

Saimaa University of Applied Sciences
Faculty of Business Administration, Lappeenranta
Degree Programme in International Business

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Creating a Facebook marketing plan: Case Prisma Lappeenranta

Thesis 2018

Abstract

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This thesis aimed to create a Facebook marketing plan for Prisma Lappeenranta to modernize and update the practices used by the company in their Facebook activities. The author worked as a social media representative in the case company while constructing the thesis.

Data for the thesis was drawn from mostly contemporary online sources from blogs and articles of the field, while certain concepts and models were defined with the help of literary sources. The data provided by the company's Facebook Page's Facebook Insights section was used in analyzing the company's market environment and follower base. This data was then refined to create practical suggestions for the company on how to improve their social media actions.

The thesis outcome was a custom-tailored Facebook marketing plan for the case company. Implementation of the plan was excluded from the plan and left to the discretion of the company's marketing executives.

Keywords: marketing, marketing plan, social media, Facebook

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1 Introduction

Social media services are Web 2.0. Internet-based applications, which base their activities on user-created content. Social media sites or applications allow the creation of user-specific profiles for individuals and groups alike and create social networks by combining these profiles with each other. (Obar & Wildman 2015, p. 6-9)

Facebook is a general-interest social networking site, which allows its users to post comments, share photos and links to content elsewhere on the Web. Facebook also allows users to chat, or stream live video via the website. A user's shared content can be made publicly or private accessible. (Nations 2018)

The author of the thesis works as a social media representative in the case company, Prisma Lappeenranta. The author is responsible for content creation and publishing (these responsibilities are further defined in chapter 6.1.1) for the case company's main social media channel – the Prisma Lappeenranta Facebook Page. The thesis aims to create a social media marketing plan tailored for Prisma Lappeenranta's Facebook account. This plan can later be used as a basis and backdrop for Prisma Lappeenranta's social media activities.

The thesis uses numerous marketing models and concepts, such as SWOT-analysis, SMART-goals and organic and paid reach. These models and concepts are defined in each relevant chapter dealing with them.

The thesis relies on mostly contemporary online sources. The author's experience as a social media representative gives him access to the case company's Facebook Page data insights and valuable experience on the field. Many figures within the thesis are non-public data, having been drawn from Prisma Lappeenranta's Facebook Insights section. This data is used to analyze the success of the company's social media activities and their target audience.

1.1 Reasoning for the topic

Well executed social media marketing can lead to increased brand recognition, improved customer loyalty, higher sales conversion rates, better search engine rankings and decreased marketing costs among other benefits (DeMers 2014).

Social media marketing is a way for any business to create online communication with their customer base, while also promoting their products and services. A well-constructed social media marketing plan would serve as a guideline which would help Prisma Lappeenranta implement, adjust and optimize their social media posts accordingly. Positive and promotional posts which represent the company's core values, adhere to the marketing plan's instructions and are aimed at the company's target audience should lead to improved exposure and sales. Customers of Prisma Lappeenranta also often send questions and inquiries about the store's opening times during holidays and the availability of certain products; answering these customers on time, with the correct information and using language and a tone to which the customers can relate to, is vital in customer loyalty and brand strength.

While the objective of the thesis is to create a social media marketing plan for Prisma Lappeenranta's Facebook account, the data and information gathered in this report should not be considered to be just limited to this particular account. The marketing plan can serve as a blueprint if the company ever wishes to expand its social media presence to other accounts and platforms, such as Instagram, Twitter or Snapchat. This plan should also not be strictly geographically chained, meaning that similar guidelines could be used while constructing social media marketing plans for retail stores and supermarkets all across Finland.

1.2 Case company

The case company of the thesis, Prisma Lappeenranta, is a family-friendly hypermarket located in the city of Lappeenranta in southeastern Finland. There are 64 Prisma stores in Finland. Outside Finland, Prismas are also located in Estonia, Latvia, Lithuania and Russia. The stores have a selection of approximately 11,000 consumer products while the total number of products is approximately 60,000. Prisma also has a Web Service, Prisma.fi, which can be used to purchase products online, learn about the individual stores' product selection, locate the nearest store and to see the latest product catalogues and advertisements. Prisma Lappeenranta also includes other supportive businesses

within its premises, such as lunch restaurant Onni, S-Bank Lappeenranta and a local branch of the state-owned liquor store, Alko. (Prisma 2018.)

1.3 Company's social media presence

Prisma Lappeenranta's main social media focus is on its Facebook Page, also titled Prisma Lappeenranta. As of 14 March 2018, the Page has 1535 followers and averages around 1300 weekly users reached. The main operational focus of the Page is organic growth with little to no paid promotion and content created by the company's own representatives. The major audience of the company's followers are females, aged 25-44, from southeastern Finland. Typical posts include promoting products related to current events and holidays, promoting the store's new product lines, publishing the weekly menu of lunch restaurant Onni and occasional raffle draws.

2 Structure of the thesis

The thesis should not be considered as research per se, but rather as an operative plan for the case company and companies alike. The theoretical framework is gathered from books, articles, blog posts and other sources dealing with the topic. This framework is applied to the marketing plan throughout the thesis with relevant concepts and theories being explained within each chapter related to them.

The thesis begins with an introductory chapter, presenting the case company and the reasoning behind the topic. The actual body of the thesis starts by outlining the objectives of the thesis, then moves on to discuss the topic delimitations and finally analyzes the preparation and construction of the marketing plan. The thesis closes out with a chapter discussing the application of the plan and a conclusion chapter.

The report follows the thesis report guidelines of Saimaa University of Applied Sciences. These report guidelines provide the standard structure for reports and essays for students of Saimaa University of Applied Sciences. The guidelines use the Harvard system of referencing. (Toivola 2015.)

3 Objectives of the thesis

This chapter discusses the objectives and the practical usability of the thesis. The main objective of the thesis is to create a social media marketing plan for Prisma Lappeenranta. This plan will be tailored for the company's Facebook Page. The company can later choose to implement the finished social media marketing plan in practice.

The thesis observes the marketing of a Facebook Page and its effects on a Facebook user's private News Feed. A Facebook Page can be defined as a business', artists or organization's public profile, which can be used to promote the Page owner's activities or products. The News Feed is a list of stories that is personalized for each private user of Facebook, updating regularly and showcasing posts from friends and objects of interest. (Facebook News Room 2018.)

