Improving online marketing communications for a sharing platform Case: Host My Pet LLC

Milla Vuojolahti

Bachelor’s Thesis
Degree Programme in International Sales and Marketing
2018
Marketing planning to promote a brand, attract new customers and bring value to existing customers is challenging especially for small and new businesses. To make the process more complex, the components of the sharing economy bring more challenge for companies to reach their marketing objectives. This thesis study is aiming to find the most useful marketing models and techniques that will enhance and improve Host My Pet’s brand awareness and customer experience.

The nature of this bachelor thesis is product-oriented as the objective is to point out recommendations for Host My Pet to increase the effectiveness of their marketing communications. The following thesis study was executed during spring 2018 to provide efficient guidelines for the case company to use in their marketing plan in order to reach the company goal in the near future.

The components in the theoretical framework were chosen to support the final product outcome as well as to give valuable information for the author and the commissioner about relevant marketing components. The theory consists of reviewing the sharing economy where the case company operates in and then focusing on general marketing models, techniques and trends.

The author chose to conduct a customer satisfaction survey as an empirical research in order to have customer-based evidence for the improvements. The Webropol online tool was used for collecting the responses and data from the case company’s regular customers. The survey results together with the theoretical framework help conducting an effective product outcome for the commissioner’s urgent needs.

Host My Pet, a sharing platform for pet owners and sitters, was commissioning this thesis. The company’s ability to do marketing towards reaching their company goal was limited, thus the thesis was implemented. By studying the studied marketing components and adopting the recommendations, the commissioner will gain the required abilities in marketing.

**Keywords**
- sharing economy
- digital marketing
- inbound marketing
- social media marketing
- SEO
- brand awareness
- customer experience
Table of contents

1 Introduction ..........................................................................................................................1
  1.1 Background to the study ...............................................................................................1
  1.2 Research objectives.......................................................................................................2
  1.3 Research methods.........................................................................................................3
  1.4 Thesis structure ............................................................................................................3
2 Case company .....................................................................................................................5
3 Sharing economy ................................................................................................................7
  3.1 Sectors and components ..............................................................................................7
  3.2 Business model............................................................................................................9
  3.3 Sharing in media, marketing and advertising ...............................................................10
    3.3.1 Earned media ........................................................................................................10
    3.3.2 Sharing economy for marketers ...........................................................................11
  3.4 Pros, cons and opportunities .......................................................................................12
  3.5 Sharing economy in Finland .......................................................................................13
4 Marketing models ...............................................................................................................15
  4.1 Segmentation, targeting and positioning ......................................................................15
    4.1.1 Market segmentation ............................................................................................15
    4.1.2 Market targeting ..................................................................................................16
    4.1.3 Differentiation and positioning ...........................................................................17
  4.2 PESO model ................................................................................................................18
5 Inbound marketing ...............................................................................................................20
  5.1 Content marketing .......................................................................................................21
    5.1.1 Create the content ...............................................................................................21
    5.1.2 Content strategy ..................................................................................................22
  5.2 Social media marketing ...............................................................................................24
    5.2.1 Key social media terms .......................................................................................24
    5.2.2 Social media channels .........................................................................................25
  5.3 SEO marketing ............................................................................................................27
    5.3.1 Keyword research ................................................................................................27
    5.3.2 On-page and off-page optimization ....................................................................27
6 Marketing trends ................................................................................................................28
  6.1 Mobile marketing .........................................................................................................29
  6.2 Video marketing ..........................................................................................................30
  6.3 WhatsApp ....................................................................................................................30
  6.4 Email marketing ..........................................................................................................31
  6.5 Contextual marketing .................................................................................................31
  6.6 Automation ..................................................................................................................32
6.7 Smart watches ............................................................................................................. 32
7 Research part .................................................................................................................. 32
  7.1 Empirical research ..................................................................................................... 33
    7.1.1 Execution of the survey ....................................................................................... 33
    7.1.2 Results and key findings ..................................................................................... 34
  7.2 Competitor mapping .................................................................................................. 37
8 Recommendations .......................................................................................................... 40
  8.1 Theoretical framework findings .................................................................................. 40
    8.1.1 Sharing economy ............................................................................................... 40
    8.1.2 Marketing models .............................................................................................. 41
    8.1.3 Inbound marketing ............................................................................................. 44
    8.1.4 Marketing trends ............................................................................................... 47
  8.2 Customer survey findings ........................................................................................... 48
    8.2.1 Platform .............................................................................................................. 48
    8.2.2 Users .................................................................................................................. 52
    8.2.3 Channels ............................................................................................................ 53
    8.2.4 Marketing ........................................................................................................... 64
9 Discussion ....................................................................................................................... 65
  9.1 Conclusions ................................................................................................................ 65
  9.2 Usability ..................................................................................................................... 66
  9.3 Reliability and validity ............................................................................................... 66
  9.4 Learning process ....................................................................................................... 67
10 References ...................................................................................................................... 68
11 Appendices ..................................................................................................................... 75

Appendix 1. Percentage shares of households owning pets in 2012 and 2016 ............ 75
Appendix 2. Customer survey results from webropol ................................................. 75
1 Introduction

This thesis is part of the Haaga-Helia UAS business studies, commissioned by a start-up company Host My Pet. More precisely this project is a product-oriented study, which means that the theoretical framework and the research part are used to find the most useful recommendations for the case company to increase the effectiveness of their marketing activities. The company is aiming to obtain the position as Finland’s biggest pet sitting services provider by adopting the final recommendations in their current marketing plan.

Host My Pet is an online platform where registered pet owners and pet sitters in Finland trade pet sitting services with each other. A group of students invented the business model in 2015, and for the past few years, the company has been building the platform and increased the visibility on different media channels, but still is lacking effective marketing communication activities in order to increase brand awareness and engage with potential customers across the country. The company hopes to enhance and improve the awareness of their brand and increase the number of loyal customers with the help of this thesis study.

Sharing has emerged on pet care industry and the players in the industry are expanding pet sitting options with the use of sharing economy system. Sharing economy connects service providers and potential users who need a place to interact with each other. To serve this need, many online platforms have been emerging to help person-to-person exchanges to happen. (Garnier, 2014)

Statistics Finland shows how the number of household pets has been increasing since 2012 (Appendix 1). While the number of household pets is increasing, the demand for pet sitting services goes higher and new innovative opportunities for pet care industries are extending. (Statistics Finland, 2016)

1.1 Background to the study

The thesis author worked as an intern for the case company, and during the time working there, she noticed that there was an urgent need for more consistent marketing activities that pay results. The author agreed together with the commissioner to implement a thesis to help them to increase the effectiveness of the company’s current marketing communication activities. Currently, the company is negotiating to receive an investment to include in their marketing budget, which increases the demand for well-planned and efficient marketing activities. The author has kept that in mind when implementing the thesis, thus some of the final recommendations require financial resources.
1.2 Research objectives

Currently, the company is negotiating to receive an investment to include in their marketing budget, which increases the demand for well-planned and efficient marketing activities. The author has kept that in mind when implementing the thesis, thus some of the final recommendations require financial resources.

The main problem is that even though the service platform already exists, the company has been lacking effective marketing activities and consistency to reach their goals. As the result of this thesis project Host My Pet should be able to develop their marketing activities to desired direction. The objective is to increase brand awareness and improve customer experiences towards reaching the company’s overall goal. In order to reach that objective, the research problem can be stated as following:

“How to improve the effectiveness of the case company’s marketing communication activities?”

The following questions are supporting to find the answers for the research problem:

“What is the concept of sharing economy and how it resonates with marketing environment?

“Which marketing models increase the effectiveness of the company’s marketing activities?”

“Which marketing techniques and trends would be the most useful for the case company to enhance and improve awareness of the brand and attract new customers?”

“How the current customers perceive the company? What wishes do they have regarding the service?”

“How to improve the current customer experiences and bring more value to them?”

The personal objective from the author is to put her knowledge into practice and be able to find relevant marketing components to outline the most efficient recommendations for the case company’s use. In the future the author hopes to see the impact of the thesis outcome in the company’s success as obtaining the position as the biggest pet services provider in Finland.
1.3 Research methods

This product-oriented thesis is carried out by studying relevant theoretical topics from the case company's point of view and by executing a questionnaire targeting regular customers that are both accompanied by the author’s own experiences and observations. The key findings from both methods form the final recommendations, which help to reach the research objectives.

The secondary data in the theoretical framework was collected from different marketing specialists, mainly via online but also using books and magazines in order to have data from variable sources.

The primary data was collected by the thesis author by conducting a customer satisfaction survey and competitor map and then by analysing the results. The questionnaire was sent to the case company's regular customers via Webropol online tool due to its cost-effectiveness and in order to get insights and important feedback how to improve the service. The answers are not analysed too detailed as they are used more as supportive material to form the final recommendations.

1.4 Thesis structure

The thesis is built of case company's introduction, theoretical framework, research part and the final product recommendations. First, the case company is introduced to the reader by explaining how the service platform works, what the company has achieved so far and what it is actually aiming for at the moment.

The theoretical framework includes secondary data that forms the first half of the final product based on different authorities' viewpoints regarding different marketing components. It is divided into four chapters: Sharing economy, Marketing models, Inbound marketing and Marketing trends. In chapter 3, sharing economy is studied closer since the author found it relevant for the case company's activities as it brings new challenges and offers opportunities to businesses and customers. The rest of the framework broadens the author's knowledge in marketing and helps to point out the most useful recommendations to Host My Pet. Chapters 4, 5 and 6 study different marketing elements that help the case company to increase the effectiveness of its current marketing activities. The key findings are presented as part of the final product outcome.
Additionally, the research part includes primary data that forms the second half of the final product. It consists of an empirical research and a competitor mapping. The survey is implemented to Host My Pet’s regular customers in order to understand their insights and to get reliable information before reforming the company’s marketing activities. The competitor mapping gives information about the company’s competitive position and helps forming effective marketing activities. The key findings are presented as part of the final product outcome.

Lastly, the product outcome aims to include the key findings from the whole study and form the most useful and effective recommendations to improve the company’s current marketing activities. The improvements are targeting to increase awareness of the brand and help the company to reach its target position in the market by delivering great customer experiences.

The author has built a figure below to clarify how the different thesis components are linked together to help to reach the thesis objective and to form the desired outcome for the project. The research problem helps to define the most useful theoretical components and customer survey question, which work as a guideline for the author to designate the final recommendations.

Figure 1. Thesis structure (Author, 2018)
2 Case company

In the following, interview-based information about the case company is collected from the company’s private documents (Google documents, 2017), which includes the company’s bulled points. The information gives the reader more detailed picture about the company’s operation.

What is Host My Pet?
Host My Pet is an online service where pet owners can find qualified and trusted pet sitters for their pets whenever they need. (Google documents, 2017)

How does it work?
Register your account and search for trusted pet sitters in your neighbourhood. Check sitters’ profiles where you can see their experiences and reviews. When you find a perfect sitter, contact him/her and book your pets stay. You can relax during your holiday knowing your pet is in loving hands. On the other hand, pet sitters will get extra income by doing what they already like to do, taking care of one more pet. (Google documents, 2017)

What is the company aiming for?
The company aims to create a community of pet lovers where an owner of any kind of a pet can find a trusted and qualified pet sitter. The idea is to ease pet owners’ life. For now, Host My Pet is targeting Finnish dog and cat owners who travel or have busy lifestyles, but in the future the company will expand the services for other pets. The company aims to become the most trustworthy pet care services provider in Europe. During 2018 and 2019, the company will target Finnish customers and after that expand to other Nordic and European countries. (Google documents, 2017)

Host My Pet’s mission is to change pet owners’ life so that they will be able to travel and go to work without worrying about their pets. The vision is to be the first pet sitting option that comes to pet owners’ mind. The overall goal is to become the biggest pet sitting service provider in Finland by 2020. (Google documents, 2017)

What has the company achieved so far?
Everything started in November 2015 when Host My Pet won the Start-up Weekend Helsinki competition. After that, the company attended to other competitions, collected marketing information, focused on developing the product and making people aware of the Host My Pet service platform. (Google documents, 2017)
During 2016, the company rebuilt its team and attended many courses and events, which led to negotiations and closing deals with investors. Host My Pet acquired another pet sitting service provider, Dogia LLC, and is collaborating with SEY and Kaunila. In the beginning of 2017, the company registered as a trademark in Finland and released its first iOS app version (Android version is still to come). According to Startup100, a monthly chart of the hottest start-ups in Finland, Host My Pet reached the second place on the list in June. Since the end of the summer 2017, the company has focused on different marketing efforts and been developing the product. The team works to improve the service in order to make it safer and more trustworthy. (Google documents, 2017)

What makes us different?

- The company values are always in front – safety, trust and love. Those values can be seen in every field of the business. The team works only with those partners who share the company values. Host My Pet participates in and organizes pet events and charity campaigns. All the team members are pet lovers and owners and share the company values and are driven by them in the everyday work. Host My Pet has a customer support that is available 24/7 and the team helps to solve any problems at any time the customer needs.

- Pet sitting for all kind of pets. In the beginning, the company provides the service for dog and cat owners, but later, it will be extended for other pet owners according to the demand.

- New features of web and mobile apps. Host My Pet is improving the customer experience and aims to make the customer journey easiest ever seen. The team is developing unique features and services for all the members in their community.

