

Digital Marketing of Industrial Company: Case Oplatek Group Oy

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<p>Abstract</p> <p>Digital marketing began increase the value efficiently. The tool of online interaction reduces costs and meets the needs of consumers successfully. When B2C companies adapt to the transformation, B2B scope fluctuates in the decision of investigating the digital strategies.</p> <p>The purpose of the study was to implement digital marketing strategies for Oplatek Group Oy and present digital opportunities for B2B industrial companies. Consequently, other companies can analyse how to manage their process of entering digital networks step by step. At the same time, other companies can examine challenges faced by the case company. The client company is a Finnish B2B company that produces goods and services in the field of Optics and Optomechanics.</p> <p>In the theoretical part of the thesis the following areas are described: brand identity, web development and digital marketing. Secondary research was used to show if there was strong demand for Oplatek's online presence. For revealing the character of the company, the brand identity was employed. Hence, the influence of observed features on the web appearance was presented in the paper. The process of web implementation along with search optimization strategies was elaborated. Social media channels were analyzed with optimal solutions for customization.</p> <p>The study results indicate the significance of investing in digital marketing for B2B industrial companies. The research on Oplatek revealed the competitive advantage of web and digital marketing collaboration for generating leads. The outcomes identified the need for brand adjustments, modifying each step at a time and verifying the customer's recognition about the brand. Further study is needed to establish how long the strategies work, as the digital methods are constantly changing.</p>			
<p>Keywords Digital marketing, search engine optimization, brand identity, social media, content marketing</p>			

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1 INTRODUCTION

1.1 Background

The Internet has created business opportunities and has made poorly conceived business models obsolete and inefficient. Companies have created websites, landing pages, and basic SEO (Search Engine Optimization) tools. The Internet is challenging, but net users are adaptive with Web-driven experience (Cocoran 2007, 2-3). Consumers instantly adjust to the modifications; they explore innovative channels, products, and models of interaction while searching for desirable products and services (Cocoran 2007, 12-13). This thesis discusses digital marketing, the modern form of marketing.

Currently, digital marketing connects two phases: the conversion rate and ROI (Return on Investment). Eventually, the investment comprises the price, the advertisement campaign and the working capacity of the marketer (Ryan 2017, 32-33). Customers search for social communication, remarkable insights, educational blogs and articles that potential clients are eager to interact.

Presently an enormous number of forms of digital channels exists, and people get acquainted with tools every day. Visitors are enticed from one website to another because they are looking content which is tailored to meet their needs and matches their previous browsing sessions (Rosenblum, 2016). For attracting a visitor, the company can improve search engine optimization, design, and interface of the website. However, small and medium-sized companies (SMEs) find digital promotion challenging as converting new leads into loyal customers is a demanding task. The problem and solutions are examined in this thesis.

1.2 The company information

Oplatek Group Oy is an industrial company that manufactures Optics and Optomechanics. The company is located in Leppävirta, Finland. In 2016, the company generated 4.5 million euros and had around 48 employees (Fonecta 2017). Presently, Oplatek is manufacturing optics solutions for the process industry, clinical chemistry, energy & environment, photonics, and lighting. The company provides customers with multiple services such as product development, prototyping, testing, serial production, quality control, etc (Oplatek 2017). As for external activity, Oplatek Oy cooperates with universities and comprehends the value to contribute young minds with the life experience

for the future success in their professional careers and science. Goods are required to meet quality assuring system International Organization for Standardization (ISO) standards for distributing and manufacturing (European Quality standard 2017). The company follows certification standards such as ISO 9001 and ISO 14000.

1.3 Stating the problem

Numerous organizations ignore development in designing a distinctive layout for a website and implementing online social engagement for potential customers. Digital activity of Oplatek is inefficient for attracting new clients. Except traditional marketing such as attending trade fairs, a potential customer is unable to interact with Oplatek digitally. This causes confusion among companies because a valuable partner exists nearby who can solve possible business challenges.

According to the survey of 104 business-to-business (B2B) marketers by marketing agency White Horse, 36 percent were irritated by miserable executive interest in social marketing (Gillin & Schwartzman 2011, 30-31). By drawing on the concept of the unfavourable ambition of B2B executives to social marketing, Gillin & Schwartzman (2011) have been able to show that the uncertainty exists among B2B companies. As they are in a doubt about the influence of digital marketing on its business and how to form a correct strategy.

The situation is challenging because Oplatek is B2B contract manufacturing company. The field of business notably shields usage of data for public information. However, Orion Pharma or Ojala-Yhtymä Oy are also contract manufacturers and do digital marketing. Therefore, digital marketing opportunities exist for Oplatek as well. According to the data, Oplatek has an opportunity to create digital strategies for increasing awareness about the brand among partners, customers, stakeholders, and trade unions.

1.4 The objectives of the thesis

Purpose of this study is to analyze how the company in the B2B scope of business can gain efficiency from digital marketing tools. The primary aim is to optimize Oplatek digitally and present the opportunities for B2B industrial companies online. Precisely, the main targets to achieve are the following:

Firstly, the discussion starts with developing the brand Identity for Oplatek Group Oy. This objective is significant for customer perception, as brand Identity is individuality, the

corporate consciousness of the company and system of values (Kapferer 2008, 171-173). At this point without brand identity, it is challenging to show the image that is adequately presented in the mind of a customer when a prospect is trying to remember the appearance of the company.

Secondly, when the character of the brand is examined, the updating of the website will be the essential part of company`s performance. In the 21st century, customers need expedient user experience and comprehensible customer journey. If the website is user – friendly, graphic visualization is placid, layout is crushproof, and the message is clear, a visitor will pleasantly explore it. Thereby, the digital strategy will correspond to the needs of visitor and strengthens the brand.

Thirdly, for attracting visitors to the website, the company needs to create social media interest via Twitter, LinkedIn and Google plus. Creating accounts on these social networks is the central issue as the company can track the analytics, be closer to its clients and reach potential B2B customers in Finland and the international markets. At the same time, it is necessary to analyse competitors and especially how they interact with subscribers and how they succeed.

Thesis work is conducted for Oplatek and for industrial B2B companies. Managing digital marketing for Oplatek Group Oy, the strategy will be investigated with the purpose of benefit for the company`s activity for future growth. The process is conducted in accordance with the described methods, literature and theory. Industrial companies will obtain the idea of the digital necessity along with evaluation and recommendations.

1.5 Thesis structure

The chapters provide the stages of analysing the brand to digital penetration. The introduction of the theoretical background explains main literature review. As Kapferer (2008, 181) stated the brand positioning extracts from identity. Therefore, the further step is brand identity framework, supporting the internal and external factors of what is Oplatek as a brand. The aim of this stage is to introduce the brand from various perspectives that are employed for social networking.

The definitions of WEB development and social media engagement are core digital aspects of the thesis. The structure of the new website for the client company is introduced with highlighting the vital aspects that should be taken into consideration. In addition, digital marketing is unstable without social media and content marketing. The study

assesses the effect of social media marketing and web structure for creating a customer-centric digital strategy. Throughout the thesis, both topics will be discovered. The newsletter section is added in order to discuss the advantages and disadvantages of customer integration. After summarizing all pros and cons of research data, the evaluation criteria will be detected in the end.

2 THEORETICAL FRAMEWORK

Keller (2013, 238-239) specifies the measurements of brand equity. In addition, how to market the brand as only several customers exist who aspire to be engaged with only specific brands without spending much of the time. The author provides the analyzing methods for the brand as a product and brand as a symbol. At the following stage, SWOT, marketing mix and communication are defined by Armstrong, Kotler, Harker & Brennan (2009). The methodology of Davis (2009) about fundamentals of branding concepts helps to assess the brand as an organization for measuring the inside capabilities of the brand. The methods for building strong brands are supported by Aaker (2012). Joachimsthaler and Aaker (2009) identify the essential aspects of brand identity and the brand building program. Aaker (1997) categorize the study of developing the brand personality as a figure of special emotions regarding the brand and trust for the company. The investigation of brand identity prism by Kapferer (2008) scrutinize a meaningful evaluation of the brand with outlining the brand as personality.

Most of the web statistics are presented from online resources. MailChimp (2017) provides the meaning of soft and hard bounce rates in email newsletters. Google Analytics helps to analyse the traffic channel of the company. Atlas Advertising (2016) and Content Marketing Institute (2017) discuss the power of infographics and content. Forrester Research (2017) and Forbes (2017) assist to identify the significance of Google plus. Web analyses are supported by SEOfProfiler that assists to evaluate the online presence of a company with suggestions for developing. B2B search optimization tools and guidance in social media are reported by Gillin & Schwartzman (2011) who possess the knowledge of how to communicate with the business-to-business market, construct customer relationships properly and generate account leads. Focusing on digital marketing integration, the textual and visual features are fully relying on the guide of Canavor (2016) who explains the perception of business writing to improve relations with customers and engage new visitors into the journey of content. According to Ryan (2017), user interface is a process of delighting a visitor for converting into leads along with the assistance of SEO implementation.

As soon as the identity, website and social media are identified, HubSpot assists in the strategy of how to make this tools as a generator of leads. The leader in cloud-based marketing software is HubSpot (Columbus, 2014). The corporation is well-known for inbound marketing that is discussed in the thesis. Inbound marketing is the non-interruptive approach, concentrated on creating the content that is beneficial and appropriate. HubSpot (2017) assists on how to gain credibility and qualified leads for

businesses. Image 1 reveals the methodology of inbound marketing in a way of how to convert strangers into promoters. The controversial strategy of HubSpot (2017) landing pages and Hofstede insights (2017) is reviewed.



Image 1. The Inbound Methodology (HubSpot 2017)

3 MARKET RESEARCH

The concept of digital marketing strategy will be discussed in relation to market research. The secondary research is done as the technique that embraces any beneficial material gathered by a person for its own reason in the form of internal or external data (McQuarrie 2012, 4-6). The secondary research will evaluate the outcomes of using digital strategies for the industrial company, digital technics and its effect on the mechanical establishment.

Industrial companies are reluctant to spend money on digital marketing. Business-to-business organizations are conservative, seek growth and potential for expanding (Gillin & Schwartzman 2011, 30). In the case of Oplatek, the fundamental obstacle is the strong concept of traditional marketing and disregard for digital marketing contribution. The concern among companies occurs because digital marketing can reveal business confidentiality and expose significant data. The following questions create the demand for Oplatek to present digitally. The questions assist the author to measure the digital integration by country, the traffic channels of Oplatek and define the need of online presence for case company. Thus, the research of the thesis makes it possible to suggest how Oplatek could generate content on the website and be more socially active online.

Questions:

1. Do Oplatek's current customers need the online presence of the company?
2. Do potential clients research for Oplatek online?

As shown in Figure 1, the number of active Internet users is constantly growing. Data specifies that more than a half population commenced to use the Internet and be engaged in the social world (Kemp 2017). The statistics in Figure 1 expresses the meaning of implementing optimized mobile structures of content. It is apparent from the indicators that unique mobile users count for 4.917 billion. Comparing the number of the total population that constitutes 7.476 billion, two scores reveal the fact that unique mobile users exceed more than half of the total population. Thus, it is essential for the company to present online and pay attention to a mobile version.

For retaining customers digitally, the primary aspect is the website as the virtual brand communicator. In 2008 Outsell Inc reported the ThomasNet Buyer-Seller Disconnect Study concerning the statement that half of the industrial buyers opt one supplier over another in accordance with capabilities of that supplier's website (Gillin & Schwartzman

2011, 114-116). From this data, it can be viewed the necessity of online authorized material on the corporate website for assuring social interaction and trustful intention.

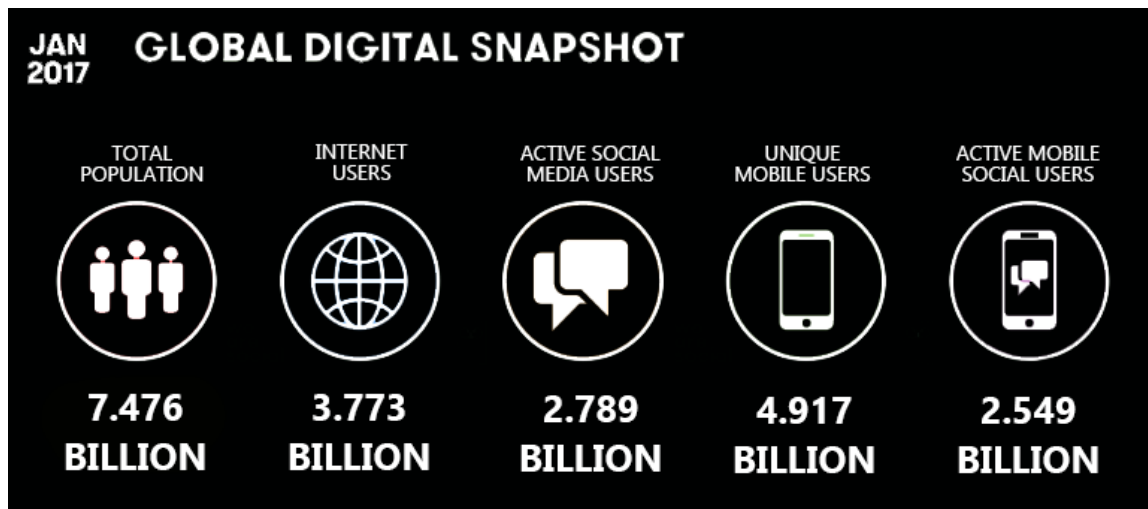


Figure 1. Global digital snapshot (Kemp 2017)

Oplatek Group Oy identifies only 25 percent of export, meaning that 75 percent relies on the Finnish market. Since consumers of the Internet source in Finland achieve the rank of 5,107,402 users in 2016 when the total population is around 5,523,904 (Internet Live Stats 2016). The described observations indicate a substantial necessity for Oplatek to appear online because more than 90 percent of the population use the Internet.

Although examining the traffic channel of the out-of-date website on Figure 2, it identifies the need to comprehend the various perceptions of Oplatek's online activity. Google analytics shows that clients are seeking for Oplatek as organically, directly and through social media. Consequently, Figure 2 represents the increase of popularity of Oplatek in search engines, while Figure 1 acknowledges the growth of Internet users and indicates the key aspects to be engaged in social media for developing the business.

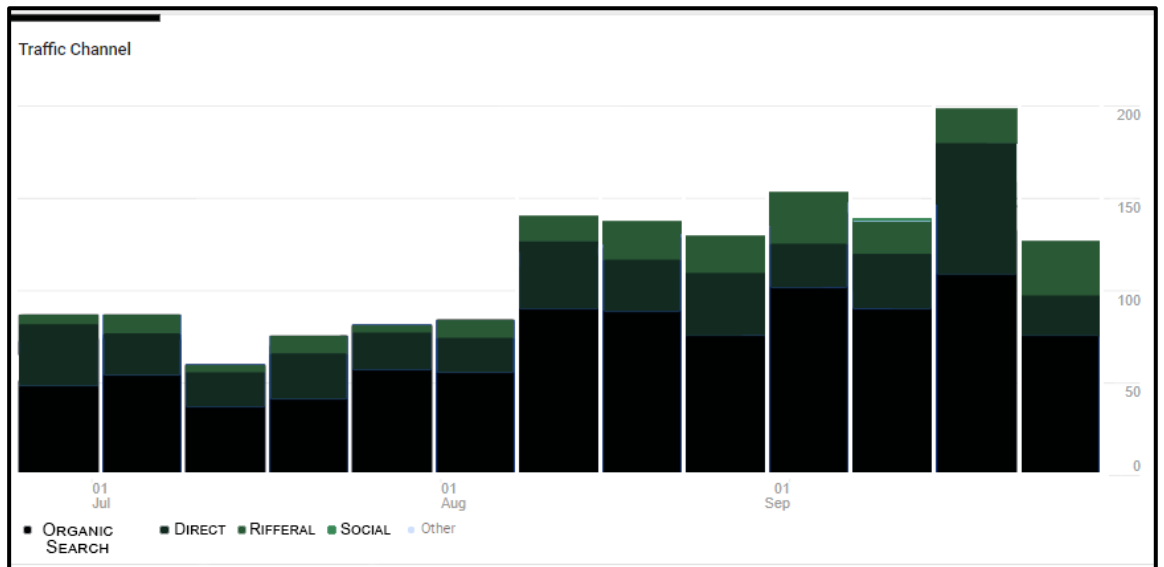


Figure 2. Traffic for 90 days of Oplatek (Google Analytics 2017)

Gillin & Schwartzman (2011, 146-148) state the significance of measuring indicators concerning the audience engagement. The metrics include time spent on site, pages per visit, repeat visitors, etc. Taking into consideration number of visits for three months in Figure 3, potential customers seek for Oplatek, and the number of new visitors is more considerable than returning ones. Potential customers search for products of the company (Figure 3). However, the website is assessed as the appearance of poor customization and an unattractive customer journey. Potential clients can analyze the time spent on the website meaningless. The findings establish a vital contribution to the question of whether customers of Oplatek need the brand online. While the results are unattainable concerning the number of sessions, it should bear in mind that the presented statistics refers to the outdated website. Thus, Figure 2 and Figure 3 introduce the demand of potential customers for goods and services of Oplatek, confirming the research issue of being online.

