on the internet at most of your time?, and why do you prefer to do that?

3. When you decided to move either in new house or office, How do you start? do you know anything about company “DASAHO International Oy”?

4. Thank you for your time, and if you have anything else would you to discuss?