- Unique design and clear user interface. Host My Pet’s key design principles are simplicity and elegance. The company pays a lot of attention to the design since it is important for the brand image and user experience.

- Transparency. Host My Pet team is honest and open to their customers. They want the users to see who is running the service and are always encouraging the customers to come and talk in any cases.

- Diversity in the team. Host My Pet represents seven nationalities from different backgrounds and with different experience. “We are seeing same issues from different angles and generate more unique ideas. It helps us to be innovative and solve problems in order to bring success” (Mutlu, 7 January 2018.) (Google documents, 2017)
3 Sharing economy

Sharing economy has already disrupted many industries and it will change how companies use and share the customer data to gain people-based marketing and deliver more valuable customer experiences. It is one of the main parts of the theoretical framework as the author wanted to look closer in to the industrial model where the case company operates in. Sharing economy keeps growing as it offers unique digital platforms connecting sellers and buyers – so far, Finnish society is still adapting the new opportunities and comfort it offers, which brings extra challenges for marketers. It shapes the marketing environment and brings new facets to consider about before doing any actions towards reaching the goals. (Grigoras, 2017)

Sharing economy is a network that “-- allows people to exchange tangible and intangible with one another at scale. These exchange relationships often undercut traditional retail or employment arrangements, generally by reducing transactional friction or looping middle-men out altogether” (Martucci, 2016).

“Sharing economy networks -- -- connect people on online P2P platforms for the purpose of advertising, finding, sharing, buying, selling and trading products and services” (Foreman, 2017a).

Technology makes sharing economy possible and helps it to grow efficiently. Internet connects providers with customers, whether it is about renting a house or finding a place to board a pet. Sharing economy is also known as a gig economy, platform economy and collaborative economy. (Yaraghi & Ravi, 2017, 4-6)

3.1 Sectors and components

PwC (2017) clarifies that the market areas of the sharing economy can be divided into five main sectors:

- **Accommodation and rental services** – Renting a home, room or other space for travellers or for a business meeting, for example. Platforms connect homeowners with people who need a place to stay.

- **Household services and crafts** – Private people or small businesses offer a gig-based work such as babysitting, cleaning, housekeeping or pet care services (Host My Pet). This sector also includes short-term rental of goods.

- **Peer-to-peer transportation and ridesharing** – Both short and long-distance passenger transport. Usually the owner of the vehicle operates as the driver.
Crowdfunding – Also known as peer-to-peer financing where individuals or organizations borrow and lend money. The loan is usually an unsecured personal loan but also some platforms offer student and mortgage loans. P2P platforms do not have to take any risk about losses and they are not as strict as traditional banks.

Professional services – Work that requires a degree, special qualifications and skills. Gig-based work in programming, translation consultation.

In order to have a functional sharing marketplace, Matofská (2016) points out ten components it should include:

- People - Sharing economy can be thought as people’s economy as them being the heart of sharing economy. The participants of sharing economy are individuals, communities, companies, organizations and associations who all contribute and benefit from the sharing system. People are also suppliers of the goods and services as they work as creators, collaborators, producers and distributors.

- Production - People, organizations and communities are producing or co-producing goods and services. Production is open to those who want to produce.

- Value and system exchange - A sharing economy is a variety of forms of exchange, incentives and value creation. Value is not only considered as a financial value, but as more environmental and social value. The economy is based on material and non-material or social rewards.

- Distribution - Resources are distributed via a system that is efficient on a local, national and global scale. Common features in sharing economy are recycling and sharing by using technology to re-distribute or trade unused assets while it generates value for individuals, communities and companies.

- Planet - Both people and planet are in the centre of the economic system. Environmental responsibility is shared amongst individuals, organizations and governments. That is why goods and services in sharing economy are sustainable and encourages the re-use of resources.

- Power - Sharing economy boosts citizens’ economic and social situation that enables the economic and social redistribution of power. Citizens have access to power and they are included in decision-making.

- Shared law - Laws and policies enable and support sharing practices. They also create trust with insurances, assurances, social ratings and reputation.

- Communications - Open communications are the core base of the efficient and sustainable-shared economic system. Technology and social media enable the flow of communications and support the sharing of information and knowledge between individuals, communities and organizations.
- **Culture** - Sharing culture is included across geographies, economic backgrounds, genders, religions and ethnicities. Sharing and collaboration are vital for connecting groups at all levels.

- **Future** - Sharing economy is a stable and sustainable economic system that focuses on long-term implications and considers how all the actions now will have an impact on the future.

## 3.2 Business model

Figure 2 below demonstrates the roles of the sharing platform, owner and seeker and the processes between them.

![Sharing Economy Business Model](image)

Figure 2. Sharing Economy Business Model (Modified from Business Model Toolbox, 2018)

In the sharing economy business model, seekers rent an asset from an owner rather than buy it. Sharing economy platform brings together owners and seekers and facilitates all processes between them, such as communications and transactions. The company providing the platform doesn’t possess the assets, but the owners does. If applying the model to the case company, Host My Pet is the Platform providing the place where users are connected and can interact with each other, pet sitters are Owners (offering pet sitting services against payment) and pet owners are Seekers (requesting help for pet care). As the Service fee, Host My Pet takes a commission fee of each transaction made through the platform. In order to grow a strong community of pet sitters and owners, the platform includes rating and review (Recommendation) system to build trust.
3.3 Sharing in media, marketing and advertising

Zimmerman writes about sharing economy and its impact on today’s marketing in the article “How the shared economy changes everything”. She states that sharing plays the main role in the future of market economy. The behavioural changes, sharing and posting in social media, have become part of our lives and buying behaviours. In today’s media and marketing, ignoring “the sharing”, to connect customers with the brand is a big failure, and that needs to be considered in all marketing actions. (Zimmerman, 2016)

3.3.1 Earned media

Earned media is one of the four media channels of the PESO model (figure 3), which is used in inbound and content marketing strategy. Earned media is a type of content marketing that brings value in the sharing economy, and it refers to publicity gained through promotional efforts. (Wasyluk, 2015)

Earned media can be thought as online word-of-mouth, usually seen in a form of mentions, shares, reposts reviews or recommendations. It is free publicity owned and created by a third party, meaning someone who is not been paid for the company and believes in the products and services. (Wasyluk, 2015)

![Figure 3. PESO communications model (Modified from Dietrich, 2014)](image_url)

According to a study, 85% of consumers seek regularly third-party reviews and articles, 67% of consumers trust an endorsement of an unbiased expert before considering purchasing and 69% of the consumers like reading reviews written by trusted experts before
considering purchasing. This research highlights the importance of earned media in today’s sharing economy where the perception and credibility are created by third-party content. (Wasyluk, 2015)

In order to have that value for sharing in media, marketing and advertising, there needs to be a strategic plan toward it. The key planning steps include defining the company objectives, understanding the target audience and creating the content. These steps are introduced in the chapter 5.1.1.

### 3.3.2 Sharing economy for marketers

Living the age of modern marketing, digital word-of-mouth (WOM) is “the king” and getting people to promote products and services to others is a challenging task. In sharing economy, the consumers’ decisions are influenced by others’ reviews and recommendations. Marketers should encourage conversations about their products and services between the users. (Grigoras, 2017)

The “currency” of the sharing economy is trust. A good way to build strong relationships with the customers is to use customer reviews and community-building strategies. Marketers should use the reviews and social proof (earned media) in order to build trust and loyalty. Experience is the key in today’s marketing and it is important to let people become co-creators in the branding/promotion journey to bring success for the business. That is why marketers who are working with sharing economy platforms should generate innovative ideas. (Grigoras, 2017)

Nowadays, consumers demand an easy access to products and services, and that is the foundation of sharing economy. For example, good websites are vital for collaborative platforms’ success. The elements marketers should include into the websites, in order to offer an engaging experience, include easy navigation, user testimonials, images, and videos, to name a few. By understanding the sharing economy, marketers can come up with strategies that align with the customers’ needs, demands and wants. By understanding the potential of sharing economy, marketers can contribute to the modern business world where online marketing platforms will be more effective than traditional marketing agencies. (Grigoras, 2017)
### 3.4 Pros, cons and opportunities

Table 1. Sharing economy pros, cons and opportunities (Martucci, 2016)

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
<th>Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost efficiency</td>
<td>Privacy and safety</td>
<td>More flexibility</td>
</tr>
<tr>
<td>Extra income</td>
<td>Guarantees</td>
<td>Benefits for everyone</td>
</tr>
<tr>
<td>Opportunities</td>
<td>Cooperation</td>
<td>Less worry</td>
</tr>
<tr>
<td>Communities</td>
<td>Change of market</td>
<td>Adaption</td>
</tr>
</tbody>
</table>

In sharing economy, there is no dealing with ownership and employment, so it is cost efficient since sharing goods, services and skills reduces costs. Sharing through platforms brings extra income and gives anyone a chance to get or use things they normally could not afford. Providers and consumer have an opportunity to build strong communities where values are shared, and trading goods and services is honest. (Martucci, 2016)

As a downside, sharing economy adduces safety and privacy issues, as it requires people on two sides of the transaction. For example, in some platforms, people are inviting strangers into their homes, and consumer protection regulations do not necessarily apply to sharing economy providers. The main concerns are not being paid or that the property will be damaged. Sharing economy requires cooperation between different parties and everyone needs to follow and respect the rules. The last concern is about sharing economy changing the markets and some markets are facing distortions because of the short-term rental platforms. (Martucci, 2016)

Marketers need to study the pros and cons of sharing economy, but also know the opportunities it offers, and decide where to apply them. Sharing economy offers more flexibility when making arrangements, for example service providers and participants can set their own schedule and earn passive income. Sharing brings value to assets the participants already own and helps to avoid the cost of an ownership and other expenses, and same time allows not worrying about possessions and obligations. What comes to changing the markets, sharing economy also forces existing industries to become more collaborative platform bringing benefits for the participants. (Martucci, 2016)
3.5 Sharing economy in Finland

The usage of sharing economy platforms is rather small in Finland compared to other European countries. According to Eurobarometer customer survey (2016), only 8% of Finnish citizens have used some kind of a sharing economy platform, and around 30% are aware of sharing economy platforms but never used them. In 2016, there were around 30,000 active sharing economy service providers in Finland. Most providers were from the sectors providing on-demand household services covering 51% of all sharing economy platform providers. In addition, pet sitting service providers and platform users are included in this major sector (figure 4 below). (PwC, 2017, 10-11)

![Active platform providers](image)

**Figure 4.** Share of the sharing economy provider sectors (Modified from PwC 2017, 17)

While the number of active platform providers was around 30,000, the number of the users was around 250,000 in total. On-demand household services were used by 45% of the users in total. Most of those on-demand service users consist of people using food home delivery services Foodora and Wolt (figure 5 below). (PwC, 2017, 17)
Sharing economy in Finland is predicted to grow and the value of transactions to double year by year. The total value of sharing economy transactions will reach 1.3 billion euros with a 37% growth between 2019 and 2020, which reaches the European annual growth prospect of 35% in sharing economy (figure 6 below). (PwC, 2017, 20)

Predictions show that new companies providing sharing economy platforms, especially in the household service sector (such as Host My Pet), have good opportunities to grow as sharing economy is gaining its popularity in the Finnish society. There is a huge potential for growth and to become part of national and international sharing economy. New policies and distribution channels offer brand new possibilities, requirements and obligations for different operators and environments. Stakeholders are interested to develop the regu-
lation to support new and innovative services. They also ensure that the legal and economic rights and obligations of service providers and users are considered. (PwC, 2017, 21-24)

4 Marketing models

This chapter introduces two main marketing models the author considers useful for the case company’s use when defining their strategical marketing approach – the STP (segmentation, targeting, positioning) and PESO-marketing communications model.

STP helps to identify the most valuable customer segments and develop the service or product and messages to fit them. By segmenting, targeting and positioning the company can engage with the audience, personalize the messages and reach the goals easier. (Mind tools, 2018a)

PESO model has gained its popularity with the rise of inbound marketing, content marketing and social media marketing. The model allows to separate the content and communications and align with the marketing channels. (Gunelius, 2017)

4.1 Segmentation, targeting and positioning

As emphasised throughout the framework, to survive and grow in today’s marketplace companies must be customer oriented. Companies are firstly competing to win customers from competitors, and secondly keeping and growing the numbers of them by delivering superior quality and value. (McCarthy, 2013a)

There are various types of consumers with different needs, wants and demands. No company can profitably serve all consumers in a certain market, but they have to choose the best segments and implement strategies to serve those segments’ needs. This process includes market segmentation, market targeting, differentiation and positioning. (McCarthy, 2013a)

4.1.1 Market segmentation

Market segmentation is a method that companies use to determine and personalize their target audience. McCarthy (2013a) segment consumers based on the following factors:

- **Geographic** – allows companies to react more quickly to competition and learn which brands are most appealing on specific regions.
- **Demographic** – enables companies to customize their marketing efforts targeting a specific target group. This type of segmentation can increase brand and customer loyalty.

- **Behavioural** – provides information for companies where their target consumers shop and buy products and services, and how they act while doing purchases – are they impulsive or cautious shoppers.

- **Psychographic** – such as personalities and lifestyles, can be combined with other segmentation types.