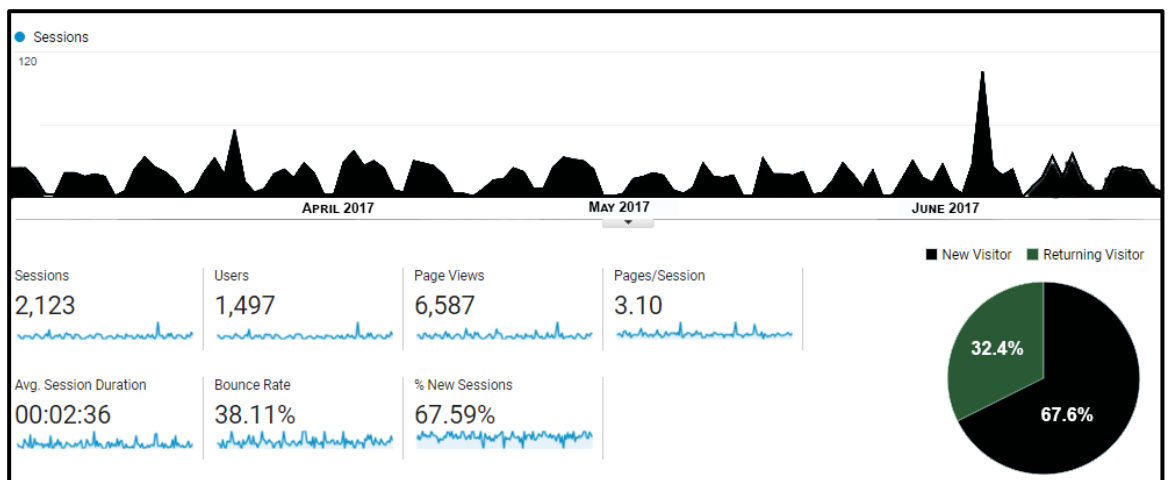


Figure 3. Website visitors from April till June 2017 (Google Analytics 2017)

In case of Oplatek Group Oy, minimal money costs were spent to summarize the digital strategy. Digital marketing can function unprofessionally with low engagement, or it can possess a considerable balance rate with using Google AdWords that is the contextual advertisement for attracting new visitors. The money expenditures are minimal because only first phases were formed such as new website, social media accounts, and newsletters. All these dimensions are low-priced because accounts and email newsletters are free, but website implementation counts around several hundreds of euros. The decision concerning advertising campaigns was contrary to the substantial online presence was unprepared. The process appears to be ineffectual for converting visitors into leads.

For promoting products or services the industrial company needs to use various platforms, analysing the applicability of social media or monitoring the effectiveness of all distribution channels. In case the social media accounts entail low liquidity, it is necessary to refresh the analysis as potential customers are apathetic to this platform. Two sides of research will be indicated, namely external and internal.

From the external point of view, the analyses cover the Google trend for the specific keyword that refers to the activity of Oplatek and the comparison of the company with one of the industrial organizations which succeed with a support of digital marketing. For the estimation of the online presence of Oplatek, the keyword "optical fibre" that refers to Optics and Optomechanics field of business was selected. Comparing Google trends of the keyword "optical fibre" during 2015 till 2017 on Figure 4, the result estimated a highly demanded tendency in 2017. The presented trend can be a result of raise in market size of photonics industries. Currently, specialty optical fibres and precision laser systems are necessary for numerous applications. The research of MarketWatch informs that the global photonics market size is estimated to reach \$724.22 billion by 2021 (MarketWatch 2016). The trend can be distinguished as the forthcoming tendency for the keyword in searches.

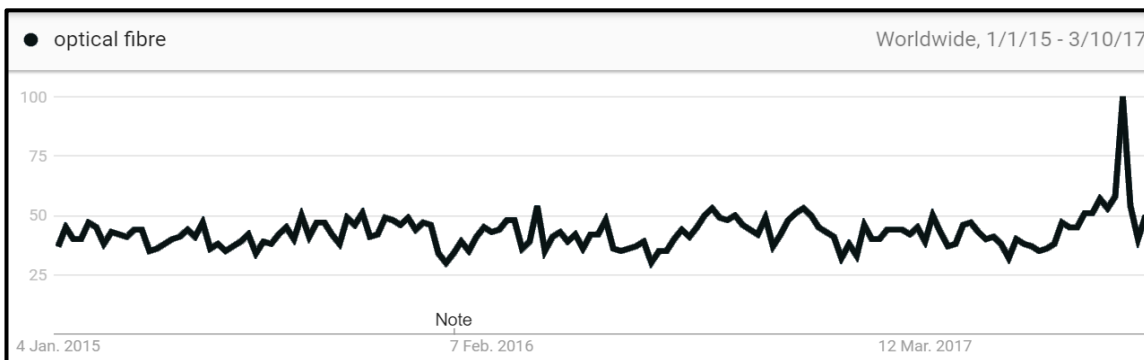


Figure 4. The trend for the word "optical fibre" from 2015 to 2017 (Google Trends 2017)

For approving the need for the digital presence of Oplatek, one of the case company of HubSpot will be described. The analysed company refers to the industrial field of business as Oplatek. The name of the enterprise is Fisher Tank Company (Linnemanstons, 2017). In brief, the company manufactures steel tank constructions. The outmoded website of Fisher Tank Company was unable to provide content, blog posts or solutions for prospect's challenges. Overall, their digital strategy was unsubstantial without social media or call-to-action buttons. Due to the implementation of the inbound strategies, the outcome was impressive. After 3 months of inbound marketing, the company raised its digital positioning enormously from web traffic of 119% to value of new sales that generated 3.4 million dollars. Figure 5 depicts more deeply digital positions that were transformed. Consequently, the example of Fisher Tank Company modifications can demonstrate the opportunities to achieve for Oplatek.

Overall web traffic	119% increase
Organic (unpaid) search traffic	70% increase
Traffic from social media	4,800% increase
Lead conversions	3,900% increase
Page 1 keyword rankings	600% increase
Quote requests	500% increase
<i>Value of new qualified sales opportunities in the pipeline as result of inbound efforts</i>	\$3.4 million

Figure 5. Inbound Marketing Case Study: Fisher Tank Company 2013 (Weidert Group 2013)

Turning now to the internal part of the research, it is a source of inside information of the company. The comparison of Google analytics on sessions with and without implementing twitter account will be observed. Measuring the results in Figure 6 and Figure 7, sessions

and average time spent on the website were increased insignificantly. However, the new account impacted on the website. Page views generated the considerable contrast in numbers from 2565 to 3178 views. Therefore, the internal argument demonstrates the attempt of potential customers to inquire more data about the company and its activity.

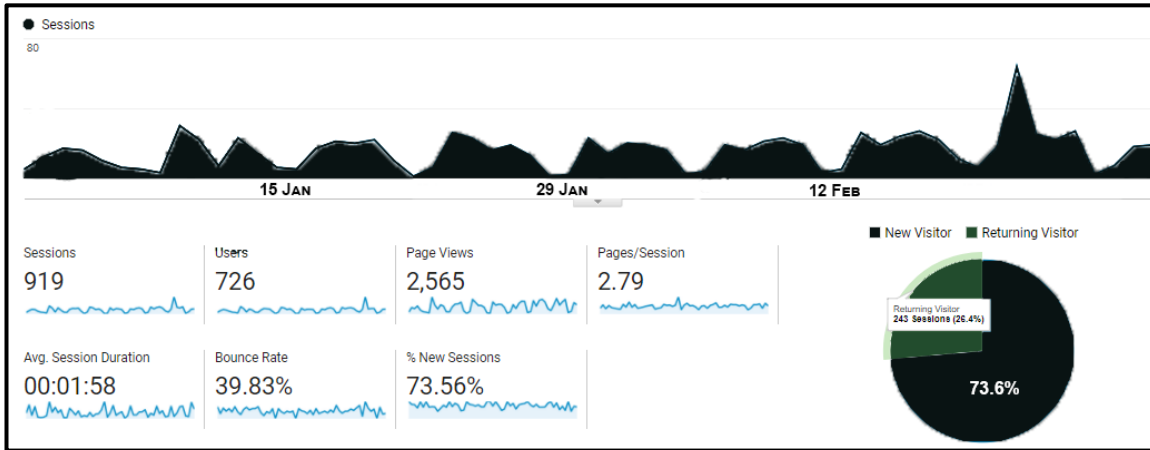


Figure 6. Audience of Oplatek’s website from January to February (Google Analytics 2017)

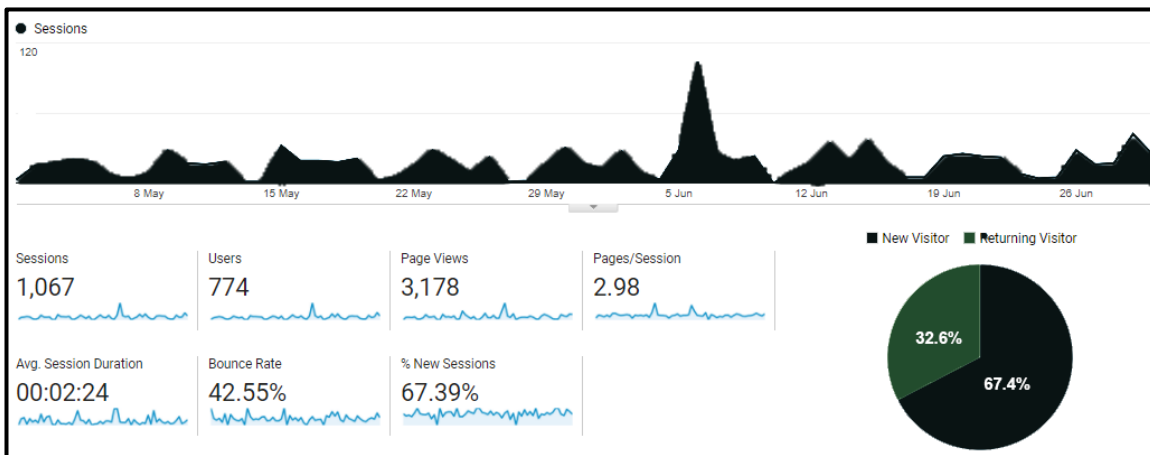


Figure 7. Audience of Oplatek’s website from May to June (Google Analytics 2017)

4 DIGITAL BRANDING

4.1 Brand Analysis & Assumptions

Branding is an individuality of the company and a tool for interacting with the audience. It brings the value and identifies the positioning of the firm in the market. Modern branding is about inspiring emotional relationships with a client (Davis 2009, 12-21).

In B2B companies, the significant aim is to bring a brand that apparently interacts what, for whom and how it works (Borges, 2016). The sophisticated element is to predict how rebranding can adjust a customer mind. Managers neglect potential risks when risk is a fundamental element as a brand construct (Fournier, 2014). For a huge company that considers modifications in branding, the percentage of failure can be enormous as in the case of Tropicana in 2009. Above the redesign and costs for standing strategies, the company invested 35 million dollars in an advertising campaign and was defeated on the market (Marion 2017). Thus, careless rush without proper analysis brings a damaging effect for a brand.

Joachimsthaler and Aaker (2009, 292) state that the base for creating an effective brand-building program is brand identity. Clarifying the value of this process is necessary. Brand Identity forms a professional style and impression that impact on customer mind. The author describes all variables regarding the brand development of Oplatek in this chapter.

4.1.1 Marketing Mix

As soon as the marketing strategy is settled, a company should think about the program that can transform this strategy into real value for the customers, namely four Ps (Armstrong, Kotler, Harker & Brennan 2009, 30-31). In the 21st century, several meanings of 4 Ps, 7 Ps, and even 10 Ps were detected. This chapter demonstrates the traditional 4 Ps of the industrial company Oplatek Group Oy.

Before proceeding to examine every Ps of the enterprise, it is necessary to define of four Ps. The widespread theory of marketing that considers a set of four factors of the company's success: product, price, place, and promotion is the concept of 4 Ps. As pointed out, the analysis entails the data of how the company succeeds in sending the right product to the precise place with a correct positioning of the brand in customer minds and the appropriate price for the segment.

The first one is the product. Oplatek manufactures tangible products in a B2B sphere. Turning to the functionality of the product, Oplatek's customers utilize goods for their narrow technical specifications as a part of the product or as finished goods. In addition, the company designs and manufactures devices, assemblies, and components. Products of Oplatek are packaged in boxes with the logo of the company. The appearance has excellent attributes as products can be fragile. One of the aspects of product quality is that Oplatek comprises all needed EU (European Union) Certifications.

The second part is pricing. The segment of Oplatek is pricey because the quality of products maintains the considerable level on the market. The company eliminates price skimming and price penetration in pricing strategy. In brief, Oplatek removes a high price for a brand-new product to reach maximum revenues and arranging a minimal price for the latest product to penetrate the market instantly (Claessens 2015).

The third dimension includes placement. The location in Leppävirta can present challenges in logistics and meet customers. Channels of distribution can be categorized as the direct distribution on the domestic market when export is organized through close long-term cooperation and OEM (Original Equipment Manufacturer) manufacturing. As for the export trade terms, the company delivers products, using the services of UPS and FedEx that are responsible for transporting to the destination point.

As a B2B company, Oplatek penetrates public relations such as conferences and exhibitions. A significant focus on the method of word of mouth is beneficial as Oplatek provides goods and services of the superb quality that are declared by its clients. In addition, social media marketing and sponsorships of local universities possess a significant value in the promotion strategies.

It turns out, the company encompasses the meaningful value of quality of products that is one of the benefits of applying to search engine strategy. To sum up, Oplatek needs to increase its attention on the promotion of the company, as the step is insubstantial, comparing with others. As soon as the fourth stage of four Ps correlates stronger, four Ps will become an efficient diligent for adjusting the balance of sales, product range, promotion and optimal prices.

4.1.2 SWOT Analysis

Identifying directions of company's future development is essential for any business. Analyzes of the situation on the market and positioning of the company for the buyers can

improve the formulating of strategies and avoid potential influencers that can affect negatively. SWOT analysis develops a profound effect on the described terms because it reflects the internal and external environment of a business modal regarding strength, weaknesses, opportunities, and threats (Erhard 2005, 91).

Strengths of the Oplatek means inherent characteristic of the company, how the company separates from the competitors. During the years, Oplatek Oy arranges a steady accretion of customers and an opportunity to retain the customer base. The qualified personnel is a priority for the company. Years of experience in the field represents a high level of products quality and a wide range of goods with a possibility to produce a new product under unique specifications. Positive recommendations from the customers, the opportunity to visit exhibitions and individual approach to the clients create a solid reputation of the company on the market.

Weaknesses are sufficient as the dimension presents the incompetence to form the acceptable value for customers and shareholders (Erhard 2005, 91). From the point of digital view, the company suffers from the professional and scientific blog with researchers and suggestions about customers' problems or noteworthy facts. Despite the fact that Oplatek operates more than 30 years, the company is still inconspicuous for potential clients. The recognition of the brand exists only in a narrow customer circle.

As for opportunities, it denotes characteristics of the external area for expanding. Oplatek can enhance the qualification of personnel and visit exhibitions of potential customers, attending trade fairs of customers who demand services of Oplatek. Further prospects include new public relation tools for increasing the awareness of the company and additional services for the loyal customers. The primary aim is guiding the Research & Development employees to conferences. Hence, it will bring additional certificates for the company, ensuring qualification of workers for clients.

The last concept is threats, factors that decline the attractiveness of the market. First, while numerous competitors have manufactured a greater variety of products in the market than Oplatek, the preference of customers to purchase products can be driven by a closer location of the producer. The significant challenge of being a contract manufacturing company is a complicated situation when customers will turn into competitors. Referring to export, the dependence on federal regulations of countries like Brexit, the distinction in income and prices of countries can imperatively affect on company's activity.

Thus, the company obtains a stable base regarding strength and opportunities. Several stages that function profoundly and factors which require to being finalized remain rational. However, weaknesses and threats exist, meaning that company should be aware of the possible correlation between threats coefficient and revenue.

4.1.3 Marketing Communication

Marketing communication is the instrument that can bring uncertainty to the investors and leaders of the company. The options of the practice were clearly demonstrated by Keller (2013, 221-224) when the concept identifies four major components: advertising and promotion, interactive marketing, events and mobile marketing. Each of the factors is considered from the broad perspective.

Advertising and Promotions present a significant role in generating the recognition of the brand. The advertisement and sales promotions are the irrelevant methods for Oplatek. The product offering of the company does not relate to B2C customers, it refers to B2B for a narrow scope of business. Therefore, the distribution of advertising messages excludes such media as radio, television, newspapers, and magazines. Products of Oplatek as capillaries are inappropriate for free distribution, promotion methods appear to be insufficient. The company encompasses the reputation and proven expertise.

As the contract manufacturing company, Oplatek successfully realizes such tools as Direct Marketing, Digital Marketing, SMM, Personal Selling, and Sponsorships. Marketing messages engage partners by involving clients in the possible meeting (exhibitions), discussing new coming technologies. Providing loyal customers with high-quality gifts like water bottles and microfiber cloths are pleasant value. By discussing possible cooperation with potential clients, company's salespeople contact customers directly by calling, direct emails with presentations and personal meetings.

Sponsoring can fulfill the double mission for the company. Participating is sponsoring, the company reflects social responsibility and observes the opportunity to attract new investors. Oplatek retains networking with universities by funding partially the most crucial for technology age projects. The company has qualified personnel who can share its experience in articles for Optics Annual Catalogs or Electro Optics, where people can recognize the name of the company.

A considerable amount of practices has been discussed: trade fairs, industry exhibitions, and technological conferences. Oplatek is actively attending international and domestic

industry events to participate in contribution to the world's development of optics and photonics field technologies. In 2016-2017, Oplatek exhibited at trade fairs in such impressive cities as San-Francisco, Tampere, Frankfurt, Linköping and many other destinations to come in 2018.

The study of marketing communications presents that Oplatek possesses long-term direction to communicate closely with a customer. However, phases that were declared and unrealized should be taken into account. The significance of the evaluation is that investment in marketing communication can bring loyalty to the brand or increase market penetration, leading to the expanding of money flow and decreasing risks. Therefore, the discussed stages create a shareholder value.

4.1.4 Brand as a product

The concept of brand as a product consists of various brand attributes. The reflected characteristics obtain consumer properties and requirements of the product. In other words, these features acquire a direct emotional affection of consuming, the value of purchasing goods or the functionality of the product. The product of the company is the heart of brand equity and experience of a customer that should fulfill the needs of consumers and exceed its expectations (Keller 2013, 187).

The key research is product attributes of the investigated company. One of the central Oplatek's attributes is the quality of optics. Oplatek draws specialty optical fibers for various applications, including medical and process technology sensing. In addition to extra attributes are several multiple services for the customer such as product development, prototyping, testing, productization, serial production and quality control.

Drawing upon on quality and value of Oplatek's products the further statements can be stated. Oplatek is the recognizable company in the market. The company's value is the optimal quality for the reasonable price range. In addition, the company is considered as an organization focused on world-class quality, because Finnish market is famous for its quality by Kone, Marimekko or Valio.

Another potential attribute is how to utilize the products. Innovative Optics Solutions are highly demanded in the process industry, clinical chemistry, energy & environment, photonics, and lighting. Oplatek successfully provides its services to the discussed industry ranges with 30 years on the market. Using products of Oplatek customers can estimate its precision, quality in details and experienced work of experts.