3.1 Practical use

A marketing plan is a document that communicates the marketing strategy for a product, service or an offering. The purpose of the plan is to influence the major stakeholders of a company so that they will invest money, time, and effort to ensure the steps proposed within the plan will be successful. (Tanner & Raymond, 2012 p. 545)

A social media marketing plan will serve as a basis and as a guideline on how the company should engage its target audience and followers via social media channels. In the case of Prisma Lappeenranta, the social media platform to which the plan will be tailored to is its Facebook Page. The plan should be a blueprint and a tool to use for the company's marketing representatives, directing the personnel to launch timely, accurate, interesting and target market catering posts on the Facebook Page. A well-constructed plan should eliminate any habits of haphazard, low-effort posting while simultaneously also embracing liberal, heat-of-the-moment post ideas by giving them the guidelines and principles on how to reach the target audience and maintain the company's brand image.

In practice, using the plan as a foundation for the company's social media activity will lead to improved sales together with a better customer-perceived image of

the company, and help the company engage with its existing audience while reaching out to new target markets. It will also help the company adjust its posts according to the latest changes in Facebook’s algorithms regarding the reach of publications and News Feed visibility, thus maintaining the Page’s social media growth.

3.2 Key performance indicators

Key performance indicators (KPI) are a set of measurable metrics that a company uses to analyze its performance over a certain time scale. These metrics are used to determine a company's success rate in achieving its personal operational goals and aims, while also serving as benchmarks which can be used to compare the company’s performance to its competitors or previous achievements. (Investopedia 2018.)



Figure 1. Evolution of followers of Prisma Lappeenranta from 1 October 2017 to 15 March 2018. Data gathered from the Page’s Facebook Insights section.

The goal of a social media page is to build a community of followers. From a business perspective, these followers can then be considered as potential or existing customers. The key metric to consider while analyzing the size of a Facebook Page is its follower count. Figure 1 showcases the evolution of the follower count of Prisma Lappeenranta over a period of six months (October 2017 – March 2018); the total amount of followers has risen from 999 to 1 535, a total increase of 53.65%. The growth trend is largely due to a successful lottery campaign launched in the start of February 2018.

“Total Page followers” serves as a good key performance indicator for the social media marketing plan, since it is a direct way of measuring one of the practical goals of the plan: reaching out to new target markets and growing the community.



Figure 2. A typical promotional post of Prisma Lappeenranta (Prisma Lappeenranta 2018)

Other KPI's to measure the growth and market reach of the Facebook Page are the average number of people reached and the average number of likes per post.

Figure 2 showcases a typical promotional post of Prisma Lappeenranta and these KPI's within the post. These figures may vary heavily depending on the type, purpose and the engagement level encouraged by the post, thus setting different goals for the average KPI levels for different types of posts is key to gain fair, unbiased data on the growth of the Page.

KPI's measuring the sales conversion, sales volumes and the return on investment (ROI) are not considered in this thesis due to the company not disclosing its sales figures on individual products. Sales figures are expected to rise as the promotional posts will reach a greater audience.

3.3 Goals

Social media marketing and management experts Hootsuite recommend using the SMART goal framework while setting goals for a marketing plan. SMART is based on five qualities: specific, measurable, attainable, relevant and timely. The goals set using this framework should exhibit all the five qualities to be usable and advantageous to a marketing plan. (Conner 2017.)

Setting SMART goals for Prisma Lappeenranta to increase its market reach and Page followers is a key part of the social media marketing plan. As stated in the previous chapter, there are multiple different types of posts released by Prisma Lappeenranta, each with a different purpose and engagement level. The figures mentioned in this chapter, such as post likes and post reach for individual post types, have been drawn from the company's Facebook Page's Facebook Insights section.

Social media posts can be divided into three categories; Results, Value and Lifestyle. The Results category posts are meant to create more traffic into the page, the Value category posts build up the page's credibility and the Lifestyle category posts are meant to promote the page's products and services on the page and engage with the community. (Brookes & Sannipoli 2018.)

The majority of Prisma Lappeenranta's posts fall into the Lifestyle-category, either they promote a seasonal or a new product or exist as a light-hearted sneak peek into the life of the employees of Prisma Lappeenranta. These types of posts

usually attract from 20 to 60 likes, reach up to 1500 people and are tailored to the target majority audience.

Posts falling into the Value category are less common, since details such as sales figures and personal achievements of some employees are very rarely published to build the Page's credibility. However, there are occasional Results type posts, usually the raffle draws hosted by Prisma Lappeenranta. These posts generate increased traffic and visibility on the Page, due to users being required to comment on the post to take part in the raffle draw, thus having a chance of winning free promotional products. These types of posts can reach between 100 and 800 likes and reach from 10 000 to 40 000 users. Results posts are often also catered to a larger audience, even outside the target market to draw in more traffic and new followers.

The difference between the two categories in question is quite stark, hence the need for different types of goals. Goals for the Lifestyle posts could be to "average 50 likes and 1000 users reached over the next 6 months", while the Results-posts should "gain at least 250 likes and reach over 12 000 users over the next 6 months". Another suitable goal for the Page would be to "gain at least 5 new followers each week during 2018". These model goals follow the SMART goals framework. Prisma Lappeenranta should discuss and analyze which objectives and KPI-levels are realistic and achievable for the company and set goals for their Facebook activities following these criteria. As the goals are time-bound, the success rate of each goal should be evaluated by the end of its lifecycle, the reasons behind the possible shortcomings or successes should be analyzed, and rectifying actions should be taken.

4 Delimitations

This chapter discusses the delimitations of the thesis, explaining what was excluded from the thesis to keep the topic focused, contemporary and not bulged out of proportion.

4.1 Focus on creating the marketing plan

The thesis was originally supposed to cover constructing the plan, implementing the plan and monitoring the effects of the plan, but was only limited to creating a social media marketing plan due to time constraints and to reach a better overall focus for the project.

4.2 Limiting the social media platforms

Perhaps the most notable delimitation on this topic would be limiting implementation of the social media marketing plan to just a single social media platform – in this case Facebook. Facebook remains the leading social media platform globally by quite a margin. As of January 2018, Facebook has over 2.1 billion active users (Statista 2018). It is estimated that the number of Facebook users in Finland would grow to a figure of 2.79 million users in 2018 (Statista 2015). Since Finland has a population of 5.51 million (Statistics Finland 2018), that amount of Facebook users within Finland is estimated to be around 50.64% of the entire population.

According to 2015 data from Pew Research Center, 72% of adult internet users use Facebook and it continues to have the most engaged users; 70% of the users log on daily, including 43% who do so several times a day (Hubspot 2018).

