

The Effectiveness of Using Facebook Pages for Brand Building, Case company: Your School

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<p>This commissioned research-based thesis is aimed at identifying the benefit of using social media for Your School as a marketing platform to communicate and interact with customers, and increase popularity through the use of the social media. The research was dedicated to Facebook.</p> <p>The results produced herein were accomplished through secondary and primary research. Secondary research was collected from a variety of sources published by books, trusted internet sites, articles, reports, and trusted research documents in the country researched. For the data collection, quantitative/qualitative methods were used. Primary data was collected through an online structured questionnaire for the parents to take that was posted on Your School's Facebook page and an interview that was conducted through email with the director of Your School. To identify the Facebook marketing effectiveness and importance of Your School's Facebook page, 35 existing Your School customers of the Espoo region in Finland were surveyed.</p> <p>Further, this academic research consists of theoretical, and empirical parts. The theoretical part covers concepts that support the research process and research methods. Those concepts include Brand building through Facebook and marketing presence. These two concepts are essential to have when creating that dynamite Facebook page. The empirical part applies methodologies and explains the procedures followed for the data collection.</p> <p>Data collected was analysed and findings are listed in this report. The findings were interpreted to determine the benefit of using Facebook as a social media platform for communicating with customers, increasing popularity, and acquire new customers. Your School can use the results produced herein as guidelines for their marketing strategies or to determine whether the use of Facebook can present any business growth.</p> <p>The research has revealed that Facebook leads in terms of the most used social media channel. The findings have revealed that 60% of the parents used Facebook as means to choose a day care for their child or children to attend. Majority of the parents would like to see more information about Your School, pictures and videos of what activities the children are doing, a revamp of Your School's Facebook page, and to be more interactive with the parents on Your School's Facebook page.</p> <p>As recommendations for Your School, a revamp of the page needs to be conducted. Actively publish creative, informative, and fun content. Make Your School's Facebook page more eye catching and appealing to new and current customers using the colour scheme theory. Ask questions and engage with their audience to understand parents' needs and expectations. Publish some of their most fun and engaging activities that Your School does with the children so that it shows what sets their day care apart from the rest.</p>	
Keywords Facebook, Brand building, Effective Website, Consumer behaviour, Managing customer expectations	

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1 Introduction

The increasing popularity and the everyday use of social media in Finland, in terms of marketing, shows that traditional marketing is the thing of the past. Social media has redefined the way we communicate, search for information, how we make our choices and decisions. Social media platforms provide fast, easy, and reliable tools to create and share marketing content, communicate and interact with their customers in real-time, and the possibility to acquire new customers. According to OSF (Official Statistics of Finland 2018), 88% of the Finnish population uses the internet daily. The fact of the high use of internet in Finland indicates that customers are looking for faster, easier, and reliable ways of finding information and interaction.

A survey conducted by Statista in 2017 called “What social media platforms do you use?” revealed that 75% of internet users in Finland use social media daily. With over 3 million users in Finland, Facebook tops the list in terms of largest audience, and the most used social media channel in Finland.

Therefore, the objective of this thesis is to identify the benefits of using social media for Your School as a marketing platform to communicate and interact with customers, and increase popularity through the use of social media. The focus of the social media channel in this research will be dedicated to Facebook.

Prior to this research, due to lack of resources, Your School was not present on Facebook. However, as of February 24, 2017, Your School decided to utilize social media platforms for promoting its services, and communicating with their customers, and therefore, created its own Facebook page as part of their marketing strategy.

The objective of this research will uncover how to improve Your School's Facebook page and make it more attractive and effective to their current customers, and potentially new customers. Based on the sources and theories used in this research, they will help with improving Your School's Facebook page. This research concentrates on a day care located in Espoo, Finland. However, the findings of this research can be utilized by other day cares around the world as well.

1.1 Background

Private day cares have fairly little resources to market themselves and often it is hard to find time for attention to detail. There are plenty of areas to improve and not many day

cares actually do that. Perhaps because of the lack of time, money, or expertise. However, if these measures would be taken, could it enhance the attractiveness of a day care, and furthermore add business?

