

Advertising on Facebook Business Manager

Research case: YolandaJewelry brand

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<p>This Thesis work is based on personal experience of YolandaJewelry's owner/Thesis author in creating promotional campaigns in Facebook Business Manager. This brand is developing and it requires a lot of attention to its weaknesses and popularity among Finnish women. The author tries to find the best suitable target audience and explains why such audience is chosen. In this case, a target is one of the most important impacts on the success of further advertising. Since, YolandaJewelry operates online only and it has a page on Instagram that needs to be promoted, Facebook is chosen as the best option for professional marketing. It has a plenty of useful features in Business Manager for both young and experienced entrepreneurs. The thesis explains the main principles of working with Facebook Advertising, its advantages and types of ads. Empirical research shows what kind of promotions work and do not work for YolandaJewelry and finds the reasons. The whole work is based on objectives which are stated in the aim of the study and research questions. The results of successful marketing strategy and appropriate target audience are obtained and YolandaJewelry has a few sales accordingly. The Degree thesis shows the starting point of above mentioned brand and defines the main directions of where it should move in its future activities.</p>	
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1 INTRODUCTION

YolandaJewelry is a brand that has been established in May 2017. It represents quality handcrafted jewelry which is made from unique embroidery technique called soutache. This jewelry is focused on a woman, who wants to live to the fullest and feel exceptional on every occasion.

The brand is new, unstable and not developed enough. It plans to expand and sell jewelry around the world, no matter where potential customers live. Since the brand is not strong enough to make itself recognizable and popular in Finland, it is necessary to have a good promotional strategy that helps to make decisions and achieve expected goals. The target audience is still not defined well, and the brand tries many different strategies to make it clear and start selling jewelry in a good rate.

Nowadays Facebook plays a huge role in a major number of companies that try to promote their product or services. It becomes one of the easiest ways to reach potential customer and find out what does he/she like. Special features like “Facebook Business Manager” open a big variety of different kind of promotions. In order to make it clear and mostly efficient every promotion activity has to have a plan that reflects the strategy and defines how to achieve its goals.

In order to stay in trend and reach younger generations, companies use this Internet source to provide best service and latest information about them. Facebook is a good way to keep in touch with most of the clients around the world. It gives a possibility to reach different groups of customers according to the specific demographic settings, as well as settings representing interests of a chosen target.

Instagram is rapidly growing social media platform that has already more than 800 million active monthly users. For example, younger generations like Millennials prefer to use it more so over Facebook. Instagram is the second and the main tool chosen for YolandaJewelry brand’s development online. Since this platform is strongly connected to and owned by Facebook, it means that proper promotional campaign can happen only using both of the sources in order to reach the biggest audience and best results.

The author finds Instagram as the most efficient tool to present the brand on a world-wide base. As a result, all ads, content and other important issues are directed to this online source. It is necessary to become a good visual storyteller and artist to attract and effectively communicate with customers. “Brands have a problem marketing through a visual medium, creating content at a scale and pace that Instagram moves at, and finding cost effective ways to procure great imagery.” (FlashStock Technology Inc., Michael Scissons, 2018, Executive summary, p.2)

1.1 Aim of the study

The aim of the Degree Thesis is to define what is the best advertising strategy for YolandaJewelry brand based on the specific target audience. Furthermore, to understand who is going to buy this jewelry and how to reach a potential customer with the limited budget. The main issues which are connected to promotions on social media are going to be discussed and analyzed in order to find the best solution to make this brand well-known and well-selling. Practical part of this thesis is going to show how to analyze and come up with goals that are stated in the beginning.

Degree Thesis represents marketing strategy of the brand mentioned above. This marketing part is going to be shown and explained through Facebook Business Manager – a tool which gives a lot of useful features for promoting and popularizing brands and companies. Furthermore, the author of this thesis is the owner of YolandaJewelry brand. It means that all given information is taken from personal experience and own resources. The country which is considered as the main one during the whole thesis work is Finland.

1.2 Research questions

In order to make this work more structured and coherent, the author will answer a few questions during analysis and explanation of different topics. The author thinks questions listed below will help to understand the main directions of the topic and define what results have to be obtained in the end of this Thesis work. As well, they are useful in understanding what are the main problems or weaknesses of the mentioned brand.

1. *What is the target audience for YolandaJewelry brand and how to define it?*
2. *How to make an ad using Facebook Business Manager?*
3. *What types of ads are the most appropriate for this brand?*

These questions are going to be answered in practical part of the work referring to theoretical background stated in the beginning.

1.3 Definitions

Soutache – “a narrow, flat ornamental braid used to trim garments.” (Google dictionary)

Facebook Page – “is a business account that represents a company or organization. A Facebook page allows businesses to promote specials and contests to followers who have engaged with their page by “liking” it. Having a Page also allows businesses to use Facebook advertisements. There is no limit to the number of Pages you can manage.” (Juan Ramos, 2014)

Facebook Business Manager – “is a free tool developed by Facebook to allow businesses and agencies to securely manage their company’s Pages and ad accounts they work on in one place, without sharing login information or being connected to their coworkers on Facebook.” (Shaun Elley, 2016)

Facebook Pixel – “is an analytics tool that helps to measure the effectiveness of an advertising. Facebook pixel can be used to understand the actions people are taking on a particular website and reach audiences businessman cares about.” (Help Center, The Facebook Pixel, 2018)

2 RESEARCH METHODOLOGY

2.1 Research methods

Secondary research is made using articles and books that can be found in the web resources. Methodological material is collected and analyzed according to the topic and stated research questions in order to avoid miscellaneous irrelevant information.

Theoretical part explains the main theories and thoughts of different authors about Facebook and Instagram advertising. It is going to be supported by both theoretical and practical parts of this thesis.

Primary research explains how the author/the owner of the brand tried many strategies and what worked the best in this situation. The goal is to show the way which the entrepreneur came up with in order to run this business successfully and to find the right target group. This part of the thesis shows statistical data that is based on the author's own experience on Facebook Ads Manager. It clarifies how all attempts affect brand recognition, selling and popularity.

2.2 Research structure

Research consists of two main parts Theoretical and Practical. Theoretical one explains the main issues that empirical research is going to implement later. Both of them tell readers how to build a successful campaign on Facebook in a situation, when a business is quite new on a market and it does not have a lot of sales. All the aspects starting from how to create the right target audience and finishing using the main features on Facebook Manager such as Facebook Pixel.

3 THEORETICAL FRAMEWORK

3.1 Facebook Advertising

Facebook Advertising is now one of the most popular and effective tool to grow business, develop it, create loyal customers and keep in touch with them, generate sales and their statistics. Today more than 3 million companies use Facebook as a great promotional platform. (Kevan Lee, 2018)

“The genius of Facebook is that core features mirror types of social activities humans commonly share among themselves. The word viral is often applied to the phenomenon of social media. Facebook is the epitome of online virility in that the applications facilitate and amplify compelling behaviors in which humans partake in physical life. People love to send pictures to their families, reach out to make new friends, contribute to important daily discussions, explore mutual interests, and share content that matters to individuals and social groups.” (Weintraub, Marty, 2011, p.9),

Facebook shows its great performance every year, and grows rapidly. It becomes more and more professional tool for all marketers around the world, which contains a huge amount of information about its users and their behavior, sales statistics, brand’s recognition and how much it becomes popular, and so on. There are so many reasons to use this social media to build the business and easily control it, here are some of them.

- **Audience size:** Facebook now boasts over 1.13 billion daily active users on – 1.03 billion of which uses mobile phones for surfing Internet.
- **Attention:** People spend a lot of time on social networks. The average user spends about 50 minutes just on Facebook, Instagram, and Messenger every day.
- **Organic reach decline:** Organic reach on Facebook has been in decline for a few years now and has almost hit zero. If a businessman wants to reach the maximum now, Facebook is all but a pay-to-play network.
- **Targeting:** The targeting options within Facebook Ads are extremely well-structured. Business can target users by location, demographics, age, gender, interests, behavior, and much more (Kevan Lee, 2018)

These statements are extremely important in nowadays' marketing, consequently they are the main reasons why there are so many businesses using Facebook for advertising today. "Facebook offers a new model to advertise and engage with consumers. Social networking sites in general, now account for one out of every five ads people view online. As the top social media sites can deliver high reach and frequency against target segments at a low cost, it appears that some advertisers are eager to use social networking sites as a new advertising delivery vehicle." (Kevin Curran, 2011, p. 26)

Facebook offers an extremely exiting tools for targeting. Users do not have a possibility to turn off Facebook Ads and this social media does not document how privacy settings affect targeting, if at all. Testing taken by Marty Weintraub indicates that locking down privacy settings to the maximum protection allowed does not prevent users' attributes from being targeted. (Marty Weintraub, 2011, p.10)

"The power of Facebook's core features is that they ooze tons of information about users. Ultimately, only Facebook knows all the aspects of users' Facebook activities that show up in corners of the Facebook Ads targeting algorithm. If users don't want to be targeted by Facebook advertisers, the best answer is to close their accounts." (Marty Weintraub, 2011, p.10)

3.2 Facebook Business Manager

Facebook launched Business Manager to help companies manage and organize their Facebook Pages and advertising accounts without being tied only to an individual personal account. (Shaun Elley, 2016)

Facebook Business Manager keeps a businessman completely focused on work, because it gives all necessary tools to run ads, to set audiences, to see statistics and reached results. Also a user of Business Manager will not be distracted by his personal Facebook newsfeed, because they are separated. Personal and corporate accounts work independently. It is important to look inside of this platform and briefly understand how it works. Below readers can see the main menu and available features for YolandaJewelry

brand. This picture is taken as an example to show readers the inside functions. It is essential to mention that all entrepreneurs have the same menu as the one on the picture.