Focusing the company's limited resources solely on the platform with most potential reach is more logical than attempting to manage and create content for multiple accounts with lesser care and effort. Facebook provides the Page manager with extensive data tools regarding the key demographics behind the Page's audience, the reach of the Page and possible non-organic (paid promotion) marketing of posts.

Since the thesis focuses on Facebook marketing, other online advertising methods, such as Google AdWords or forms of search engine optimization, are also excluded.

4.3 Contemporary sources

Due to Facebook and social media being an ever-evolving area of technology and business, the thesis will attempt to exclude sources written on the subject

matter before 2016. This timeline was chosen to keep the social media marketing plan relevant and applicable to future use in other similar projects. Definitions of relevant marketing concepts will, however, use general literature in the field as source material.

5 Preparing the marketing plan

This chapter discusses and analyzes the market environment of Prisma Lappeenranta and the challenges in social media which the company must consider while creating and publishing content within Facebook.

5.1 SWOT analysis

SWOT Analysis is a common tool for marketers to use while analyzing a company's strengths (S), weaknesses (W), opportunities (O) and threats (T). Strengths and weaknesses are a company's positive and negative internal characteristics, while opportunities and threats are positive and negative external trends and factors, drawn from the environment outside of the company. (Kotler & Armstrong 2011, p.53-54.)

A SWOT analysis is being conducted here to better understand the current market environment and position of Prisma Lappeenranta in social media. The focus is mostly on the perspective of the company's Facebook Page, but some real-life phenomena which are relevant contributors to the Facebook Page characteristics are included. The Facebook marketing plan should aim to make use of Prisma Lappeenranta's strengths, mitigate the effect of or solve the company's weaknesses, exploit the opportunities presented by the surrounding environment and prepare for any possible threats in the market and the chosen social media platform.

5.1.1 Strengths

Prisma Lappeenranta's holding company, the S Group, is the largest private employer in Finland. The company's markets, which include Prisma hypermarkets, S-Markets and Alepa stores sold 7.87 billion euros worth of goods in 2017. Taxes are not accounted for in these sales. (S-ryhmä 2018.) Prisma Lappeenranta is a part of a huge collaborative group, which already is a

household name in Finland. The company doesn't necessarily need to use its social media channel to raise awareness of the store due to most Finnish customers knowing what type of products and services Prisma across Finland can provide. The company's Facebook Page can focus on providing additional value to its followers while reaching out to new markets to enlarge this follower base.

Prisma Lappeenranta has a liberal approach to constructing new posts. There are few limiting guidelines and restrictions which can affect the work of a social media representative, allowing the representatives to construct and publish diverse and versatile posts.

5.1.2 Weaknesses

The liberal approach mentioned in the previous chapter as a strength also can be viewed as a weakness. The lack of guidelines, strict schedules and directions forces the representatives to mostly use their own ideas behind the posts. The company does not offer any tools for the representatives apart from access to the Prisma Lappeenranta Facebook account, so most of the posts are created and filmed by using the representatives' own equipment.

The company's social media presence is not as prevalent as its competitors. Chapter 5.2.2 analyzes this situation more profoundly. There are currently no funds being allocated for Facebook marketing. The company's marketing director is also administrating another Facebook account, Prisma Finland, which is aimed at the Russian audience. While this helps the Prisma Lappeenranta Page to focus on a single target group, the Finnish users, it also limits the Page's potential audience and publishing options to be catered to just their Finnish audience.

5.1.3 Opportunities

Expanding into a paid reach Facebook marketing model can be considered as Prisma Lappeenranta's most notable opportunity in its current market environment. Chapter 6.5.2 defines paid reach within Facebook, discusses its benefits and how it can be adapted in Prisma Lappeenranta. The store's home city and surrounding municipalities also have a large, untapped customer base. Chapter 5.2.1 analyzes the follower distribution of Prisma Lappeenranta within its

home region, South Karelia, while chapter 6.6 discusses some methods of how to unveil new audiences and influence them via Facebook.

5.1.4 Threats

In his 2012 Facebook post, Chuck Rossi, the director of engineering in Facebook, mentions that new code is being applied to Facebook twice a day to update existing features and create new applications (Protalinski 2012). This ever-evolving nature of Facebook means that marketing plans tailored for the platform can become time-bound and stagnant if not updated regularly and according to the latest changes on the site. Chapter 5.3 focuses on the latest changes in Facebook's News Feed, the platform's current rulesets and guidelines regarding post reach, and discusses ways how Prisma Lappeenranta can optimize their social media actions to keep up with Facebook's latest changes.

5.2 Market overview

This chapter focuses on analyzing the current market environment of Prisma Lappeenranta. Included are also analysis of the company's social media presence and physical environment details, which are relevant when defining the company's target market and analyzing the customers and competitors within that market.

5.2.1 Geographical analysis

The physical location of the Prisma Lappeenranta hypermarket is in Lappeenranta, Finland. Figure 3 breaks down the follower structure of the Prisma Lappeenranta Facebook Page. The majority of the customers of the store and the followers of the Facebook Page are from Lappeenranta and surrounding municipalities in South Karelia, such as Imatra, Taipalsaari, Luumäki, Lemi and Savitaipale.

City	Your followers
Lappeenranta, South ...	934
Imatra, South Karelia	99
Luumäki, South Karelia	49
Taipalsaari, South Kar...	49
Lemi, South Karelia	33
Joutseno, South Karelia	31
Helsinki, Uusimaa	30
Savitaipale, South Kar...	19
Kuopio, Pohjois-Savo	15
Espoo, Uusimaa	13

Figure 3. The geographical location of Prisma Lappeenranta's followers in 16 March 2018. Data gathered from the Page's Facebook Insights section.

By the end of 2017, the South Karelia region of Finland had a population of 129 895 inhabitants (Etelä-Karjalan Liitto 2018). Prisma Lappeenranta has great potential to multiply its followers and reached users within South Karelia due to the high population of the area and the company being one of the few large hypermarkets of the region.

5.2.2 Competitor analysis

Other hypermarkets within the South Karelia region include K-Citymarket Lappeenranta, Prisma Imatra and K-Citymarket Imatra. Local retail stores, such as Lidl Lappeenranta and the multitude of S-Markets and K-Markets across South Karelia, could also be seen as competitors. The data used in this chapter was drawn from each of the above mentioned business' public Facebook Pages.