The prior aspect of the discussion is users. Oplatek Oy develops optimal optics products and assembly solutions for industrial device manufacturers. In addition, segments of customers include those who are supplying to devices for the paper manufacturing process. In addition, Oplatek`s customers refer to the wide range of industries.

The country of origin is one of the first aspects that extracts the class of quality. The component assists a company to gain credibility. Oplatek Oy organizes a high strategic position. The company located in Finland, providing one of the world proficient workforces, Research and Development specialists, technologies, and Nordic quality in each product or service.

4.1.5 Brand as a symbol

A symbol is a tool that guarantees prompt recognition of the brand and expresses respectability. A symbol can transform abstract meaning to distinct, adding value to the brand and strengthening it (Keller 2013, 42). The brand symbol is a feature that brings more benefits for brand recognition than another element, evoking visual emotions and can be redesigned (Keller 2013, 171).



Image 2. Thy symbol of Oplatek

At the beginning of the study, the term of Visual imagery is applied. From the first glance, the symbol contains letters that are completed in italic font and written in the identical method without presenting the first letter “O” as the main one. The applied colors are black and green that represents the area of technologies. Colors are ordinary without splashy effects. From the side of a B2B company, the approach is procured pragmatically, showing the slickness. Oplatek`s customers are experts in science and physics. Presenting the company on the exhibitions in Photonics or in a relative field will be beneficial because the green circle above the name of the company can be recognizable by potential customers as a fiber bundle.

Metaphors are imperative since they can provide marketing messages in one selling sentence. Oplatek Group Oy uses phrases: “Inspired by Optics” and “Innovative Optics Solutions”. Both slogans perfectly suit the B2B industrial segment and provide the audience with a message of experts in Optics with an inspiring involvement in the field. Nonetheless, the precise remark can be stated for the usage of phrase “Innovative Optics Solutions”. According to Keller (2013, 150-155), the words “Innovation” and “Solutions” are abused in naming objectives. The logotype avoids the highlighted words. Despite this, the majority of marketing material possess the usage of the two untoward words that need modification in future.

Heritage of the company is saturated with more than 30 years of experience. In addition, the metaphor contains original history aspects. Oplatek Oy was inspired by Optics as the company commenced its activity from manufacturing Optics and glass blowing. The company is producing innovative solutions for its customers in the competitive circumstances.

4.1.6 Brand as organization

Currently, the image of the company is significant to represent the strength of a brand from the product point of view and how a company behaves with its employees. The crucial audience of the brand is its employees who raise the quality of services and not only “things” (Davis 2009, 92-93). The corporate brand is the function of the company, encompassing organizational culture, organizational identity, the image of the organization, etc.

Oplatek can copy a product, but it is insubstantial to duplicate the proficiency of unique personnel. Oplatek Oy tries to customize the comfortable working place, providing various

benefits for the employees. Numerous motivators for engaging employees to work professionally are obtained. The company provides financial assistance that is added to the salary. Participating in sports activities, the company can pay expenditures. In addition, the company arranges sports training and culture clubs several times per year to rally the team. Employees obtain an outfit in the industry, such as glasses for protecting the eyes, clothes, etc. For keeping team spirit, the company holds meetings for its employees. Thus, personnel is a key asset for the company.

4.2 Brand Building

4.2.1 Brand Archetypes

The precise choice of the archetype allows delivering the efficient impact on the selected target segment, namely, on channels of customer perception. It is the way of how a company can modify the deep emotional perception of a customer; hence, out of the total mass, it isolates the one to which it is tuned, what in demand and how it turns to be the company (Fiorelli 2015).

The first phase is stability and control. The measured points are the creator, ruler, and caregiver. Analyzing this stage, Oplatek Oy is a creator because the strategy is competent on the market. In addition, the company forms its individuality of the brand according to the slogan "Inspired by Optics". The brand possesses self-expression in its products by encouraging the customers with innovations (Fiorelli 2015). Products are manufactured to the specifications of customers, leading to the aspect that goods are the "creation".

The second stage is learning freedom. The company can be innocent, sage or explorer. The company refers to the sage. Oplatek Oy develops innovative technologies, obtains wise solutions, due to the extensive experience. The company analyzes the activity of its competitors as technologies are transforming rapidly. The factors obligate the company to be prepared for innovations.

Regarding the risk achievement, it divides into rebel, magician, and hero. After distinguishing between these three dimensions, it indicates that Oplatek Oy is a hero. In this scenario, the company produces its tendency by disapproving the concept of the standard mode (Fiorelli 2015). The company demonstrates its value for customers as being functional and being strategically competent on the market.

Next segment is belonging. The company can be the lover, jester or every man. The business area of Oplatek is severe; the manufactured products eliminate the fact of assisting customers in social challenges. Thus, the company relies on Every Man. Oplatek is objectionable to be in contrast with conventional models. The company craves to correspond. The fundamental motivation involves acceptance by the society and persistence for providing innovative optics solutions.

To conclude, it can be revealed that brand archetypes of Oplatek Group Oy demonstrate its unique value that competitors are unable to achieve. Living in the century when every brand can be replicated, Oplatek constructs a significance for its customers. The enterprise forms a connection that is problematic to impairment.



Image 3. Brand archetypes (Fiorelli 2015)

4.2.2 Brand Personality Scale

According to Aaker (1997, 347-356), the author determined brand personality as a composition of individual specifications associated with a brand and includes five substantial scales. Each one of them is divided into separate traits to highlight features and provide conditions for describing content. Adopting the theory perspective, the brand of Oplatek will be identified.

The first scale is sincerity, meaning the brand can be down-to-earth (oriented to the family or usual one), honest (straightforward or mindful), wholesome (real or classical) and cheerful (sensitive or friendly). The down-to-earth brand is "Valio" that enjoys the confidence of consumers and preserves the soul of consumers. Therefore, Oplatek Oy is inopportune to this scale, because these dimensions are ineligible to configure the form for the brand.

The second factor is excitement. In the scope, the brand can be daring (impudent or eccentric), imaginative (unique or artistic), spirited (fresh or enterprising) and up-to-date. These characteristics are unbecoming to Oplatek because it is apathetic in contrast to spirited "Nike" and unimaginative as products are the composition of science studies.

The third dimension is sophistication. The fundamentals divide into upper class (attractive or refined) and charming (soft or insinuating). Comparing the perfume of Hugo Boss with molded optics of Oplatek, the focus is applied to the perfume as measurements are isolated from the essence of Oplatek products. Obviously, characteristics of goods and services are unsavory for the meaning.

The fourth stage is ruggedness. This sector relates to strong brands that are outdoorsy (active or spunky) and tough (strong and calm). Mainly the brand is represented in "Asics" or "Rebook". It is hard to declare that the reflected appearances can belong to the brand of Oplatek Oy. Regarding toughness, the component can be roughly applied to the brand, but the feature of outdoorsy is inadmissible.

The final element is competence. The industry of Oplatek Oy is Mechanical Engineering. The financial statements designate the growth and success during the past years relatively stable. Years of demanding work represent the company as the intelligence and reliable partner for its clients. Summarizing these factors, the brand Oplatek refers to such scale as competence.

Brand personality is the theory applicable to describing a brand, and it obtains a practical insight. Consequently, brand personality induces particular emotions for the customer about the brand, raising trust and preferences (Aaker 1997, 354). Despite the fact that brand personality functions across nations, every century individuals possess various values. It signifies that researchers concerning buyers should be updated as a situation between cultures is robust.

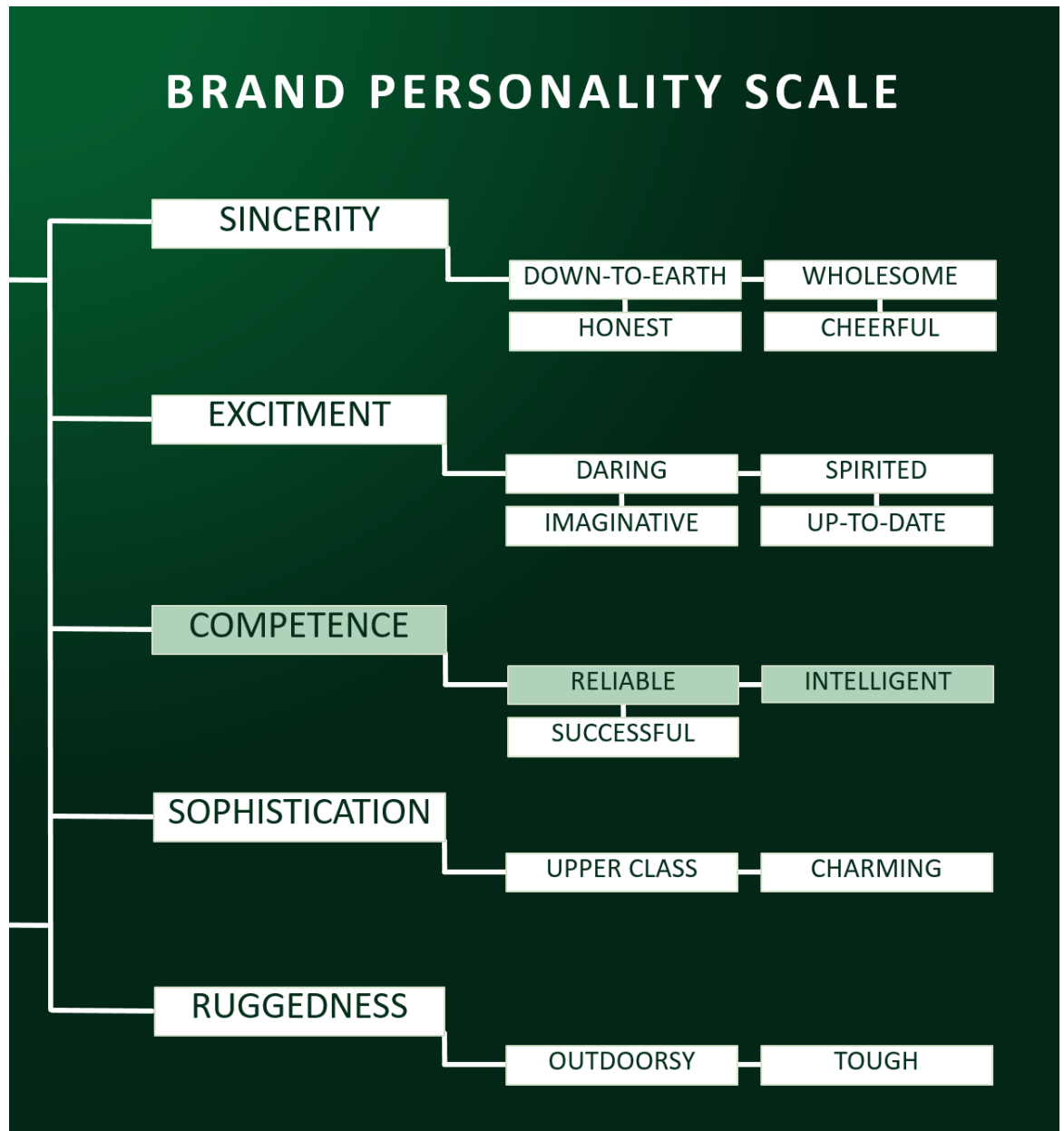


Image 4. Brand personality scale of Oplatek (Aaker 1997)

4.2.3 Identity Prism

David Aaker is hardly the only one who considers the meaning of brand as a complex phenomenon. Currently, a brand speaks on behalf of the product. It develops the communication theory that involves the person who interacts; the one constructs the representation of who states, of who is the recipient and what the relationship forms between them (Kapferer 2008, 182-183). The presented process along with six phases builds the brand identity prism. The purpose of this prism is to differentiate the individuality of the brand from others.

Beginning with the initial steps of the prism, the first one is physique. Oplatek Oy is non-appearing in the customer mind as the product that is presented in the advertisement with a celebrity. However, the dominant green and black color of the logo and the slogan "Inspired by Optics" that translates the message to customers in the publications stay a positive image. During the years, the brand was approved as a customer-oriented company. Fibers and Optics represent the light and refinement.

Interacting with a client on a distinctive tone of voice, the brand is demonstrated as an alive supporter of individual personality (Kapferer 2008, 183). As for the personality of Oplatek, the brand performs as a quality-oriented, confident and innovative. A long-standing history shows reliability and the level of expertise. The brand obtains its specific design with the green color that represents the segment of technologies and stability.

In the century of mass consumption, decisions about purchasing the product can be agreed according to the brand, namely the country of origin. Finnish quality of products, services, and education occupy the high standards recognition among other countries. Thus, Oplatek Oy balances the heritage, reputation, responsibility, EU quality, and expertise.

By providing services, Oplatek has already postulated the relationship, according to the definition. A personal relationship is presented in the slogan: "Inspired by optics", meaning the experience and the superior quality. As a Scandinavian product, the company is unfocused on low prices, because the price indicates the level of quality.

The final step is self-image. Buying decision of the customer depends on the informational background when the positioning of the brand occupies an essential solution (Kapferer 2008, 146-150). Oplatek`s clients feel confident because they understand that service is accomplished with the Finnish quality, feeling safety and dignity for the acquired product.

The company meets ISO standards, representing the responsibility as ethically as environmentally.

Summarizing the meaning of Oplatek's identity, every aspect of brand identity prism interacts with each other and establishes the organic essence. The phases form the image of a potential customer and inspire employees who are working on promoting the brand. Regarding Oplatek, scarce of countless meanings and every word have an asset that produces a durable identity prism (Kapferer 2008, 187).

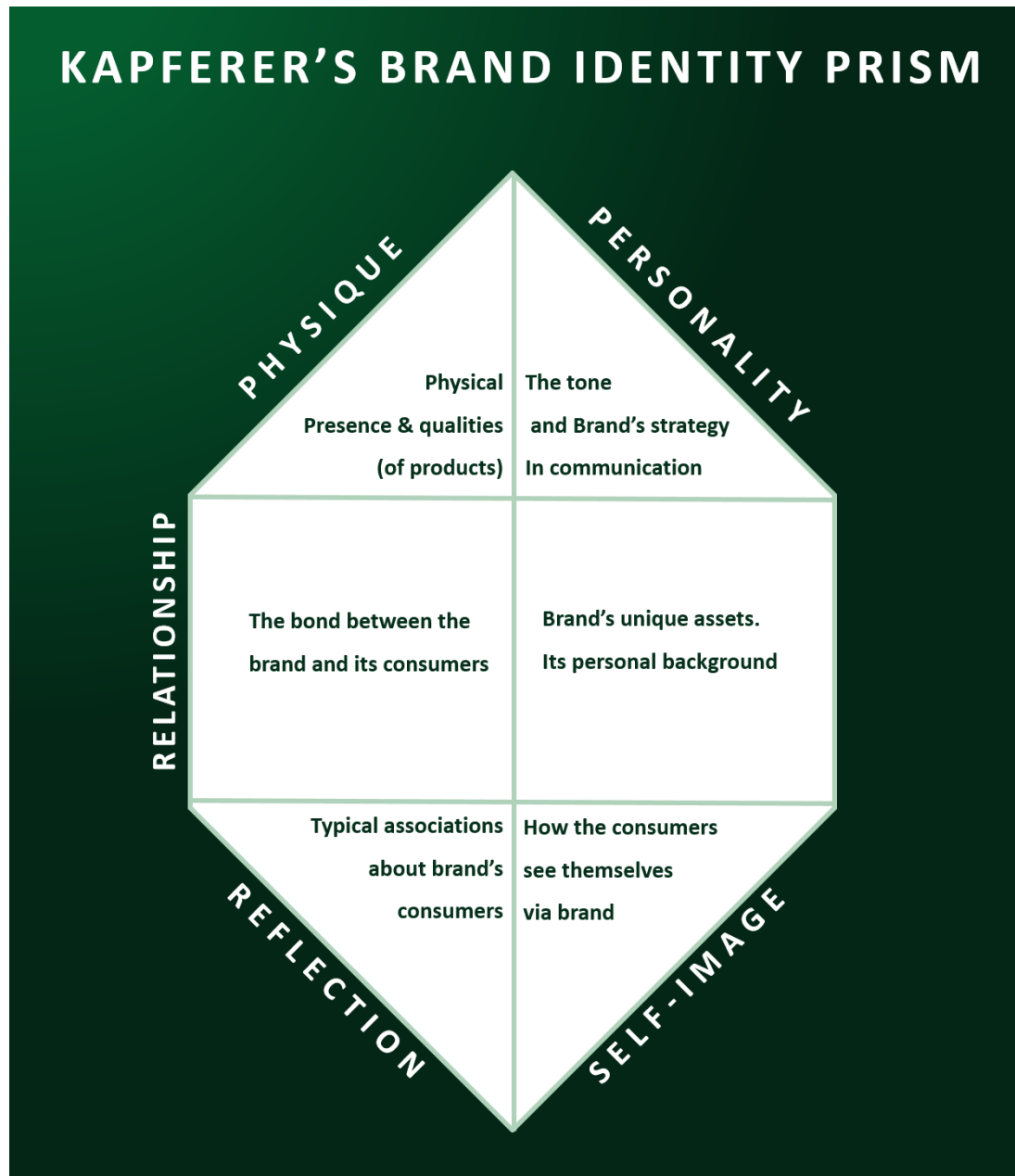


Image 5. Brand identity prism (Kapferer 2008)

4.2.4 Brand Asset Valuator

The system of Brand Asset Valuator (BAV) by Y&R (Young & Rubicam) allows companies to efficiently measure the brand's consumer value, meaning how the brand impersonates relative to other brands (Adamson 2006, 10-12). Brands are analyzed barely in categories, namely, how the name is conscious in the minds of consumers. Four pillars interrelate with BAV such as differentiation, relevance, esteem, and knowledge. On these grounds, the aspects facilitate to increase the value of the brand.

Differentiation means how the company's product vary from competitors, what is the uniqueness (Adamson 2006, 12-13). Oplatek Oy endeavors to be exclusive, preparing innovative solutions for its customers with top quality and proper price, performing the level of expertise. Differentiation assists to emphasize why a potential customer will be benevolent to services and goods of Oplatek.