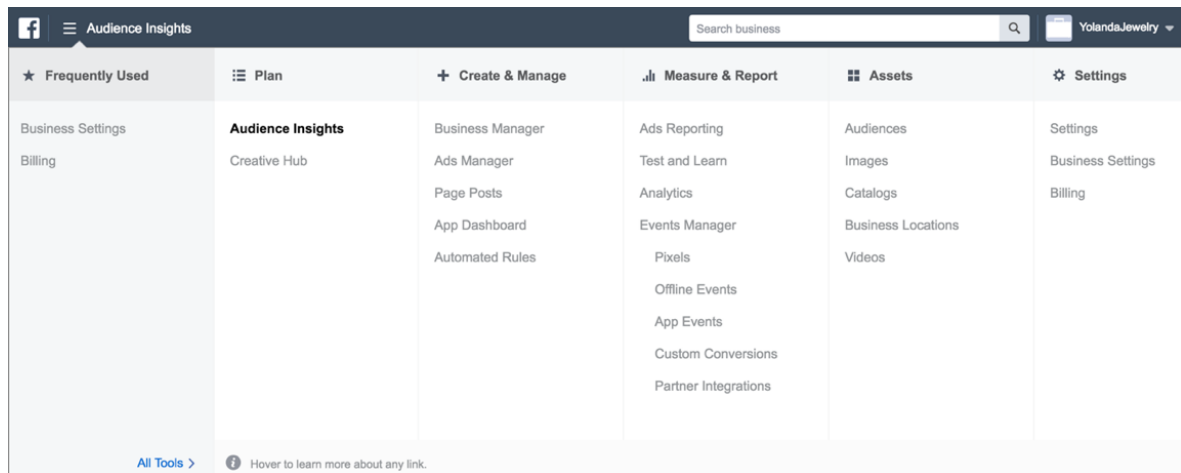


Figure 1. Facebook Manager's menu

All these columns are well structured and they explain the path of every ad that every entrepreneur should keep in mind. This format is designed with the comfort to follow all the given steps. It explains that Target Audience is the first thing to do in order to create a successful ad. "Audience Insights" contains a good menu and statistics that help to understand chosen audience's the main interests such events, liked pages, liked products/services and etc.

3.2.1 The process of creating an ad and setting a budget

There are three main issues every entrepreneur should take into consideration every time he or she makes an ad on Facebook Business Manager. They are listed below.

- Design ad**
- Target audience**
- Control costs**

A company needs to have Facebook Business Manager for its brand to make a professional promotion that allows to set up every small aspect. There is a chance to **modify the type of promotion** that is more suitable for the brand or campaign. All possible variations are listed in a figure below.

What's your marketing objective? <small>Help: Choosing an Objective</small>		
Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

Figure 2. Facebook Ads types

Each objective has its own purpose that has to be considered while choosing one of them. Facebook explains very well what each of them means and how it works. In the next section, it is needed to choose the audience that campaign is assigned to. After that, Facebook gives a choice about what kind of ad is likely to be posted. Every marketing objective has its own options and settings, so it is recommended to check them in advance and choose whatever is more appropriate for a brand or a company in this particular promotion.

“In order to create an appropriate ad, it is needed to choose the objective. The objective entrepreneur chooses aligns with his overall business goals:

- **Awareness:** Objectives that generate interest in a product or service.
- **Consideration:** Objectives that get people to start thinking about business and search more information about it.
- **Conversions:** Objectives that encourage people interested in your business to purchase or use a particular product or service.” (Help Center, Advertising Objectives, 2018)

The most popular and appropriate marketing objectives for this kind of business like YolandaJewelry are **Awareness** – Brand awareness and Reach, **Consideration** – Traffic and Engagement, **Conversions** – Conversions.

Brand awareness means to reach people more likely to recall used ads and increase awareness for given brand.

What platforms support the brand awareness objective?

- Facebook
- Instagram

Which ad formats can be used in brand awareness objective?

- Single Image
- Single Video
- Carousel
- Slideshow (Help Center, Advertising Objectives, 2018)

Reach shows an ad to the maximum number of people in a chosen audience.

What platforms support the reach objective?

- Facebook
- Instagram

Which ad formats can be used in the reach objective?

- Single Image
- Single Video
- Carousel
- Slideshow (Help Center, Advertising Objectives, 2018)

Traffic increases the number of visits to the specific website or get more people to use an app.

What platforms support the traffic objective?

- Facebook
- Instagram
- Audience Network
- Messenger

Which ad formats can be used in the traffic objective?

- Single Image
- Single Video
- Carousel
- Slideshow
- Collection (Help Center, Advertising Objectives, 2018)

Engagement gets more people to see and engage with the post or page. With engagement provides four different options:

- Boost your posts (Post engagement)
- Promote your Page (Page likes)
- Get people to claim an offer on your Page (Offer claims)
- Raise attendance for an event on your Page (Event responses)

What platforms support the engagement objective?

- Facebook
- Instagram

Which ad formats can be used in the engagement objective?

- Single Image
- Single Video
- Slideshow (Help Center, Advertising Objectives, 2018)

Conversions get more people to use the website, Facebook app, or mobile app. To track and measure conversions, use the Facebook pixel or app events.

What platforms support the conversions objective?

- Facebook
- Instagram
- Audience Network
- Messenger

Which ad formats can be used in the conversions objective?

- Single Image
- Single Video
- Carousel
- Slideshow
- Collection (Help Center, Advertising Objectives, 2018)

The next stage after deciding whatever objective is more suitable now - **targeting audience**, which example is shown below. This is the second option of “Engagement” marketing objective. As it is seen, there is a choice to create a new audience, or to use the one that has been already created before and saved for other promotions. This function allows to save time and concentrate on other issues like budget or concept of the ad.

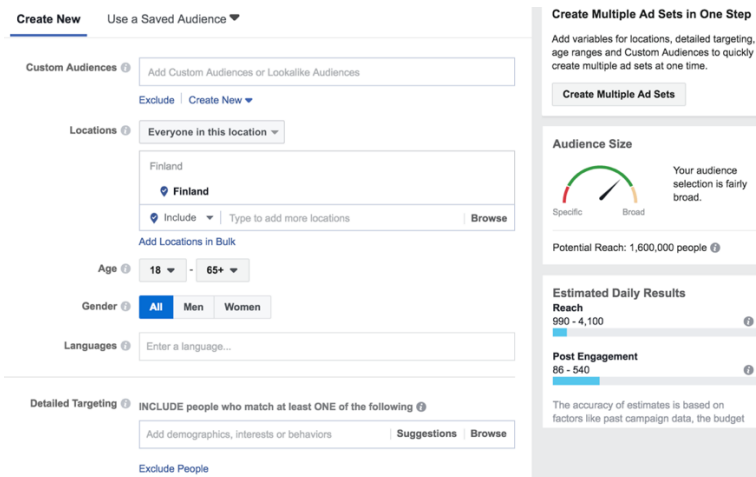


Figure 3. Ads creating. Targeting

The next one very important step is **budgeting**. It allows to choose the schedule when the ad is preferred to run, how much money a creator wants to spend, how many potential customers are going to see this ad daily and many more very useful issues. Usually, ads performance and potential reach numbers do not mean that it has to be spent a big amount of money in order to have it successful. Empirical research will show details and results which prove that success of an ad is a properly chosen target, not a budget. The example of budget menu is shown below.

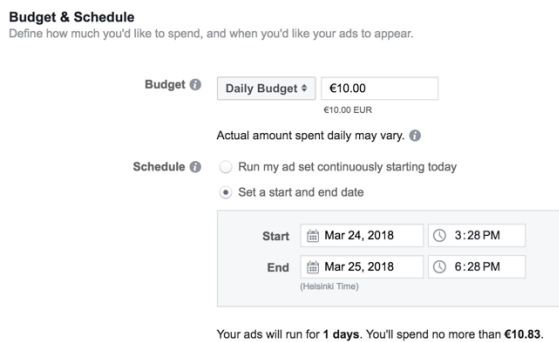


Figure 4. Budget planning on Facebook ads

Every ad is going to be checked and approved by Facebook according to regulations and laws, that everyone has to be familiarized with in advance.

Of course, every entrepreneur should understand that he needs some time in order to analyze existing ads. The full statistics of demographics and numbers of performance

are given at the end of promotional campaign, when it is completed. A company decides whatever direction is right and more appropriate based on given outcomes.