The current follower count of Prisma Lappeenranta dwarfs in comparison to its competitors. As of 20 March 2018, the other local hypermarkets have a follower

count of 4146 (K-Citymarket Imatra), 3278 (Prisma Imatra) and 2302 (K-Citymarket Lappeenranta). Lidl Lappeenranta has no specific Facebook Page attributed to its physical stores, but rather a single Page condensing the activities of all Lidl stores in Finland, Lidl Suomi, with a follower count of 254 366 users. Prisma Lappeenranta's follower count of 1535 does not enable its posts to reach as large an audience on average as its immediate competitors. This could be attributed to the organic reach focused marketing model of Prisma Lappeenranta. The extent of paid reach that the company's competitors use is unknown.

A reason for the large follower bases of different local K-stores could be their discount policy and adaptability. K-food retailers tailor their local stores according to the local demand, taking advantage of their customer purchase history, wants and needs (Kesko 2018). This adaptable model allows the individual stores to affect their pricing with a more liberal approach, enabling possible discount campaigns which can be promoted via social media.

Improving the social media reach of Prisma Lappeenranta is one of the key objectives of the Facebook marketing. This focused approach will allow the company to grow its follower base to reach the figures of their competitors and even surpass them.

5.2.3 Target demographics

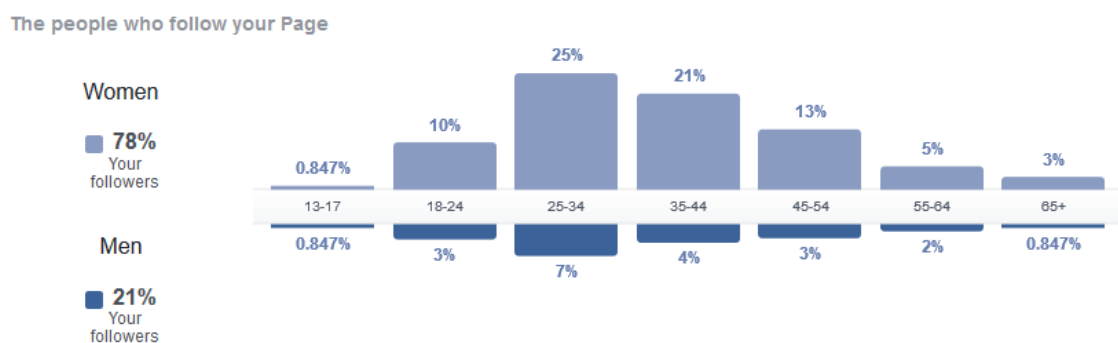


Figure 4. Follower demographics of Prisma Lappeenranta in 16 March 2018. Data gathered from the Page's Facebook Insights section.

As Figure 4 suggests, the overwhelming majority of Prisma Lappeenranta's followers are 25 to 44-year-old females. Understanding the life situation, needs and wants of this audience is key to making posts tailored to them. The average

age of a Finnish first-time mother 29.1 years (Statistics Finland 2017). This means that it is highly likely that a user falling into the majority category of Prisma Lappeenranta's followers is also a mother of a small child. Prisma Lappeenranta should address this user group within their posts, providing content which a mother of a family can relate to or find interesting.

5.2.4 Target customer

The analyses conducted in the previous chapters narrow down the major target customer of the Facebook Page to be a 25 to 44-year-old mother of a small child from the South Karelia region of Finland. Since Prisma identifies itself as a family-friendly hypermarket (Prisma 2018), this target customer group would adhere to the company's values. However, since the hypermarket has a wide range of products for people from all walks of life, the Facebook Page also attracts many, varying followers who are not considered to be a part of this target customer model. While Prisma Lappeenranta should focus on providing content suitable for the target customer market, the company should not alienate its other followers in doing so. It is necessary to create content which any user can find interesting or useful, which can be done by promoting the arrival of seasonal foods, such as Finnish delicacies Christmas ham and May Day doughnuts, for example.

5.3 Problems to be addressed

Facebook's ever-evolving nature, community guidelines and customizing the posts for the target audience raise serious questions on how Prisma Lappeenranta must operate within the platform in 2018 to maintain its growth. This chapter discusses major changes that affect the Prisma Lappeenranta Facebook Page.

5.3.1 Downfall of organic reach

The growth of a Facebook Page is split between two dimensions – organic reach and paid reach. Organic reach is the number of people who had an unpaid post from the Page enter their screen, and paid reach is the number of people who had a paid post from the Page enter their screen. (Facebook Help Centre 2018c.)

Over the past few years, the organic reach of Facebook publishers has been dropping. In 2014, Facebook attributed the decrease in organic focus to the constantly growing number of stories and news within the platform and Facebook's way of optimizing 'showing high-quality content'. Facebook encourages businesses to shift their focus on paid reach, comparing the situation to that of any other marketing platform, such as newspapers and radio. (Boland 2014.)

The downfall seems to have intensified since then. From January 2016 through mid-July 2016, publishers' Facebook Pages have experienced a 52-percent decline in organic reach, according to the social publishing tool SocialFlow. That stat is based on the company's analysis of roughly 300 major media outlets that use its tool to manage their Facebook Pages (Peterson 2016). In January 2018, Doug Baker, director of strategic services at the digital agency AnalogFolk, believes Facebook's latest algorithm change to be the "final nail in the existing coffin" of organic reach for publishers (Joseph 2018).

Prisma Lappeenranta's social media marketing focus has been entirely organic thus far. The marketing model has been to create content using the hypermarket's own resources and personnel in posts with no funds allocated to paid promotion. Even though the fully organic marketing model may be seen as cost efficient, in reality it is a waste of time and other resources put into making the posts if the posts do not manage to reach a prominent crowd. Shifting to a hybrid model, with paid reach being used for certain, top-quality posts is a logical way of ensuring the Page's growth from 2018 onwards.

5.3.2 Facebook's 2018 algorithm change

In January 2018, Facebook's CEO Mark Zuckerberg announced a revision of Facebook's News Feed algorithm, prioritizing "meaningful social interactions" over "relevant content". In the future Facebook will start de-prioritizing videos, photos, and posts shared by businesses and other medias, which Zuckerberg dubbed "public content", and focus on promoting content produced by a user's friends and family. (Wong 2018.)

How exactly do these changes to the News Feed algorithm change the reach and visibility of a business' publications on Facebook? According to the January 2018

webinar held by Facebook, the actions which affect a user’s News Feed most formidably are active interactions, such as reacting to a post, commenting on a post and sharing a post either directly in Facebook or via the Facebook Messenger application. These changes to meaningful interactions affect only publishers’ organic content – comments and shares will not affect the distribution of paid reach. (Berke 2018.)