Relevance will assist in a brand's progression; how applicable the distinction to the target audience (Adamson 2006, 12-13). Currently, the product of Oplatek is crucial and in need. The engineers of the company can support its clients with specifications and advanced solutions for the products. Nordic quality and the full range of product varies from domestic customers, crossing with the value for the clients.

Next dimension is esteem. The dimension reveals the position of the marketplace (Adamson 2006, 12-13). Company's experience in the field demonstrates a considerable level of esteem from the customers as they recommend Oplatek to trusted partners. As a result, Oplatek has been indicated as being incomprehensible concerning the services and goods produced, but the brand possesses distinguished reputation (Adamson 2006, 12-13).

The last step is the knowledge that implies intimacy with the brand. It reflects the broad familiarization and experience of the client, contacting with the brand (Adamson 2006, 13). Creating the natural understanding of the customers about the brand, Oplatek Oy penetrates modern digital ways to lead ranking optimization of the website and increase the position in Social Media. During the latest modifications, Twitter and Google Plus accounts were customized, where company gain active followers and post its services.

As soon as these dimensions have been applied, it estimates essential challenges and perspectives that the brand contains for establishing new methods for being dominant (Adamson 2006, 10-11). Differentiation and relevance indicate the substance of strength

of the brand for future potential, while esteem and knowledge reflect the current operating value (Y&R 2017). The brand reveals several facts of being differentiated from competitors.

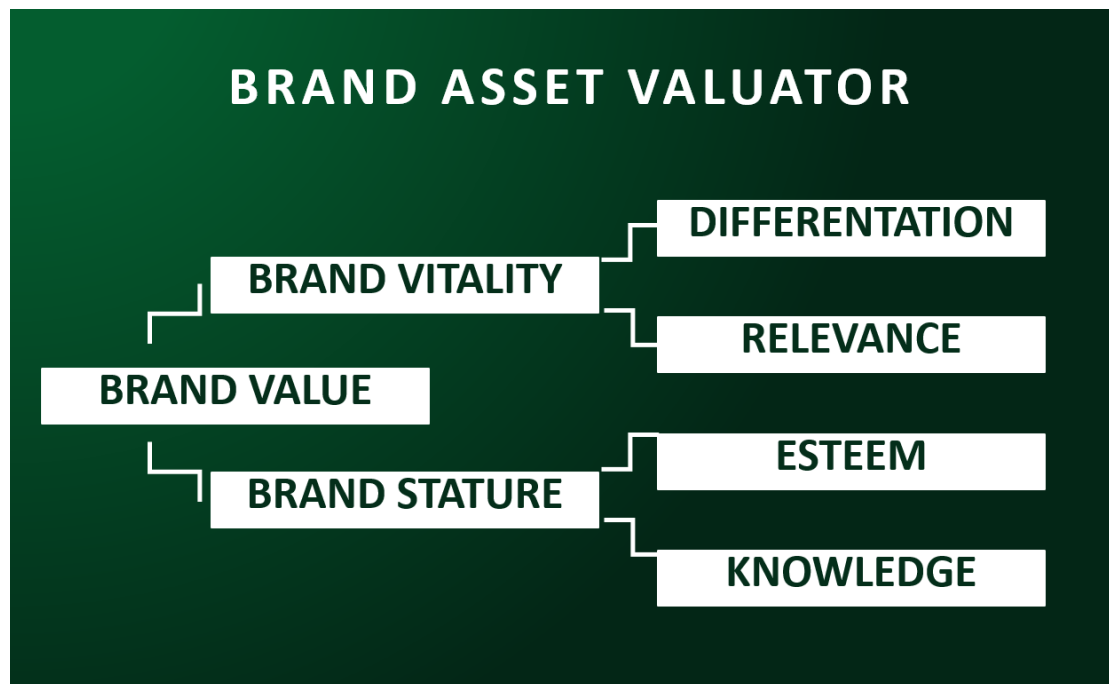


Image 6. Brand asset valuator (Young & Rubicam 2017)

4.2.5 Ikonium

The brand mark is a graphical and stylistic interaction tool for transmitting brand identity (UNIVISUAL 2017). It is a distinctive sign of the enterprise that influences the reputation and performance of the company. For identifying strengths and weaknesses of Oplatek Oy, the Ikonium™ model is applied.

One of the main concerns of the company is reflected in adjusting the proper values into the responsiveness of the customer. Scandinavian quality is recognized all over the world. Evaluating the goods and services of Oplatek, it can be underlined the following benefits: the functionality of products, innovative solutions for every customer, technological support, experience in the field, the level of capabilities and recommendations of customers. More precisely values are described in brand equity.

Next stage is naming. According to experience, the company maintains a long-term brand performance. The name “Oplatek” can be partly recognizable from former name “Opla”. Oplatek consists of several words, as OP is Optiikkaa (Optics), La – Lasia (Glass) and

Tek is Teknologiaa (Technologies). The designation is moderate, straightforward, arouse associations without any negative aspects of the mind.

With the assistance of naming and brand positioning, it can be identified the payoff of the company. The positioning is descriptive in the purpose of the product. The name carries brand equity, supported by plenty of marketing means. Besides, the payoff disabuses on any false promise to clients and an obstacle among companies exist to assign its payoff with the name of the brand, but Oplatek accomplished it.

Identifying logotype, the circle with holes carries the attention on several levels: symbolic, metaphorical and semantic. Symbols and metaphors allow establishing a secure connection between the logo and the audience. The logo is concrete. The advantage of the logotype is uncomplicated future modifications for accomplishing the modern look. The experiment was achieved by John Deere (Keller 2013, 155-158).

As for colors, part of the website is executed in various colorful dark tones, it can negatively affect its readability. The majority of pages of Oplatek Oy obtain dark text on the bright background, meaning that reading is more easily because of the higher illumination in the field of view and text disperses with the background. The most common usage is the green color that is widespread in the segment of technologies as well as black. Black is applied to conveying the traditional values, style, protection that enables reliability, seriousness, and power (Archetypes 2015).

According to the logo of Oplatek, symbol demonstrates a circle with holes. For an ordinary customer, for example, for managers, it can be hardly understood the meaning of the presented circle. However, clients who are working in the same scope of business or has technical background can recognize a fiber bundle in the circle.

Legal issues are always a complicated question for the company. For protecting the trademark from the competitors, who can easily duplicate the logo, Oplatek Group Oy registered its brand with all demanded documents. The intellectual property is preserved.

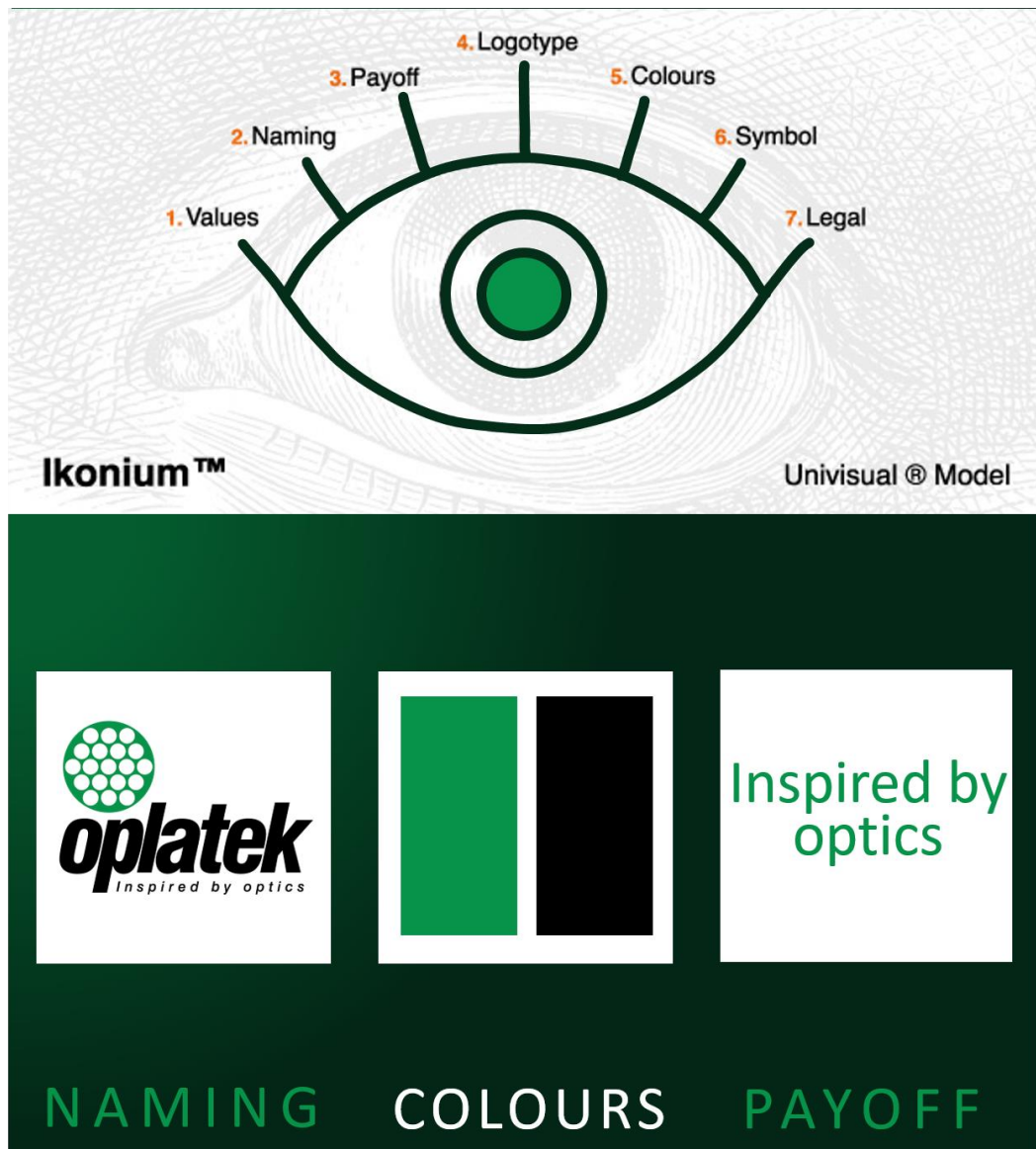


Image 7. Naming colors and payoffs (UNIVISUAL 2017)

4.3 Brand Evaluation

The composition of liabilities and assets that bring the added value to the product or service of a company is brand equity (Aaker 2012). If a customer chooses an exact company and continues buying the brand, the producer is responsible for creating a value and benefit for its loyal customers. To access the brand equity of Oplatek, such areas as brand loyalty, brand awareness, brand associations and perceived quality will be identified (Image 8).

Starting from brand loyalty, 96% of customers recommend Oplatek. Clients advise the company to their partners, and as a result, the process generates new customers. During the word of mouth communication between enterprises, it increases company's brand image and database. As customers of Oplatek are willing to devote its time to the brand,

it implies that the brand loyalty exists (Keller 2013, 120-123). The benefit of the communication is time for the company, as Oplatek can detect any threats from its competitors, as customers need time to substitute a product for another one.

Brand awareness means how a company is well-known among customers. Customers who are confident in the field of optics and optomechanics can name Prysmian Group, Fibercore or Hamamatsu because companies are famous corporations. As an OEM (original equipment manufacturer) partner, Oplatek is highly recognized among extensive Finnish companies and several international. In general, the feedback on the website from Oplatek's prominent customers like Metso or Honeywell can bring expert attention to the new customers. Slogan contains the central message. The usage of the word optics and green colors formulate an essential sense.

The perceived quality of the product is a basis of why customers will proceed its purchases with a particular brand. Finnish brand that has European Union certifications of quality brings a correct understanding of the excellence of Oplatek services. Products are widely available in Finnish companies that is why customers observe the reliability.

Brand associations is a factor that companies need to pay attention. The customers may think about a company as competent, modern or exquisite like Mercedes Benz or as an old-fashioned. Company's potential customers can have a drive purchasing, meaning that they rely on such associations as reliability, high quality, and recommendations of partners. Oplatek possesses a prominent level of trustworthy among its partners. As soon as customers obtain the positive positioning of the brand, Oplatek will possess the remarkable value.



Image 8. Brand Equity (Aaker 2012)

5 WEB DEVELOPMENT

5.1 Website Assessment

In recent years, there has been an increasing interest in the Web world. The rapid modifications boast a severe effect on traditional marketing as it begins to lose its force for capturing the attention of customers. Being impressed by excellent news on the mobile version of Facebook, an advertisement on the bus station is unnoticed by the potential customer. Therefore, today the valuable way of communication with potential customers is the corporate website (Ryan 2017, 37-40).

The website is a vital investment in company's assets. Currently, without constant attention to the security and optimization, the website will be lost in the last pages of Google search. Oplatek Group Oy practiced ineffective website as customers faced challenges to find the necessary data due to the lack of information available online. The outcome was permanent disturbing calls to CEO that acquired time for discussion and unproductive deals for the company. The primary purpose of the new website is the conversation with a customer. As a contract manufacturer, the company is unable to provide the material with sales deals of goods, penetrating gorgeous poster. Thus, it is necessary to analyze possible ways of digital interaction in the chapter.

5.1.1 Assessment of content management system

The website is an accessible means of interaction; it should correspond to company's marketing tools as textual as visual (Canavor 2016, 250-251). Choosing a proper platform that will support the image of the company online is a primary concern of enterprise. Presently, the market fluctuates with new platforms for customization. A customer requires a user-friendly and easy-to-use website from the company. Identifying the perfect working place for Oplatek, the most admired platforms will be compared.

Building a website, a company can select from the list of recognized web pages, such as WordPress, Drupal, and Joomla. Regarding Oplatek, the previous website was coded on the system of one of the digital agencies. The term is AdwireCMS. The system was challenging for modifications in content. The uncomplicated actions were filling forms of blog posts. Another adjustment demanded the knowledge of coding, meaning that the company was obligated to pay money for making even minor transformations.

5.1.2 Search Optimization Challenges

Search optimization strongly effects on the position of the company’s website. If a potential customer encompasses challenges to “google” the profile of the company, the website is literally dead. While a visitor struggles to discover the organization on first pages of Google, the website is unconsumed. Hence, neither sales nor a positive attitude from Google occurs.

For evaluating the technical stability of the first version of Oplatek’s website, the program SEProfiler was implemented. The result of the report reflected aspects that restrict the website to achieve the highest results. One of the reasons for managing a new website was an inability of the old website to generate new leads. SEProfiler stated that after examining of 131 files of oplatek.com on September 25, 2017. The analyzed pages contain 58 errors, 111 warnings, 35 notices, and 74 misspellings (Figure 8).

The submitted outcomes are crucial results for SEO optimization and user experience with broken links (Figure 8). Search crawls will identify the insecure and unreliable source of data because of the presented errors that will lead to inconvenient dimension for a seeker. Time of customer journey on the website and intensity of views on pages was observed in Chapter 2.

ERRORS			
Error type	Count	Pages	Frequency
Contains broken links (error code 4xx)	58	56 Show pages	94.9% ↔ 0.0 pp
Contains broken links (error code 5xx)	0	0 Show pages	0.0% ↔ 0.0 pp
Links to inaccessible pages	0	0 Show pages	0.0% ↔ 0.0 pp
Empty page titles	0	0 Show pages	0.0% ↔ 0.0 pp
Duplicate page titles	0	0 Show pages	0.0% ↔ 0.0 pp
Total errors	58	56 Show pages	94.9% ↔ 0.0 pp
Total warnings	111	53 Show pages	89.8% ↔ 0.0 pp
Total notices	35	25 Show pages	42.4% ↔ 0.0 pp
MISSPELLINGS			
Dictionary	Count	Pages	Frequency
English (USA)	74	24 Show pages	40.7% ↔ 0.0 pp

Figure 8. Analytics of the website of Oplatek (SEProfiler 2017)

5.2 Website Planning

5.2.1 Content Management System

The production process of the website needs the analysis of content management systems (CMS) for choosing the most comfortable and profitable one. CMS is a platform for controlling content on the website (Gillin & Schwartzman 2011, 116). The results of usage AdwireCMS identified the system complicated with many mistakes (Figure 8). After the research of possible CMS system for Oplatek, WordPress, Joomla, Drupal, and Webflow were the most appropriate for the company.

WordPress is a widespread platform that provides educating lessons of how to use and how to optimize the website for Google search. WordPress offers a variety of free and specialized paid templates. It is uncomplicated to fill the templates, but plugins are contributing customized layouts with features that can bring obstacles in future. Plugins need to be updated during a specified period. The process can be sophisticated and without latest version, the old one will be broken.

Joomla is more demanding element than WordPress and requesting the understanding of coding deeper. The platform receives bugs and the low speed that is the negative factor for SEO. Elements, menus and the majority of functionality inside the program are in huge trouble.

Prior to selecting the certain CMS, several informational specialists will admit the most protected system. The discussion refers to Drupal. Analyzing price ranges in the area, Drupal appeared as the most expensive and time-consuming project. However, creating the most exclusive website on this platform will lead to increase in loading of a server. It means that a company prepares a plan for the account and the consuming resources can be overused. As for security issues, if competitors desire to brake a company's website, they will obtain resources to implement it on any platform.

A solution for selecting the accurate platform was finished on Webflow. The platform is a pioneer on the market and was already proven by NASA, DELL, Volkswagen, and others. Webflow constructs its own online university with all tutorials needed. It requires minor knowledge of coding, low-priced system and SEO optimization is straightforward.

5.2.2 Development of the website

When the platform is defined, a specialist begins designing and creating the content. However, without proper project planning of the website, the result can disrupt expectations. Starting from setting the goals, Oplatek's modern website was prepared to accomplish several functions: support customers, form social commitment, communicate with visitors, use blog posts, generate visitors into leads and establish brand awareness.

Next step is determining the target audience. Oplatek as the industrial company combines diverse groups of visitors. In the case company, visitors are buyers, managers and Research & Development specialists.

Once the company identified the target customers and divided them into segments, the next step is tone of communication. The phase provides a visual experience for visitors. The language can be humorous, official, educational or informal. The process is similar to advertising on television. The company receives the only couple of seconds to excite potential customer with colors, font, musical installations or plot of the story. As for Oplatek, the tone is reasonable and obtains professional formal language. The main background image is designed in a lowpoly manner, meaning countless triangles on the one picture. The last step is the implementation of the plan.