As a small-business owner, an entrepreneur can meet a lot of problems solving the day-to-day issues that can make business successful. It is important to set strategic goals, to know exactly what achievements to aim for, and be able to tell when these goal can be reached. Strategic goals can help to prioritize daily tasks so that a businessman always moves in a purposeful direction. (Kevin Johnston, 2018)

The first place to look when the company wants to identify strategic goals is a mission statement. One of the critical aspect is to revisit the large goals that have been started a business with. “For example, a mission statement could say, “We will be the most reliable provider of quality handbags at the affordable prices in our country.” Mission statements contain the seeds of strategic goals.” In this way, entrepreneur has to write down the goals he sees in his mission statement. This statement helps to understand what direction should company move and what are the next steps to achieve the goals. (Kevin Johnston, 2018)

It is extremely important to stay objective and ambitious at the same time and prepare at least three to five main targets that have to be fulfilled in a few years. A good strategic goal, based on a mission statement, might be, “In five years we will have the biggest supply chain in the capital region of Finland.” The strategic goal is a specific achievement on the way to fulfilling the mission. (Kevin Johnston, 2018)

3.3 Target audience

“Empathy with target customers is another key part of the brainstorming process. What do customers want from a company? More important, what do not they want from this company? Good Facebook campaigns will enhance a customer’s life in a meaningful way. Personas are a way to humanize a customer segment by making some generalized assumptions about how individuals in certain segments live, what they do, how they think, and so on. The sample personas in the featured case. Personas are great for kick-starting the creative process. Although they can sometimes become a crutch used to

oversimplify thinking, they can be very helpful in considering customer engagement.”
(Chris Treadaway, Mari Smith, 2012, p.57)

To identify a target market, it is needed to:

Know company's customers

Understand what customers need and why do they buy

“The purpose of the customer analysis section is to determine how a businessman wants his business strengths to be perceived by potential customers. This desired perception is detailed in a positioning statement. It's the personality of a brand, products or services. The purpose of marketing program is to translate a positioning statement into recognizable one, which should result in increased sales or profit.” (William M. Luther, 2001)

A company usually has limited resources of time and budget, so it cannot cover all the customers and target groups at once. To effectively reach company's potential customers, it is important to segment a target market into one big primary market on which company can focus most of it's energy, and at most three secondary markets.

Here is the main characteristics of the segments:

Demographic: Who are your customers? Include information such as:

Age

Gender

Family size

Family life cycle (single, married with or without kids, divorced)

Income

Occupation

Education

Religion

Nationality

Ethnicity

Geographic: Where do they live? Include information such as:

Their country

Region (e.g. Pacific, Prairies, Eastern seaboard)

City and density (rural, urban)

Climate

Psychographic: Why do they buy? Include information such as:

Social class (lower, middle, upper)

Lifestyle (leisure activities, exotic vacationer, saver)

Personality (gregarious, authoritarian, ambitious)

(Small Business CC, 2010)

Personal touch to every customer is extremely important. Usually, large businesses with thousands or millions of customers cannot find it possible to provide customers with personal issue. But smaller companies can often provide a much warmer and friendly experience. Customers who come back and buy company's product or service, can be analysed in order to build a strong long-lasting strategy on the loyal customers.

3.3.1 Using Audience Insights on Facebook

Since, the main issue of this thesis is Facebook Advertising, it is important to adapt already created target audience to the given data on social network. Before analyzing what Audience Insights feature means and how it works, the author would like to show informative picture of what Facebook knows about its users. According to The Wall Street Journal, this social media network collects all sorts of information about its users from both inside and outside sources. It means Facebook has all needed tools to track users' activities even somewhere else than its website.



Figure 5. What Facebook Knows by The Wall Street Journal (Johnathan Dane, 2018)

Keeping in mind how much information Facebook holds, it is a great source for marketers around the world to use it for their own goals. Especially, when the network provides them with professional business pages that allow to use its data for creating audiences and then promotional campaigns based on the given information.

Once a person presses the Audience Insights tool, he can select which audience he wants to analyze. Everyone will be given the option to pick between:

Everyone on Facebook. This gives an overview of the whole of Facebook (Note: It defaults to U.S.; however, it can be changed later on). This should be selected if somebody wants to understand data based on broad interests or competitor Pages. (Naomi Parry, updated 2017)

People connected to your page. This option directs an entrepreneur to select own Facebook Page from all the Pages he takes control. This is useful to understanding your existing audience. (Naomi Parry, updated 2017)

A custom audience. If brand has a lot of customer data already, this is an extremely powerful tool that enables businessmen to understand demographics and behaviors of people who are already using a brand. It is an advance tool which requires Facebook Pixel and some campaigns done before using it. (Naomi Parry, updated 2017)

“Everyone on Facebook” is the appropriate option to start with in the beginning of creating a specific target audience and then testing it. Facebook gives a huge amount of statistics based on age, demographics, interest, sometimes even occupation titles, salary range and politics. All an entrepreneur needs - is to understand how to use this data and adapt it to his campaigns. “Less is more” – the name of the most efficient strategy in a case of choosing the right audience. The smaller audience group a businessman chooses the more effect he receives. Facebook is a network with billions of users, it means the campaigns can easily go to the wrong directions if it does not know specific settings concerning potential customers. It is better to promote to the smaller number of people who have a much bigger potential buying power, than to do it using thousands of those who are not really interested in the product. Since, Facebook takes money out of the

number of people reached, it is risky to lost a big part of the budget on the empty promotions. (Johnathan Dane, 2018)

3.4 Facebook Pixel

Facebook pixel as a function, which helps to track conversions from Facebook ads, build the right audience based on the obtained ads results, optimize different ads, redirect to qualified leads – potential customer that have already visited a website and taken actions. This platform could be a great tool for young entrepreneurs to analyze what they are doing right and what wrong. All collected statistics show everything to understand the actions that have been taken.

It is important to mention that although Facebook pixels are confusing, they make advertising on Facebook much more effective. It gives a better understanding of how Facebook ads are performing. All in all, an entrepreneur can make his messaging much more effective, leading to a better return later (Casandra Campbell, 2018)

“In 2015, Facebook simplified functions of Pixel by introducing a new Facebook pixel that replaced the older Facebook pixels, making it the only tracking pixel everyone needs. It was updated again in 2017 to make advertising on Facebook easier and more effective. This included more tracking, such as button click activity and page metadata.” (Casandra Campbell, 2018)

Two main functions that are offered by Facebook Pixel and can help to get a better return on investments are:

Custom audiences from a website

Custom conversions (Casandra Campbell, 2018)

Custom Audiences from a website define how Facebook helps to retarget website visitors. It tracks the movements of any visitors on a certain website who are simultaneously logged into Facebook. It records which pages on this site they visit, which pages they don't visit, and when they visit them. (Casandra Campbell, 2018)

To be clear, when advertising on Facebook, it is not possible to choose specific website visitors and advertise to them. Instead, a businessman can advertise to groups of users based on shared behavior. A few examples include:

- “People who have visited a website in the past 24 hours
- People who have visited a website in the past 180 days, but have not been back in 30 days
- People who have visited a specific page on a website
- People who have visited a specific page on a website but not another specific page” (Casandra Campbell, 2018)

Based on the aspects listed above, it is possible to define Custom Audiences from a website specifically which pages they did or did not visit, and by when they visited them. A timeframe between 1 and 180 days is given to react. (Casandra Campbell, 2018)

“One of the most exciting parts of the Facebook pixel is the ability to create Custom Conversions similar to Custom Audiences creation. A Custom Conversion is created by selecting a completion page and naming the conversion. Typically, the completion page is some kind of thank-you page. For example:

- Thank you for shopping, your order is on the way.
- Thanks for signing up, you’ll receive your first email from us shortly.” (Casandra Campbell, 2018)

Benefits of using Facebook Pixel

There are a few ways to use data collected from the Facebook pixel tracking to define Facebook advertising strategy.

With the Facebook pixel, everybody can:

Reach the right people

Find new customers, or people who have visited a specific page or taken a desired action on your website. Plus, create Lookalike Audiences to reach more people who are similar to the best customers.

Drive more sales

Set up automatic bidding to target people who are more likely to take an action a brand cares about.

Measure the results of existing ads

Understand how successful an ad is by seeing what happened as a direct result.

(Help Center (2018), About Facebook Pixel)

3.5 Why Instagram?

In this chapter, author wants to explain why social media like Instagram has a huge power on young entrepreneurs in a big number of businesses, especially in jewelry's ones. This social media is growing rapidly and showing great popularity among younger generations. (Shannon Greenwood, 2016) In other words, it has a huge base of potential customers at young age (18 years old -29 years old). Instagram is a massive social tool that is used by millions of people around the world to create a content for personal or business page. It gives a valuable chance to show the world the pictures, photos, products or services. (Shannon Greenwood, 2016)

32% of online adults (28% of all Americans) use Instagram
% of online adults who use Instagram

All online adults	32%
Men	26
Women	38
18-29	59
30-49	33
50-64	18
65+	8
High school or less	27
Some college	37
College+	33
Less than \$30K/year	38
\$30K-\$49,999	32
\$50K-\$74,999	32
\$75,000+	31
Urban	39
Suburban	28
Rural	31

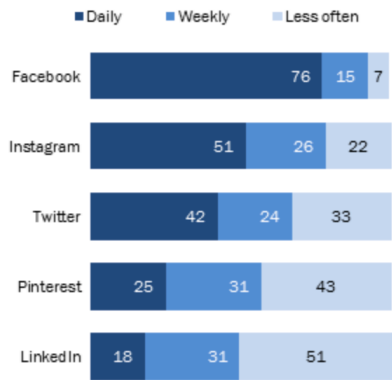
Figure 6. Instagram popularity based on gender, age, education, salary and etc. (Shannon Greenwood, 2016)

These statistics show the percentage of online users who use Instagram. The numbers are big and the growth is dynamic. According to the given chart, women are the biggest

audience who use this social media a lot, and mostly of them live in urban area, that has more potential for businesses. This target group still has quite normal salary range, that allows to buy simple products online. (Shannon Greenwood, 2016)

Three-quarters of Facebook users and half of Instagram users use each site daily

Among the users of each social networking site, % who use these sites ...