This research concentrates on a day care located in Espoo, Finland. It is an international private day care called Your School. They have two locations at the moment. This research will try to establish ways for them to improve their services in order to gain more customers. Also to analyse which improvements would be the most important for them when reconstructing their Facebook page.

At the time of writing this research, day cares are going through changes nation-wide and families are considering carefully the importance of early care for their children. The choice for the mothers staying at home with their young ones, versus allowing their children to attend to a day care, is affected by the costs of the day care and also what the day care offers. This research attempts to establish important factors that families will pay close attention to when they make these wise decisions. What will make Your School stand out from other day cares? This research offers Your School empirical information of these factors.

Professionally this research offers the researcher a chance to take a deeper look on day care services through the use of Facebook pages. The researcher has been working as a day care substitute, but is interested in the business aspect of offering high quality day care services through the use of Facebook pages. There are multiple things to enhance in this area such as how they would be fitted into the everyday routine of day cares, what kind of difference they would make business wise, and also on the motivation and well-being of the personnel.

1.2 Research question

The motivation of this research is to answer the question of how to make a private day care more attractive and strengthen its brand image through the use of Facebook.

The main question of this research is:

How to make Your School more attractive to current and potential clients through the use of Facebook?

The investigative questions are as follows:

IQ 1. How do different day care competitors use Facebook to attract their customers?

IQ 2. What is the most important information parents want to see on the Facebook page?

IQ 3. What recommendations can be made to develop Your School's Facebook presence?

Table 1 below presents the theoretical framework, research methods and results chapters for each investigative question.

Table 1. Overlay Matrix

Investigative Question	Theoretical Framework	Research Methods	Results (chapter)
IQ 1. How do different day care competitors use Facebook to attract their customers?	Seven Cs of effective website design, 5 Dimensions of Brand Personality, Service Quality, Color Theory	Books, Desktop study for theory Quantitative & Qualitative methods Survey	Chapter 3
IQ 2. What is the most important information parents want to see on the Facebook page?	Service Quality, Color Theory	Desktop study for theory Quantitative & Qualitative methods Survey	Chapter 3
IQ 3. What recommendations can be made to develop Your School's Facebook presence?	Consumer behaviour, Key psychological processes, Model of Consumer Behaviour	Books, Desktop study for theory Quantitative & Qualitative methods Survey	Chapter 3

1.3 Demarcation

The purpose of this research is to research ways of marketing and improving services which would benefit Your School through the use of Facebook. This is done by first finding the relevant theories and thereafter conducting a questionnaire for the parents whose children attend to Your School day care. The researcher will also only focus on four main competitors and not all day cares in general.

The researcher will concentrate solely on the attractiveness of Your Schools Facebook page, leaving out pedagogical aspects of early childhood education and care.

1.4 International aspect

Your School is an international school in the sense that the personnel and the children are multicultural. The language spoken there is English. In terms of internationality, some mul-

ticultural celebrations are included in the program, for example Valentine's Day, Halloween and American Thanksgiving Day. The staff that currently work there are from Finland, Sweden, Spain, Iran, Croatia, Australia, Slovakia and America, so the understanding of different cultures is vital in terms of communication and creating a pleasant working environment at Your School.

Day care services are offered in many countries around the world. As is the use of social media. Hence, the theories used for this research and the research results can be utilized by other day cares around the world, to increase their attractiveness to potential customers, to better communicate with new and existing customers. To increase their market exposure and establish a positive, safe, and professional brand image.

1.5 Benefits

The benefits of this research could show Your School how to really attract clients to their business with the use of relevant marketing platforms such as, Facebook. For example, a good online presence could distinguish Your School from the other day cares in the area and raise them above others. With the online presence, parents will be able to find the private English speaking day care much easier and more attractively. The owners themselves will benefit from this not only by acquiring new clients but also by retaining their existing ones. Knowing what the parents appreciate and what makes them happy creates an advantage for Your School. Word of mouth marketing is a relevant topic in day care services, since families gladly receive recommendations of day cares from other people. Having a good reputation, the best early care for a child and a sophisticated and modern online presence will together create a good outlook for the business.

The other benefit is from the outcome of this research to the author themselves. The materials studied, the research and theories used in this thesis will enable the author of having a better understanding of how branding and marketing really works for businesses, and by having a strong online presence can grow a business. Additionally, this research will strengthen the author's professional background in business administration, data collection and data analysis, designing, planning, and implementing marketing strategies.