5.2.3 WEB Design

Surfing on the Internet, company's potential customers can be fascinated by competitors, because of the design and clear message that are more attractive. For several companies, the design structure is optional, while others assume it as the art for pleasure customer journey and raise in conversion rate. On the one hand, it is entertaining to customize the creative website. On the other hand, the creativeness can lead to unclear brand image that will be unimpressive for a fresh visitor. As a result, the company can lose the time for engaging a customer. Three principles can push the website to operate: engage visitors, build the fascinating paths and transfer in the next step of relationship with a firm (Jefferson & Tanton 2013, 108).

By drawing the concept of Oplatek's new website, a special design was crafted. The aim was to remain the concept of the previous version to avoid the fear of permanent customers that accustomed to exact colors and style. Observing various modes, the idea of numerous triangle compression on the one picture was formed. Eccentric and random low poly is a background. From the physics science, students learn how diverse colours

of light are splitting into a spectrum in a dispersive prism. Proceeding deeper into science, colours of light in optical fibres detect its own meaning. As it can be noticed, the homepage of the website is structured in a variety of triangles. The idea is inserted in the triangular prism shape, which is used to expand the light to the spectrum using the dispersion. In addition, Oplatek is the light-conducting “heart”, surrounded by a shell with various refractive indices. On the homepage, moving from the logo visitor can admit that the colours start to be brighter. The distribution of light along the initial page on the website is based on the principle of total internal reflection; the refractive index of the core is higher than the refractive index of the shell (The Physics Classroom 2017).

5.2.4 Search Optimization

Marketers can comprehend numerous strategies to stimulate the ranking position with the assistance of enormous programs on the Internet. However, some individuals wonder about the position of websites on the top, while others understand that sometimes useful thoughts in a blog or customized mobile version of the website are inadequate to obtain an excessive position in Google. Two answers are revealed for a question about an appearance of websites at the top of pages – either company provides successful SEO programs, or the place of being on the top was bought (Cocoran 2007, 20-21). Moreover, SEO (Search Engine Optimization) is set of operations aimed at getting a website registered conspicuously, improving the position in the search engines results pages to increase site traffic (Ryan 2017, 414-415).

Search Engine Optimization generates a wide range of aspects that need a permanent adaptation of correct settings. If the company aimed at rapidly indexing pages and high-ranking position, the process will be challenging without meta-tags. The step demands the proper content of tags and appropriate value for higher ranking positions. Enhancing of keywords is a primary instrument for raising a leading position in search. An effective policy of keywords will manage meta-tags influence.

Next techniques are internal and external links that need an accurate quantity of usage. While one type of links produces additional leads for Oplatek, another one can relieve potential customers. Afterwards, a customer can never discover a road for the company. Therefore, the management of sitemap for search optimization of Oplatek’s website is significant for information-gathering of Google crawls.

5.3 WEB Development

Execution of website is a small stage of the whole communication process with the customer. Customer demands assistance to get to the destination point. Obviously, a visitor will follow the visible path, attempting to find aid to ask for support. Using unfamiliar website, the journey of the visitor can be customized according to the strategy or the path will be distracted. Hence visitor will operate on every page blindly. The customer journey is an essential part, as it is a way that contains information sources, prepared by the company to create an intelligible experience from awareness stage to engagement and purchase of a customer (Forrester 2017).

5.3.1 Building a website

Maintenance of each section is a priority item to manage. Pernice (2017) stated that visitor's attention and reading flow moves as an F-shaped pattern: two horizontal lines followed by a vertical stripe. The research revealed that the usage of bullets, pictures and white spacing can present a significant role. First text blocks can hold the most substantial content as during several paragraphs the attention of a visitor begins to disappear. As presented in Image 9, the variations between old and new webpages are accurate to remain the image of the company. From the first glance, a permanent visitor can admit that the navigation bar was modified. A new website has full material that can interest a visitor. Every essential aspect needs to be analysed precisely.

The homepage includes content that controls a mission to attract a visitor to expand the journey (Canavor 2016, 251). Basically, homepage consists of the concise piece of data that is described on every page in the navigation bar. A webpage acquires a logo, navigation bar and a statement in the middle. The decision was to present a meaning of company's activity precisely. Header 1 states that Oplatek is the optics provider and the contract manufacturer without products in stock. On behalf of the segmented groups that were previously revealed, four paths of customer journey were conducted in tabs. A visitor can prolong the path and attain a section that leads to specifications. In case of a unique visitor, the solution is the demonstration of brief approvals, presenting the partners who already trust services of Oplatek. In the end, a client can watch the corporate video and download the brochure.

For disclosing the company's activity and field of business, the web page contains "about us" data. The story of Oplatek explained in positioning statement, facts, capabilities, mission, values and interactive brief history. The main aim of this page was to inform

visitors that the company is Original Equipment Manufacturer (OEM). The previous version of the website was deficient to express the issue. Therefore, new prospects could disturb the CEO with a question of buying a product from stock.

Another category contains statements of selecting Oplatek. As every industrial company, Oplatek needs to provide documentation of serving special certifications. The page includes personalized boxes with images of the official document of International Organization for Standardization (ISO) standards.

The website contains numerous entertaining material. From the managers perspective, it is valuable to see the image with a narrow description. Therefore, the webpage was constructed to perceive stimulating text along with a visual journey about design capabilities.

An industrial sector involves various market segments. When the company is producing optics and Optomechanics, it barely indicates specific industries. The page was named "industries", but for appropriate user experience, it was renamed as "clients". Possessing more than 30 years of experience Oplatek demonstrates five industrial sectors. Each of section has its hyperlink to the customized webpage with additional information.

An industrial website without technical specifications is hard to imagine. In case of Oplatek, customers who are seeking the company need the mechanical methodology to understand the company's activity or to compare scientific indexes with other enterprises. Thus, Oplatek created a page about specifications with a brochure, separate documents about specialized scopes of Optics and frequently asked questions for discussing the most common issues for visitors.

Currently, websites need blog posts. Oplatek's representatives participate in conferences and exhibitions. The meetings are relevant information for potential customers to find a destination to meet and discuss possible cooperation. In addition, Oplatek gains projects and significant news for sharing with visitors. The webpage is aimed at solving questions of customers at the same time providing entertaining content. The webpage is called "Newsroom" as it contains blog posts and news.

The "Contact us" page provides visitors with direct information about an employee. According to the study of Canavor (2016, 259), a potential customer can find a phone number, name, email and even LinkedIn account of each of the representatives in the

specified field. In the placed form block, a visitor can write problems, copy the information of the particular person and click on the button for sending.

Summarizing the description above, the new website offered more content for customers than previous one. The approach has a profound influence on search engines and ranking position. As it can be declared, every piece of content that is created by Oplatek occupies a place on the website, namely specifications in downloads, videos or case studies. It means that the company is accessible and truthful to its customers, providing all steps in details. (Jefferson & Tanton 2013, 108).

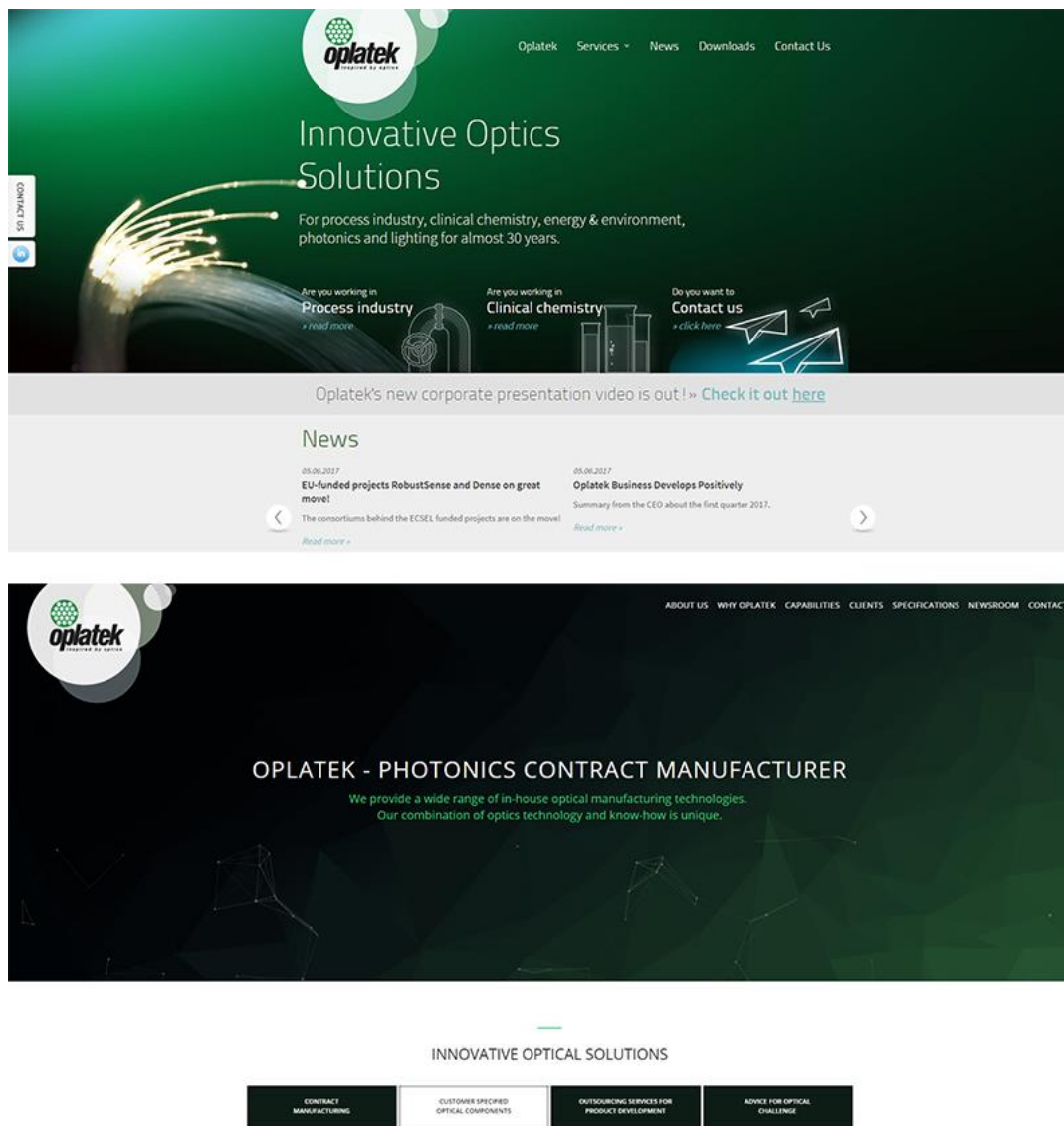


Image 9. Comparison of the outdated and new website (Oplatek 2017)

5.3.2 WEB Design Development

When a prospect uses the company's website for the first time, the primary items are design and layout that a visitor will evaluate. The situation is familiar with reading a book when the individual analyzes the appearance, whether with a minor font or with long letters. The proper layout should correspond to such measures as precise navigation, white spacing, the intelligibility of principle and full valuable content (Jefferson & Tanton 2013, 118-119).

The brand identity of Oplatek characterizes the majority of factors for implementation. According to brand personality scale, Oplatek is reliable and intelligent. Firstly, it strictly presents the owner of the website, the logo on the top and in the footer. A potential customer can obtain data about the company and several main employees of the firm with its mobile phone, email and LinkedIn account. Oplatek provides a section with trusted partners, meaning that a potential customer can contact these companies. History, founders and years of expertise are described on the website. Ikonium modal facilitated to signify the color palette. Brand archetypes classified Oplatek as hero, everyman, creator, and sage. Under the meaning of "sage", the website reflected dark colors with the specialized materials that represent Oplatek as a teacher for visitors. The website establishes moving particles on the homepage, describes skills and innovative ideas in case studies and detects its values. These elements represent the feature as "creator".

Regarding text, the typography is "Poppins". The font is the only one that is used on the whole website. The use of more than two various fonts can frighten, confuse a reader and cause a misunderstanding that is suggested by Canavor (2016, 262). The size of the text depends on hierarchy position, namely whether it is heading or subheading. Heading one is more extensive than following ones. In addition, the density of text is 500-medium, it is a moderate font. For instance, subheadings are written in the intensity of 400-normal size. The colors of the text and overall design depends on logotype. As it was measured and can be perceived in Image 10, the main colors are green and black. However, the website has the optimized contrast of these tints. The typography is represented in black, green and white, relying on the background color.

At any time, a visitor can fill in its data into specified blocks for subscribing to the newsletter or downloading a brochure of the company. These giveaways comprise the beneficial material for the customer and at the same time enlarge the base of leads for the company. In addition, for comfortable and rapid communication, a visitor can notice a container with blocks for sending a message on the page "Contact us".

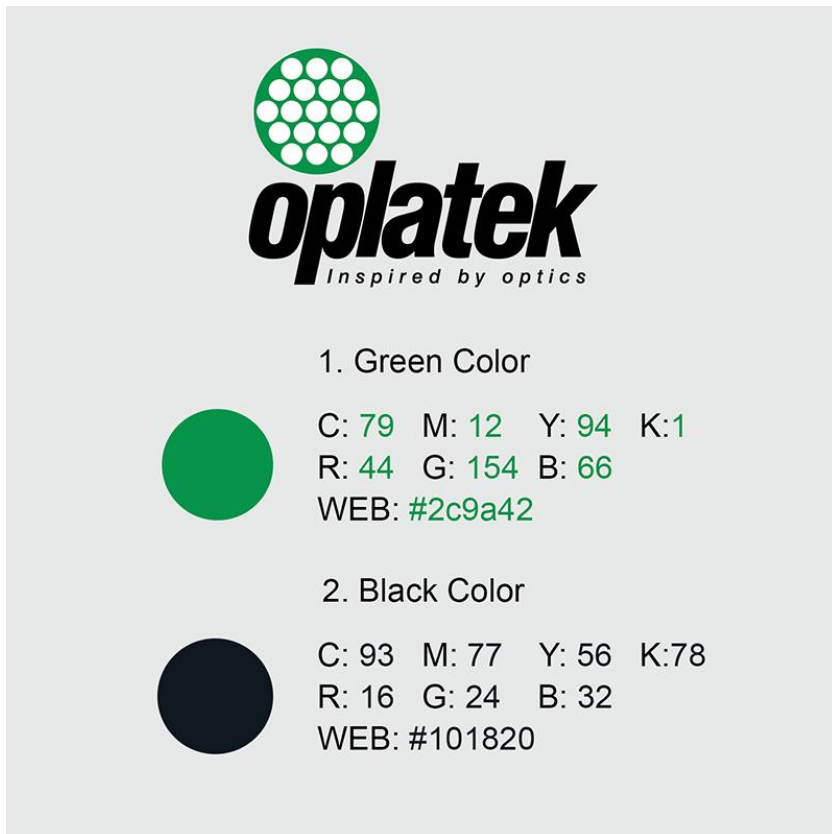


Image 10. The colour palette of Oplatek

5.3.3 Content

Content marketing is a strategic marketing tool for attracting or retaining the audience and pushing profitable customer actions by producing valuable, applicable and reliable content (Content Marketing Institute 2017). Customer's attention depends on creative methods of a marketing campaign, how the content is presented from the first glance to hold a visitor's interest to read a post. However, the author wants to underline that content should be connected with attractive visual scenarios as the most successful way (Daly, 2016). According to the research on Figure 9, sixty-two percent of B2B marketers in North America rated their approach to content marketing as much more successful than the previous year (Pulizzi, 2016).

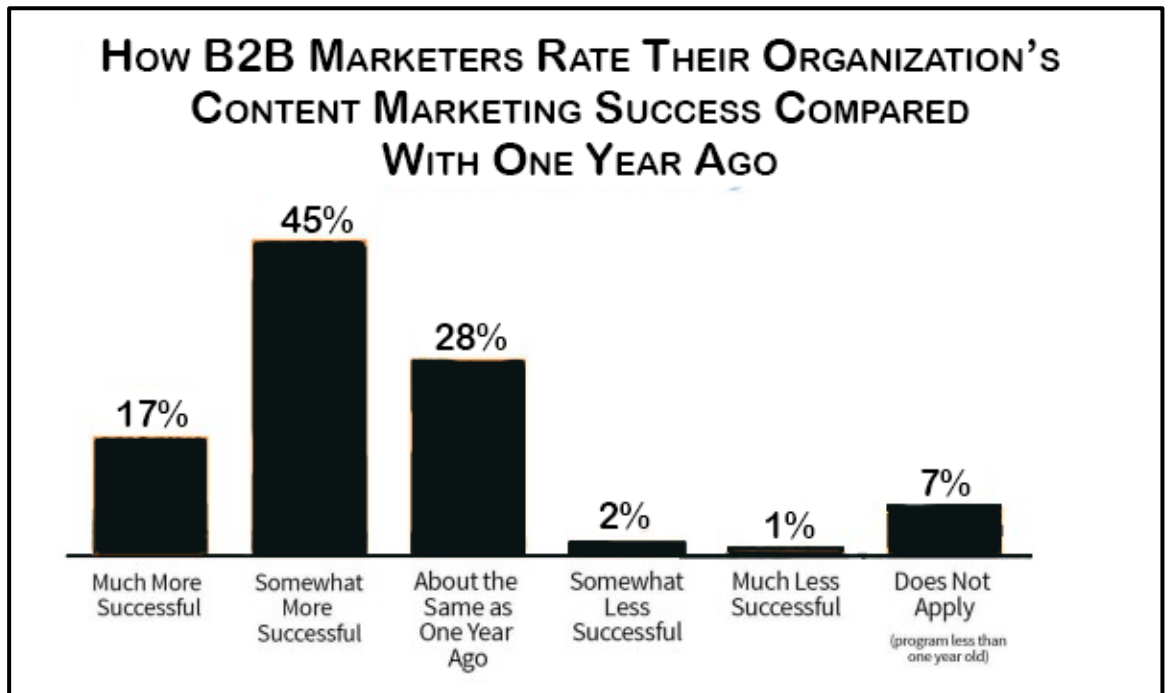


Figure 9. How B2B Marketers Rate Their Organization's Content Marketing Success Compared With One Year Ago (Pulizzi, 2016)

The content management system of a website is significant as a marketer is writing data for two readers: an individual and a robot audience (Canavor 2016, 260). While the text is breathtaking for visitors with numerous keywords, web crawling spiders can consider it as an attempt of a prompt high-ranking position that will be penalised. The website of Oplatek contains formal language as the communication channel is B2B. Content for the website should be conventional and uncomplicated for reading (Canavor 2016, 254-255). Several significant stages are considered in the study.