### 4.1.2 Market targeting

After the market segmentation, the company knows its market segment opportunities. Next step is evaluating each segment and decide how many and which ones the company can serve the best by using different targeting strategies. (Armstrong & Kotler, 2013, 203)

![Figure 7. Market targeting strategies (Armstrong & Kotler, 2013, 203)](image)

**UNDIFFERENTIATED** – By using this strategy, a company might ignore market segment differences and target the whole market with one offer. This strategy focuses on consumers’ common needs instead of what is different in their needs, and that is why the strategy is called mass marketing. Mass marketing is struggling to compete with companies that are more focused on satisfying the needs of the target groups. (Armstrong & Kotler, 2013, 203)

**DIFFERENTIATED** – This strategy allows companies to target several market segments and design separate offers for each of them. Offering product/service and marketing variations to segments can lead to higher sales and stronger position within each market segment. The downside of differentiated marketing and developing separate marketing plans is higher costs and extra work. (Armstrong & Kotler, 2013, 203-204)

**CONCENTRATED** – A strategy also called as “niche marketing”, is a strategy that instead of going after a small share of a large market, a company goes after a large share of one or more smaller segments. Through this strategy, companies gain a strong market posi-
tion and they can do marketing more efficiently by targeting the products/services, channels and communications toward the right consumers. (Armstrong & Kotler, 2013, 204-205)

**MICROMARKETING** – Differentiated and concentrated marketers tailor their marketing programs to meet the needs of various market segments without customizing their offers to individual customers. Micromarketing tailors the products/services and marketing programs to meet the demands of specific individuals. Micromarketing includes tailoring to the needs and wants of local marketing (cities, specific stores) and individual marketing. (Armstrong & Kotler, 2013, 205)

4.1.3 Differentiation and positioning

“Positioning is determining the distinctive place you want your product to occupy in the marketplace relative to the competition – and in the minds of the target customers” (McCarthy, 2013b).

“In positioning its brand, a company first identifies possible customer value differences that provide competitive advantages on which to build the positions” (Armstrong & Kotler, 2013, 211).

Positioning helps a product or service to be placed on the market in a way that consumers have a reason to buy them instead of going after competing products or services. Marketers’ duty is to plan product positions that give the products advantage in the target markets. (McCarthy, 2013b)

Positioning map tool shows in two dimensions the desired place where marketers want their product or service to occupy – both in marketplace relative to the competition and in the minds of the target customers. Marketers’ job is to decide the most important attributes on horizontal and vertical axis, and then think where to place the product or service in the map. (McCarthy, 2013b)
As shown in the figure 9 above, the author has labelled each axis (in brackets) and placed Host My Pet on the map based on where it is aiming to occupy the space in the market and in the mind of the customers. The final recommendations are built in the light of reaching that aim.

Differentiation is designing the product or service offerings to have unique qualities valued by costumers and consistent with the chosen positioning. The process distinguishes the product or service from others and makes it attractive to the target audience. The overall differentiation includes strategies such as service differentiation, channel differentiation, image differentiation and price differentiation. (Coleman, 2016)

The company must ensure that the end positioning of the product or service has both sufficient points-of-parity (POP) and points-of-difference (POD). Points-of-parity mean the attributes that approximately match those being offered by the competition in the market, and points-of-difference are the key attributes that give the product or service a competitive advantage over the competition. (McCarthy, 2013b)

4.2 PESO model

The PESO communications model was already introduced before and one of its sectors, earned media, was explained as part of the sharing economy chapter. The rest of the model is filled in to shape the complete marketing communications strategy.
PESO model provides a framework for shaping a company marketing strategy that focuses on content creation. It defines the different channels for businesses to use to reach potential customers. Each of the channels has an important role to produce measurable results in order to achieve the company objectives and help the brand to grow and to support that they also have to work seamlessly together. According to Dietrich (2018), here is the complete list of all the media types and channels the PESO model includes:

- **Paid media** – Advertising, sponsorships and sponsored content. Includes the channels in which money is paid to place the message and control the distribution, such as SEO advertising or Twitter or Facebook ads.

- **Earned media** – Describes content that relates to a company’s brand, products or service that a third party has created (such as a journalist or blogger). It includes PR or media relations, blogger and influencer reviews, radio or TV interviews. Earned media includes mentions on social media, reviews, and feedback and blog posts.

- **Shared media** – Content and engagement on company’s social media platforms by the community. Also called as Social media.

- **Owned media** – Original content that a company produces and distributes across its communications channels. Describes the channels a company owns. Shared media can be thought as part of owned media.
5 Inbound marketing

The author concluded to study the inbound marketing technique as it is the most beneficial for the case company to draw potential customers to the service via content marketing, social media marketing and SEO.

Inbound marketing is a technique for attracting customers to products and services by creating valuable content and attract visitors at every stage in customer’s buyer journey. Potential customers find companies through channels like social media, search engine and blogs. Inbound marketing uses four phases to turn strangers into visitors, leads, customers and promoters. Each of those phases is explained more detailed beneath. (Cisnero, 2015)

![The four phases of the inbound methodology](Modified from Hootsuite, 2015)

**ATTRACT** – strangers to visitors
Companies want draw people to their website and other online channels. But getting strangers to visit company’s homepage is not enough – the aim is to make those strangers to become leads and eventually happy customers. That happens by attracting the right customers with relevant content, at the right time and the right platform through channels such as social media (e.g. Facebook, Instagram, and Twitter), SEO, keywords and blogs. (Donahower, 2016)

**CONVERT** – visitors to leads
In this phase, the right visitors are converted to leads by acquiring their contact information (email, phone number) on the company’s website landing page. To get the information, relevant and valuable content need to be shared with them. Call-to-action (CTA) points are used as an instruction to the visitors to provoke an immediate response, such as “try now” or “register for free”. (Donahower, 2016)
CLOSE – leads to customers
Different marketing tools are used in this phase to convert the leads to customers at the right time. Those tools include lead nurturing, customer relationship management (CRM) and social media monitoring. Email is a great tool to converted visitors who have clicked a call-to-action and given their information to help them to become buying customers. (Donahower, 2016)

DELIGHT – customers to promoters
Delight is about getting customers attention through superior content, social media and trigger marketing. Marketers can build loyal customers who will become promoters of the product or service on their personal networks. Social media feedbacks are used to improve customer initiatives and they help creating great customer experiences. (Donahower, 2016)

5.1 Content marketing
Content marketing is a form of marketing focusing on creating, publishing and distributing valuable content for target audiences online. Content marketing means attracting new people with content instead of reaching them out like in traditional marketing. There are three key benefits explaining the popularity of content marketing amongst organizations: increased sales, cost savings and customer loyalty. (Steimle, 2014)

Content is a part of all forms of marketing such as social media marketing, SEO and inbound marketing. Especially marketing through search engine optimization (SEO) and social media channels help businesses to grow in the sharing economy. (Key, 2017)

Like stated before, content is everything in the marketing world, and developing a content marketing strategy should be on the top of every company's list in order to bring the brand in front of the potential customers. Creating a good strategy will require time but it will reduce the workload later on and make the marketing more effective. (Landers, 2017)

5.1.1 Create the content
According to Fuld (2016), the content creations steps include:

- **Step 1** – Choose the right image of the content to represent the company’s point of view. There are different tools for marketers to use. These include tools such as hashtag tools to determine different hashtags’ popularity, spellcheck and grammar tools, video and audio recording tools or tools to create images and graphics.
- **Step 2** – Creating a keyword list based on the company’s buyer personas helps to get organic traffic from the content marketing. To execute a list of keywords, a company needs to know the niche it is dealing with and based on the knowledge to choose the keywords the target audience searches the most.

- **Step 3** – Companies use a wide range of content types. According to Content Marketing Institute, the most successful companies at content marketing use approximately 15 different content approaches. Examples of the most common types of content include blogging, visuals, email, webinars, social media, video and audio.

- **Step 4** – Every successful brand has their own voice and personality that is attractive to the target audience. Consumers are attracted by content that resonates with their personality and tendency. A popular and appealing form of content is user-generated content of people/customers doing activities, which companies display on their channels.

5.1.2 **Content strategy**

**DEFINING OBJECTIVES**

The objectives for the marketing strategy should be clearly defined from the beginning. All objectives should be SMART (specific, measurable, attainable, relevant and timely) whether it is to attract new customers, increase awareness or promote the service. Identifying the metrics is important to evaluate the success for adjusting the strategy. (Mind tools, 2018b)

![SMART goals](https://upload.wikimedia.org/wikipedia/commons/thumb/8/84/SMART_goals.svg/1200px-SMART_goals.svg.png)

*Figure 11. SMART goals (Wikipedia Commons, 2016)*

*Specific – simple, sensible, significant*

*Measurable – meaningful, motivating*

*Attainable – agreed, attainable*

*Relevant – reasonable, realistic, results-based*

*Time based – time limited, time sensitive*

(Mind Tools, 2018b)
TARGETING THE AUDIENCE

Today, succeeding in the crowded marketplace depends on the customer experience. Understanding customer journey and creating buyer/customer personas are the two essential tools to recognise the target audience and to deliver great experience for them. Looking at the experience from customer’s point of view is a good starting point. In today’s digital world, it is important for any business to review all consumer touchpoints and take advantage of them at each step of the journey map. The customer journey map shows the needs, wants and possible barriers to overcome on the path where customers choose from which company to buy. Below the customer journey model, the author has listed the actions by the target audience on each stage. (Cinch, 2018)

![Customer Journey Map](image)

Figure 12. Customer journey (Modified from Cinch, 2018)

Bremer (2015) explains the customer journey steps as follows:

- **Awareness** – the first process that happens in the customer journey, which increases awareness

- **Consideration** – once a customer is aware of the company/service, they will start considering buying from that specific company / using that company’s services.

- **Purchase** – The customer makes a purchasing decision. The company needs to deliver a great product/service and customer experience.

- **Service** – The customer will make decision how they feel about the company and its delivered goods and the service.

- **Loyalty** – If customers are happy with the product/service (and re-purchase) and the service they receive, they will prefer it over others become promoters of the brand.

- **Advocacy** – The loyal customer become advocates of the brand, and they will start to promote the product/service.

Buyer personas, also known as marketing personas, are fictional representations of the company’s ideal customers. Personas help to clear out the types of customers to reach and relate to them as humans. Having a clear understanding of the buyer personas is critical in content creation, product and service development and in everything that is included
in customer acquisition. Developing personas allows creating content and messaging that appeals to the target audience. It also helps to personalize the marketing for different segments of the audience – instead of sending the same e-mail to everyone in the company’s database, the buyer personas can be segmented, and messages tailored according to the personas. Buyer personas are created through researches, surveys and interviews of the company’s target audience. Creating starts with looking through the contact database to find out how certain customers find and consume content. A good method to gather information from the target audience is to create forms on company website that capture valuable persona details. The most efficient way when creating the personas is interviewing people from your target audience. (Vaughan, 2015)

5.2 Social media marketing

Sharing economy works because trust can be verified electronically through social networks, hence social media helps the sharing economy to run smoothly. (Foreman, 2017a)

It is said that social media is one of the greatest innovations of technology. Social media allows people and businesses to communicate and market directly to those they want to reach. One of the best features social media marketing has is its low barrier to entry and reaching the target audience without spending a lot of money. (Sachs, 2017)

5.2.1 Key social media terms

Patel (2018a) explains the key social media terms as following:

- **Content** – is whatever is posted, for example Facebook status update, tweet or story/photo update on Instagram and so on. Content needs to be customized to each platform.

- **Context** – is as important as the content in everything what marketers produce – context is the setting in which a sentence or a word is used. Without it, the message or call-to-action loses meaning. That means also losing clicks, readers and potential customers.

- **Hashtags** – have become a common form that people use on almost all social media channels. Instagram, Facebook, Twitter and Pinterest let to use hashtags to let individuals and marketers to describe the topic of their content or mark it as a part of a current trend.

- **Shares** – are the currency of the social media world. The more shares, the more engaged people loving the content.