1.6 Key concepts

The key concepts of this research deals with the essential concepts related to the attractiveness of the commissioning parties Facebook page. By using these key concepts, the commissioning company can potentially grow bigger and increase its customer base.

Facebook- As stated by (TechTarget 2014), "Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. It includes public features such as:

- Marketplace - allows members to post, read and respond to classified ads.
- Groups - allows members who have common interests to find each other and interact.
- Events - allows members to publicize an event, invite guests and track who plans to attend.
- Pages - allows members to create and promote a public page built around a specific topic.
- Presence technology - allows members to see which contacts are online and chat" (TechTarget 2014).

"Facebook offers a range of privacy options to its members. A member can make all his communications visible to everyone, he can block specific connections or he can keep all his communications private. Members can choose whether or not to be searchable, decide which parts of their profile are public, decide what not to put in their news feed and determine exactly who can see their posts. For those members who wish to use Facebook to communicate privately, there is a message feature, which closely resembles email" (TechTarget 2014).

Brand building- Brand Building consist of creating value to clients that show how clients feel, think and know about the brand. Brand Building also requires innovation, creativity, value, monitoring and ensuring a good customer experience. (Armstrong, Kotler, Opresnik 2016, 251.)

Effective Website. (Child Care Marketing Solutions 2015) describe the basic elements to an effective website as follows:

- Easy Navigation
- Look and appeal
- Instant communication of your unique benefits
- Great pictures or graphics of children

- Compelling to parents
- Social media icons that link to your social media site

Consumer Behaviour

One definition of Consumer Behaviour is “The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society” (Kuester 2012, 110).

Managing Customer Expectations

“Combines the service expectations customers’ form. When a company knows what the customers want and need, it can satisfy their expectations and go even beyond satisfaction, try to exceeding these expectations and accomplish customer loyalty” (Kotler, Keller 2012, 395).

1.7 Risks and risk management

The main risk that the researcher may encounter is not receiving enough responses from the questionnaire within the desired timeframe as intended. To overcome this risk, the researcher will set the scene of urgency for the parents to respond to the questionnaire by setting up reminders through the use of Your School’s Facebook page. The director of Your School will also add a reminder to the parents about the survey on the newsletter that goes home with the children on Fridays and remind the parents through their private blog that they have established already for the parents.

Another risk that may arise is that the questionnaire will be in English and there could be language barriers or misinterpretations of the questionnaire that could happen because the respondents may not be native English speakers. To manage this risk, the researcher will use simple and clear language when selecting the questions to use and by providing explanation to the questions when and if necessary.

1.8 Case company

Your School is a service of H & S International School Oy (Ltd). The H stands for Henna and the S stands for Svetoslav, both are wife and husband and the owners of the business. Together, they are a family business founded in 1997. The playschool’s provide

care and education for the children ages 2 to 7 and are taught the fun of learning in an English language play and learn based environment.

“An international environment, with fully qualified teachers/caregivers from all over the world. Caring, warm, friendly is our motto. To provide a happy, safe place for the children to learn and grow. To enjoy and understand different cultures and people. Trained around in the world, teachers are well versed in many other languages including Finnish, Swedish, Spanish, Chinese and even Croatian” (H & S International School Oy 2016).

The children are encouraged to give ideas on their favourite themes such as arts and crafts, five senses, colours, shapes, numbers, counting, reading, seasons, weather, all about me, just to name a few. With Project Based Learning (PBL), the children’s choices are then converted into learning in all different aspects from mathematical to historical- societal orientations. Both day cares use Jolly Phonics to make reading and writing fun and easy by relating the sounds of the letters so that the children understand the alphabetic code used for reading and writing. The children are also prepped for preschool entry into English language or Bilingual schools with the help of the day cares staff and different groups for the children that have been established. (H & S International School Oy 2016.)