Note: Do not know/refused responses not shown.
 Source: Survey conducted March 7-April 4, 2016.
 "Social Media Update 2016"

PEW RESEARCH CENTER

Figure 7. Instagram usage daily, weekly and less often (Shannon Greenwood, 2016)

Next chart shows statistics about daily Instagram usage according to Pew Research Center. It seems that Instagram is the second popular social media website after Facebook, as a result it can be very efficient place to advertise a business, since more than 50% of users use Instagram on daily basis. (Shannon Greenwood, 2016)

4 PRIMARY RESEARCH

Empirical research aim is to analyze and determine what has been done in order to advertise Yolanda Jewelry brand. This business has been established less than one year ago and it is still on its way to popularity. The owner and the founder of this business is very enthusiastic and passionate about this jewelry and its quality. YolandaJewelry mission is to bring beauty and variety into women's daily wardrobe by wearing these unique handcrafted accessories.

This brand sees itself as a one of the most well-known Finnish design company that represents unique handmade jewelry. YolandaJewelry wants to be as one of the leading handcrafted jewelry brand in a 5-year period.

This part of Degree Thesis tells the readers about YolandaJewelry's strategy in advertising on Facebook. It covers all issues that most of the young entrepreneurs face during their first tries in social media campaign. This topic seems to be extremely important, because online businesses and advertising platforms are developing very fast.

This empirical research uses YolandaJewelry own information concerning a Facebook page and its Business Manager. It includes budgeting information, real obtained results on created ads, Facebook Pixel's analytics during March – April 2018.

4.1 Soutache jewelry industry

Jewelry business is highly competitive worldwide. A lot of different new or already existing companies compete in the market and try to reach their customers heavily. It is difficult to attract and create something extraordinary new to amaze potential clients. Competition is increasing in every sector of the jewelry market, especially in handcrafted one. There are a large number of artists who make jewelry by themselves and sell it using different platforms, such as an own web store or a social media. The price range can differ significantly, depending on where jewelry is made, how much the equipment costs and so on. (Leia Gatch, 2015)

Soutache jewelry is becoming more and more popular around the world, especially in such countries as Poland, Czech Republic, Venezuela, Russia, Ukraine, Lithuania, U.S, and so on. Finnish people do not really know this kind of jewelry, so they are really not familiarized with it. This jewelry is not very popular in Finland and other Nordic countries, so it is a good time to start such business here, and show potential customer extraordinary kind of jewelry.

4.2 Facebook page

YolandaJewelry created a Facebook Page that represents this brand and helps to handle advertising. This page is active for less than a year, and it made a huge effort into jewelry business development. The owner knew from the beginning that this page operates only Facebook Manager and all other functions that Facebook offers for businesses. Since this brand is more orientated to Instagram content creations, Facebook page exists as a base for all promotions.

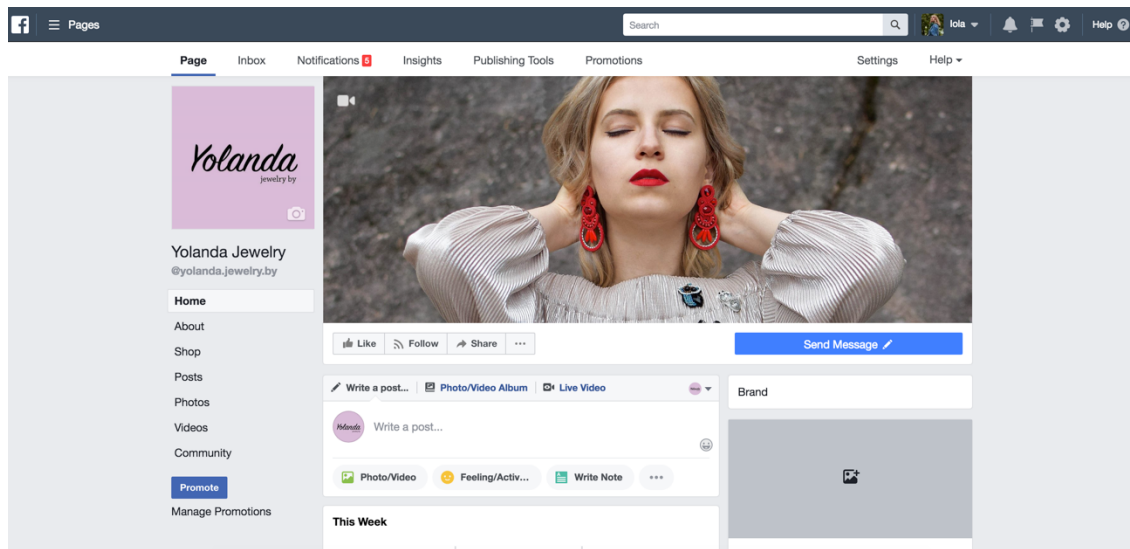


Figure 8. YolandaJewelry's Facebook page

Facebook always needs a page for installing Business Manager that opens an enormous variety of different features. Of course, there is a possibility to boost posts without using business settings, but this is not the way YolandaJewelry wants to go. Companies should use these settings for making professional ads, analysis and observation of the insights. Therefore, YolandaJewelry page is created and operated only as a promotional tool, with no purpose to collect followers there.

4.3 Instagram account and content

Instagram as a social media is becoming a great area for the artists, creators, designers, photographers, bloggers and so on. The concentration of the possible target audience there is extremely big, it proves this social media is an appropriate place to develop brand and create an interesting content. “On Instagram, it’s essential to add value to

your customers and look pretty while you do it. Never underestimate the fact that your most important asset on this social media network is visual content.” (Veronika Baranovska, 2017)

YolandaJewelry has an account on this social media, and the number of followers is growing every week. All followers are attracted naturally or because of the promotions made. In this case, their support and engagement with the brand is far more valuable than paid followers that show only the number of non-engaged people. The picture below shows how YolandaJewelry’s Instagram looks like.

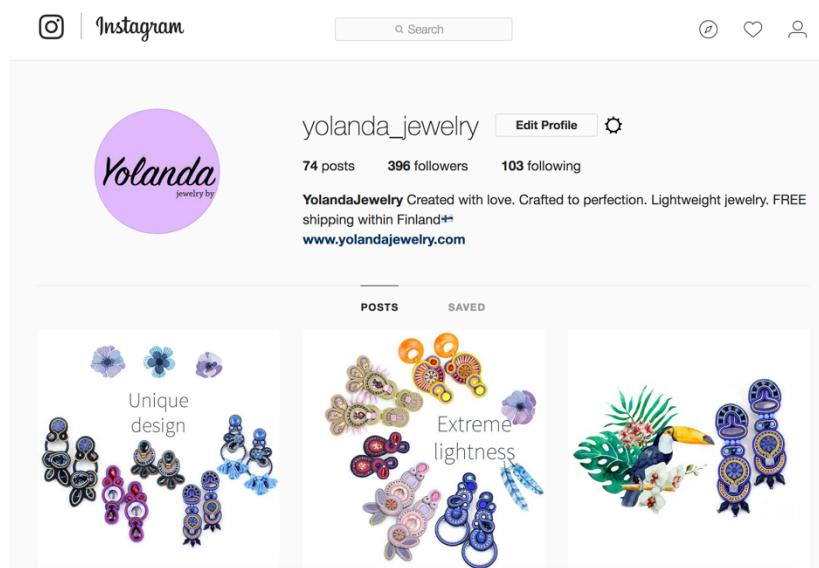


Figure 9. YolandaJewelry’s Instagram page

Customers have a natural curiosity about where their products come from, and Instagram can be used as a great channel to show them their whole lifecycle. This is especially relevant for companies that sell environmentally friendly products or extraordinary things. It is important to post images to demonstrate how products are made – from the base material, production and distribution. (Veronika Baranovska, 2017) YolandaJewelry tries to show as much as it is possible in creating such jewelry, in order to keep customers interested in these jewelry pieces.

This platform is chosen as a main YolandaJewelry’s developer, because it seems being more effective and efficient. Facebook advertisements prove this opinion in the next chapters.

4.4 Targeting

Before doing promotions, it is critical to define what target audience has to be used and what kind of ads do attract them. It is important to understand that YolandaJewelry accessories are specific and unique, therefore targeting is crucial factor in success. This jewellery is handmade and requires a lot of effort to be created, as a result, prices contain time, production, materials and uniqueness of the design. Furthermore, this kind of statement earrings and necklaces are rare in Finland. Taking into consideration all earlier mentioned thoughts, the owner decided to make an image of this brand's customer and reach it through the advertisements using Facebook Ads Manager. The image consists of main directions such as demographic, geographic and psychographic. In this chapter, it is going to be discussed in details how target customer looks like and what are his/her main characteristics. These characteristics are taken from the source of (Small Business CC, 2010) and filled with own thoughts of the entrepreneur.