- **Engagement** – means people interacting with the content that is produced. Engagement can be a like, a share, a recommendation or a comment.
5.2.2 Social media channels

Companies need to decide which platforms are most suitable for them and get familiar with the ones that drive them towards the goals. Below is listed the most popular social media channels in which Twitter and Instagram are the top social channels for conversations about the sharing economy. Users constantly compare experiences and opinions about sharing services. (Grigoras, 2017)

FACEBOOK

Facebook Ads make advertising easy by finding the right people and capturing their attention to bring results. The audience can be chosen based on demographics, behaviours or contact information. The ad formats help with getting the attention from the audience and the ad reporting tools show how the ads have performed. (Facebook Business, 2018a)

Facebook Page helps to connect with people and it allows creating a place for customers to meet the business. Through Facebook Page, businesses can promote themselves to the right people, stay in touch with the customers, use management tools to build a community and view insights to help with improvements. (Facebook Business, 2018b)

Messenger allows the business to get personal with the potential audience. With Messenger, a business can reach many people at the same time, and then continue interacting with them individually. Business can tailor the interactions to meet the specific needs with a long-term customer or a brand-new customer. “Talking with customers isn’t new. How you’re doing it is.” (Facebook Business, 2018c)

Facebook Audience Network helps to create an ad on Facebook and shows it across the web. Audience Network allows connecting with more people by showing Facebook ads across high-quality apps and sites. Businesses get more results to improve their campaign efficiency. (Facebook Business, 2018d)

INSTAGRAM

Instagram “shows the business” to people who use Instagram to express themselves, get inspired and take actions. For businesses, Instagram is a place to show their brand’s personality, find customers and promote products and services. According to Instagram user survey, 75% of respondents take action after getting inspired by a post. (Facebook Business, 2018e)
There are around 700 million monthly active Instagram users so there is no doubt about its power to reach people. The former photo-sharing app has transformed into an immersive experience, allowing users to explore any company's visual personality. For businesses, it is important to keep in mind that the users value high-quality content, and photos and videos should introduce the brand in a unique way. Optimizing the content and writing compelling captions is the key. (Collins, 2018)

**TWITTER**
Twitter’s best advantages is that it allows the posts to go viral. The more people share posts and re-tweet content, the more followers it generates for businesses. Twitter is a good channel for reaching the company objectives such as increasing customer loyalty or building brand awareness. A well-designed strategy is the foundation of a successful Twitter engagement with potential and existing audiences. It also allows to use different tools generate leads, find influencers, find trending topics (hashtags), and analyze the competition. Other factors to keep in mind when using Twitter as one of the company’s channels are building a compelling profile, creating valuable content, using multimedia (video, images, GIFs), posting at the right time and tweeting regularly, engaging with the audience and measuring results. (Foreman, 2017b)

**LINKEDIN**
LinkedIn is a great channel for companies to use when they want to generate leads, build brand awareness or establish partnerships. LinkedIn groups allow companies to establish groups in their target niche and invite other users from the target audience to join. LinkedIn Marketing Solutions has listed some tips for marketers to engage with the audience and grow the business: give a good first impression of the company’s profile, create and effective Company Page, define the audience and goals, publish valuable content, sponsor the best content and monitor the LinkedIn analytics dashboard. (LinkedIn Business, 2018)

**YOUTUBE**
YouTube is the second largest search engine, owned by Google. It enables anyone to promote videos online across social networks. YouTube makes possible to advertise, monitor analytics and generate leads, to mention a few. According to a marketing specialist Chris Desadoy, YouTube will have exceptional value for marketers who are looking to grow their audience and getting YouTube views to gain success for the company. (Agrawal, 2016)
5.3 **SEO marketing**

SEO, search engine optimization, is the act of efforts to achieve the best possible ranking in organic or natural search results and to increase the number of visitors to a website. SEO helps to obtain a high-ranking placement in the search engine results pages (SERPs) such as Google, Bing and Yahoo. Properly implemented SEO optimizes a webpage in terms of keywords, content, links and other technical efforts. (Patel, 2018b)

5.3.1 **Keyword research**

One of the most important components of SEO is keyword research. Companies need to carry out a keyword research every time when optimizing a webpage for search engines. It is important to re-evaluate the keywords every few months. Below is an example of the steps included in the keyword research process. (Fortin, 2018)

![Keyword Research Process](image)

Figure 13. Keyword Research for SEO strategy (Modified from Leist, 2015)

5.3.2 **On-page and off-page optimization**

**ON-PAGE OPTIMIZATION**

As Patel (2018b) represents, some of the most important elements for the search engine optimization occur on websites, such as:

- **Title tag** – The title of the webpage that tells search engines what the page is about. It should include less than 70 characters, the brand or business name, and keywords that are related to the specific page only.

- **Meta description** – Gives search engines more insight about the company’s website. Companies write meta description on their website pages for their target audiences, as the descriptions show up in search results. It also should include the brand or business name and relevant keywords.

- **Internal links** – Also known as hyperlinks that connect one page of a company’s website to its other page. Most websites have a central
homepage and multiple sub-pages. Internal linking helps to increase awareness by helping the website SEO, guide visitors to relevant pages and steer visitors to take actions to convert them into customers.

- **Header tags** – Companies can use different levels of HTML header tags that help breaking the page content into sections. At the same time, search engines know more about what each section of content is about.

- **Image name and alt tags** – Images on websites should include relevant keywords for the image name and the ALT tag. These tags help search engines find good images for their image search.

**OFF-PAGE OPTIMIZATION** (link building)

In contrast to on-page optimization, off-page refers to activities that a company can perform outside the boundaries of the company website. Off-page optimization means building links, which is one of the most important tasks in SEO. The goal of link building is to get other websites to link to an own. To get links, Patel (2018b) points out different link building techniques, such as:

- **Organic links** – A link from somebody else’s website, like social media or blog account, where they link some company’s website without asking for it. Great content encourages people to share it with their own readers/fans/followers.

- **White hat** – White hat SEO techniques are designed to get organic search traffic with high-quality content. It includes number of different tactics, such as creating long-term quality content and using keywords and keyword analysis.

- **Black hat** – Stands for low-quality link building (spams). This kind of link building should be avoided. Tactics like taking down a competitor with a negative campaign or directing visitors to sites with misleading keywords are examples of black hat techniques.

6 **Marketing trends**

Ropponen, J. writes in his article about the new roles of sales and marketing and how the popularity of virtual marketing will increase – also slowly in Finland. In some industries, salespersons are not even needed, as focusing on marketing and customer service keep up running the sales. Marketing will include the most diverse tasks because it is targeting not only the current customers but also new ones. Today’s customer is expecting more and more from each encounter no matter what channel they are using. (Ropponen, 2018, 34-36)
6.1 Mobile marketing

The increased use of mobile devices, which will account for 73 percent of Internet consumption in 2018, has disrupted the way people discover, shop, buy and sell goods and services. (Zenith, 2017)

People prefer to access the digital world on the go, and companies need to adapt to the idea that their audiences are constantly moving. Marketers should focus on the mobile marketing trends, which Silva (2018) states as following:

**PROGRESSIVE WEB APPS (PWAs)**
- a mixture of mobile and web app
- PWAs fit any device – a desktop, mobile, tablet.
- App-feel-like, the interactions and navigation are just like in native apps.
- Always up-to-date, safe, easy to use
- They work for every user, no matter which browser they are using and where.

**MOBILE-FIRST INDEXING**
- Pages need to load quickly
- Buttons need to work with touch screens
- For easy usability, no zooming or side scrolling
- Photo and text optimization – making sure they appear where they should

**MOBILE SPEED**
- Optimizing website for mobile means also paying attention to the page loading speed.
- Some research results say that if a page takes more than three seconds, the bounce rate, number of visitors leaving the page, rises to 53 percent. Another research found out that the bounce rate could go up to 90 percent if the page loading time is too slow.

**SMART CONTENT**
- Digital world is about creating personalized experiences with users.
- Personalized email-messages have found out to improve click-through-rates and conversion

**MICRO MOMENTS**
- For example, finding recipes, news, tutorials etc.
- 96 percent of users reach for their mobile devices in micro moments

**ARTIFICIAL INTELLIGENCE**
- Artificial intelligence, such as Chabot, help marketers to personalize the customer experience
- The predictions say that by 2020 a virtual digital assistant will be on more than 3.3 billion mobile devices
- According to marketing experts, it will revolutionize marketing by 2020.

**LIVESTREAM**
- Including livestream as part of campaigns brings many new possibilities
- Video will account approximately 78 percent of the world’s mobile data traffic.
- Live video is the key – according to Facebook, the users spend thrice as much time watching a live video versus static content.

**MOBILE PAYMENT**
- Mobile security is getting safer all the time and consumers trust their mobile devices to access with their banking information.

**VIRTUAL REALITY**
- VR will become part of the mainstream, providing high experience and more value to users, for example in media environments
- 360-degree videos are receiving higher engagement than regular video and content.

### 6.2 Video marketing

Video is becoming the most popular and powerful tool of digital content. Marketers use video marketing to boost SEO rankings, increase engagement and website traffic. Consumers not only want to consume videos, but they also want to produce it. That is a great way for people to express themselves and interact with each other. Like mentioned before, livestreaming is the hottest trend now, it is attractive to users and it is economical for companies, as they do not need to invest on production. (Collins & Conley, 2018)

Video marketing also allows launching paid advertising campaigns across platforms. Companies can also partner with YouTubers (a class of YouTube celebrities and videographers) and other influencers to give a boost to the content marketing. (Collins & Conley, 2018)

Videos also give the brand authenticity and transparency. They increase trust, safety and user confidence as they show the audience who is behind the brand/service. Therefore, videos, and especially live videos, together with valuable content help gaining loyal customers. (Collins & Conley, 2018)

### 6.3 WhatsApp

WhatsApp can be utilized in customer service, communications and marketing. Someday users might be even able to do purchases through it. Like many other mobile applications, WhatsApp has actively been developed in order to take advantage of it in organizational communication – especially in customer service. Like any individual, companies can also create their personal WhatsApp account, and use it as one of the customer service channels. (Valtari, 2018, 38)
There are studies showing that the way people are using social media is becoming more private as people value privacy and security. This is why the younger generations have switched to communicate more privately using not only WhatsApp but also Snapchat, Facebook Messenger and Instagram. (Valtari, 2018, 38-39)

Due to the changed customer behaviour, a logical faction for communication is to build organizational communications prospects. Using WhatsApp as a customer service tool has already been tested, and soon all kinds of bigger and smaller businesses can have their own, verified, WhatsApp-business accounts. (Valtari, 2018, 38-39)

6.4 Email marketing

Email marketing is one of the digital marketing segments. It helps to promote a brand, and to develop relationships with potential customers and nurture the existing ones to increase loyalty. Email marketing can target specific groups and individuals making it personalized marketing. Price and ease are the two biggest advantages of email marketing. It also makes possible to keep track of marketing campaign reports, such as open rates, click-through-rates and bounces. According to George (2018), there useful statistics to guide marketers to set and email marketing strategy:

- 78 percent of consumers receiving emails unsubscribe because brands were sending too many emails
- Tuesday is the best day of the week to send emails. If sending two emails a week, the other one would be ideal to be sent on Thursday
- 10 a.m. and from 8 p.m. to midnight are the best times to send an email
- Emails that are not optimized for mobile devices get usually deleted, and even 3/10 recipients unsubscribe if the email is not mobile optimized
- Email list segmentation and personalization were the most effective email strategies used in 2017
- Transactional and triggered emails will get more opens than regular emails
- Subject lines containing emojis capture the readers eyes more likely than text-only subject lines
- Up to 68 percent of recipients report emails as a spam based on the email subject
- Personalized and interactive email content make the recipients more likely to take actions.

6.5 Contextual marketing

Context is the future of marketing as consumers demand it, the new media channels support it and it drives consumers to take actions better than advertising. “Advertising is designed to distract away from the consumer’s tasks at hand, while context seeks to match it.” Contextual marketing is providing targeted ads based on the user information, including the things they have searched and their recent web history. It offers the right products
and services to the right people at the right time with more personalized and relevant content. (Salesforce, 6 April 2017)

6.6 Automation

Marketing automations is described as a software that exists with the goal of automating marketing actions. Marketers have to automate tasks such as emails, social media and other website actions. The key principles to a successful marketing automation is to understand that marketing automation does not do marketing or generate leads by itself, and the marketing messages and campaigns are targeted to real people. (Reinshagen 2018)

Reinshagen (2018) introduces the following key marketing automation trends:

- **Data** – Data quality and consistency are most important key elements.
- **GDPR** – Utilize General Data Protection Regulation to clean up data and development
- **Processes** – Optimize processes to ensure the alignment of communications streams and responsibilities
- **Customer centricity** – Review existing communication strategies and focus on customer centricity to add value for target customer
- **Channels** – Email remains the main channel but also Push, In-App and Print will emerge
- **Best practises** – Standardization allows to increase efficiency and return on marketing investment
- **Cloud** – Marketing automation keeps migration to the cloud

6.7 Smart watches

Smartwatches are portable devices that are designed to be worn on the wrist. Smartwatches are like smartphones with a touchscreen, support apps, calling and messaging features and much more. As the technology is developing, the smartwatches will have new features and marketers need to take that in consideration when doing marketing and optimizing the content for smartwatches too. (Colon, 2018)

7 Research part

This research part collects primary data to be used in the final product outcome. The author has divided the research part into two sections, an empirical part that has been carried out as a customer satisfaction survey and analysis part where Host My Pet’s top competitors are compared to the company by using key competitive factors. The research part will reinforce the theoretical framework and together they will help forming the recommendations to increase the effectiveness of Host My Pet’s current marketing activities to increase brand awareness and to deliver better customer experiences.
7.1 Empirical research

The word “empirical” characterizes any information achieved by observation, experiment or experience. One of the most important doctrine of this scientific method is that all evidence must be empirical – based on detectable evidence. Empirical research will not generate definitive answers, but leads, which are helping to reach the objectives. It can be thought as a structured way of asking questions from the target audience – and testing it. The research method can be either qualitative or quantitative. (Wilson, 2009)

7.1.1 Execution of the survey

The survey is executed as a customer satisfaction survey to examine Host My Pet regular customers’ current opinions about the service, and to find out how they position the company in their minds. The results help forming reliable recommendations based on the customer’s truthful needs and wants.

The survey consists of three parties: commissioner, examiner and examinees, where Host My Pet is the commissioner, thesis author is the examiner and regular customers are examinees. The survey was implemented together with the commissioner to ensure the competence of the results. Before sending the questionnaire to the examinees, the validation of the questions was first tested with Host My Pet team members.