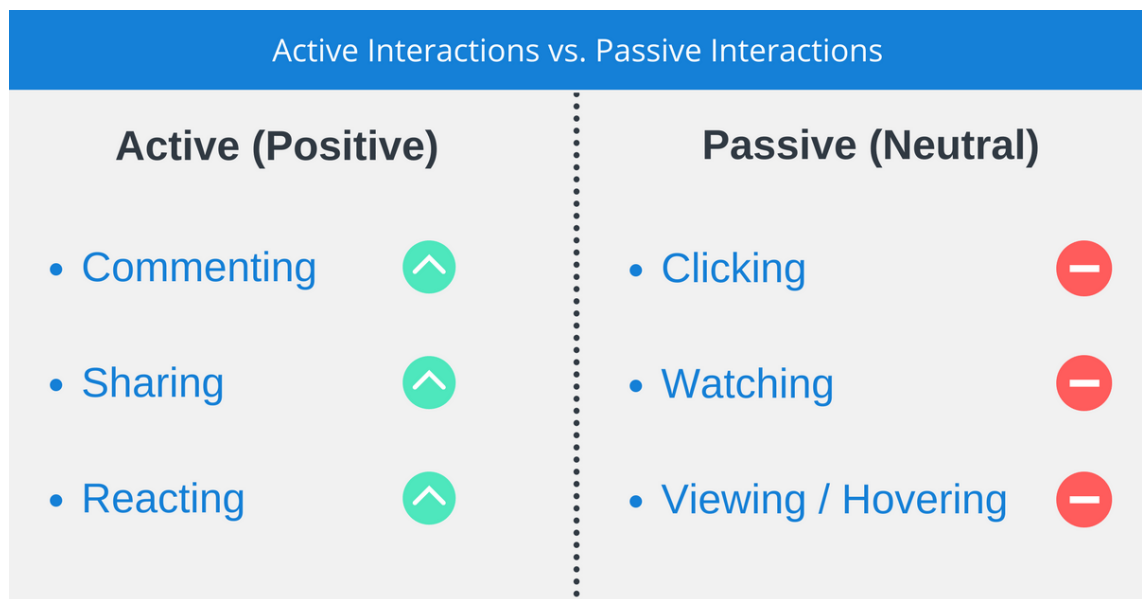


Figure 5. Signals that affect News Feed rankings (Bufferapp 2018.)

These changes to the News Feed algorithm accompanied with the decline of organic reach suggest that Prisma Lappeenranta should change their social media marketing focus more and more towards paid promotion. However, organic reach can still be effective while taking advantage of the most powerful interactions showcased in Figure 5 – commenting, reacting and sharing. Prisma Lappeenranta has used the “comment on the post to take part” policy while hosting their raffle draws, which causes the posts to gain increased visibility. The change to the News Feed algorithm suggests that in the near future it is more likely that users on Facebook would see when their close friends have commented on Prisma Lappeenranta’s posts, thus being organically reached by the same post. The changes also seem to suggest that active conversation, i.e. multiple comments or replies to the same post, will boost the reach of a post. The challenge for Prisma Lappeenranta is to promote such active conversation and comments on their regular, Lifestyle-type posts.

5.3.3 Sharing in Facebook

As mentioned in the previous chapter, Facebook's 2018 algorithm change sees shares as a key meaningful interaction. However, requiring users to share a promotional post to take part in a lottery is forbidden according to the Page guidelines.

Promotions may be administered on Pages or within apps on Facebook. Personal Timelines and friend connections must not be used to administer promotions (e.g. "share on your Timeline to enter" or "share on your friend's Timeline to get additional entries" and "tag your friends in this post to enter" are not permitted. (Facebook 2018a.)

Facebook publishers should focus on content people will share – this accounts for psychological triggers such as fear, sadness and happiness. (Armstrong 2018). To get users to share Prisma Lappeenranta's Lifestyle and promotional posts, the posts must be tailored to contain feelings familiar or valuable to the target audience. Understanding the needs, wants and life situation of the target audience helps the publisher create content which these users can relate to, thus sparking meaningful interactions like shares.

5.3.4 Engagement baiting

Engagement baiting on Facebook can be defined as publishing posts to goad users into interacting them with likes, shares, comments and other actions. For example, an engagement baiting post might ask a user to "Like this if you're...". A post using this tactic utilizes the Facebook News Feed algorithm, generating mass engagement to get a greater reach. Since December 2017, Facebook's News Feed has been modified to demote posts from Pages and users that contain engagement bait. (Silverman & Huang 2017.)

Thus far Prisma Lappeenranta has been avoiding using any methods which could be perceived as engagement baiting, and it is also crucial that such actions are not being taken in the future. As the News Feed algorithm of Facebook changes to a more engagement-focused model, Prisma Lappeenranta must make sure that the engagement that they are seeking from their followers is also meaningful and personal. For instance, just asking users to comment whatever they wish or in a set choice of words when taking part in the "comment on the post" raffle draws is not a meaningful interaction; instead users should be encouraged to

comment something personal or even tell a story. This can be achieved by asking the users to share a memory related to the topic of the post for example, or asking them how they will celebrate their forthcoming raffle draw victory.

Promoting these actions helps the company in two ways: it increases the Page's reach by encouraging active conversation within posts and makes sure that the post does not get demoted in users' News Feed due to perceived engagement baiting.

6 Processes of the marketing plan

Marketing plans (and thus, social media marketing plans) are often founded on a company's corporate strategy, values and mission statements (Tanner & Raymond 2012, p. 29). Prisma Lappeenranta shares its vision, mission and strategic objectives with its holding company, the S Group. S Group's values include existing for the customer, operating profitably, and taking responsibility for people and the environment. The key strategic targets promote increasing customer satisfaction and strongly investing in cooperating with start-ups and growth companies (S Group 2018). The practical processes of the social media marketing plan should adhere to these values and goals, and enable the company to achieve them.

6.1 Account management

A Facebook Page can be managed by multiple different administrative profiles, each with their own respective duties and roles. Each Page has an owner profile while administrative or editorial rights can be distributed to other private accounts (Facebook Help Centre 2018b). Determining such roles and duties for the account administrative profiles within the social media marketing plan allows the company to publish coherent and unified actions within the platform.