Your School has four different groups. The Dolphins (ages 3-4), The Lions (ages 4-5), The Tigers (ages 5-6) and The Monkeys (ages 6-7). Fountain Square Playschool has two groups. The Teddy Bears (ages 3-4) and The Butterflies (ages 5-7). They started with Your School, an English speaking day care which is located in Olari, Espoo, Finland in 1998. Then in the beginning of June 1999, they started their second establishment called Fountain Square Playschool located in Eestinlaakso, Espoo, Finland.

Besides all the things that these two day cares provide, they also set up fun field trips for the children to attend such as museums, theatres, concerts, trips to a local car garages to see how automobiles are worked on and different occupations of the workers. They also recently went to a fire station to see how firefighters do their jobs. They plan trips to the library and also planned picnics for the children. Amongst these, a schedule is planned each day for outdoor parks, singing songs together and gym classes which the children all love and enjoy doing together. On Fridays, the children are allowed to bring their favourite toys or books to show and tell the other children in the class which helps promotes learning about their favourite toy or book and sharing. (H & S International School Oy 2016.)

HSIS (H & S International School Oy, Ltd.) also provides a full menu of 3 meals a day that is freshly cooked by their very own catering company on site at Your School which

also does special needs and requests for the children. Some children are not allowed to eat certain things and the catering company is advised about this so that the children's meals are cooked correctly for them. (H & S International School Oy 2016.)

The name of the catering company is called HSIS Catering and was established in 2001 and they operate on the premises of Your School. The catering company organizes events anywhere from 10 – 300 people for small family celebrations to big business events. The services that the catering company offers include delicious, freshly cooked meals, serving the dishes, table ware, table cloths and decorations. They also provide for the customer the right kind of music or live music for the theme of the event. The catering company prepares the food menus in co-operation with the customer and their expertise with the food includes traditional Finnish and extensive international cuisine. (HSIS Catering 2011.)

HSIS Catering also provide daily lunch service with transportation or pick up directly from their kitchen to companies, kindergartens afternoon clubs and other customers. Delivery time for the lunches are between the hours of 10:30 – 12:30. The lunch list is always different and updated weekly on the company's website insuring to strive for the customer their new delicacies. (HSIS Catering 2011.)

2 Brand building

What is a brand? “Consumers view a brand as an important part of a product, and branding can add value to a consumer’s purchase. Customers attach meanings to brands and develop brand relationships. A brand is a name, term, sign, symbol, or design, or a combination of these that identifies the maker or seller of a product or service” (Armstrong, Kotler & Opresnik 2016, 237).

In this research, the “brand” is H & S International School Oy (Ltd) and their products or services consist of HSIS Catering, Your School (day care), Fountain Square Playschool and Afternoon Clubs. All of these businesses together create brand building for the company because it is the visual voice of the company which creates a unique image of the business by showing not only do they provide educational services for children but also offer a catering service that interacts with each other creating that unique image for the company.

Brand building consist of creating value to clients that show how clients feel, think and know about the brand. Brand Building also requires innovation, creativity, value, monitoring and ensuring a good customer experience.

“Building strong brands holds challenging decisions to the marketer. Figure 1 shows that the major brand strategy decisions involve *brand positioning*, *brand name selection*, *brand sponsorship*, and *brand development*” (Armstrong & al. 2016, 251).



Figure 2.1. Major Brand Strategy Decisions (Armstrong & al. 2016, 251)

2.1 Brand positioning

With brand positioning, Your School day care centers on beliefs and values which engages with their customers on a deep and emotional level. An example of this is what they believe in which is; “Built upon a foundation of the joy of learning, caring, warm, and friendly. To provide a happy, safe place for the children to learn and grow” (H & S International School Oy 2016). Their vision is to be the best English speaking day care in Espoo, Finland.

The benefits that Your School prides itself on is the fun of learning in an English language play based environment where children are encouraged to give ideas on their favorite themes, Jolly Phonics is taught in a fun and easy way to learn reading, the children are prepped for preschool entry into the English language or Bilingual schools, field trips, outdoor parks, singing, gym classes, show and tell day, and their very own catering company which is on site that cooks a full menu of 3 meals a day, freshly. Other benefits include, Your Schools staff which is very international, and their class groups are small ensuring personalized attention for all children.