Demographic:

- **Gender.** Since jewellery is more popular accessory for women, this gender is taken as the main one.
- **Age.** YolandaJewelry products are created for adults, and for those who have resources for living, so the age has to be over 18 years old. To define the limit is extremely difficult, because even older ladies like wearing something bright and bold, but it is demanding to mention that younger generations are more likely to have a buying power. It is decided to target the age in this range: 18 – 45 years old.
- **Family life cycle.** In author's opinion, this issue is not important in the category of jewelry, because it is always popular no matter is the customer divorced, single or married. Consequently, promotions are going to be created for all types of family status.
- **Income.** Buying power is extremely important, because the products that are going to be ordered are not cheap. Therefore, a woman has to have accordingly suitable salary, which allows to afford this jewelry. Taking into consideration possible issues as accommodation, family, food and personal costs, the approximate range is defined. It should be no less than 1300€ -1500€ a month, in order

to buy the jewelry freely. Of course, it does not mean that customers, who have less than 1300€ salary a month, cannot afford YolandaJewelry. It is still possible to buy it with much less wage, but this kind of purchase can force a customer to save money for other purposes.

- **Occupation.** Women like to treat themselves independently of what kind of job they have. So this issue is not considered as important and YolandaJewelry's brand does not pay attention on the titles.
- **Education, Religion, Nationality, Ethnicity.** All of the listed issues are combined into one section and discussed accordingly this need. Since, the products that are going to be sold do not depend on these characteristics, they cannot be defined and used for targeting.

Geographic:

- **Their country.** There are no specific restrictions on the countries that can be used as target audience, however Finland is going to be the main target, since YolandaJewelry is established in this country and the owner is more familiarized with the local culture.
- **Region.** It seems that Europe and North America are more suitable as a target audience, because of the similar cultures.
- **City and density.** Helsinki and the whole capital region of Finland is chosen to be a priority at the beginning, because of the fast delivery of the products, comfort to possibly get in touch with customers.

Psychographic:

- **Social class.** Middle and Upper are the main targets, since middle class is the biggest in chosen area and it has quite good buying power, and Upper class has high salaries and representing people can afford a lot of different luxury things in their lives.
- **Lifestyle.** It can be a working person with many hobbies such as sport activities, travelling or reading books. There are no strict rules for this issue.
- **Personality.** A person has to be ambitious, active, positive, loving to stand out of the crowd, emotions and impressions seeker.

According to all above mentioned characteristics, the author created a picture that briefly describes the potential customer of YolandaJewelry.

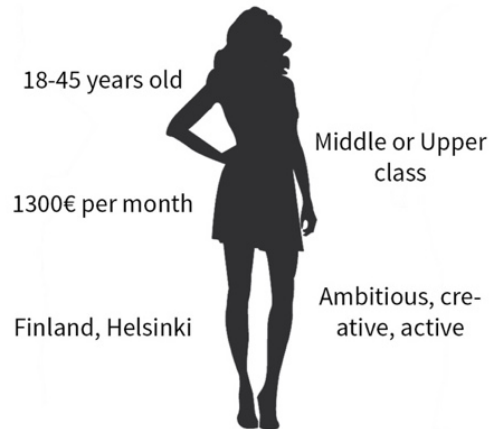


Figure 10. Target audience briefly. (own development/by creativepack/Freepik.com)

4.5 Applying target audience on Facebook

One of the most important and necessary issue in successful promotion is targeting. Facebook gives a perfect tool for marketing. Since this social media website was launched as a place where people share their personal information such as age, occupation, living place and so on, it has grown into a global network of users who gave all the relevant information about themselves into the marketers' hands. Nowadays marketing agencies can extract and freely use this provided data, because Facebook collects everything and turns it into a well-functioning system. Every interest, every page or event is observed and controlled. All this allows Facebook to make its Business Manager working smoothly and coherently. (Johnathan Dane, 2018)

YolandaJewelry uses the Ads Manager and Audiences on Facebook Business Manager to reach its customers and make a properly working promotion. Since a target group has been defined before, the owner takes actions and uses the features provided by this social channel to start communicating with potential customers, analyse them and understand what exactly they want to buy and how they are going to be affected by created promotions in future. In this chapter, the author is going to discuss all the steps that were taken and why.

To create a successful and well-working target audience, it is essential to understand, how Audience Insights are working, and what issues require more attention and knowledge. Before analysing what particular settings were chosen for YolandaJewelry, author shows how this system looks like if a businessman types their basic filters such as age, location and gender.

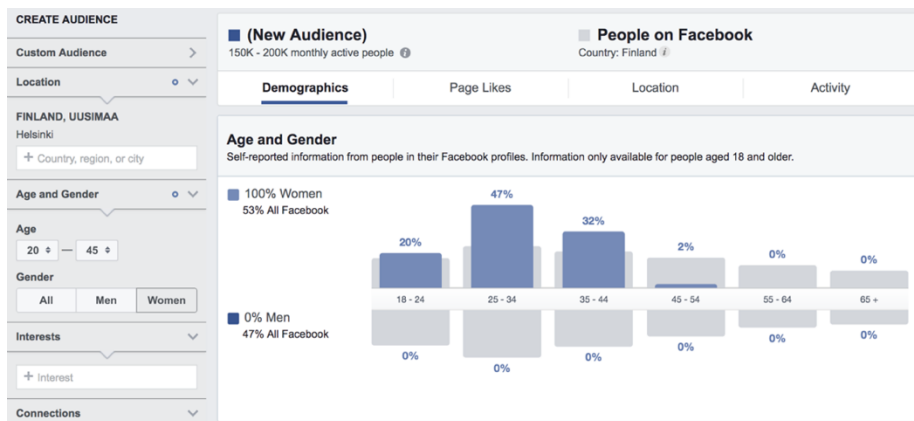


Figure 11. New audience creating

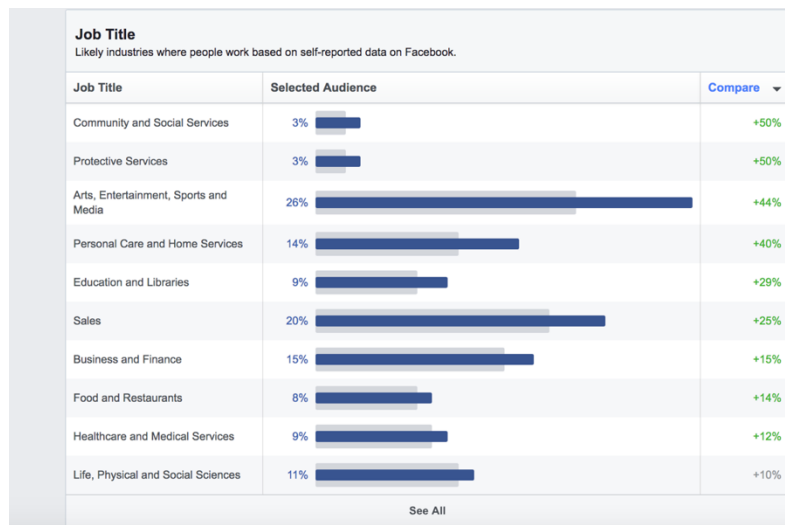


Figure 12. Job title in Audiences Insights

These two pictures above show what Facebook does when some filters are on. It is extremely convenient that all the data about the chosen group of the customers is shown automatically. Audience Insights explain in percentages how many people of particular age and gender live in the specific area, and what are their job titles. It allows to deeply analyze how the target group looks like and what are its interests. For example, the job

titles in art, entertainment and media (28%) is a great index of people, who perhaps will be interested in this kind of jewellery.

Next step is to choose right interests that will narrow the audience and help to reach the most suitable customers.