6.1.1 Access to the account

	Content creation	Uploading content	Answering customers' questions	Organizing events
Social media representative (Prisma)	✓	✓	✓	✓
Social media representative (Restaurant Onni)	✓	✓		✓
Head of consumer goods			✓	
Head of marketing	✓	✓		✓

Figure 6. Personnel with access to the Prisma Lappeenranta account and their responsibility areas

Defining who can access the social media accounts of Prisma Lappeenranta, why and to what purpose is key in ensuring safe, consistent and well-communicated social media actions. Currently, the situation within Prisma Lappeenranta's Facebook account is as Figure 6 showcases. Content creation and uploading is mostly shared between four social media representatives – one managing the hypermarket activities and the other three operating in restaurant Onni. The head of consumer goods is usually consulted in customer questions regarding specific products, and the head of marketing occasionally launches and manages some marketing campaigns within the platform.

The situation is sustainable due to the social media representatives' ability to create weekly content while having two governing bodies to consult when needed. Dividing the content creation between the hypermarket and the restaurant allows the representatives to focus on products and activities familiar to them, instead of having to force content out of an unfamiliar environment with unfamiliar personnel.

6.1.2 Communications

Collaboration between the two sides of social media representatives has been lacking; communication channels have not been established and ideas are not being shared. Establishing these communication channels is the first process within the social media marketing plan. Having an open communication model allows the content creators to keep generating quality content for the Page while the governing bodies can suggest ideas and make sure that the content stays in line with the company's vision, mission and strategic goals. Thus far most communications between the persons-in-charge have been handled via email or face-to-face. Adopting an open communications model would benefit greatly from a group chat or open cloud type of a channel where the personnel could freely discuss matters related to the company's Facebook Page.

6.2 Timeliness of posting



Figure 7. The average activity of Prisma Lappeenranta's followers per time-of-day (GMT +2): Week 12, 2018. Data gathered from the Page's Facebook Insights section.

As Figure 7 proposes, the time of publishing a post also plays a distinctive part. While the variance of followers reached between weekdays is negligible, the hour of day during which the posts see the most reach varies greatly. The follower activity graph plummets heavily during the early morning hours (0:00-05:00) and rises steadily until peaking around 21:00. Prisma Lappeenranta has not had a single, rigid time of posting, but the majority of the posts from the hypermarket

side have been published around 18:00. This is done to ensure that the posts see visibility during the peak hours of follower activity.

6.3 Quantity of posting

According to a study conducted by HubSpot, overwhelming a follower base of a Page with excessive amounts of content will result in less engagement and smaller reach for the publisher. Only Pages with over 10 000 followers seem to benefit from high-quantity posting, resulting in increased number of clicks and engagement per post. The data suggests that Pages with between 1001 and 10 000 followers gain the most reach per post by having 16-30 posts per month. (Kolowich 2017.)

Prisma Lappeenranta falls into the category of having between 1001 and 10 000 followers. There has been no official calendar or required post amount per week, but rather a rule of thumb of two or three posts a week. This brings the total to 8-12 posts a month. Increasing the post quantity to over 4 posts per week could help the company reach the recommended 16-30 posts per month and thus increase the reach gained by the posts. Embracing the communication channels mentioned in chapter 6.1.2, Prisma Lappeenranta should consider constructing a social media calendar, where each weekly post would be timed accordingly with room given for *ex tempore* ideas and content.

6.4 Format of posting

Facebook allows its users and Pages to post status updates, photos, videos and live videos to their timelines (Facebook Help Centre 2018a). Prisma Lappeenranta has mainly been focusing on publishing pictures and videos on their timeline, with occasional status updates regarding the store's opening times.

6.4.1 Pictures and video

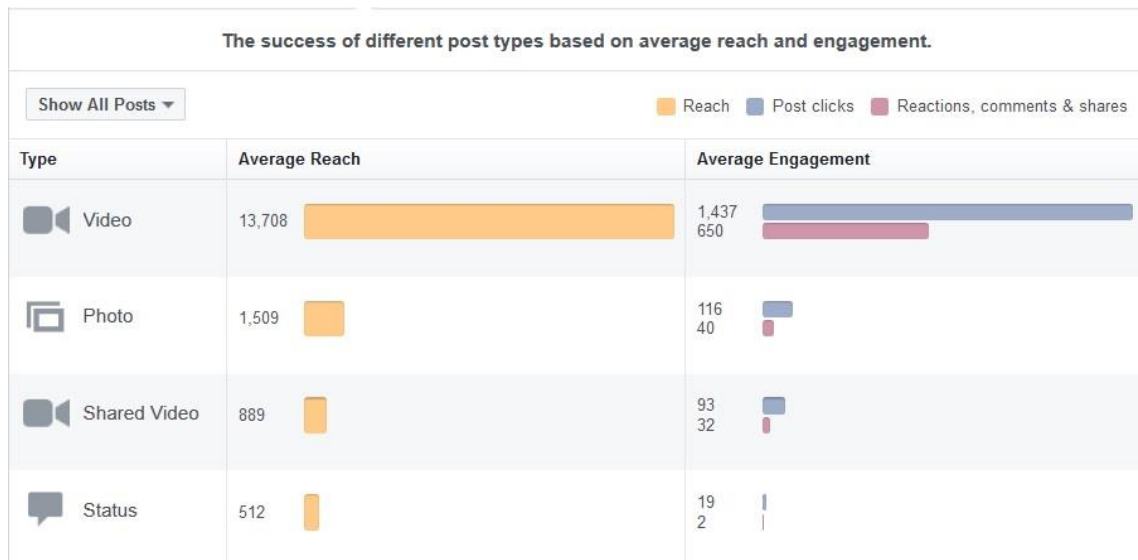


Figure 8. Average post reach per post type of Prisma Lappeenranta as of 5 April 2018. Data gathered from the Page's Facebook Insights section.

Most of the posts published by Prisma Lappeenranta are photos of products and people promoting them. These posts are easy and fast to create, but reach a limited number of users. There are specific measurements and sizes which the uploaded pictures should follow to suit the suggested borders of Facebook photos, each measurement depending on the type of publication and orientation of the used photograph (Lee 2017b). Prisma Lappeenranta should aim to abide by these measurements to ensure a clear, professional quality to their publications.

Figure 8 demonstrates that video posts reach a far larger audience than posts involving only photos on average for Prisma Lappeenranta. Most of the video posts are raffle draws, which require the user to interact with the post to take part, thus promoting meaningful interactions and raising the visibility of the video. The non-lottery including video posts struggle to reach a similar audience, averaging a reach similar to regular posts involving photos. Prisma Lappeenranta should seek to launch video posts which draw the users to meaningfully interact with the video, preferably through commenting or sharing. Encouraging users to share a memory or a story related to the published event could prove to be a successful trigger to give the posts increased visibility.