Like already clarified before, the survey target group is Host My Pet’s regular customers. The “regular” here means that the recipients have registered to the platform as a pet sitter, pet owner or both, and have used the pet sitting services through the platform more than once. In addition, because of the examinees are registered users, it is certain that the questions were sent to the right target group. In order to get reliable perception about Host My Pet’s current process, the reasonable choice was to target those customers who have more experience and opinions about the service.

When limiting the recipients to the desired group, the commissioner provided the information of users who interact/make transactions most often on the Host My Pet platform. The definite number of the ideal recipients turned out to be 56, including both Finnish and English-speaking customers.

The survey was carried out as a descriptive research, where the aim was to position Host My Pet in the minds of the current customers. By understanding the truthful position, it is easier to confine the marketing actions that attract potential customers and drive towards reaching the company goal. Descriptive research is used to describe a situation, subject
or behaviour. Typically, it answers to the questions of what, who, when, where and how that affiliate with the research problem. (YouTube, 2013)

The author used the research question “How the current customers perceive the company? What wishes do they have regarding the service?” to help forming the survey questions and receive valuable information regarding the final recommendations from the customers’ point of view.

7.1.2 Results and key findings

Appendix 2 visualises the survey results in charts and this chapter analyses the outcome and key findings. The process follows the survey questions in a chronological order, which are ten in total. Along with that, the survey included one open-ended question where the recipients were asked to share their thoughts how they currently perceive Host My Pet and what wishes they have regarding the service development, which are listed in the end.

The survey was executed in November 2017 by using webropol, and the survey link was sent to the recipients’ emails. The aim was to get as many responses as possible from the target group. As a trigger to reach the aim, the respondents had a chance to win surprise prices after submitting their survey answers. Altogether, the survey got 40 responses with a 71% response rate, including 29 Finnish speaking and 11 English-speaking regular customers. Still, the number of responses seems rather small, but it gives good insight about the company’s current situation and provides a truthful base for the areas to improve.

In the beginning, the survey focused on finding out the basic information about the regular customers, including questions such as the residence, profession and age (Appendix 2 charts 1-3). The next questions examine the respondents’ attitude towards Host My Pet and how satisfied they are with the service (Appendix 2 charts 4-8). Lastly, the survey investigates which Host My Pet channels the respondents are familiar with (Appendix 2 charts 8-10).

Appendix 2, charts 1-3

As seen in the chart most of the customers live in the capital region, up to half of the respondents. The next biggest response rate came from users in Uusimaa and Southwest Finland. This shows that Host My Pet needs effective marketing actions in order to reach all pet owners and sitters in Finland, and become the main pet sitting services provider in the whole county. (Appendix 2 chart 1)
The next chart analyses the respondents’ life situation/profession. The collected responses state that 35% of the users are unemployed or retired. The second biggest sector includes students and then people working in business, engineering, hospitality or customer service industries. In addition, couple of the respondents are currently home mums/dads. Overall, it can be noticed that most of the users are those who have free time in their lives. (Appendix 2 chart 2)

The results from the question asking the respondents’ age states that most of the users are unemployed or retired and the biggest age group consist of 46+ following the group of 36-45-year-olds. However, when two age ranges are combined, users between 21-30 turn out to be the biggest age group with 37.5% of the total. Host My Pet can use this information when defining the potential customer and building their customer personas. (Appendix 2 chart 3)

Appendix 2, charts 4-8
First question defining the relationship with Host My Pet clears out how many of the regular customers have registered as pet sitters and pet owners or both. Up to 50% of the users are registered as pet owners, 32.5% as pet sitters and 17.5% have registered both. Typically, the number of supply (pet sitters) should be higher than the demand (pet owners), and the focus should be on increasing the number of pet sitters in all areas before pet sitting services can be traded. (Appendix 2 chart 4)

The next point to clear out was to find out how the users first heard about Host My Pet and got familiar with the service. Out of 40 respondents, 52.5% found it through online search/SEO, 25% on social media (Facebook, Instagram) and 17.5% from friends (WOM). The area to improve would be getting familiar at people’s work places, as many pet owners have day jobs and in need of pet care during busy workdays. (Appendix 2 chart 5)

Next step shows the users satisfaction in different service sectors such as user-friendliness, reliability, customer care and response rate. The number goes from zero to five (0 stating not satisfied at all and 5 stating extremely satisfied). The average from both target groups is 3.25/5. The chart states more clearly, which sectors still need improvement to rank higher. (Appendix 2 chart 6)

The respondents were asked to rank between zero and five how likely would they recommend the service to others, like family and friends (0 stating not at all likely and 5 stating extremely likely). The average from both groups is 3.45 and the recommended marketing actions will help pursuing a higher average number. (Appendix 2 chart 7)
The last chart in this section shows during what times the users are most likely to trade the pet sitting services. The most likely times occurred to be during vacations, weekends and holidays. Overall, the responses are rather even and there seems to be demand for the services whenever. (Appendix 2 chart 8)

**Appendix 2, charts 9-10**

The channels Host My Pet is currently present at are Facebook, Instagram, Twitter, LinkedIn, blog, homepage and own application. The homepage is clearly the most favoured channel followed by Facebook and the application. The company needs to focus on Twitter, LinkedIn, blog and Instagram to create consistent content in order to grow online presence. (Appendix 2 chart 9)

Results show where and when the users noticed Host My Pet advertisement. The alarming results proves that the company needs to take big steps improving its marketing actions. Most of the respondents say they have never seen the company advertising on any of the mentioned channels (Instagram, Facebook, Twitter, LinkedIn, email). (Appendix 2 chart 10)

**Appendix 2, open-ended key findings**

The final open-ended question solves the regular customers’ thoughts about how they currently perceive Host My Pet and what wishes they have regarding the service development. Below the author has listed the main issues that the company needs to review. Those issues are divided into four categories, which also determine the focus on the final recommendations based on the customer wishes in the chapter 8.2.

**Platform:**
- Website and application improvements, many errors occur
- Make the application available for Android on top of iOS
- Optimize the website
- Develop a calendar feature to see pet sitters’ availability and an opportunity to leave open job applications on the site

**Users:**
- More active pet sitters and owners
- Better system for reviewing the opposite party
- Pricing system; the prices pet owners are asking seems too high
- More pet care services the sitters can provide
Channels:
- More focus on the different channels
- Better engagement with the users
- More consistent content on each channel

Marketing:
- More marketing effort to expand the service across Finland
- More advertisement, both online and offline
- Increase the visibility and bigger online presence
- More valuable content instead of sharing only animal pictures/videos

7.2 Competitor mapping

A competitive map is a visualization of the company’s competitive position. It can also position brands, products, services or locations. It gives valuable information about the competitive landscape and visualises the space in the market the company aims to occupy in the mind of the customers. (Spacey, 2017)

The table 2. indicates the key competitive factors in the pet care industry, which are compared between Host My Pet and its main competitors in the market. The factors determine the competitor positioning that is presented in the recommendations to help forming efficient marketing activities that compete with the top opponents.

Table 2. Competitor mapping (Musti ja Mirri 2018; Lemmikkihoitoon 2018; Care 2018; Pawshake 2018; Host My Pet 2018)

<table>
<thead>
<tr>
<th>Competitor/platform</th>
<th>Factor 1 Trustworthiness</th>
<th>Factor 2 Service fees</th>
<th>Factor 3 Variety of services</th>
<th>Factor 4 Platform</th>
<th>Factor 5 Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>KÄVERI-VAHTI (MUSTI JA MIRRI)</td>
<td>- Identity is verified carefully - Carefree: pet sitters are encouraged to send daily updates to the owners</td>
<td>- Registering as a user is free - No commission fees - Average requested price for pet sitting services 20-40€</td>
<td>- Main pet sitting services for cats and dogs</td>
<td>- Website - Other channels: Facebook, Twitter, Instagram, YouTube</td>
<td>- Mainly the biggest cities in Finland - Rapidly broadening the coverage in major cities</td>
</tr>
<tr>
<td>LEMMIKKI-HOITOON</td>
<td>- Each pet sitter application is reviewed individually to ensure the qualification</td>
<td>- No service fees /commission fees - Average requested price for pet sitting services unknown</td>
<td>- Depend on the needs and wants of the pet/pet owner</td>
<td>- Website</td>
<td>- Mainly the capital region and bigger cities</td>
</tr>
<tr>
<td>CARE</td>
<td>Users are responsible to verify the qualifications themselves before trading services</td>
<td>No service fees / commission fees</td>
<td>Pet sitting services for all kinds of pets</td>
<td>Website</td>
<td>Functions in 20 countries</td>
</tr>
<tr>
<td>------</td>
<td>-------------------------------------------------</td>
<td>---------------------------------</td>
<td>---------------------------------------</td>
<td>---------</td>
<td>--------------------------</td>
</tr>
<tr>
<td></td>
<td>- Offers a paid program with benefits</td>
<td>- Average requested price for pet sitting services 30-40€</td>
<td>- Special services: trimming, training, transportation</td>
<td>Other</td>
<td>Facebook, Twitter, Google+</td>
</tr>
<tr>
<td></td>
<td>- Average requested price for pet sitting services 30-40€</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PAWSHAKE</td>
<td>- Good verification system</td>
<td>- Registering as a user is free</td>
<td>- Main pet sitting services for cats and dogs</td>
<td>Website</td>
<td>iOS and Android application</td>
</tr>
<tr>
<td></td>
<td>- Each pet sitter application is reviewed individually to ensure the qualification</td>
<td>- 19% commission fee of each transaction</td>
<td>- 24/7 customer service</td>
<td></td>
<td>Facebook, Twitter, Pinterest, &quot;Wall of Paws&quot;</td>
</tr>
<tr>
<td></td>
<td>- Carefree: pet sitters are encouraged to send daily updates to the owners</td>
<td>- Average requested price for pet sitting services 25-40€</td>
<td>- Money back guarantee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FACEBOOK GROUPS</td>
<td>- Difficult to verify the sitters’ qualification</td>
<td>- No service fees</td>
<td>- Main pet sitting services for all kinds of pets (depending on the group)</td>
<td>Website</td>
<td>Facebook application</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Typically, sitters ask for payment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FRIENDS AND FAMILY</td>
<td>- Familiar with the pet owner and the pet beforehand</td>
<td>- Usually no requested fees</td>
<td>- Main pet sitting services for all kinds of pets</td>
<td>Easy to contact via different channels</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Carefree for the pet owners</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HOST MY PET</td>
<td>- Good verification system</td>
<td>- Registering as a user is free</td>
<td>- Main pet sitting services for cats and dogs</td>
<td>Website and iOS application</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Each pet sitter application is reviewed individually to ensure their qualification</td>
<td>- 8% commission fee of each transaction</td>
<td>- 24/7 customer service</td>
<td></td>
<td>Facebook, Instagram, blog, Twitter, LinkedIn, YouTube</td>
</tr>
<tr>
<td></td>
<td>- Carefree: pet sitters are encouraged to send daily updates to the owners</td>
<td>- Average requested price for pet sitting services 15-30€</td>
<td>- Money back guarantee</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Vet support and insurance (upcoming features)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Based on the competitor mapping, the author has pointed out the top three competitors, which are presented below:

**Pawshake** platform has been functioning since 2010 where the passion has always been to build a community where internet has been used to build contacts and relationships between people who share the same interest – pets. It was founded in San Francisco but until today, it has radiated all around the world. (Pawshake, 2018)

Anyone who has turned into 18 can register as a user and start trading services between other users. The main aspects to compare to Host My Pet are that Pawshake takes double the commission fee and it is not present in every social channel on internet, though it has a good coverage in the media. All in all, the platform has built a trustworthy image about the service across countries. (Pawshake, 2018)

**Musti ja Mirri** is the leading chain of pet supply shops in Finland. The chain is the biggest player in the industry expanding the pet care services with the use of sharing economy system, and it recently launched an own platform for its regular customers to connect them and trade services with each other. (Musti ja Mirri, 2018)

The platform, Kaverivahti, received a great welcoming from the customers and the platform has quickly become one of the most popular pet sitting services provider in Finland. It also aims to build a community that consist of true pet-friends. Due to the company’s high visibility and comprehensive resources, it gives a tough opposition to Host My Pet. (Musti ja Mirri, 2018)

**Friends and family** are probably the main opponents in the pet care industry because pet owners can easily trust their pet in the hands of a person they know well. Even though, letting a friend or a family member to take care of the pet sounds easier than it usually is - family members might live far away, and friends do not necessarily have the time or required skills.

The advantage of platforms is that they are aiming to have qualified pet sitters all over the country so that pet owners can easily find a trusted sitter nearby. These are the main attributes Host My Pet should focus on to compete against pet owners’ friends and family when it comes to pet care.
8 Recommendations

The starting point for the need of recommendations was the need for Host My Pet to improve their current marketing activities in order to reach their company goal in the near future. This chapter includes the key findings from the secondary and primary data in this thesis. Together they form a solid product outcome for the commissioner. After studying the theoretical framework and analysing the research results, the author considers discovering the key findings and can confidently present the outcome to the case company.