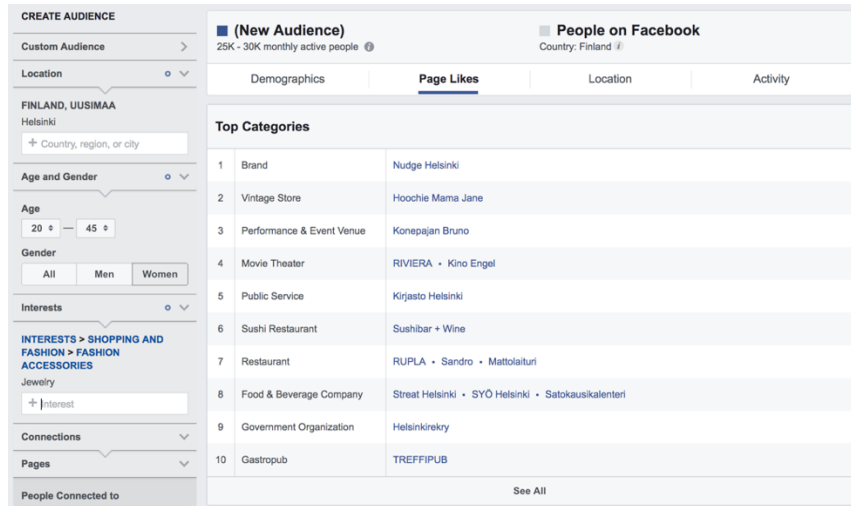


Figure 13. Page likes in Audiences Insights

It is critical to choose an interest and analyse page likes. The picture below shows what pages are most liked and their affinity. It is the index of how likely the chosen audience is to like a given page compared to everyone on Facebook. These pages can be a narrowing filters and a useful tool to find where are potential customers. (Facebook Business, 2018)

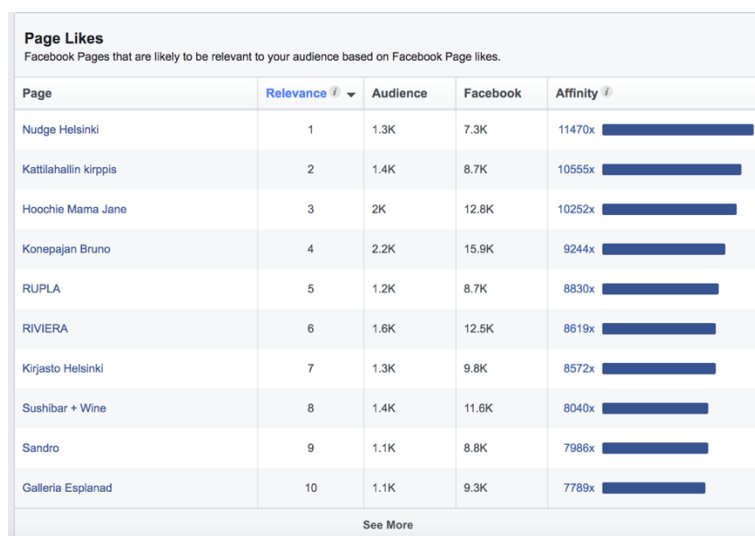


Figure 14. Pages are likely to be relevant to chosen audience

In the last section of this chapter, the author will show what audience was chosen for YolandaJewelry brand and what were its main specifications. Audience is tested in order to have the best performance.

Location: Helsinki

This narrow filter allows to acquire possibly the biggest number of potential customers in the region where the brand is located. This city is highly comfortable for shipping products to the customers, and it is a great starting point for the brand.

Age: 22 y.o. – 44 y.o.

The age differs from the one that has been stated in the beginning, because Facebook shows very small percentage of people younger than 22 years old and having interests in demanding filters.

Gender: Women

Interests: Handcraft, Jewelry, Handbags.

People who have such interests are more likely to pay attention on YolandaJewelry according to the given Facebook insights.

Usually, it is quite difficult to predict if the audience is right and efficient. It becomes more clear when it is tested and analysed using already run ads. Therefore, Facebook ads are going to show how properly this audience was chosen and does it correspond the strategy of the promotions.

4.6 Facebook ads and analysis

Ads Manager is a right outcome that comes after choosing an audience. This chapter is going to be all about what kind of ads have been done and what results do they have. The author is going to explain and analyse all steps and their consequences. Facebook gives the table of all campaign and their outcomes, relying on it the author draws a parallel between these ads and Instagram popularity based on given results.

Firstly, to get an idea of what exactly has been promoted during last months, the owner of YolandaJewelry provides two examples of how her advertisements look like during campaigns. There are always a few options what entrepreneur can choose between. For

example, he can make a campaign using already existing post on his Facebook page, he can create a slideshow of max. 10 pictures, he can upload a video or a single photo. These variations depend on what type of advertisement is chosen and what an entrepreneur wants to show. YolandaJewelry tested many ads at the same time using different content to promote. According to obtained results, the founder made a decision which-ever type of ad worked better and what customers preferred more. The main kinds of promotions are pictures or videos together with the short text telling briefly about this brand, its uniqueness, shipment details and possible discounts. People do not tend to read long texts, instead they want to watch nice pictures or a video with some information on the brand. Nowadays, it is important to go with the times that dictate new tendencies of multimedia's power in every-day life. Younger generation spend more time watching digital multimedia content rather than reading the books. Relying on these trends, YolandaJewelry shows as relevant content as possible. The examples of this brand's advertisements can be seen below.

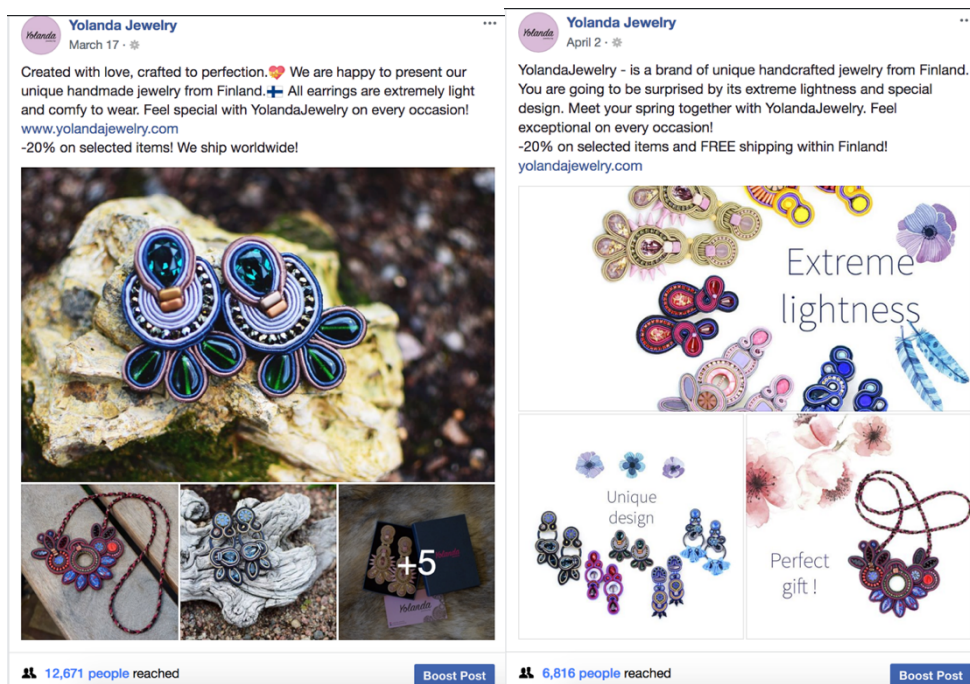


Figure 15. YolandaJewelry's ads examples

Now, it is important to pay attention on the list of already done promotional campaigns and their performance. It contains all information of the time when they run, how much of the budget was spent and what was the performance overall.

<input type="checkbox"/>	Campaign Name	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	People Taking Action
<input type="checkbox"/>	Reach3Helsinki	Inactive	4,511 Reach	4,511	4,860	€2.66 Per 1,000 ...	€12.00	Apr 9, 2018	7
<input type="checkbox"/>	Engagement2	Inactive	108 Post Enga...	961	1,053	€0.14 Per Post E...	€14.99	Apr 9, 2018	107
<input type="checkbox"/>	Engagement1	Inactive	1,015 Post Enga...	2,665	2,715	€0.01 Per Post E...	€10.93	Apr 4, 2018	974
<input type="checkbox"/>	Engagement1	Inactive	— Post Enga...	—	—	— Per Post E...	€0.00	Apr 4, 2018	—
<input type="checkbox"/>	Reach1	Inactive	5,096 Reach	5,096	6,165	€2.43 Per 1,000 ...	€12.38	Apr 4, 2018	35
<input type="checkbox"/>	Reach1	Inactive	— Reach	—	—	— Per 1,000 ...	€0.00	Apr 3, 2018	—
<input type="checkbox"/>	Traffic	Inactive	10 Link Clicks	241	246	€0.22 Per Link Cl...	€2.15	Apr 3, 2018	12

Figure 16. Campaigns of YolandaJewelry

As everybody sees there are 7 campaigns in total for the given month, and they all have different settings, as a result – different numbers of reach, impressions and etc.

The path of these ads is logical and efficient, because YolandaJewelry brand has gotten 5 new sales while they were running. Since, this brand is unknown for Finnish market, it needs an aggressive strategy in advertising, in order to attract people and make them buy these products. The strategy that is shown above (a list of ads in Facebook) performed its best, and the owner chose an effective strategy that is going to be explained in details.

The owner of YolandaJewelry brand chooses two different types of promotions – Traffic and Reach. They are perfectly suitable for those brands, which do not have enough of the target audience and they would like to show that they exist on the market. “Reach” shows ad to the maximum number of people according their chosen interests, and “Traffic” tries them to redirect to the website or any other page that has to be noticed. According to the results, “Traffic” type of ad does not work well in this situation and has only 10 link clicks. It means that only ten people out of 241 in total visited a website. This number is extremely small, and it does not make any sense for this brand. Furthermore, this kind of ad is quite costly, it takes 0,22€ per click, it means that money actually went nowhere. But, fortunately, entrepreneur launches another type that is called “Reach”, and it runs at the same time with “Traffic”. It shows significant results in comparison with the second ad, as a consequence, the first type of promotion has decided to be closed, since it did not show a good performance for two days. “Reach” ad oppositely has over 5000 people reached and over 6000 of impressions. The chosen target audience shows an interest in this brand and confirms its appropriate suitability.