2.2 Brand name selection

With brand name selection, this became a challenging part for the researcher. The reason why is because yes, the company does have a brand name which is “**H & S International School Oy, Ltd.**” but it does not have the registered trademark symbol, ®. This symbol represents that the name of the business or symbol of the business that has been registered with a national trademark office but it is not legally required. The name of the business is copyrighted though. Below are images that the researcher found that the company is currently using for all of their services.



Image 2.1. Main logo



Image 2.2. Catering logo



Image 2.3 Day care Facebook logo

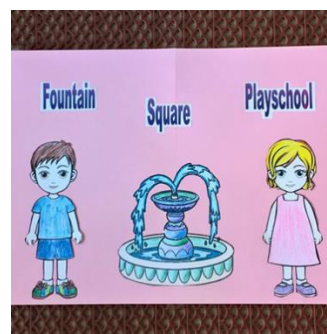


Image 2.4. Day care Facebook logo

When looking at the names of the company's other businesses, this brings up a question to ask. How did they get these names that they chose? From the perspective of the researcher this is what the researcher came up with. With "Your School", it is an interesting choice of a name because of the psychological emphasis being on the consumer not the school itself. They could have named it "Our School" and the emphasis on themselves, but by using the word "Your", the emphasis is on the consumer, which makes the consumer feel like they are more a part of the school. It helps to make the consumer included and feel more of a personal connection. It implies that they are an important member of Your School's community. As for Fountain Square Playschool, the name originated from a fountain square that is located by the facility of the playschool. With HSIS International School Oy (Ltd), the letter H stands for Henna and the letter S stands Svetoslav. Both wife, husband and owners of the business as mentioned before. With HSIS Catering, they kept the HSIS and added catering.

Armstrong, Kotler & Opresnik (2016, 252) describe the qualities for a brand name as follows:

- It should suggest something about the product's benefits and qualities
- It should be easy to pronounce, recognized, and remembered
- The brand name should be distinctive
- It should be extendable
- The name should translate easily into foreign languages
- It should be capable of registration and legal protection

When looking over these images, HSIS Catering has nice font and coloring but it doesn't really say anything about the product's benefits and qualities but then again, this would be hard to show in that image unless you made it smaller and maybe added a picture of food to it. The other two images show the day cares names and shows some qualities but could definitely be worked on.

The company name is easy to pronounce but not so recognized or remembered unless it is in the Espoo area of Finland. The brand or company name is not so distinctive. In fact, the researcher had to ask the Director of Your School what the H & S stood for. The "H", stands for Henna and the "S" stands for Svetoslav, both wife and husband, and the owners of the business.

The company name is extendable and has branched out from the company name to the catering company and from there to the day cares. All names can easily be translated into foreign languages but should be legally protected if it is not.

2.3 Brand sponsorship

Brand sponsorship and partners are very important in the researcher's eyes to any day care. Sponsorships and Partnerships provide value and joy with activities in day care centres and everyday life for the children, giving them opportunities that some day cares aren't able to give.

An example of this is a day care called Touhula. It is a well-known day care here in Finland with many locations and is sponsored by famous sport star, Teemu Selänne. You might know him as "The Finnish Flash" or might have even seen him play on TV in hockey. He has played in the (NHL) National Hockey League for many teams such as the Winnipeg Jets, Anaheim Ducks, San Jose Sharks and Colorado Avalanche.

Other co-operation's that Touhula day care provides are Kide Science, the Finnish Olympic Committee, Polar Electro, and Moomin Language School (Touhula 2018.) All of which are highly recognizable names here in Finland. Having co-operations is a benefit for any business but also entails, time, dedication, networking and the funds which can be very difficult for many small business day cares.

2.4 Brand development

In this research, the brand or company name is H & S International School Oy, Ltd. was established in 1997 with its educational services providing afternoon clubs and day care services for Your School English speaking day care in Espoo, Finland. Then in 1999, Fountain Square Playschool which is also an English speaking daycare service located in Espoo, Finland was established. In 2001, H & S International School Oy, Ltd. expanded from its daycare services to providing catering services not only for the day care services but for other cliental, thus entering the food market, party supply and the entertainment service field.