This whole chapter is the final product outcome for Host My Pet in order to increase the effectiveness of their marketing communication activities to enhance and improve the brand awareness and customer experience. The recommendations are answering the research problem “How to improve the effectiveness of the case company’s marketing communication activities?” and by adopting them, the company will get closer reaching its desired position in the market. Host My Pet has set the deadline for reaching the company goal by 2020, but to make it more truthful, the deadline should be postponed in order to take advantage of all the recommendations and execute them properly.

This final product is divided into two parts. The first part follows the theoretical framework by introducing the key findings and recommendations related to sharing economy, marketing models, inbound marketing and marketing trends. The second part focuses on the key findings from the customer survey and how to improve the current customers experience.

8.1 Theoretical framework findings

The following recommendations will increase the company’s brand awareness. The recommendations answer the questions: “What is the concept of sharing economy and how it resonates with marketing environment?”, Which marketing models increase the effectiveness of the company’s marketing activities” and “Which marketing techniques and trends would be the most useful for the case company to enhance and improve awareness of the brand and attract new customers?”.

8.1.1 Sharing economy

Host My Pet should focus on people-based marketing and deliver valuable user experiences. When implementing marketing activities, the company should always remember to include the impact of “sharing” and review the components of a functional sharing economy platform, which are People, Product, Value and exchange system exchange, Planet, Power, Shared law, Communications, Culture and Future (3.1).
Earned media is the most valuable channel in the sharing economy and its main components are word-of-mouth, shares, reposts, reviews and recommendations. Most of the consumers are seeking third-party reviews and articles about companies, and that is why credibility is in the main role in the company’s operation. Another important aspect to build trust is to let the users to become part of branding and generating innovative ideas.

Easy and customer-friendly platforms are the key elements in sharing economy, and the company should pay attention their platform (website/application) to include easy navigation, user testimonials and engaging pictures and videos.

Host My Pet should find out their current position in the sharing economy by reviewing the platform’s pros, cons and opportunities. The company should notice that sharing economy is still emerging Finland and most of the consumers are not familiar with the concept of sharing platforms.

To summarise the recommendations for sharing economy, the commissioner should pay attention to the following components in their marketing activities:

1. Review the sharing economy components in order to have a functional platform
2. Allow the users to become co-creators in the branding and promotion
3. Build strong customer relationships by using customer reviews and word-of-mouth
4. Offer as easy access to the service as possible
5. Include valuable elements into the website to offer engaging customer experiences
6. Review pros, cons and opportunities sharing economy offers and compare the company’s activities to them
7. Educate the customers and users about the meaning of sharing platform

8.1.2 Marketing models

The key findings/ useful models from the theoretical framework include segmentation, targeting and positioning (STP) and PESO model.

STP model helps the company to become more customer centred. Host My Pet has many types of customers with different needs, wants and demands, and like all the companies it has to choose the best segments to serve their needs effectively. The commissioner needs to use the market segmentation method to determine and personalize their target audience, then evaluate each segment and choose the segments the company can serve the best and finally position and differentiate the company’s desired position in the competitive marketplace.
Below is a figure that indicates the positions of the biggest pet sitting service providers in Finland in comparison to Host My Pet’s desired position. The map helps the commissioner to determine their competitive position and execute the marketing activities.

![Competitive Positioning Map](image)

**Figure 14. Competitive positioning map (Modified from SlideShare, 2014)**

The competitors’ positions are resulting from the competitive mapping in the previous chapter 7.2. Based on the figure above, Host My Pet’s main opponents are Pawshake, Musti ja Mirri, and friends and family, which are targeting to occupy the same position in the pet care services industry.

PESO marketing communications model provides the company a framework to shape their marketing strategy. It defines the different channels to reach the potential customers with content creation. The model below (figure 15) includes four media types to sketch the pros and cons of the content on each marketing media type. The author has created a model for the commissioner to use in their content strategy including the strengths and weaknesses of each channel.
PAID MEDIA – The author suggests the commissioner to use advertising and Google Ad-Words in order to gain more visibility across the internet. Both are quick to implement and easy to monitor whether they perform well or not.

EARNED MEDIA - The commissioner should highly pay attention to this media type (bloggers, media, word-of-mouth) as it is cost-efficient and with good marketing actions it makes the service more trustworthy in the eyes of the customers.

SHARED MEDIA – Social media and word-of-mouth are the main channels to increase trust. This type is also cost-efficient and together with earned media they are the most recommended media types for the case company to focus on in their marketing actions.

OWNED MEDIA – Owned means the company’s website and blog, which offer long-term benefits if they are built and optimised well. The next chapter gives recommendations how to optimise the website in order to deliver more value and better customer experience for the platform users.

Figure 15. Media channel’s pros and cons for the case company (Modified from Dietrich, 2014)
To summarise the recommendations for the useful marketing models, the commissioner should pay attention to the following components in their marketing activities:

1. Use STP model to segment the target customers in order to deliver valuable content for each of them
2. Study the main opponents in the competitive map
3. Create defined customer personas after the segmentation (template below)
4. Adopt PESO model to reach the potential customers with the right content
5. Concentrate especially on earned and shared media, which are cost-efficient and increase the service credibility

Figure 16. Customer personas template (Author, 2018)

8.1.3 Inbound marketing

The author finds inbound marketing the most useful technique for the company to adopt. It attracts potential customers to the service via content marketing, social media marketing and SEO. The key is to create valuable content at every stage of the customer journey (attract, convert, close, delight).

Content marketing is creating, publishing and distributing valuable content online to target audiences. Developing a content strategy is on the top of the list in order to increase brand awareness. A useful tool to use in the content strategy is defining SMART goals, which should be **specific**, **measurable**, **attainable**, **relevant** and **time based**. The strategy also requires knowing the customer journey stages (**awareness**, **considerations**, **purchase**, **service**, **loyalty**, **advocacy**) by developing the customer personas in order to create content and messaging that appeals to the them. The author has created two useful templates for the commissioner to use in their content planning:
1. Content calendar

![Content Calendar Image](image1.png)

Figure 17. Content calendar (Author, 2018)

The company uses the content calendar to control its content publication across different channels. The calendar example includes the social media channels the company currently uses. As a suggestion the commissioner should plan the calendar according to the times when the users are most active on each channel.

2. Content plan template

![Content Plan Template Image](image2.png)

Figure 18. Content plan template (Author, 2018)

Content plan allows the company to define the role of each content in the whole strategy. Before taking the content plan in usage, the company needs to create detailed customer
personas in order to deliver valuable content to them. The template includes a few examples of possible target audience segments and the content types and channels they consume.

Social media is vital in sharing economy because it increases the trust and brand awareness through social networks. It is perfect channel to market directly to potential customers and maintain customer relationships. The main channels include Facebook, Twitter, Instagram, LinkedIn, YouTube and blog. The author has reviewed the case company’s activity on each of those channels and gives recommendations to them in the following chapter (8.2.3) in order to improve the customer experience.

SEO increases the number of visitors on the company’s website and thereby improves the brand awareness. It includes components such as keyword research and on-page and off-page optimization. Every time companies optimise their webpage to search engines, they need to implement a keyword research. The most important SEO optimization elements occur on websites and few of them also perform outside the company’s website.

To summarise the recommendations for the inbound marketing technique, the commissioner should pay attention to the following components in their marketing activities:

1. Adopt the content calendar
2. Adopt the content plan template
3. Implement a customer journey map
4. Create content by using SMART goals and customer journey map, publish the content on the channels and distribute it smartly in order to increase awareness of the brand
5. Review the channels and think what the purposes and goals of each of them are. Below is a useful template for the company’s use to set the goals and list the required steps for reaching them
6. Conduct a keyword research every three month
7. Optimize the website and pages according to the recommendations in the following chapter (8.2.3)
The action plan helps the company to outline actions that are needed in order to reach the goals in the social channels. They could for example include increasing the number of followers or changing the image of the brand. The commissioner can use the template also when planning the overall company’s marketing activities.

8.1.4 Marketing trends

The company should consider adopting the trending marketing types, which were studied in the framework – for example mobile, marketing, WhatsApp marketing, email marketing and using videos/live stream. Focusing on the marketing trends is advisable after the company has fulfilled the listed recommendations in the sections above and processed the improvements based on the regular customer’s wishes in the following chapter. Below the author as listed the main focus areas the company should adopt in the near future.

To summarise the marketing trends recommendations, the commissioner should pay attention to the following components in their marketing activities:

1. Adopt the marketing trend elements
2. Use videos to increase transparency and credibility
3. Use WhatsApp in communication
4. Promote the brand through email marketing
5. Use contextual marketing to get customers to take actions by offering the service to the right people at the right time with personalized content
6. Adopt the automation trends
7. Focus on portable devices when creating content and optimising it, such as mobile devices and smart watches
8.2 Customer survey findings

The following recommendations will improve the customer experience and support the users to promote the brand in order to increase brand awareness. They answer the question: “How to improve the current customer experience and bring more value to them?”. The following recommendations in this chapter are given to the commissioner in order to improve the service based on the regular customers’ opinions and wishes. The focus areas are customers’ insight about the platform, users, channels and marketing.

8.2.1 Platform

Based on the customer survey results, the author has used free online tools to optimize the platform (website) in order to fix the deficiencies, which the customers have pointed out. The figures in this section include the results from the website optimisation tests and recommendations for each of the areas to improve.

WEBSITE OPTIMISATION

The author used Seoptimer tool to review the company’s website and check the most important on-page SEO factors.

![Website overview (Seoptimer, 2018a)](image)

Figure 20. Website overview (Seoptimer, 2018a)

The figure 20 shows the overview including the company’s website SEO, usability, performance, social and security test results. Overall the page is doing well, but there are some improvements that are recommended for the company to fix in order to deliver user-friendly experiences on the platform.
The figures 21-24 below go through the recommendations section by section (performance, SEO, social presence and mobile & UI). Luckily, the company’s technical team has the required skills in order to adopt the recommendations and fix them.

The website performance needs majority of the improvements, although most of the improvements are low-priority. The most acute thing the company should check is reducing the total page file size.

The author has suggested the company to adopt content marketing strategy, and for part of that an important improvement the company needs to do is optimising the content on the page.
The key social recommendations for the company to adopt are to increase the YouTube channel subscribers and associate with Instagram profile. These factors will be looked closer into in the chapter 8.2.3 and more recommendations are given in order to improve the visibility on different social channels.

For the Mobile & UI the recommendation is to improve the size of tap targets. Tap targets are places that a user interacts with on a webpage, like buttons and links.

As the users spend more and more time on their mobile devices, the author tested the website’s mobile optimization also. The page load time is critical and as it goes from 1s to 3s, the probability of bounce increases 32%, 1s to 5s it increases 90% and 1s to 10s it increases 123%. (An, 2018)

https://hostmypet.fi/ki

Figure 23. Website social recommendations (Seoptimer, 2018a)

Figure 24. Website mobile & UI recommendations (Seoptimer, 2018a)

Figure 25. Mobile speed and recommendations (Google Test My Site, 2018)
Figure 25 shows the result from a mobile website speed test. Host My Pet needs to pay attention to the optimization to deliver better user experience on mobile devices. The current website loading time on a mobile is up to 11s, which increases the probability of bounce tremendously.

OTHER PLATFORM IMPROVEMENTS

“A calendar feature, so that the pet sitters could update their availability and therefore finding the suitable sitter would be easier”

“An opportunity for pet sitters and pet owners to leave open job applications on the site in order to get more visibility and then contacting other users would become easier and make the service user-friendlier”

AND

“An Android application along with the already existing iOS application”

Improving the service based on those three wishes, the platform would highly increase the user experience and bring more value to the customers. The company is already planning to launch an Android application, but due to the fixes that still need to be done with iOS, the company has decided to postpone it.

Host My Pet’s technical team can include in their projects to develop the calendar feature and build a page where the users can leave their job applications.

To summarise the platform recommendations, the commissioner should pay attention to the following components in their activities:

1. Optimize the website, both for desktop and mobile devices
2. Develop Android application
3. Build the calendar feature on the platform
4. Build a page where the users can leave open job applications
8.2.2 Users

REGIONAL INTEREST

Google Trends shows how often the search term “Host My Pet” is entered relative to the total search volume across various regions. The results stand behind the survey results stating that most of the users live in the capital region.

The users are wishing the service to have more users that are active, and the service needs new customers in order to grow. Host My Pet needs to focus on expanding the marketing actions and target the marketing campaigns on specific regions so that the audience will engage.

Host My Pet’s users are mostly 46+ and 21-30-year-olds, which the company needs to take into consideration when reviewing the market segmentation and building new customer personas in order to design more relevant and engaging marketing content and campaigns. (Use the customer persona template in the chapter 8.1.2)

USER REVIEWING AND PRICING

As an improvement for the reviewing system is to allow pet sitters to review pet owners, and all users should pay more focus on the process as it is one of the main components for sharing platforms to work efficiently. Host My Pet could encourage the users to pay more attention to it with the marketing actions.

Host My Pet cannot regulate the pricing system as it is not involved in trading the pet sitting services – pet sitters set the prices for the services they provide by themselves. In addition, the competitor mapping proved that Host My Pet’s commission fee (8% of each transaction) is not uplifting the average service prices that the sitters are asking. As a recommendation for the issue, the company could include a clear clarification for the users and explain how the sharing economy works, and that lowering the pricing is not in their
hands. Furthermore, during the registration process there should be a mention that the service is about a pet loving community and the reason to become part of it is not because of earning money by pet sitting – it should be because of the love towards pets and urge to help pet owners during busy days or holidays. As a trigger for the pet sitting providers, Host My Pet could include on FAQs the preferred prices for each service.