6.4.2 Live video

Some of Facebook's most interaction and engagement-inducing post types are videos and live videos. Live videos gain on average six times the interactions as a regular video does. (Mosseri 2018.)

Usage of live video has not been common within Prisma Lappeenranta or its competitors, making this method worth carefully considering over. In December 2017, S Group launched a live video stream titled Hihna247, which used Facebook's live video to showcase hours of consumer products going through the conveyor belts of a checkout point (Ulkoasiainministeriö 2017). This rather original application of live video proves that such publications can be productive even in a hypermarket's social media environment. A way of promoting live video and Prisma's small company cooperating values could be allowing a local start-up, celebrity or blogger to shoot a live video of their shopping experience to the company's Facebook Page. The use of this post type should however be carefully considered as the company has no previous experiences with livestreaming video within their premises for marketing purposes.

6.5 Promotion of posts

Facebook tracks the reach of singular posts through two metrics: organic reach and paid reach (Facebook Help Centre 2018c). This chapter discusses how each of these promotional ways is currently being applied within Prisma Lappeenranta, and suggests ways of how to hone and improve upon them.

6.5.1 Organic reach



Figure 9. Post Reach of Prisma Lappeenranta through January to April 2018. Data gathered from the Page’s Facebook Insights section.

As Figure 8 in chapter 6.4.1 showcases, Prisma Lappeenranta reaches 1509 users per photo and 13 708 users per video on average. All of this reach can be identified as organic, since no paid advertisements have been used to promote the company’s posts to date. Figure 9 breaks down the reach on a timeline of January to April 2018; the highest peaks in reach are all video posts. Even though organic reach is constantly falling for publishers in Facebook, it can still play a part in Prisma Lappeenranta’s social media marketing model.

The number one benefit of organic reach is its cost structure – the reach can be attained without using any money. Due to the company’s limited marketing budget, posts have aimed to succeed solely through organic reach, hence the model shouldn’t be fully discarded in the future. Many regular, run-of-the-mill seasonal promotional posts can prosper without the use of paid advertising. Monitoring how Facebook’s algorithm change of 2018 will change organic reach throughout the year could also give insight to whether the marketing model has any future with Prisma Lappeenranta.

6.5.2 Paid reach

As mentioned repeatedly in the report, Prisma Lappeenranta's growth model has relied entirely on organic reach. Chapter 5.3.1 analyzed the constant downfall of organic reach, suggesting that the company should shift to a hybrid model with reliance on both organic and paid reach.

Paid reach can be achieved via Facebook advertisements which can be purchased and published via Facebook's internal Ads Manager tool (Facebook Business 2018d). Facebook offers up to eleven different advertisement types for a business. These advertisement variations allow a business to focus their campaigns to promote their Facebook Page, individual posts, events, their own website or even their own app (Lee 2017a).

According to a study conducted by Social Media Examiner, which asked over 5 700 marketers about their social media marketing habits, 93% of the marketers used Facebook ads to promote their business in 2017. 95% of the group of marketers that identify themselves as B2C (Business to customer) marketers use Facebook ads regularly. (Stelzner 2017.)

From the eleven different Facebook advertising variations, Prisma Lappeenranta would benefit most from boosting individual posts, promoting their Facebook Page and reaching people near their business. Excluded methods of advertising aim to drive traffic to platforms outside of Facebook, such as a company's website or app, or to specific events within Facebook. Neither of these actions are in adherence with the objectives of the marketing campaign, which was to draw more focus and reach to the Prisma Lappeenranta Facebook Page.

Post boosting is an advertisement campaign which focuses solely on promoting a single post of a Page. Boosted posts receive increased reach within a targeted area and aim to draw in more meaningful interactions from its audience (Facebook Business 2018a). The Boost Post button has drawn some criticism due to its inability to be optimized to anything apart from post engagement and its limited targeting options. The function also does not allow a publisher to control whether the ad placements are focused on desktop or mobile platforms, possibly creating unwanted and wasted focus groups (Baltagalvis 2016).

Prisma Lappeenranta should identify which types of posts it wants to boost. The Results type posts, which on average reach already a far larger audience than the Lifestyle posts, are a good focus group to boost if the company wants to grow its follower base without an emphasis on a singular target demographic.

The other two advertisement methods – “promote your Page” and “reach people near your business” – are independent advertisement campaigns created via Facebook Ads, aiming to draw new followers to the Facebook Page (Lee 2017a). These advertisement methods are directly in line with the objectives of the marketing plan and should be implemented by Prisma Lappeenranta as a part of the restructuring to a paid reach marketing model.

These methods require the Page to upload a promotional photograph to use alongside the advertising campaign, but pictures cluttered with text will reach a minimal audience due to Facebook’s policy of limiting the visibility for text-filled advertisements (Facebook Business 2018f). Facebook also offers a text overlay tool, where a user can upload a picture to check whether the text-to-image ratio is suitable for promotional use (Facebook 2018b). Prisma Lappeenranta should make use of this tool while uploading promotional pictures to ensure that the posts will reach maximum visibility.

Establishing a budget for Facebook advertising campaigns is necessary before launching them. The size of a Facebook marketing budget can be quite liberal, ranging from a few euros a month to tens of thousands. Users can set a maximum cost-per-lifetime figure for each campaign to ensure that their budgets are maintained (Facebook Business 2018e). Prisma Lappeenranta should set a monthly social media marketing budget, however big or small, to ensure a steady flow of paid reach for the Facebook Page. Setting a maximum cost for the lifetime of every campaign ensures that the company will not meet any unexpected and unwelcome costs from these marketing campaigns.

6.6 Post analytics

For Prisma Lappeenranta to benefit from their Facebook advertising campaigns and see actual, concrete results it is advised to use external software focusing on analyzing the effect of the campaigns and customer behavior. This chapter

discusses Facebook's own tools to monitor the effects of advertisements and how they could be implemented in Prisma Lappeenranta's account.

6.6.1 Facebook Ads Manager

Facebook Ads Manager is an internal tool within Facebook, where users and Pages can create, manage and run their own advertisement campaigns. In Ads Manager, a user or a Page can customize their marketing campaign by defining a target audience and setting campaign objectives. (Facebook Business 2018c.)