Being brief in sentences is the factor that brings the attention of valuable investment of time for reading sentences. The website uses simple words, except technical specifications. The overall structure of sentences is concise and easy for the explanation. As for paragraphs, the majority includes a strict couple of sentences, depending on the topic. The problem may occur concerning scrolling. However, the main data is in the primary sections.

Every website is aimed at being useful and profitable. Therefore, keeping smile and friendly atmosphere through tone of communication with a visitor is obligatory. Producing the content, a designer should look through the eyes of a prospect, where will a customer start the journey and how long will it take to get to the point. Several sections of the website provide open questions or phrases for downsizing concentration of material.

Managing time-consuming sentences into action verbs and strict facts is required, it is an action that customers are searching. Creating an impressive description for attracting a visitor to call or send a message will disturb action. In case of decreasing the number of adjectives and adverbs by substituting to nouns and adverbs, it will stimulate more attention for engagement into a discussion (Canavor 2016, 255-256). As an example, one of the phrases presented on Image 11.

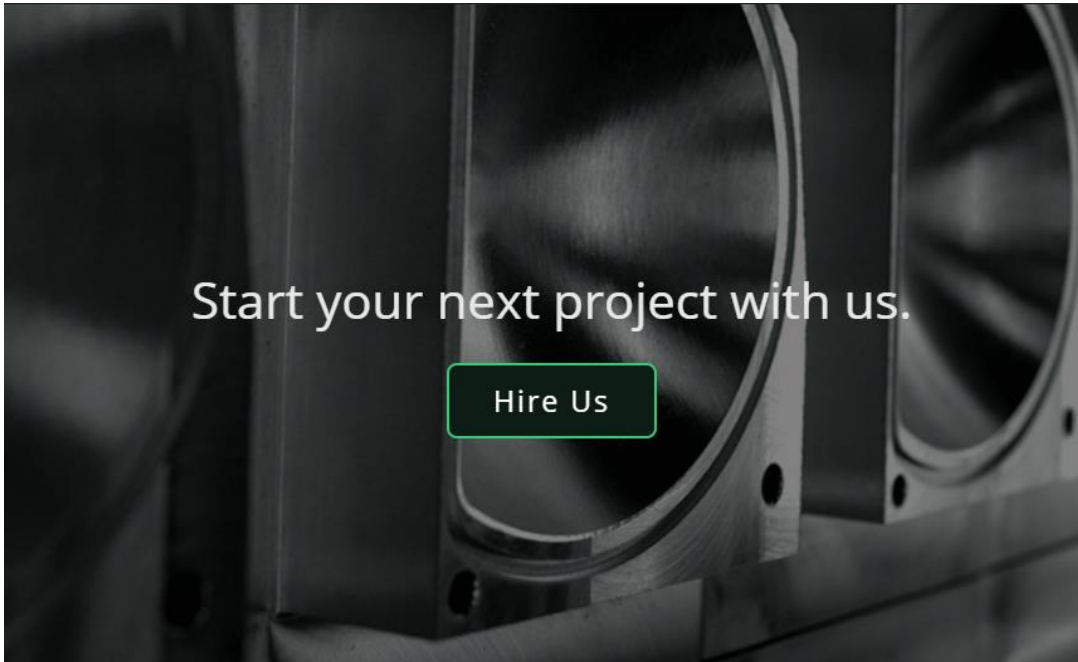


Image 11. Section of the website (Oplatek 2017)

5.3.4 User Interface

Success and failures of various companies exist regarding strategies in engagement and converting visitors into leads. Companies seek help because clients need proper user experience on its websites. User interface impacts the ranking position of the company and acquiring a potential customer. According to Ryan (2017, 368-370), user experience is how to understand person's behavior, delighting or empowering visitor's path by interactive systems with the goal to make enthusiastic feelings and convert visitors into customers.

For raising the usability of B2B website, the company should express its presence and adapt its content to domestic and international customers (Laubheimer, 2016). First of all, visitors should easily find information on the location of the company. As for the website of Oplatek, visitors can easily find the place, address and phone number on any page as the information provided in Footer section (Image 12). In the sectors like case studies, facts and partners, website visitors can get the impression that Oplatek understands the

needs of local businesses and have gained an enormous expertise in the field. The target is to provide user-friendly paths for visitors, with explicit content, and without intrusive design. Usability covers various factors, from website speed to navigation convenience and search availability. The website of Oplatek provides comfortable paths with many navigation options. Thus, a visitor can easily find the necessary documents on the website without spending much of the time.

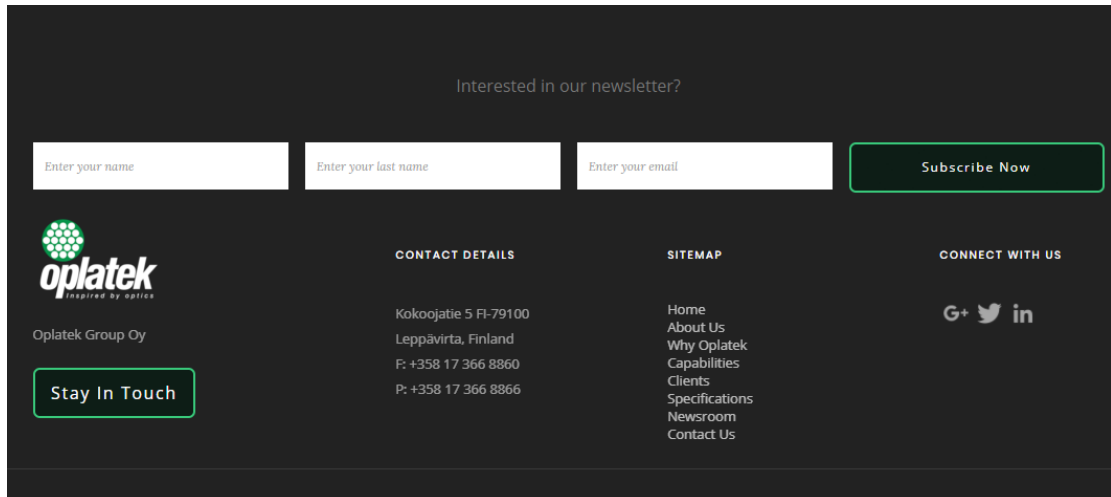


Image 12. The footer of the website (Oplatek 2017)

Scrolling the website of Oplatek, customers can easily find its way to follow with numerous call-to-action buttons on every page. Each section of the menu provides a word that describes the content. The naming of buttons is an essential aspect. By clicking on call-to-action buttons, a customer can predict the information there. In case of precarious information, a visitor will finish the session rapidly on the website. Arranging text without images can make a visitor bored. Subsequently, Oplatek's website provides several images of expertise areas or one of the products.

According to studies of Hicks (2017), one of the strategies of Inbound marketing is creating a landing page and thankful page afterward. The discussed system is in use for Oplatek website, but with some corrections. The benefit of this step is converting visitors into leads, as a potential customer encloses its personal information with name and email. Hicks (2017) in HubSpot Academy states that after a call-to-action engagement, customers should be navigated to a landing page. The experimental data are slightly controversial because HubSpot is an American company and Oplatek is the Finnish firm that leads to cultural behaviors.

It is a well-known fact about the activity of this enterprise and how HubSpot succeed with its theories. Questions have been raised about actions of Finnish people, whether visitors

will use the button to download the file, inserting its personal information or the availability of only one option can be a trigger of closing the website and losing a customer. Regarding Figure 10, level of uncertainty avoidance of Finnish individuals is higher than American. The presented dimension means that Finnish customers have the upper concentration of avoiding the uncertain situation (Hofstede Insights, 2017). Avoiding the risk of losing a customer, the solution was to insert two buttons for creating options for a visitor. Either a visitor can download a brochure or navigate to contact page and directly contact an employee responsible for a particular field.

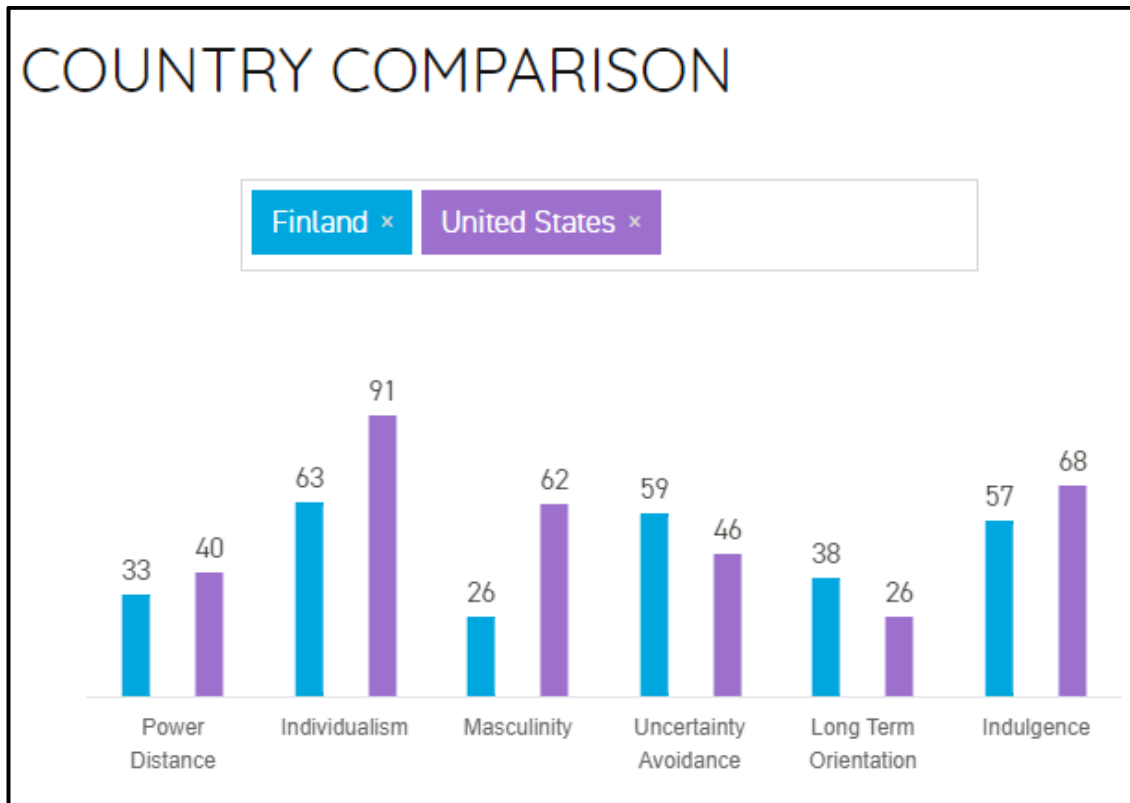


Figure 10. Country comparison (Hofstede Insights 2017)

5.3.5 Search Optimization

Search Engine Optimization (SEO) is an advancement in top positions of search systems. In other words, the optimized website locates near the first positions when a person is looking for product or service (Canavor 2016, 265). On the one hand, SEO impacts on the reliability of customers to the website, because the position of the website can illustrate the status of the company overall. In addition, if the company is optimized correctly, it will generate high conversion rate of clients. On the other hand, if a firm needs to penetrate high ranking positions, the company should conduct changes of several features forcibly, and it is a long-term process. Penetrating SEO, the website will need to change the already customized text or the position of elements.

5.3.5.1 *Meta tags and meta description*

Meta-tags are invisible on the webpage; it is information that is provided for web crawling about exact page and what it contains (Ryan 2017,80-81). Description, title, keywords refer to meta-tags. In meta-title should present the most valuable keywords that diverse from competitors and the limitation of it is 70 characters in Google. Another essential factor is providing meta description that is a brief explanation of the page content. The maximum length is 160 characters. If the company generates more characters than the limitations, it will confuse web crawls with Google and visitors will misunderstand what company is discussing as clients are unable to observe the end of the text. The accuracy of filling these two tags depends on the ranking of the page in the search engines and whether the user will proceed to website or not.

Regarding Oplatek website, the page that refers to one of the industries operating provides the meta-tags, presented on Image 11. As it can be detected, the meta description arranges a finish sentence with indispensable keywords, and the first words of meta-title are the most significant like a hierarchy. The mistake appears in this line when using the brand name first and then keywords. In this case, if a client starts searching for optical components, Google will distinguish primary the brand name "Oplatek". At the same time thousands of pages, where meta title holds "optical components" in the first place. Competitors can occupy the optimized website.

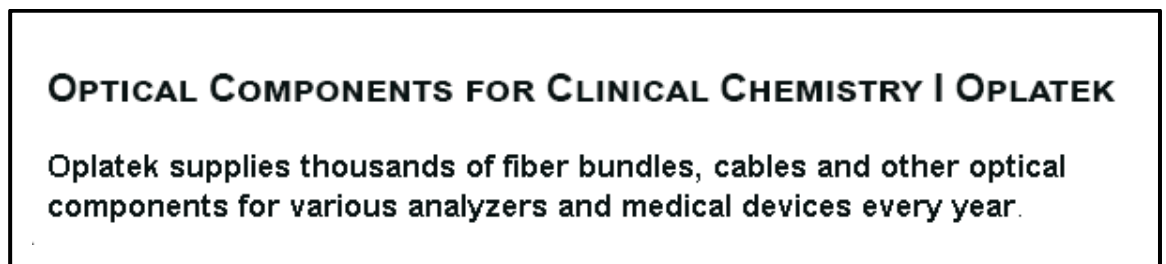


Image 11. Title and description (Oplatek 2017)

5.3.5.2 *Internal and external links*

Some marketers believe that use of internal links nowadays is unbeneficial for maintaining an external one. External links lead to another website and scarcely belong to the domain of the keeper. Internal links position on the company's domain and connect pages (Ryan 2017,86-87). Using internal links will assist to provide comfort to visitors in the search for additional information on the website. The debate about providing external links exists, as a visitor can leave the website of the company to another priority. However, if the link of

Oplatek presents on trusted and authoritative website, it will bring more credibility than several middle-ranked websites. The time of external link and the “age” of the website, which provides the link is essential as Google understands the trustfulness for this source. Figure 13 presents the number of external links per page of Oplatek. The result can seem to access a substantial score; therefore, the analytics should be observed for preventing loss of clients.

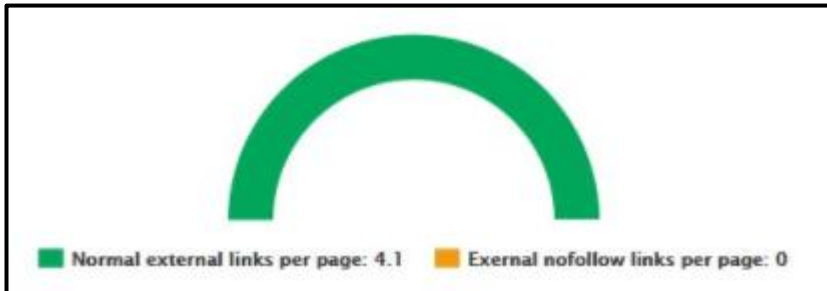


Figure 13. External links per page of Oplatek (SEOprofiler 2017)

5.3.5.3 Keywords

The limitation for the keywords is incommensurate, but the comfortable reading should be presented. When assigning keywords, the company needs to be discriminatory. B2B searches are seeking for proficient results, meaning that the content of the page and the appointed keywords should be matched (Gillin & Schwartzman 2011, 90-91). Two conditions of distinct types of keywords are distinguished: generic, broad match and long-tail keywords (Poulos, 2015). It depends on the frequency of occurrence. An enormous number of analytical websites can measure the keywords and deliver the number popularity. The inaccuracy of high-ranking keywords can guide to devastating results because places are already occupied by companies who present more authority of being online. It is necessary to struggle with average and low-level requests of a competition. As soon as the website will appear on top of the search list, the company can start to compete with more ranked words. Keywords represent like hashtags in Twitter, a company places several keywords on its website and Google or Bing crawling machines adds this website to its lists of possible solutions of searcher’s questions.

Figure 14 shows the analytics of Google AdWords for several eventual keywords. According to the statistics in Figure 14, the new website of Oplatek can fight for such keywords as fiber wavelength, application of fiber optics, vacuum evaporation, fiber optic connector or even fiber laser. However, photonics and fibre optics as a keyword obtain an excessive ranking position. The dilemma in trying to be reflected rapidly in the search

engine on the first page, using the most popular keywords or keep patient by choosing less widespread words. It can turn out that pushing numerous high-ranking keywords will lead to punishment from the search engine, namely be labelled as spam (Cocoran 2007, 22-23). Another rationale way of highlighting the necessity of specific words is arranging a bold or italic text, filling URL (uniform resource locator) with keywords or as an alt-text for images.

Keyword	Search popularity ?	
photonics	22200	×
fibre optics	165000	×
contract manufacturer	2900	×
fiber wavelength	170	×
application of fiber optics	4400	×
optical sensor	8100	×
vacuum evaporation	1600	×
fiber optic connectors	8100	×
fiber laser	14800	×

Enter more keywords separated by commas Add

Figure 14. Keywords for Oplatek (Google AdWords 2017)

5.3.5.4 Sitemap

An organization can select the web pages that need to be indexing and ones that inappropriate. For being optimized and provide instructions for search systems, the website needs to specify a sitemap. In fact, two kinds of sitemaps exist.

The website of Oplatek arranges a sitemap of pages in the Footer for adjusting the relevant data without scrolling on the top and XML sitemap that is modified for search engines. Every system has the requirements for sitemaps, that is why a proper research for Bing or Google should be analysed. As for non-technical sitemap, the research needs to observe the issues of the target audience, identify the best navigation structure and to examine the next level direction (Kolowich, 2015). Following the fundamentals of Oplatek's updated design, the site map was analyzed according to segmentation of

visitors. The navigation is created regarding specific dedicated paths and the approach of prolonging the customer journey for exploring more pages subsequently.