**USERS’ PROVIDED SERVICES**

In order to offer more service options for the users to offer and choose from, the company should investigate what kind of new pet sitting services the potential users need and want. As a comparison to one of the top competitors, Care, considerable services to offer include dog trimming, pet training and pet transportations.

To summarise the user recommendations, the commissioner should pay attention to the following components in their activities:

1. Run campaigns to target specific target groups across Finland
2. Improve the user reviewing process, allow pet sitters also to review the owners
3. Educate the users about the meaning of the sharing economy and how the pricing system works in it
4. Conduct a customer survey to find out what type of extra services would they be interested in (for example dog trimming, transportations, training)

### 8.2.3 Channels

The thesis author has reviewed in this chapter the channels Host My Pet uses and gives recommendations to help the company to improve the user engagement in order to reach the goal.

**FACEBOOK**

Host My Pet aims to have a Facebook community where people can interact with each other and share pet related post, and even find pet sitting help amongst each other on the Facebook Page. Host My Pet needs a consistent Facebook content plan in order to build the pet loving community it is aiming for and focus on delivering value for the users so that they will book the services through the platform. After being clear about the right content and what Host My Pet wants to achieve by it, the company should invest on running Facebook Ad campaigns in order to engage with more potential customers all over Finland.

According to the test, run by LikeAlyzer, Host My Pet’s Facebook Page is doing alright but there are areas to improve. The figures 27-30 show how the Page is functioning and include recommendations what to improve.
OVERVIEW

Doing alright, but there is room to improve.

- Does not like and interact with other Facebook Pages.
- There is room for improvement in terms of how often they post content.
- Does not take advantage of Facebook Events.
- This page understands quality over quantity in terms of post length and is receiving excellent engagement!

<table>
<thead>
<tr>
<th>Frontpage</th>
<th>100%</th>
<th>About</th>
<th>88%</th>
<th>Activity</th>
<th>43%</th>
<th>Response</th>
<th>100%</th>
<th>Engagement</th>
<th>N/A</th>
</tr>
</thead>
</table>

Figure 27. The company’s Facebook Page: overview (LikeAlyzer, 2018)

The overview shows that the company needs most improvements on the Page’s activity and engagement. The company needs to interact with other Facebook Pages (relevant to the business) and pay attention on how frequently to post content.

ABOUT

Does a good job of providing visitors with context and information.

Milestones

Not enough

Milestones are a great way of telling the story of a company or organization.

Contact Information

Provided

Contact information is very important as it allows users to get in touch with the page or easily find a way to get more information.

Phone 1358942704962

Email hostmypet.fi

Email info@hostmypet.fi

Figure 28. The company's Facebook Page: about (LikeAlyzer, 2018)

In the “About” section, the commissioner needs to add more milestones in order to increase transparency and trust with the Facebook Page followers. Other information seems to be up-to-date on the Page.
“Activity” is not quite fulfilling the followers wishes. The company should increase the number of posts per day in order to increase user engagement, take advantage of the Facebook Events, use more native Facebook Videos (created / shared on the network) and like/follow more others Facebook Pages.

The engagement rate cannot be scored, but the numbers still talk. Only 3% of the total number of the followers have interacted with the page content recently. That engagement rate works as a trigger for the company to start take actions as soon as possible in order to reach the company goal in time by engaging with more people.
INSTAGRAM

According to Host My Pet’s Instagram business profile insight, 74% of the followers are female, 26% male and the users are commonly 25-34-year-old. Most of the users are from Helsinki, following other big cities such as Tampere, Espoo, Vantaa and Turku. The figure 35 shows the number of the company’s current followers (7,572) and the current goal is to reach 10,000 followers. To reach that goal, the company should adopt the recommendations the author has given below.

The company uses Instagram for posting animal related pictures and videos. The question the company should ask is “Are random pet pictures and videos helping us to brand ourselves and reach our goal?”.

Host My Pet should stop and think what the purpose of an Instagram account is for them, and how it could serve the best the users’ needs and wants. The author recommends the company to review other peer-to-peer services providers’ Instagram profiles, and see how the content matters on the channel. Below is an example of an online/sharing marketplace for carpooling.

Figure 31. Host My Pet Instagram profile (Instagram, 2018a)
BlaBlaCar uses website and mobile apps to connect car drivers and passengers. It offers a good example to have a separate Instagram profile for each region where it operates in. The company brings value to the target audience by sharing content that consists of the users and their experiences while using the platform service. Host My Pet could review using the same type of a strategy for Instagram.

**YOUTUBE**

Video content is a great tool to attract consumers as it increases transparency and authenticity and therefore Host My Pet should focus on engaging people more in there. The company has only 5 video shares on the channel, and the content is not consistent. The team should think about the same question than with having Instagram channel: “Are random videos helping us to brand ourselves and reach our goal?”.
Figure 33. The company’s YouTube presence (YouTube, 2018a)

Figure above shows an overview of the company’s current operation on YouTube. Video content is popular amongst consumers and it is trending more and more, so the commissioner should take advantage of it and develop a YouTube channel strategy.

Using BlaBlaCar as an example again, the company has clarified the type of a content it shares on the channel and has a clear strategy supporting it. Below is an overview of the company’s YouTube page that gives ideas to Host My Pet about using content on their own YouTube channel.

Figure 34. Figure 38 BlaBlaCar YouTube channel (YouTube, 2018b)

BlaBlaCar uses different types of video content on their YouTube channels, and Host My Pet should divide their video content also into different categories.
As a recommendation, Host My Pet could create music playlists for pet sitters to play during a dog walking, share the user stories and post a “How does it work?” video. A great way to bring value for the service is by sharing users’ stories, for example by running campaigns where the users can send own videos about own pet(s) or while taking care of someone else’s pet. The team should keep an efficient brainstorming about the YouTube content plan and strategy.

**TWITTER**

Host My Pet uses Twitter mainly to post business-related content. As stated before in the theoretical framework, Twitter is a good channel for reaching the company objectives such as increasing customer loyalty or building brand awareness. Because Host My Pet’s aim is to reach its goal by building the brand and increasing the customer loyalty, it should review the company’s Twitter marketing strategy.
During over a year now, Host My Pet has gained 100 Twitter followers. Compared to the top competitors (Pawshake and Musti & Mirri) the company should start engaging more on the channel. Both competitors have much more followers because they also share content and interact with other users much more. The commissioner needs to focus on building the brand image more on Twitter in order to reach the objectives.

As a recommendation the company should build the strategy based on the following steps: present the brand, build a strong foundation, start following relevant people, start tweeting by building them around a link in order to drive traffic to the website and lastly connect Twitter into all company’s online presence.

**LINKEDIN**

LinkedIn is a great channel to build brand awareness and establish partnerships. Host My Pet’s presence on LinkedIn is pretty constricted and the company needs to take actions to engage with the target audience and grow the business. Below the author has listed ten steps from Business LinkedIn (2018) the company should follow in their LinkedIn marketing:

- **Tip one** – The team members should start with their personal profiles. People interact with other people, so it is important to keep own profile updated and keep it interesting.

- **Tip two** – Create an effective Company Page. It should offer valuable information about the company, the people who work there and engage with relevant content.
- **Tip three** – Define the audience and goals. For Host My Pet the main goal is to build brand awareness. Once the audience is defined, it is easier to define the audience.

- **Tip four** – Optimize the page for search: Insert keywords, create links to the company page and share relevant content.

- **Tip five** – Increase the number of followers. All the company updates appear on each follower’s wall. Add followers by starting with the employees, promoting the Company Page outside the company (emails, newsletters, blog posts) and adding a “follow” button to the company’s website.

- **Tip six** – Publish valuable and engaging content on the company’s page. Clicks, shares and comment are good indicators of a good content that helps the audience perform better and answers their questions. Salesy content does not perform well on LinkedIn.

- **Tip seven** – Use rich media to increase Company Page engagement. Create visual content by adding images, YouTube videos and slide shares.

- **Tip eight** – Sponsor the best content. It means native advertising on LinkedIn that allows to promote the content directly in any LinkedIn feeds of the target audience the company wants to reach via LinkedIn.

- **Tip nine** – Create LinkedIn Ad campaigns to drive the marketing goals. There are two ways to advertise on LinkedIn, self-service and managed campaigns. The LinkedIn ad campaigns give results by following the following three elements: targeting, bidding and measurement & optimization.

- **Tip ten** – Monitor the LinkedIn analytics dashboard daily in order to make decisions that lead to better results.

**BLOG**

Host My Pet uses blog to share relevant information and tips regarding pets and pet care. Blogging is a great tactic to increase online visibility. The author used the same tool than in website optimisation (Seoptimer) to review the blog’s performance and to find the right recommendations for improvements.
After running the test, there came up 14 improvements Host My Pet should highly consider to improve. The figures below include the results from the website optimisation tests and recommendations for each of the areas to improve.

Like stated already before, the author has suggested the company to adopt content marketing strategy, and for part of that an important improvement the company needs to do is optimising the content on the page.
The website performance improvements include minor details to change but still need to be added on the to-do-list, and the quicker they are fixed the better.

For the Mobile & UI the recommendation is to improve the size of tap targets. Tap targets are places that a user interacts with on a webpage (with buttons, links, ads etc).

The key social recommendations for the company to adopt are to encourage social sharing and associate with Instagram and YouTube channels. The chapter 8.2.3 clarified improvements for the company’s social channels, and by fulfilling them, all the channels will bring create value together.

To summarise the channel recommendations, the commissioner should pay attention to the following components in their activities:

1. Improve Facebook activity and engagement
2. Thinks how to improve the company’s image and message on Instagram
3. Increase the content on YouTube and develop a consistent system for it
4. Think how to use Twitter to increase brand awareness and associate with relevant organisations
5. Improve the LinkedIn account and think how to use it to generate relationships
6. Review how other sharing economy platforms are present across different channels and get ideas from them
7. Optimize the blog page and include valuable content to engage with potential customers

8.2.4 Marketing

Host My Pet’s customers wish more marketing efforts in advertising, content creation and increasing the visibility. Based on the customer satisfaction survey, the users have only seen Host My Pet advertising on Facebook, Instagram and email (Appendix 2 chart 10). These elements are covered in the key findings from the theory part (8.1).

Host My Pet should review its process on each channel and adopt the recommendations in this chapter in order to bring more value to the current customers and attract new ones. The author recommends the commissioner to focus on inbound marketing to create valuable content, increase brand awareness and gain customer satisfaction and trust. By adopting the inbound marketing types Host My Pet will connect with potential customers and establish strong relationships with them.
9 Discussion

9.1 Conclusions

This thesis gives an understanding to how marketing should be done in sharing economy with the use of marketing models and inbound marketing, and also taking in consideration the trending marketing elements and customers’ needs and wants. Marketing activities to promote a brand, attract new customers and bring value to existing customers are challenging to execute especially for small and new businesses. The process becomes even more challenging when the business is operating in the sharing economy. It is important to know how the “sharing” is disrupting the markets in order to have a functional sharing platform and benefit from the opportunities it offers for the businesses and consumers.

Today’s customer centred marketing is shaping the activities, and when combined with the sharing economy, the key elements to focus on are to build trust and offer great customer experiences. Those elements help defining the most suitable marketing models and techniques to adopt in the marketing communication activities.

This study was done for Host My Pet to increase the effectiveness of their current marketing activities by discovering the key elements in sharing economy, marketing models, inbound marketing, marketing trends and customer insights. The theoretical framework in conjunction with the data collected from the customer satisfaction survey created a strong base for creating the final recommendations as the thesis outcome. In order to increase the brand awareness and improve the customer experiences, all the recommended activities should be adopted by the company.

Both the author and the commissioner find the thesis useful, and the outcome is delivering the desired results for the whole study and commissioner’s actual needs. All in all, the thesis objective was reached by answering the research problem “How to improve the effectiveness of the case company’s marketing communication activities?” by discovering the key elements for the marketing communication improvements.
9.2 Usability

The product outcome of this thesis will be used by Host My Pet in their process of improving their online marketing communications. The commissioner had a real need for the marketing improvements to help them in their everyday marketing activities. When this project started in the beginning of 2018, Host My Pet was negotiating an investment to use making the activities more effective, which gave the urgent need to start implementing this study at that time. The recommendations reduce the effects of the current marketing deficiencies and help the company to create consistent and useful activities in order to deliver explicit marketing results. All the company’s team members are participating in the planning process to adopt the activities in the marketing right after this thesis is being finished in the end of April 2018.

The final work was presented to the commissioner and they were very pleased and surprised with the comprehensive and detailed product outcome. The CEO of Host My Pet commented right away that there are multiple aspects in the study that will be used in their marketing activities, which will help the company to reach its target position in the market. Also, the commissioner was extremely thankful for the useful templates the author had created for them to use in planning and executing the company’s activities.

Since, the investment negotiation didn’t pay any results during the thesis project the usability of the final outcome will probably not deliver as high results as the commissioner would have hoped. Still, the recommendations are very valuable for the company to review its current marketing activities and improve them in order to increase brand awareness and deliver better user experiences for the customers. Also, in the future the commissioner can develop the recommendations further after receiving financial resources.