As stated by Armstrong, Kotler & Opresnik (2016, 255 - 257), "A company has four choices when it comes to developing brands. It can introduce *line extensions*, *brand extensions*, *multibrands*, or *new brands*". Those choices are as follows:

- Line extension- extending an existing brand name to new forms
- Brand extension- extending an existing brand name to new product categories
- Multibrands- different features that appeal to different customer segments, lock up more reseller shelf space, and capture a larger market share

- New brands- creating a new brand name when it enters a new product category for which none of its current brand names are appropriate

		Product category	
		Existing	New
Brand name	Existing	Line extension	Brand extension
	New	Multibrands	New brands

Figure 2.2. Brand Development Strategies (Armstrong, Kotler & Opresnik 2016, 256)

By using the Brand Development Strategies as shown above, this shows that the brand development strategies were used from extending its existing brand name to new forms such as offering day care services and catering services with line extension. With brand extension, H & S International School Oy, Ltd. extended its name to HSIS Catering to offer food services, party supplies and entertainment services for the catering business. Your School and Fountain Square Playschool also fall underneath H & S International School Oy, Ltd. and are one entity.

With multibrand, H & S International School Oy, Ltd. extended its name by adding on HSIS Catering which offers food, party supplies and entertainment services other than educational services. By doing this, it enabled them to expand to different customer segments and it enabled them to expand on their market share. H & S International School Oy, Ltd. didn't really add a new name to their company but shortened it when it added on its catering company to HSIS Catering. All the beginning letters in the name of the company are all still there in HSIS Catering.

2.5 Brand building through Facebook

With branding a business through the use of Facebook pages, the key is to create that presence that makes your business easy to spot and impossible to forget. In an article that the researcher found "6 Ways to Make Your Branding on Facebook Not Suck" (Post Planner 2018) by Rebekah Radice, it is stated that there are 6 different ways to help with this. Those 6 ways are as follows:

- Define Your Mission
- Know Your Target Audience
- Understand Your Competitive Edge

- Define Your Business Style and Personality
- Be Consistent With Branding
- Promote Branded Content

“A mission statement articulates the purpose behind your business. It pulls together the essence of your company – sharing the what, why & who (what you do, why you do it & who you serve) in a way that makes sense to your target audience” (Post Planner 2018).

By creating a mission statement, it brings clarity to your marketing and allows you to get more likes on Facebook. It also provides valuable insight to those that want to connect on your Facebook page.

Knowing your target audience can be very tricky for many businesses. That is why when creating your content on a Facebook page, it should speak directly to the existing customers as well as potential customers. Facebook also helps out with knowing your target audience by going to the “People” tab on your Facebook insights. In this tab, you will find the percentage of men vs. women, city, state, country, age group and language. (Post Planner 2018.)

After figuring out the target audience you then need to understand the businesses competitive edge and what separates your company from the competition. By sharing what is unique about your company lets Facebook fans decide whether to like your page, engage with you online, buy your services or hire your services. The Facebook cover photo is a great place to highlight the company’s competitive edge. (Post Planner 2018.)

By defining your business style and personality a company should find out what unique characteristics or qualities stand out from the competitors. When doing this a company can understand their audience and the type of content that their fans look for on their page. That is why it is important for a company to understand the importance of using a cover photo to remind the customer of what they do and why they do it. A company can also brand its posts by creating style, personality, message and voice which in return lets fans get involved and feel comfortable about the page. This will create trust and build a bond between the company, existing clients, and future clients. (Post Planner 2018.)

To be consistent with branding, images are an excellent way to create consistency in the company’s brand. They are also a powerful engagement tool which can boost interaction and create awareness for the business. The company can have a quote or a picture of the product or service but needs to use the same color scheme, font and style. This shows

consistency and relays the message to better connect with existing and potential clients. (Post Planner 2018.)

When promoting branded content you don't have to always be creating new content. The older posts on a Facebook page can be new all over again just by changing a few things. This can also repurpose the content to a whole new audience. A wasted opportunity is when a company creates great content in the past, posts it once and then starts something new not returning to promote the first piece. A company can share its older posts and marketing pieces that they have created throughout the years just by adding new things to it. If a company makes a list of the content that they created in the past, this could help with repositioning that material on their Facebook page to drive engagement which could grow the Facebook page of the company. (Post Planner 2018.)