One of the cornerstones of SEO is XML (extensible markup language) sitemap. Evaluating the optimization of a website, the representative of a company can notice a drawback of the non-existence of the particular file in format .xml, which need to be inserted on the website for transmitting data to search engines (Ryan 2017, 88). The XML sitemap is a brochure that the company presented to its clients. In this case, the client is Google that heard about company's activity, but it is sophisticated to put the priorities of capabilities without a file. The folder consists of URL addresses of the website and estimated priority for each of the page. On the Image 12, the part of URL addresses of Oplatek is assessed, this document should be posted on Webmaster tools for being appraised by the search engine.

In occasion of the inability of the platform to generate an extra sitemap, the owner of the website should update a sitemap independently every time when new modifications are placed. Unfortunately, without updating the sitemap, a search engine will retain challenges to scrutinize an original information. To that end, the content that was prepared during an extending period with all essential keywords can be stolen by competitors. As soon as XML sitemap in use by the search engine, a duplicated content will be considered as a second-rate material.

```
<url>
  <loc>http://www.oplatek.com/en/oplatek/</loc>
</url>
<url>
  <loc>http://www.oplatek.com/en/services/</loc>
</url>
<url>
  <loc>http://www.oplatek.com/en/services/process_industry/</loc>
</url>
<url>
  <loc>http://www.oplatek.com/en/services/clinical_chemistry/</loc>
</url>
<url>
  <loc>http://www.oplatek.com/en/services/energy_environment/</loc>
</url>
<url>
  <loc>http://www.oplatek.com/en/services/photonics/</loc>
</url>
<url>
  <loc>http://www.oplatek.com/en/services/lighting/</loc>
```

Image 12. XML sitemap (Oplatek 2017)

5.3.5.5 Mobile version

The research of Google has indicated that 82 percent of smartphone users address their phones to impact a purchase decision while in a store (Ryan 2017, 104). From a format perspective, there four types of how the website will appear to a customer. Desktop, tablet, mobile landscape and mobile portrait are styles that impact on a customer visibility. The process is time-consuming as the company is unable to predict what form will be used by a customer and needs to produce website four times for each of the styles. According to Figure 15, most customers utilize the website of Oplatek on a desktop. The desktop usage in five times greater than the mobile version. Along with practically one-fifth of mobile users, the availability of responsive mobile version is an obligatory step for engaging a customer.

Nonetheless, the paucity number of websites today is offering an attractive mobile version, and the influence of this factor is enormous, as SEO analyses this version. At the same time, if a visitor clicks on the website and the version express awful structure, a potential customer will close the link and SEO will evaluate a short-term journey for reducing a position of the website in search engine. Organizing a responsive mobile version, the customer will obtain comfortable menu, convenient usage of compressed data and the rapid speed. In this type of version, the managing of screen sizes is vital, as iPhone and Samsung have diversified screen sizes.

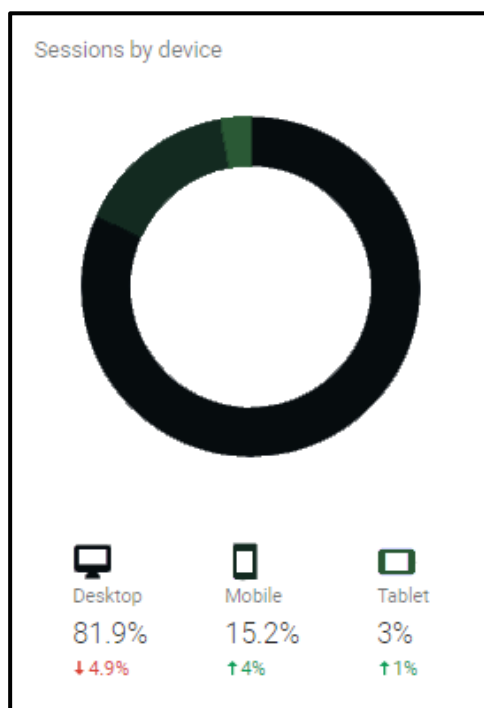


Figure 15. Sessions by device of Oplatek's website in the period of 90 days (Google Analytics 2017)

5.3.5.6 Images

Assigning images online in a proper way, the website or another platform can induce desirable emotions from a visitor and successively improve the positioning of the brand (Cocoran 2007, 52-53). The role of images online is the creative background for amusing a prospect, the tool that holds pressure on SEO and overall performance of the website. A substantial number of companies aims at inspiring a potential customer with an imaginative concentration of graphic design. Nevertheless, the target audience may proceed reluctantly on the website if the platform is downloading during the prolonged time. Pulling of the massive amount of background videos and pictures can lead to vexing effect.

First and foremost, the valuable images are those that relate to the content and owned by the company. From the point of stock photos, it is acceptable, but the category is undesirable for executing. Apparently, the size and resolution of stock images are tremendous, but a visitor can notice them in other websites, and the feeling of this situation is discouraging. The updated website of Oplatek offers several stock images that legitimate for an open license, and the reason of using pictures is an inability of producing them. In addition, the images are prepared especially for web use, meaning that pictures contain the specific weight for web posting and quick loading of pages.

Secondly, the appearance of images should illustrate a high-resolution quality. Indistinct outdated photos can express deficiency of development and innovative ideas. Obscure images that possess disproportionate structure on the website pressure on a visitor's view and stimulate to finish the session. One of the irritated items is ignorance of file categories. For instance, the modern method is implementing graphic PNG (Portable Network Graphics) elements that have a transparent background, but companies who are insufficient on usability, pushing JPEG (Joint Photographic Experts Group) picture that mismatches to smooth perception.

Size, resolution, stock or web design are essential as realizing alt-text for every image. Alt-text is a brief description of the picture. No one can detect the covered text behind images. Assigning the name of the image, these keywords will facilitate the visibility of pictures in search rankings. The alt-text should be applied in accordance with a relevant content and concise. If a website pushes all the keywords in alt-text, it will behold as a spam. One of the alt-text that refers to the image of Oplatek contains the title "Optical fibers for Medical and Process Technology Sensing". The picture and context refer to the stated naming entirely.

6 DIGITAL MARKETING

6.1 Digital Marketing Overview

Digital marketing is an integrated approach to the promotion of goods and services of the company in the online environment using various electronic means of communication. Comparing a digital with traditional marketing, it can be considered that digital marketing can analyze campaigns and the activity of methods in real time. (SAS Institute 2017). The discussed type of marketing measures the behavior of potential customers for underlining the means of communication that the company should use. Currently, an enormous number of digital communication tools exists. For instance, contextual or banner advertising, targeting, email newsletters, pop-up windows and etc.

Prior to implementing a new digital strategy for Oplatek Group Oy, the former channels of communication were investigated. The list was narrow as the company applied only email newsletters and LinkedIn engagement. The strategy is applied in a pragmatic way as the LinkedIn platform is widespread among B2B companies and email newsletters are also in need. However, the effectiveness of these means of interactions is implemented in a superficial manner. Digital marketing is an up-to-date moment. If the company unfollows the trend, it will be sophisticated to gain momentum in future as this process requests time and patience.

Today the process of describing a product for the customer acquires extensive time for managing. The company should communicate with the audience. Preparing email newsletters or managing LinkedIn can be deficient for fulfilling the fresh base of leads. The company needs a synthesis of platforms.

6.2 Communication Tools

The focus of B2B marketing should be aimed at benefit than experience as the relationships in this sphere are based on fitting customer objective and creating of value that will encourage customer (Gillin & Schwartzman 2011, 6-7). Building digital communication tools is a resource-intensive process for a business-to-business company as the conversion and methods diversify from the business-to-customer sphere.

Oplatek has already gained experience in some of the digital platforms. Notwithstanding that B2B scope of business deviates from numerous techniques of attracting clients as

B2C companies. B2B relationships are established on trustful data and buying decisions attain special character.

Apart from email newsletter and LinkedIn account, Oplatek should analyze and focus on social media platforms such as Twitter or Google plus. In addition, contextual advertising along with retargeting are core aspects. The way of interaction is pricey in contrast with implementing of social accounts, but it is valuable with a correct usage of Google AdWords.

6.3 Social Media Marketing

Ogilvy stated that to encourage customer for purchasing a product or service, a company should be on the same page with a client, using the same language that they use daily (Villafañe, 2017). The point of Ogilvy is significantly relating to digital marketing communication. Without using the language of company's clients, there will be a decrease of engagement, leading to breaking the path of converting visitors into leads. Apart from that, a revolution in the online world exists, but primary interaction tool remains the same, as writing skills stay being the most significant element (Canavor 2016, 272-273). Currently, four digital marketing channels exist such as display advertising, e-mail Marketing, Social Media and Affiliate Marketing. The evaluation of Oplatek Group Oy is prepared according to only two of these channels, namely social media and e-mail marketing.

In the innovative digital era, social media is the element that a company may integrate, but it is a platform that businesses obliged to create. The competition started between corporations, which creates more posts per day or find a new way of attracting a potential buyer. Many platforms are already created for achieving the targets. However, every year new applications are customized with more updated analytics or engagement rankings. Analytical researches are offered concerning best platforms for business-to-customer or business-to-business companies. Social media products are distinguished because it can assist companies to find new leads in the place where the target audience appears and elicit the appropriate platform for engaging visitors.

An initial objective of the thesis was to produce a social media for Oplatek Group Oy that would be beneficial. The aim of this study was previously reviewed on the comparison with Fisher Tank Company. Before executing a social media strategy, Oplatek has already encompassed its audience on LinkedIn, but the content was implemented imprecisely. The lack of social media engagement was essential.

Over the last years, potential customers were acquainted with an enormous number of social networks such as Facebook, Twitter, Instagram, etc. Currently, practically everyone realizes what the platform is about and which one assists customers to find a solution for its problems. Analysing platforms in terms of Oplatek's field of business, it was determined to choose the Twitter and Google plus aside from LinkedIn. In addition, competitors of Oplatek settled an exalted performance on the selected accounts. The point of view is sustained by Sobal (2015) who stated that the leader of B2B social media communication is LinkedIn that signified 94% of B2B marketers and the second place is associated with the Twitter account.

Thus, whether social media can improve company's strategic goals or be independent of time, money and effort that is allocated to conducting useful content. The case is two-fold. On the one hand, a possibility to enlarge analytics exists, namely Google, and Twitter Analytics. The method assists to prepare a targeted advertising, but in case of Oplatek advertising was unexploited. The audience of both platforms is increasing gradually, giving an opportunity to be noticed by a potential buyer. On the other hand, social media is established to entertain customers and accomplish comfortable circumstances. As consequence, this step shows the problematic of creating unlaboured content for the industrial company and unchallenging for reading.

6.3.1 LinkedIn

LinkedIn is exactly for business communication with 81 percent of approval by B2B marketers, according to B-to-B magazine/ANA research (Gillin & Schwartzman 2011, 106-107). The platform achieves the enormous effect of converting leads and possesses professional business, producing applicable content for potential clients.

According to the profile of Oplatek Group Oy, it operates on a stable level without losing its followers, providing the content that can interest customers. A range of metrics should be highlighted in online digital presence of this profile. Followers count 104 and the analytics show that the majority of visitors are SME companies (Figure 16). Impressions of posts on LinkedIn reach a respectable level. Examining Figure 17, impressions comprise around 860, the engagement rate is 2.44%, social actions achieve a score of 12 and clicks rate is 9.



Figure 16. Oplatek analytics for 12 months (LinkedIn 2017)

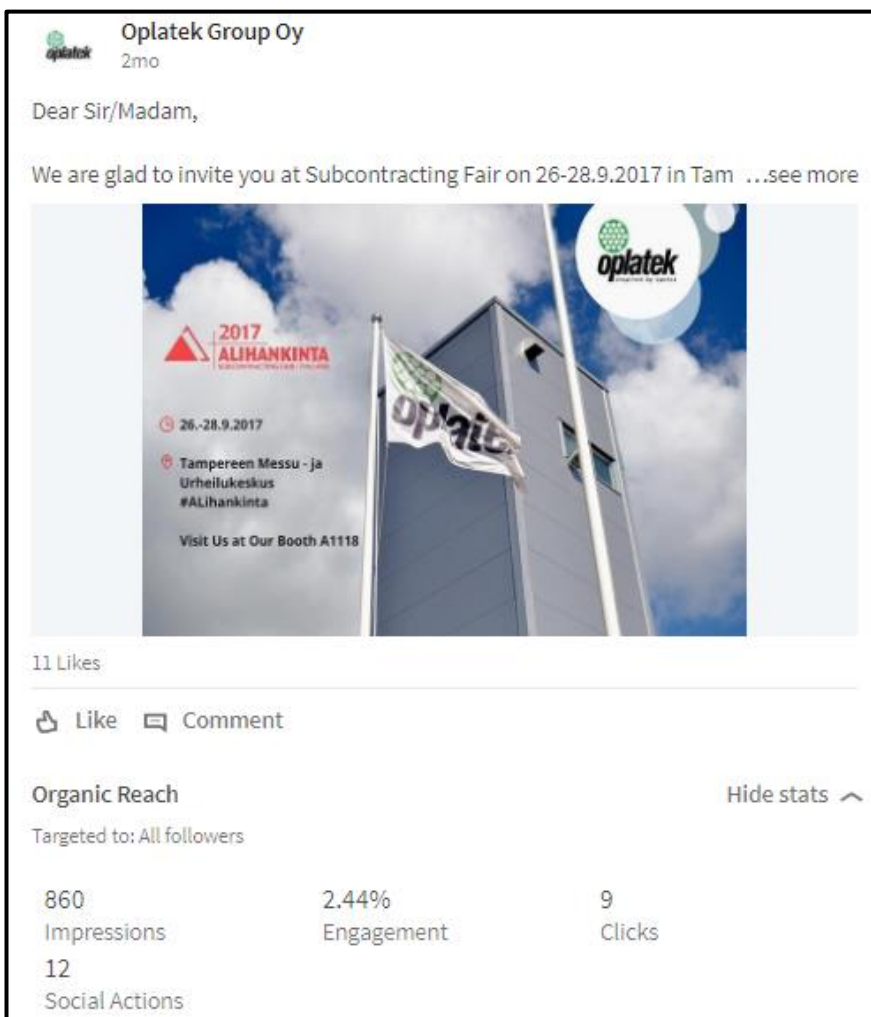


Figure 17. Oplatek analytics (LinkedIn 2017)

The LinkedIn account is the most relevant type of social media for the B-to-B scope. Companies can leverage this system. For example, identify negative comments, the construction of a communication strategy with followers, supporting discussions and identify the information about competitors. Summarizing data of Oplatek, it can be admitted that the company performs precisely, fulfilling the interest of followers and engaging audience. However, the content is incompletely described with topics from employees of the company or attention-grabbing Optics discussions to increase engagement in comments. The goal of a business-to-business company on the platform is interaction with the audience and be acknowledged by the target audience.

6.3.2 Twitter

Twitter is a platform for transmitting daily small exciting posts as “microblogs” to anyone in the world with a limitation of 140 or fewer characters (Gil, 2017). The platform is used by 70 percent of B2B marketers and reached 100-million-member mark in 2010 (Gillin & Schwartzman 2011, 108-109). Users, having the account on Twitter can execute multiple actions such as tweet, follow, retweet and many other.

Oplatek Group Oy initiated its account on Twitter. One of the analytics is displayed in Figure 18. Regarding tweet impressions that count 5,252, it forms the point that Twitter account functions better than LinkedIn account. However, the number of posts per months is diversified. During the one month, the company gained 15 new followers, 327 visits, and four mentions. The percentage of growth on the Twitter account is around 18.3 percent. The growth rate was revealed by dividing new customers to the old ones and multiplied by 100. Regarding content, the company provides the audience with useful physics topics that are relating to the field of Oplatek’s business, possibilities of getting innovation vouchers and opportunities to meet on the specified exhibitions. In addition, when one of the accounts are mentioning the company, Oplatek retweets the message and supports with “likes”.

One of the main items that were investigated is the correlation of posts with a picture and without (Figure 19). The interest in the topic with associated picture was higher than only text. It is worth to mention that nowadays to interact a visitor, the most effective way can be a video. Therefore, the video of company’s capabilities in pinned on the top of all tweets to demonstrate what Oplatek is about. Time is another factor that should pay attention to.

The common goal was to create posts in the morning, because analytics showed a decrease in the afternoon during the workday. In addition, the account of Oplatek used

hashtags that were related to the post and at the same time to the activity of the company. For instance, optics, Optomechanics, photonics, optical sensors and specified place of the exhibition to attract mentioned official account and be retweeted. This step is delicate, because companies aim at embracing numerous topics and manage several hashtags.

Thus, Twitter is a platform for implementing beneficial strategies for B2B companies. In case of Oplatek Group Oy, the account represents metrics with enhancing phases for developing the brand image and brand awareness. While the company profile started its social media responsiveness, competitors of Oplatek already counted thousands of followers and engagement views. Despite its stable positioning in twitter, the company should find and contribute new ways of engagement visitors. The significance of Twitter is that companies can learn the opinion of consumers through comments or posts, manage analysis of customer activity or changes in keynotes and identify risks that associated with reputation.