9.3 Reliability and validity

This thesis includes data from secondary and primary sources, which compose the final outcome. The secondary data was carefully collected, and the used information was established by trustworthy marketing specialists. The thesis author invested a lot of time to implement the questionnaire to collect primary data. The questions were implemented by the author with the help of the commissioner, and the aim was to target the company’s regular customers in order to get truth-based and valid responses. Even though the target group was rather small (56 respondents), it increases the reliability and validity of the project outcome with the response rate of 71%. The thesis topic makes possible to find relia-
ble information about the elements that were studied and included extensively in the theoretical framework, which has been formulated to cover the most relevant elements without making them too complex.

In order to achieve the desired result, the author committed a lot of time and effort to discover the key findings from the survey and combine them with the theoretical framework. Different types of marketing components were gathered from secondary sources that are supporting the thesis outcome by answering the research problem. The author considers the sources reliable and valid, although some of the viewpoints can be questioned to be the most suitable for the commissioners’ current needs. Still, the chosen theoretical components form a solid base for the study and support the author to connect all the key findings in order to give distinct recommendations for the commissioner.

9.4 Learning process

The whole thesis project was a great learning process for the author. Developing the thesis deepened the author’s knowledge and skills as well as showed her abilities to conduct a demanding project to meet the commissioning party’s needs. The author considers that her personal objective to put her knowledge into practice and be able to find relevant elements and outline the most efficient improvements for the case company’s marketing activities was reached commendably.

Other skills the author learned during the process were scheduling, project management skills, prioritizing tasks, combining personal life with the thesis implementation and learning to overcome with obstacles. Also, the author learnt about her personal strengths and weaknesses while accomplishing this particular project as an individual.

The biggest learning point was understanding the complete picture of marketing process and how the different components are linked together. After conducting this thesis, the author has become more experienced in the marketing field by understanding the components in the framework and how to use them in practise. Another key learning point was to conduct a customer survey and analyse the results in order to find the relevant elements, which are affecting customer satisfaction and experiences.

All in all, the writing process was challenging but rewarding, and the whole process required the author a lot of time and concentration. It gave the author trust in her own personal and professional abilities that could not have been reached without conducting this thesis study.
10 References

Agrawal, A. 2016. 3 reasons why you should be marketing on YouTube and Periscope. URL: https://www.forbes.com/sites/ajagrawal/2016/01/03/3-reasons-why-you-should-be-marketing-on-youtube-and-periscope/#6dbb4ded3173 . Accessed 20.3.2018


Bremer, B. 2015. 5 phases of the marketing funnel: from awareness to advocacy. URL: http://innovantageconsulting.com/articles/5-phases-of-the-marketing-funnel-from-awareness-to-advocacy/. Accessed 27.4.2018

Business LinkedIn 2018. Get started with LinkedIn company pages. URL: https://business.linkedin.com/marketing-solutions/company-pages


Cisnero, K. 2015. 5 reasons why social media is important to your inbound marketing strategy. URL: https://blog.hootsuite.com/why-social-media-is-important-to-inbound-marketing/. Accessed 20.3.2018


George, K. 2018. Email marketing statistics to guide your email strategy in 2018. URL: https://emailmonks.com/blog/email-marketing/email-marketing-statistics/


Facebook Business 2018b. Setting up your page. URL: https://www.facebook.com/business/learn/set-up-facebook-page


Facebook Business 2018e. Instagram. URL: https://www.facebook.com/business/products/ads/instagram-ads

Foreman, C. 2017a. 10 types of social media and how each can benefit your business. URL: https://blog.hootsuite.com/types-of-social-media/. Accessed 4.4.2018


Fortin, D. 2018. How to create an SEO strategy for 2018. URL: https://blog.hubspot.com/marketing/seo-strategy

Fuld, J. 2016. 10 ways to create great inbound content for your association. URL: https://blog.hubspot.com/marketing/10-ways-to-create-great-inbound-content-for-your-association. Accessed 20.4.2018


Hootsuite 2015. 5 reasons why social media is important to your inbound marketing strategy. URL: https://blog.hootsuite.com/why-social-media-is-important-to-inbound-marketing/. Accessed 20.3.2018


Matofsksa, B. 2016. What is the sharing economy? URL: http://thepeoplewhoshare.com/blog/what-is-the-sharing-economy/. Accessed 2.2.2018


Pawshake 2018. Meidän tarinamme. URL: https://www.pawshake.fi/meid%C3%A4n-tarinamme Accessed 15.4.2018


Seoptimer 2018b. Host My Pet blog. URL: https://www.seoptimer.com/blog.hostmypet.fi


SlideShare 2014. Perceptual mapping. URL: https://www.slideshare.net/1vimal1/perceptual-mapping-2


Vaughan 2015. How to create detailed buyer personas for your business. URL: https://blog.hubspot.com/marketing/buyer-persona-research


Wikipedia Commons 2016. SMART goals. URL: https://commons.wikimedia.org/wiki/File:SMART-goals.png


73

YouTube 2013. 2 research methods. URL: https://www.youtube.com/watch?time_continue=1&v=8k-e9Xhtwrc. Accessed 12.4.2018


11 Appendices

Appendix 1. Percentage shares of households owning pets in 2012 and 2016

Appendix 2. Customer survey results from webropol

1. Residence
2. Profession /Life situation
* muu, mikä / other got the following answers: unemployed, retired

3. Age

4. Are you registered as pet sitter / pet owner / or both?
5. How did you hear about / get familiar with Host My Pet?

6. How satisfied are you with the service according to the listed sectors? What improvements / changes you wish from the service? 0 = not at all satisfied, 5 = extremely satisfied
### Performance Evaluation

<table>
<thead>
<tr>
<th>Service Area</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average palvelualustan käyttöystävällisyys</td>
<td>6.9%</td>
<td>3.45%</td>
<td>13.79%</td>
<td>24.14%</td>
<td>44.83%</td>
<td>6.9%</td>
<td>3.17</td>
</tr>
<tr>
<td>Average luotettavuus / turvallisusus</td>
<td>6.9%</td>
<td>3.45%</td>
<td>17.24%</td>
<td>27.59%</td>
<td>41.38%</td>
<td>3.45%</td>
<td>3.03</td>
</tr>
<tr>
<td>Average helppous</td>
<td>10.34%</td>
<td>3.45%</td>
<td>13.79%</td>
<td>24.14%</td>
<td>44.83%</td>
<td>3.45%</td>
<td>3</td>
</tr>
<tr>
<td>Average asiakaspalvelu</td>
<td>10.34%</td>
<td>3.45%</td>
<td>20.69%</td>
<td>24.14%</td>
<td>31.03%</td>
<td>10.34%</td>
<td>2.93</td>
</tr>
<tr>
<td>Average rehellisyys</td>
<td>6.9%</td>
<td>3.45%</td>
<td>17.24%</td>
<td>27.59%</td>
<td>34.48%</td>
<td>10.34%</td>
<td>3.1</td>
</tr>
<tr>
<td>Average yhteydenpidon kätevyys käsityssä</td>
<td>10.34%</td>
<td>3.45%</td>
<td>27.59%</td>
<td>13.79%</td>
<td>37.93%</td>
<td>10.34%</td>
<td>2.69</td>
</tr>
<tr>
<td>Average asiakasaloitusuus</td>
<td>10.34%</td>
<td>6.9%</td>
<td>13.79%</td>
<td>24.14%</td>
<td>37.93%</td>
<td>6.9%</td>
<td>2.93</td>
</tr>
<tr>
<td>Average alustan käyttäjien määrä lähettyvilläsi</td>
<td>10.34%</td>
<td>17.24%</td>
<td>27.59%</td>
<td>10.34%</td>
<td>27.59%</td>
<td>6.9%</td>
<td>2.48</td>
</tr>
<tr>
<td>Average vastausprosentti muita käyttäjältä</td>
<td>13.79%</td>
<td>3.45%</td>
<td>27.59%</td>
<td>13.79%</td>
<td>37.93%</td>
<td>3.45%</td>
<td>2.69</td>
</tr>
<tr>
<td>Total</td>
<td>9.58%</td>
<td>5.36%</td>
<td>19.92%</td>
<td>20.69%</td>
<td>37.55%</td>
<td>6.9%</td>
<td>2.92</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Service Area</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>platform user-friendliness</td>
<td>9.09%</td>
<td>9.09%</td>
<td>9.09%</td>
<td>18.18%</td>
<td>27.27%</td>
<td>27.27%</td>
<td>3.27</td>
</tr>
<tr>
<td>reliability / safety</td>
<td>0%</td>
<td>0%</td>
<td>27.27%</td>
<td>18.18%</td>
<td>27.27%</td>
<td>27.27%</td>
<td>3.55</td>
</tr>
<tr>
<td>easiness</td>
<td>0%</td>
<td>18.18%</td>
<td>9.09%</td>
<td>27.27%</td>
<td>36.36%</td>
<td>9.09%</td>
<td>3.09</td>
</tr>
<tr>
<td>customer care</td>
<td>0%</td>
<td>0%</td>
<td>9.09%</td>
<td>9.09%</td>
<td>45.45%</td>
<td>36.36%</td>
<td>4.09</td>
</tr>
<tr>
<td>transparency</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>45.45%</td>
<td>27.27%</td>
<td>27.27%</td>
<td>3.82</td>
</tr>
<tr>
<td>convenience of contacting other users</td>
<td>0%</td>
<td>9.09%</td>
<td>27.27%</td>
<td>27.27%</td>
<td>18.18%</td>
<td>18.18%</td>
<td>3.09</td>
</tr>
<tr>
<td>variability of the pet sitting services</td>
<td>0%</td>
<td>0%</td>
<td>9.09%</td>
<td>9.09%</td>
<td>18.18%</td>
<td>63.64%</td>
<td>4.36</td>
</tr>
<tr>
<td>amount of the platform users nearby</td>
<td>9.09%</td>
<td>9.09%</td>
<td>9.09%</td>
<td>9.09%</td>
<td>45.45%</td>
<td>18.18%</td>
<td>3.27</td>
</tr>
<tr>
<td>response rate from the other users</td>
<td>9.09%</td>
<td>0%</td>
<td>0%</td>
<td>36.36%</td>
<td>27.27%</td>
<td>27.27%</td>
<td>3.55</td>
</tr>
<tr>
<td>Total</td>
<td>3.03%</td>
<td>5.05%</td>
<td>11.11%</td>
<td>22.22%</td>
<td>30.3%</td>
<td>28.28%</td>
<td>3.57</td>
</tr>
</tbody>
</table>

### 7. How likely would you recommend the service to others (friends, family, co-workers)?

0 = not at all likely, 5 = extremely likely

<table>
<thead>
<tr>
<th>Recommendation Type</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>en ollenkaan todennäköisesti</td>
<td>10.34%</td>
<td>6.9%</td>
<td>31.03%</td>
<td>27.59%</td>
<td>10.34%</td>
<td>2.9</td>
<td>2.9</td>
</tr>
</tbody>
</table>

| Not at all likely                     | 0%    | 0%    | 9.09% | 36.36%| 36.36%| extremely likely | 4       |

79
8. During what times are you using / most likely to use pet sitting services?

9. Which Host My Pet channels are you familiar with?
10. How long has it been when you last time noticed Host My Pet advertisement in the following channels?

<table>
<thead>
<tr>
<th></th>
<th>en koskaan</th>
<th>alle viikko</th>
<th>1-4 viikko</th>
<th>yli 1 kuukausi</th>
<th>en muista milloin</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>96.55%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>3.45%</td>
<td>1.14</td>
</tr>
<tr>
<td>Facebook</td>
<td>68.97%</td>
<td>6.9%</td>
<td>6.9%</td>
<td>6.9%</td>
<td>10.34%</td>
<td>1.83</td>
</tr>
<tr>
<td>Twitter</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>1</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>1</td>
</tr>
<tr>
<td>e-mail</td>
<td>48.28%</td>
<td>27.59%</td>
<td>10.34%</td>
<td>3.45%</td>
<td>10.34%</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>82.18%</td>
<td>7.47%</td>
<td>2.87%</td>
<td>1.72%</td>
<td>5.75%</td>
<td>1.41</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>never</th>
<th>less than a week</th>
<th>1-4 weeks</th>
<th>more than a month</th>
<th>Cannot remember</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>90.91%</td>
<td>9.09%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>1.09</td>
</tr>
<tr>
<td>Facebook</td>
<td>45.45%</td>
<td>18.18%</td>
<td>0%</td>
<td>18.18%</td>
<td>18.18%</td>
<td>2.45</td>
</tr>
<tr>
<td>Twitter</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>1</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>90.91%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>9.09%</td>
<td>1.36</td>
</tr>
<tr>
<td>e-mail</td>
<td>72.73%</td>
<td>9.09%</td>
<td>0%</td>
<td>9.09%</td>
<td>9.09%</td>
<td>1.73</td>
</tr>
<tr>
<td>Total</td>
<td>83.33%</td>
<td>6.06%</td>
<td>0%</td>
<td>4.55%</td>
<td>6.06%</td>
<td>1.44</td>
</tr>
</tbody>
</table>