The next step for the owner is to make an “Engagement” type of ad and to engage with potential customers. This ad is a good choice for an online brand that offers products on its website and want people interact with it and make them buy it. Since, “Reach” campaign had a great performance and people are getting to know this business, “Engagement” can consolidate these results and make them even bigger. This ad is launched for shorter time and a bit later than “Reach” one, but it has the same end day. As it can be seen, they finish at the same day. The interesting thing is that this ad shows a great number (974) of people taking action. The greatest mark of this ad is that YolandaJewelry has gotten an order from a customer living in Espoo.

The second “Engagement” consolidates the first one, and it has quite good performance too, even though the number of people taking action is noticeably smaller. It still reaches over 1000 impressions and over 900 people have seen the post. One of the most important outcome of this campaign is the next customer’s purchase. This ad is considered to be extremely successful as the previous one.

The last campaign differs from all others, but it is still going according to chosen strategy – reach as many potential customers as possible. It has the biggest numbers of people reach and impressions, however quite small number of people taking actions in comparison to all other ads. But consequently it has a very positive impact on the strategy and customers themselves.

One important thing that placement where ads were shown is Instagram, because it has much better performance, and YolandaJewelry owner edited first promotions according to their running results. The point of Facebook Ads is not to show them to the maximum number of people who might or might not buy YolandaJewelry products, but to optimize them and manage to reach the right audience that definitely is going to be buyers.

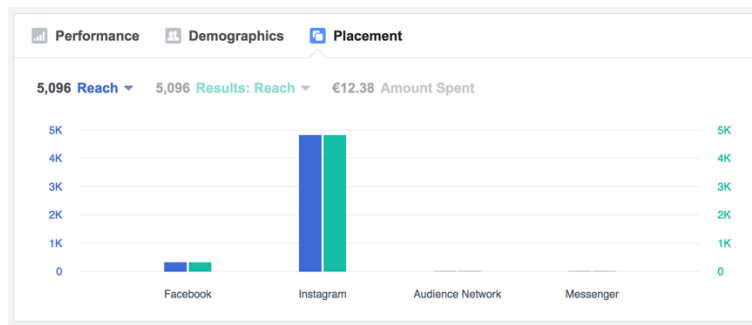


Figure 17. Reach – Placement results

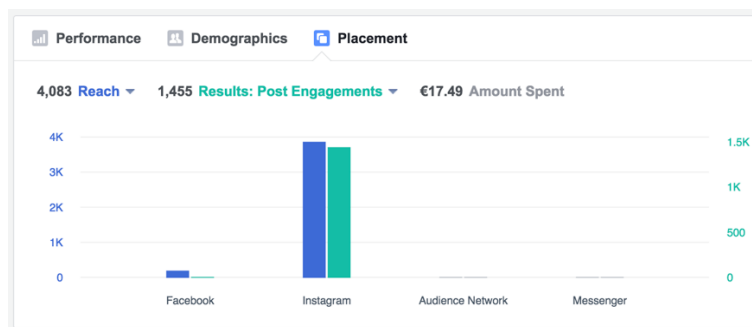


Figure 18. Post Engagement – Placement results

As an example and a proof of Instagram efficiency, there are two different charts above that show how Facebook as a placement was performing. The first one is taken from the first “Reach” campaign, the second one is an example of earlier campaigns from March.

The popularity of YolandaJewelry account on Instagram has grown rapidly during the campaigns that are mentioned above. In total, this account has over 45 new followers per two weeks, and they are all started to follow it because of the ads.

All above mentioned results and performances of the ads are considered as successful and efficient. They completely correspond the strategy that the brand has and a mission that it wants to achieve. It is planned to continue the same promotional strategy and acquire more and more locations in Finland and later worldwide. A target audience was chosen correctly, as a result, all campaigns perform their best. The next step would be to learn more complex features of Facebook Business Manager and bring them into life.

4.7 Facebook Pixel usage

Facebook Pixel is a great tool for entrepreneurs who have a website. It allows to control and follow everything that happens there. How many users has a website daily? How many returning visitors did come yesterday? And many more questions can be answered using this feature.

It can be installed into a website very easily by following steps that Facebook provides. Once it is done, Pixel starts to collect the information, and convert it into an extremely useful unit that can be used in ads and make an incredible change in developing campaigns. All the information is published in a dashboard briefly with a possibility to look into every single section in details. In order to understand how it works, it is better to show an example of YolandaJewelry dashboard.

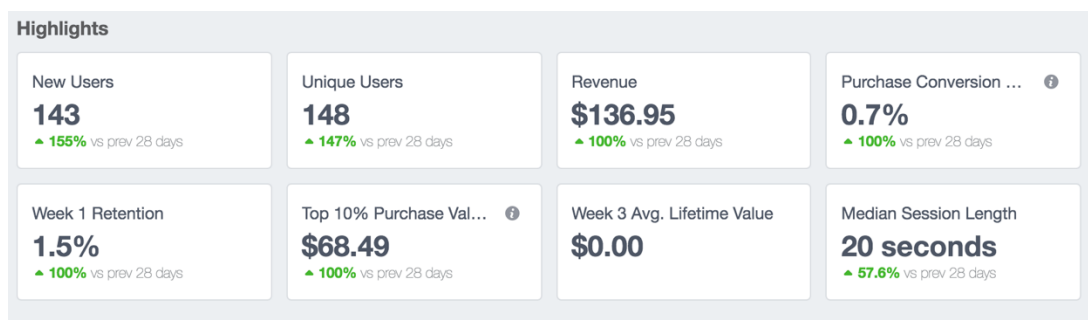


Figure 19. Pixel Dashboard

As it is seen in the picture above, the dashboard shows the number of new and unique users, revenue and many other sections. There are percentages as well for better understanding of the results. All these indexes vary depending on what period is chosen to be showed. This feature makes analysis more structured and coherent. (Kristi Hines, 2018)

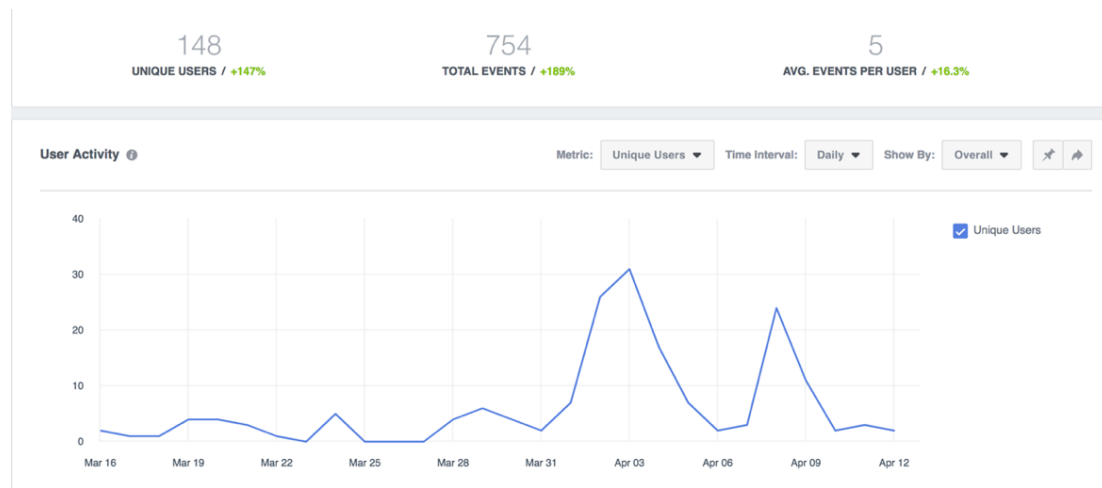


Figure 20. Pixel information

The second example shows a chart of user activity that clearly explains how it performs and when. It also shows total events and average events per user. These numbers demonstrate how successful is the promotional campaign and to what extent potential customers are interested in a website and its offers.

A progress during the last month is seen everywhere. All the numbers show positive growth; it means that ads have been made successfully. Most of the results demonstrate an incredible improvement more than 100%.

4.7.1 Custom audiences

This chapter explains what are the custom audiences, their main advantages and how do they work.

First of all, custom audiences are highly recommended for using, because they can make a great turn from normal ads into profitable outcomes. However, logically thinking, it is not a first step for businesses that compose a target audience. There are a few steps that an entrepreneur should go through before turning to custom audiences.

Custom audiences are made from the Pixel results and they are based on the numbers of people who have visited a website or a specific web page. They are used as a conse-

quence of the ads that have been made before and collected enough reach and visitors to use their activity in order to remind them to buy a product.

This is an example how to create a custom audience of all website visitors in the past 30 days. There are many other extremely helpful features such as – exclude people who visited page “Cart” or “Order information”. It means that ad will not be spread on people, who already bought the items from this website, in order to no annoy them.

Figure 21. Create a Custom Audience

YolandaJewelry has created several custom audiences based on the performance of previous ads that are shown in the section “Facebook ads and analysis”. Since it has already positive outcomes and quite good number of people who watched them and YolandaJewelry’s website, it is decided to make an audience of people who might think to buy, but they still thinking. So next promotions are orientated only on them to attract more of their attention, bring them back to the website and try to compel them to buy.