The usage of the Ads Manager – tool is required if a Page wishes to launch tailored, targeted advertisements. The simplest method of advertising via Facebook, Post boosting, doesn't require any internal or external tools or platforms to be used, but also offers no customizability for the launched campaigns. Prisma Lappeenranta should adopt the Ads Manager tool, both as a creation tool and as a monitoring tool, as they shift their marketing focus to a paid reach – model. This way the company can use the other two useful methods of Facebook marketing, the “promote your Page” – option and the “reach people near your business” – option and create customized marketing campaigns where they can set objectives and target audience in line with the marketing plan.

6.6.2 Facebook pixel

The Facebook pixel is an analytics tool used via Facebook Ads Manager which tracks data from user activity within your Page. The tool is used by placing a customizable string of code to your Page, which then triggers and reports if predetermined actions take place. Facebook pixel allows a Page to measure, reach and activate existing and new audiences and constantly gathers data which can be used to optimize these actions. (Facebook Business 2018b.)

Facebook pixel is especially useful in a marketing environment, due to the ability to create lookalike audiences, or people with similar attributes and characteristics as a Page's current followers and interactors, thus unveiling a huge base of potential customers. Facebook pixel also allows a Page to optimize its Facebook advertisements through more finetuned targeting and tracking of effectiveness. (Newberry 2017.)

Adopting the Facebook pixel to Prisma Lappeenranta's Facebook Page before starting any paid advertisement campaigns could prove to be an extremely useful asset in future advertisement targeting. Facebook offers guided steps to applying the code strings to a Page; there are nine standard preset "events" which Facebook pixel can use, such as "view content" where the Facebook pixel reports whenever a user views a specific piece of content on your Page. The tool also offers a possibility of creating a custom event and value parameters for each event (Newberry 2017). Prisma Lappeenranta should select events which follow the goals of the marketing plan and use them to monitor the effectiveness of their advertisements. Creating a lookalike audience from the South Karelia region also helps the company find a new target market for their social media activities.

7 Application of the marketing plan

As mentioned in chapter 3, Prisma Lappeenranta is not obligated to use this marketing plan in their future social media endeavors. The plan was constructed as a proposition for the company on how to improve upon their current social media actions and habits. The company is free to apply any steps suggested within the plan on their Facebook Page.

Should Prisma Lappeenranta adopt this marketing plan, the author suggests that the company should prioritize reworking the communication channels and promoting successful posts with paid advertisements or boosts as their first duty. Creating a single communication channel for all the company's social media authorities allows the employees to share ideas, make other employees aware of their scheduled posts and even arrange special promotional events in unison. This kind of a communication channel would also allow the Facebook marketing plan to be easily shared among the authorities, allowing the employees to make use of the analyses conducted within the plan, such as the target customers and suggested posting times. The author suggests that the authorities form a Facebook Messenger group conversation or a WhatsApp Group Chat due to their ease of use, mobile applicability and relative security. WhatsApp Group Chats are end-to-end encrypted, meaning that the messages sent are visible to only the users taking part in the conversation, not even WhatsApp itself or any other third party (WhatsApp 2018).

To start creating paid promotional Facebook advertisement campaigns the company's social media authorities should download Facebook Ads Manager and apply a Facebook pixel code to the Facebook Page to analyze the success of these campaigns. The authorities can then collaboratively identify promotable posts, launch campaigns and even discuss the allocation of possible social media marketing budget funds via the established communications channels. These actions allow the Facebook Page to grow its reach greatly via paid promotion and eliminate any misunderstandings or overlaps in posts. Such misunderstandings or overlaps could include the social media representatives posting two separate posts promoting the same event or product, or publishing two posts at the same timeline, thus diminishing the visibility of both posts.

Chapter 5.3 talks about the constantly evolving nature of social media and Facebook, and it is vital to understand the time-bound nature of this marketing plan. Even though mostly contemporary sources have been used regarding Facebook's algorithm data and the Page's social media performance, the facts and data mentioned can outdate rapidly. The customer and follower data was gathered from Prisma Lappeenranta's Facebook Insights section in late March 2018, meaning that the target customers and markets proposed by this marketing plan are also bound to that timeline.

It is recommended that Prisma Lappeenranta should apply the steps proposed by the marketing plan within 2018. The objectives of the marketing plan would thus still be in line with the company's social media objectives and the information provided by the plan would still be relevant. According to Joseph (2018) as quoted in chapter 5.3.1, the ever-declining trend of organic reach might reach a rock-bottom during 2018, meaning that Prisma Lappeenranta should aim to implement paid reach to their Facebook marketing model immediately to maintain growth in the Page's follower and reach figures.

8 Conclusions

This thesis focused solely on creating a Facebook marketing plan for Prisma Lappeenranta's Facebook Page. This was achieved by first introducing the case company (chapter 1.2), analyzing the company's social media presence and

setting goals for their Facebook account (chapter 3), researching the current market environment of the company (chapter 5), and finally creating practical steps for the company to implement in their social media activities (chapter 6). The thesis succeeded in creating a relevant, modern and applicable Facebook marketing plan tailored for Prisma Lappeenranta.

The objectives and goals of the marketing plan were to improve the follower count and reach of the Facebook Page, give guidelines on how to refine the Page's current social media actions and give insight on how to maintain sustainable growth for the Page from 2018 onwards. The marketing plan details each of these actions in depth and succeeds in serving as a blueprint for Prisma Lappeenranta's future Facebook activities should it be implemented. As chapter 7 discusses, this thesis and the marketing plan were built on data and known Facebook algorithms as of spring 2018. Future research and marketing plans of the field should note that the information presented in this report can outdate in a short timeline.

The information gathered can be used and applied to other similar social media accounts. Should Prisma Lappeenranta want to expand their social media activities to other notable platforms, such as Instagram, the market research conducted through this marketing plan can prove to be highly valuable regarding defining goals and objectives. Other Facebook Pages for SME's or even supermarkets like Prisma can find useful information in the report on how to improve post visibility and implement a paid reach marketing model.

Adopting this Facebook marketing plan will help Prisma Lappeenranta unify their social media actions, focus their Facebook marketing to a profitable target customer group, reach a vastly larger audience with their Facebook Page posts and adopt practices which ensure their posts gain visibility even after Facebook's latest algorithm changes. It can also serve as a foundation for the company's future social media endeavors.

Constructing the marketing plan required experience in social media marketing, access to the case company's account and post insights, and extensive knowledge and studies in the field of business and marketing. The sources used

in the study managed to mostly follow the delimitations set in chapter 4.3. Overall, the project managed to meet its objectives.

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