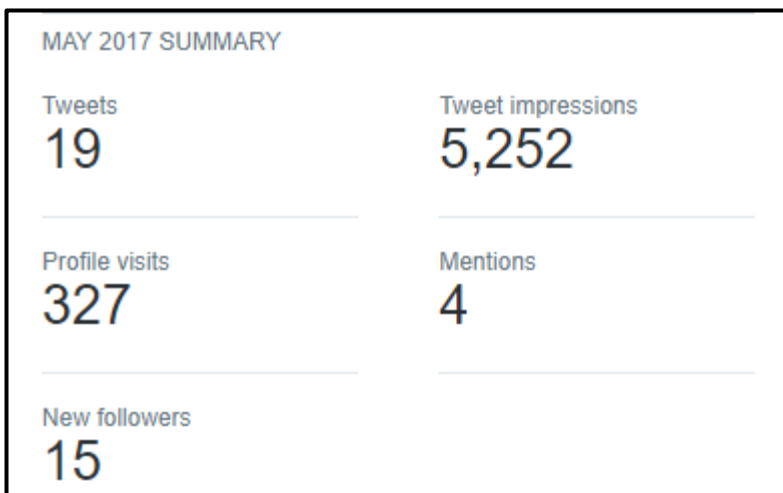


Figure 18. Publication statistics Oplatek (Twitter Analytics 2017)

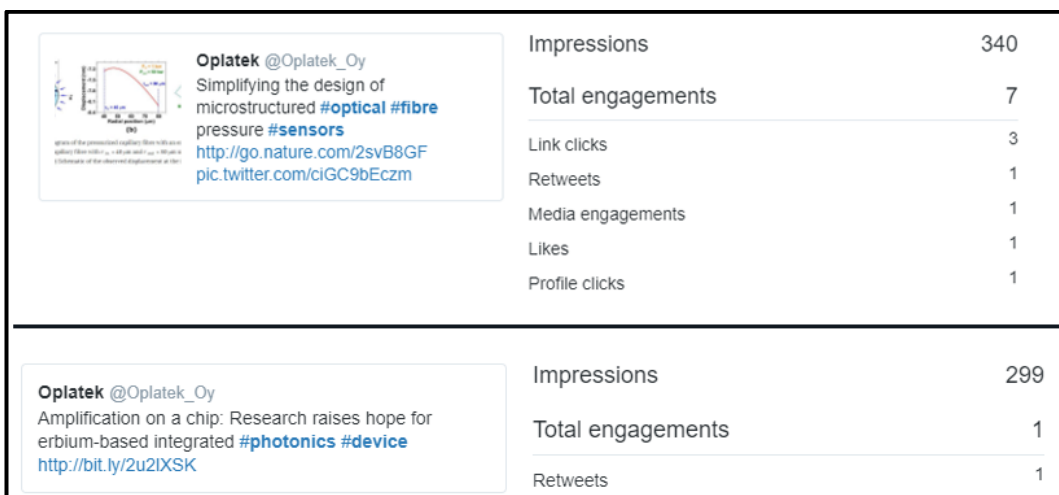
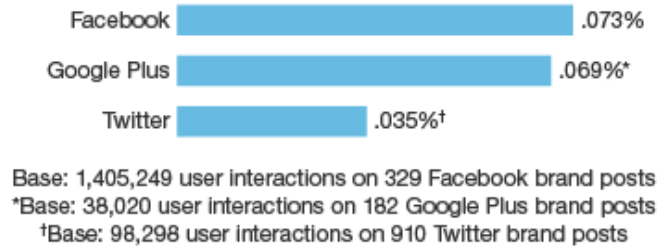


Figure 19. Publications of Oplatek (Twitter Analytics 2017)

6.3.3 Google plus

Google Plus is social networking platform of Google. The Forrester Research Inc stated that Google Plus maintain the rate of engagement per follower (Elliott, 2014). According to the Figure 20, the dissimilarity between 3 main platforms is indicated.

User interactions with brands' posts as a percentage of brands' fans or followers



Source: Q1 2014 US Top 50 Brands Social WebTrack

113003

Source: Forrester Research, Inc.

Figure 20. User Interactions with brand's posts as a percentage of brand's fans or followers (Elliott, 2014)

Every social media platform has its unique features, and Google Plus forms its characteristics too. The website is considered inimical as Instagram or Facebook, but any individual can accustom to the structure and boost the ranking levels of its business. During the adaptation to Google Plus, a user will discover three key bases such as user profile, a page with a plus and community. From creating personal or brand account to the place where the participants of the assigned circle publish its posts.

In the case of Oplatek, the company managing posts with the same content as for Twitter. However, the meaning of Google Plus is even more sufficient than Twitter. Oplatek posts the resources that any other social media is incompetent to provide. The source is datasheets with specifications for potential customers. This information can be straightforwardly found on the website. The repeating material may organize unsatisfied marketing effect on the engagement or other metrics. The point of this step is to raise the condition of useful datasheets in search engines. Google Plus generates company's data materials more visible for the Google search than the website. In addition, the standard steps as specified headings, time management of posts, opening the comments and creation of awesome circles for communications are essential as in any other platform.

Google Plus is profitable lead generation system. If a B2B company excludes the platform from its marketing strategy, it will mean that a company is already losing customers

towards to competitors. Finding communities with possible target groups, questioning the opinion of potential clients in circles, inviting for subscription and creating a valuable content are the most effective ways of converting visitors into leads.

6.4 Email Marketing

An email newsletter is an effective tool in communication with clients by creating small publications. The purpose of the newsletter can vary, depending on the field of business; from seasonal discounts of Hennes & Mauritz to an invitation for the exhibition of the industrial company. As any marketing tool, the email newsletter has its advantages and disadvantages.

As a sales-driving tool, email newsletters encompass KPIs (Key Performance Indicator). In the analytics of the success or failure of emails, the marketer needs a percentage of how many unique times the email was opened. As for Oplatek, only 26.8% of the customers read one of the latest email newsletters. The drawback can be measured in distinguished metrics.

The open rate is the incorrect indicator for estimating the fact that a client opened the email and read it. The meaning of open rate is that the mailbox of the indicated client got the email. However, it does not mean that the email was opened.

Another situation could happen that the lead list was unpatched and email addresses that are located in the file are non-existent. The key performance indicator is the unsubscribed rate. The statistics in Figure 21 presents 10 unsubscribed leads while around half of them sent letters about altering a new job placement.

The third key phase of analysis is the delivery rate. The dimension is presented in bounce rate, indicating the segment of emails that cannot be transferred or reach its audience (1&1 Internet Inc 2017). The newsletter of Oplatek calculated 64 bounced emails that are consisted of 30 soft and 34 hard bounced rates. The soft bounced situation happens when the size of the message is huge, recipient server is offline or its mailbox is occupied. The permanent reasons such as blocking of delivery, non-existence of client's mailbox or domain specify hard-bounced messages (Mail Chimp 2017).

Consequently, the email of Oplatek was refused by 64 subscriber's email servers. The last KPI is click rate that is 3.1 percent. For engaging a client to visit the website, the delivered newsletter can enclose one or several links. The measurement of click rate is

based on the number of times a recipient snapped on one of the links in the message. Therefore, analysis displays unpleasant dimensions that need to be fixed in forthcoming newsletters.

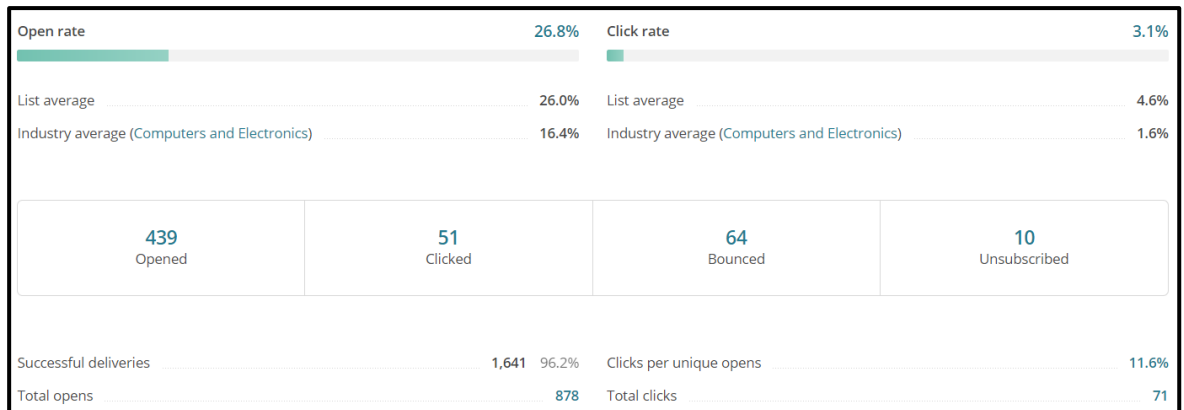


Figure 21. Statistics of newsletter of Oplatek (MailChimp 2017)

Creation of HTML newsletter is the labor-intensive process. The study of Jefferson & Tanton (2013, 90-91) systematically reviews the data for implementation of the email newsletter concerning several phases.

The first one is selecting the appropriate email provider. A vast number of programs are offered for marketers all around the world. For example, Oplatek uses Mail Chimp. The platform has accessible price traffic and advanced functions for creating a newsletter with pictures, texts, and call-to-action buttons. The significant functions are usability and adaptation of HTML code for Outlook. Outlook platform can deteriorate a remarkable email in hundred times. Usability helps a creator of the newsletter to adapt to the page immediately without any obstacles and find a concise way to create an email for delivery. In case of Mail Chimp, a company needs only five steps: recipients, setup, template, design and confirm.

Secondly, underline the strategy of the marketing tool. In B2C sector the most general aim is to attract clients with new discounts that have a limited period for purchasing. In B2B sphere appropriate targets can be the invitation to the coming event or a piece of useful content that can be downloaded as an eBook on the sender's webpage. A company should be aware of occupying the place in spam messages that are unsolicited emails like advertising. In terms of Oplatek, in common emails include invitations to exhibitions.

Thirdly, forming a lead list. Depending on the participants of the list, advantageously is suitable to divide the list into groups to create a targeted implementation. In addition, the distribution should be executed with permission from the receiver.

An email newsletter is a technique that assists a company to declare the activity and benefits for its clients. Numerous methods and types of email newsletters exist. However, identifying the structure of the specified target audience and being beneficial, providing demanded content is a core objective. Proper development of this system will generate effective optimization with a reasonable low price, the realization of a loyalty program and personalization of prospect's demands.

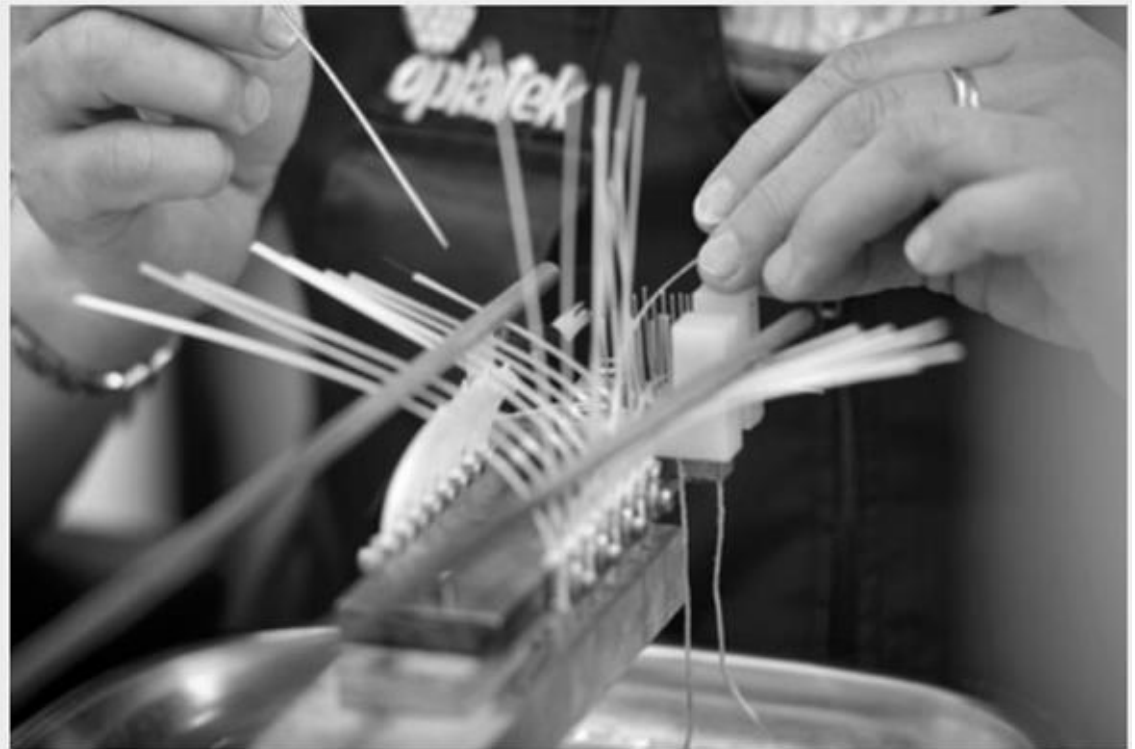
6.5 Digital Marketing Integrations

Currently, digital marketing tools are significant triggers of B2B customers. In addition, attention achieved through organic search. Notwithstanding, the number of accounts influences on SEO ranking, but the target audience is unable to use every of existing platforms in the world. Therefore, the examination of chosen platforms needs to be organized and ensuing analytics be measured.

Operating within the B2B field, Oplatek launched accounts on LinkedIn, Google plus and Twitter. All these platforms are connected to the updated website and communicate with potential customers on its web pages. With the question in mind about the positioning of media buttons on the website, the decision was to allocate links of Oplatek accounts at Footer.

A substantial number of websites places its accounts at the end of a webpage and provides a user-friendly experience for the visitor. Referring to Oplatek, it was assigned to use the same position. Although SEO analyzing platforms apply the Google plus account as the functional and influential detail. The obligation of it is the closest link between Google and Google Plus. An account is incapable of contributing the identical level of trust as it can ensure the production of the similar company. Consequently, Oplatek has its account on Google Plus platform for gaining reliance on the search engine.

When the accounts are submitted on the website, the content is attracting visitors and social media expanding the audience, it can be identified that the SEO is finished. However, one additional point can impact on the usability of the website. Posting or sharing the link with the public in social media, a company can determine that the appearance of a huge URL is unable to entice new clients. The Open Graph Protocol encompasses this challenge. It is a process, that pulls the brief data of a particular shared page with URL address, meta title, description and image on the post (Kolowich, 2014). Updated website of Oplatek solved the problem, on the image 13 the result is presented.



Optical Components for Clinical Chemistry | Oplatek

Oplatek supplies thousands of fiber bundles, cables and other optical components for various analyzers and medical devices every year.

Image 13. Open Graph Protocol (Oplatek 2017)

7 CONCLUSIONS AND DISCUSSIONS

Digital communication is a long-term or short-term informational contact that forms loyalty to a customer. As the meaning of digital marketing was underlined in this thesis, it is sufficient to clarify that the industrial companies comparable to Oplatek need the strategic marketing model online. The primary purpose of the thesis was to define how the company in the business-to-business sphere can benefit from digital marketing.

Regarding market research, the result clearly showed the need for the presence of prospects who are searching for the solutions to their needs that can be provided by Oplatek. The research was specifically designed to evaluate factors related to the way of searching for Oplatek. It substantiated that potential customers randomly or directly seek for Oplatek. The company prepared the digital material to compete in the market because the previous strategy was unsatisfactory for converting them into leads.

7.1 Key findings

The thesis included theoretical and practical knowledge regarding branding identities for digital development. An extensive literature review, theory, research works assisted the author in the development and succeeding with previously defined thesis goals and objectives. By identifying the brand identity of Oplatek, the study acknowledged variables of how and what is significant to inform for public consciousness. The brand identity is introduced by Aaker, Kotler, Kapferer to contribute to the main characteristics for proper measuring of the brand.

The research serves as a base of methods for digital contribution. It reflects the tone of voice in the content, the tactics, type of the brand in terms of personal features and individuality of the company for the audience. The overall target of this step is the need to establish the brand's selling value.

The key findings defined how to penetrate brand identity for proper web development. The research revealed that Oplatek should pay attention to assessing the website, design, content, user interface, search engine optimization, and structure. The thesis described every fragment of website construction in detail and outlined the main actions for strategic customization. The vital criticism regarding HubSpot studies was investigated. The Hofstede analysis exposed the fact of differentiation between nationalities on the inbound strategy and the solution was explained. In addition, the transformations need to be

accomplished quietly, testing one thing at a time and ensuring that consumer acknowledges the brand (Marion 2017).

The research identified how social media of industrial company interacts with platforms. As a B2B industrial sector is a challenging and narrow scope for digitalization, exclusive platforms can be applicable to generation visitors. The findings indicated the significance of Twitter, LinkedIn and Google plus accounts for B2B scope. The research discovered that users request a constant content interaction and solutions for customer's problems. Monitoring e-newsletters as the tool of social communication, it reflected the significance of developing additional strategies and observing the behaviour of the audience.

The analytical procedures and the results obtained emphasise that objectives of the study were accomplished. From the marketing perspective, a customer-centric approach and cognitive content were accomplished for comfortable customer journey. Therefore, digital approach supports the emotions and values of the brand in a single message. In conclusion, the digital marketing strategy was adopted as the essential tool of the industrial company for raising the ROI (Return on Investment), increasing loyalty and improving value of Oplatek.

7.2 Self-development

The profound learning experience was accomplished by the author of the thesis. Before implementing the project and writing thesis, the student encompassed the idea from the courses of branding and digital marketing at university. The research assisted author with obtaining deep material about subject area for implementing it in practice. Investigating the B2B industrial area, the student gained a professional knowledge and met the challenges as B2C business modal is dissimilar. The mechanical B2B business is constantly growing. The theoretical overview and analyzed metrics reflected the studies of digital marketing from various backgrounds. The secondary marketing research improved the abilities of the student in the study area.

The academic research of the thesis assisted the student with study area and knowledge for future employment. The student got the chance to practice various strategies in B2B scope by possessing challenges and assessing digital goals. Prior to managing practical strategies from theoretical, the author participated in branding and e-business researches for domestic companies. Therefore, the skills and obstacles gained at university projects helped to create a strategy for the case company.

7.3 Suggestions

By implementing the website and social media engagement of potential clients, the company can provide a wide range of interaction. In the century when virtual reality is increasing its status, the written content considers being insufficient. The solution to this problem is preparing customer-oriented content for the target audience. The direction of the business is industrial. Consequently, the video marketing can initiate a great value for generating new leads. In the form of an online conference or video discussion of optics challenges, Oplatek will attract more impressions than any written blog post.

Mobile applicability is the tool that indicates whether a potential customer will cognize the content of the company's website or not. Accomplishing a mobile-friendly structure will persuade a visitor about the concern of its journey. The simplicity of data in the mobile format of the website will encourage a customer to use it again.

Google Analytics is the proficient tool for analyzing the website activity. However, various methods of expanding the information about the visitor exist. By penetrating digital programs inside the website, the company can obtain more concentrated data concerning potential clients. The system will assist the marketer to generate the precise data for the sales manager. The CRM (Customer Relationship Management) will be improved and retargeting campaign will develop customer conversion rate. For example, Hotjar, Snooobi or LeadFeeder.

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