<input type="checkbox"/>	Name	Type	Size	Availability	Date Created	Sharing
<input type="checkbox"/>	Lookalike (FI, 1%) - Instagram interaction in the past 365 days	Lookalike Instagram interaction in the pa...	29,000	● Ready	04/07/2018 7:29pm	--
<input type="checkbox"/>	Instagram interaction in the past 365 days	Custom Audience Engagement - Instagram	3,700	● Ready	04/07/2018 7:29pm	--
<input type="checkbox"/>	Custom audience. Visitors in the past 100 days	Custom Audience Website	Fewer than 1000	● Ready	04/07/2018 7:13pm	--

Figure 22. Custom Audiences of YolandaJewelry

As it is seen in the picture above, YolandaJewelry’s owner made three different custom audiences, one of them is Lookalike one based on Instagram activity. The first custom audience is made of the visitors of yolandajewelry.com website in past 3 months. The size of it is a bit less than 1000 visitors, but this number was enough for Facebook to

create it. Because, some businessmen can meet a problem during making such audience. In case if it is too small, Facebook will not allow to make it. Secondly, it is important to target people who viewed ads or account on Instagram. Since, it is the main platform that is used by YolandaJewelry, it is necessary to interact with followers from this social media application. It seems obvious that the number of audience in Instagram is larger than anywhere else. At the moment, the size of that particular target group about 3700 people. And all of them can be potential customers while making Facebook ads. The third custom audience is Lookalike with around 29 000 people. Lookalike audience means that these people are more likely to interact with the brand, they can be friends of second audience's people, they can have similar interests, or attend similar events. This option allows to reach similar people in an easiest way possible.

The next step is a testing of custom audience. In this case, YolandaJewelry makes a campaign using all of the above mentioned target groups as one audience. This ad is Post Engagement – the type that works very well for this brand. The results are satisfactory and quite impressive. It reached more than 800 people and over 40 people reacted to it. If this ad is going to be repeated later, it will have more people reach, since custom audience upgrading all the time according how many people visit the website and interact with Instagram account. It is definitely a good choice for promoting such brand as YolandaJewelry.

	Campaign Name	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	People Taking Action
<input type="checkbox"/>	Engagement on custom audience	Inactive	45 Post Engag...	883	975	€0.16 Per Post En...	€7.36	Apr 9, 2018	43
<input type="checkbox"/>	Reach2	Inactive	2,440 Reach	2,440	3,613	€3.07 Per 1,000 P...	€7.49	Apr 3, 2018	30
Results from 2 campaigns			—	3,323 People	4,588 Total	—	€14.85 Total Spent		73 People

Figure 23. Campaigns based on Custom Audiences

Overall, Facebook Pixel is performing very well, and this is only the beginning. The number of people visiting the website is growing constantly and it means that more and more people are getting to know this brand.

4.8 Results and discussion

YolandaJewelry has a clear vision and strategy which help to move forward. This brand is young and full of energy to attract potential customers and make people know it more and more. A clear understanding of the possibilities, the budget and the strategy can make a spectacular outcome, even though the business is small and limited in finances. First year is very difficult time for most of the companies, especially small ones. Competition is extremely big everywhere, no matter is it developed or developing country. Finland is an excellent start for this kind of industry, because the country and its population are quite small, competition is relatively quiet. A very big advantage for YolandaJewelry is its jewellery uniqueness. Finland still does not know what is soutache jewellery and how does it look like. There is no specific shop that sells this kind of accessories. It means such situation is favourable for developing this idea and growing the business.

As it is seen, the idea to start promoting in Finland only has a positive outcome and shows a good performance. Due to correctly chosen target audience a reader can observe a brand's recognisability growth and even some customers' orders. People are interested and they are buying – it is the best motivation for the founder to work on her project and go worldwide in the future.

A clear understanding of a potential customer is literally the biggest advantage of every business. An ability to measure potentiality and opportunities provides YolandaJewelry with the right direction to follow. In this case, Facebook Pixel data helps to analyse what customers want, how much time they spend on a website and etc. Using all tools that are provided by Facebook Business Manager can be highly valuable experience and development for companies. The successful results of Facebook ads and their strategies prove that even small business with limited budget can get a good performance and new customers just in a few days.

Instagram seems to be more popular for YolandaJewelry, and a possible explanation for this can be that this social media is more orientated to the visual content such as pictures, photos, videos. Since jewellery piece is a product which has to have a visual at-

tractiveness, people tend to look at it using Instagram network. This is a place where all artists can show their works, efforts and get popularity because of that. Considering assumptions mentioned before, it seems to be clear, why Instagram showed much better performance of YolandaJewelry ads than Facebook.

Visitor Analytics – is a tool which YolandaJewelry’s owner uses to observe its website performance. It demonstrates how many people visit the online store, how many of them are unique and shows all their steps and pages that have been opened. As it is seen below, it also illustrates and marks all the countries people are visiting from. Finland has the deep green colour and the biggest interest in the website, however it is not the only country on the map. There are quite many of them, even though YolandaJewelry has never done any promotions for some of these regions. As an assumption, people’s interests in these countries come from Finnish inhabitants that tells friends and relatives about this brand, as a result the population of the brand is growing worldwide and has very good perspectives for the future. This map can help to define what countries are interested in this jewellery more than others, so entrepreneur has more thoughts on how to build a new promotional campaign and what could be brand’s new target groups.

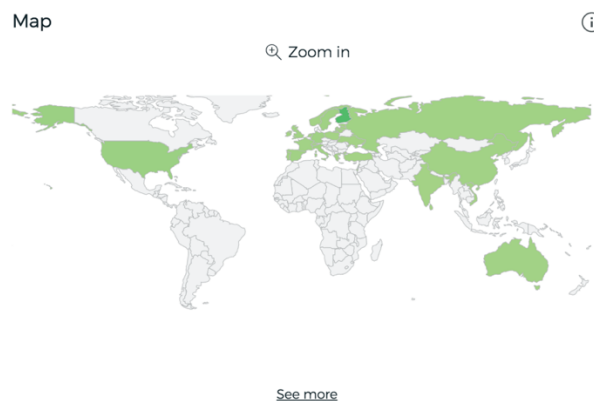


Figure 24. Wix.com Analytics map

Facebook Pixel is an additional useful tool that helps entrepreneur to create ads and analyze website traffic. A confluence of Visitor Analytics by Wix.com and Facebook Pixel can show the greatest performance and become the the most necessary aspect in YolandaJewelry’s marketing process.

Since the brand is still in its beginning phase, it is important to work on it constantly. As a suggestion, entrepreneur should work more on the brand concept, content in Instagram, and multimedia - such as video making. Video has a big power nowadays, because people get lazy to read information, they better watch the video. It can be a great development of jewelry to show it more on different kinds of video or photos as well. Most of the people are more likely to familiarize with anything by seeing it, it means that direction of this brand should lead it to more visual concepts of working with the customers. It attracts more potential customers and helps them to understand what this jewellery is all about.

5 CONCLUSION

This Degree Thesis is based on entrepreneurial experience of its author. The author decided to focus on Marketing part of YolandaJewelry brand. Since this company operates online only and wants to reach as many potential customers as possible, Facebook is chosen as the main tool for promoting.

Theoretical part is divided into a few parts for better understanding of what is going to be discussed throughout the whole thesis. The optimal way to explain all the steps that have been taken is to show development path. books and Internet articles to develop and narrow a wide topic of Facebook Advertising. All sources and discussions are selected according the needs of YolandaJewelry brand's needs. This part of Degree Thesis helps to find the right direction and information flow for practical part of the work.

Empirical research is a collection of real results of actions that YolandaJewelry's owner has taken. It was a long way of development and finding the right brand concept that lasted at least 5 months. The amount of information is big, thus author cuts it and shows the promotional campaigns and targeting process that discuss the latest development during previous two months. Overall, these campaigns proved their efficiency and accuracy of chosen decisions. Results speak for themselves. Increasing popularity and recognisability, latest products sales – the main aspects of success. It means as well that research questions which were stated in the beginning are answered. The owner found the appropriate customer audience at the moment and defined what types of promotions

are more suitable for her business. She showed step-by-step process of how to create a Facebook ad and what makes it successful.

YolandaJewelry brand is ambitious. Such energy can make a great impact on further growth. It needs to widen an assortment of jewellery and keep a corresponding level of quality accessories and recommended price. One of possible suggestions could be a small shop in Helsinki to display and present this jewellery to customers. Since costs of rent are quite high, owner can start with participating in as many trade fairs, jewellery and fashion events as it is possible. The real presence of a brand and its owner can significantly influence the growth of recognisability.

Overall, the research questions and set objectives of the Thesis were achieved and solved. Target group for Finland was chosen correctly, as a result Facebook ads performed their best and brought more customers for YolandaJewelry brand and more visitors to its webpage and Instagram account. By analyzing many of already done promotions, it seems to be obvious that Instagram has the power and usefulness for this kind of business. All of the brand's customers have Instagram account and find it more beneficial than other social media websites.

Nowadays, Internet and social media give a big advantage in promoting small businesses with limited budget. This thesis work could be an example of how Facebook Business Ads work and how to set up the right audience - two the most important factors of successful advertising on social media websites.

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