3 Facebook presence and marketing

The theoretical framework of this research is based on the concepts of presence, effective Web design, consumer behaviors, and managing customer expectations. These concepts and theories will be used to explain the phenomenon related to the development of services in an international private day care. This theoretical framework will help to assess and compare the research results and analyze the end results. Below, the researcher will explain the theoretical framework and explore the relationship between this research and the theoretical parts.

There are several reasons for Facebook presence and marketing. The first one is to increase exposure to potential clients. There are over 2 billion users on Facebook worldwide and that number is increasing by the day. Currently in Finland there are over 2.7 million active users and this is projected to increase to 2.93 million users by the year 2021. (Statista 2018.)

When the researcher talked to the director at Your School a question was brought up. What is the purpose of Your School's Facebook page? The response was that Your School's Facebook page is for publicity, to be found by potential customers through it. The researcher then asked, has Your School received any new clients through the use of its Facebook page? To the director's knowledge, none of the new clients have come through the use of their Facebook page.

On Your School's Facebook page they currently have 121 total likes and 130 followers. This brought up another question. What is the goal for likes and followers on Your School's Facebook page? The response was that there is no set goal but could and should be a bigger number than what they have now.

Another reason for Facebook presence and marketing would be that it is a cheap and inexpensive way of marketing. Starting a Facebook page costs absolutely nothing. It is free to have unless you start paying for ads to increase your page likes. To increase your page likes the inexpensive way is by researching your targeted group. Target people that already have an interest in Your School or English speaking day cares for that matter. As an employee of Your School, they are one of my likes and I follow them. I shared a post by them on my Facebook and my mother who is a teacher that lives in California became a like and a follower of Your School's as well. The reason why she became a follower is because she is interested in the educational system here in Finland and the links of parenting tips that was on Your School's Facebook page. This shows that just by sharing a news feed or post could get you more likes and followers not just here in Finland but Worldwide!

Building brand loyalty is another great reason for Facebook presence and marketing. When you consistently provide valuable and entertaining content, your followers will stay loyal and more than likely share what they have seen on the Facebook page. By also being active and responsive your clients will more than likely do business with your company rather than another company with no Facebook presence or even a poorly ran page. This is why it is important to have an up-to-date page, an eye catching page and a page that truly stands out from the rest.

One other reason could also be to boost your SEO (**search engine optimization**). The more ways people can find your business, the better. On the Facebook page you should have contact info, hours of operation, photographs, videos, eye-catching lettering and images, reviews, history of the company, moto or vision, testimonials are very important, upcoming events or even previous events, prices and of course links. Make it easy for your new clients and simple. Above all, engage with your followers. Be responsive when they leave a message or even a note to a post. Not only does it make that person that left the post important but it also shows that you care about the response and others will see that as well.

3.1 Facebook groups

“Groups are Facebook pages where members can interact with each other and start discussions. Creating your own group can get quite a buzz about your brand. A group gives you a central place to create a community and generate interest in your brand. You can draw customers, friends, and curious onlookers to groups. Besides text, you can also post photos and videos to groups, good opportunities for marketers” (Holzner 2009, 45, 46).

(Holzner 2009, 54, 55) describe the three Facebook groups as follows:

- **Open:** For ‘global’ groups, everyone on Facebook can view the group and join. If the group is exclusive to a specific network, only the people on that network can become a member. The Wall, discussion board, and photos are all visible to anyone viewing the group.
- **Closed:** For ‘global’ groups, everyone on Facebook can see the group, but the administrators must approve all membership requests or personally send invites. If the group is exclusive to one network, only people on that network can see the group. Only group members can view the Wall, discussion board, and photos. If you are not a member, you will not receive News Feed stories about closed groups.

- **Secret:** These groups cannot be found in searches or viewed by non-members. The name of the group will not display on the profiles of members. Membership is by invitation only. Non-members will not receive News Feed stories about secret groups.

3.2 Facebook pages

Facebook pages are the next step up from groups for business entities. Pages were introduced in November 2007, to let businesses interact with Facebook members without all the demands of maintaining thousands of friends. Pages are more focused on a brand than a group is. You can add Facebook applications to pages but not groups. Facebook adds applications to certain types of pages that have some applications already built in. Pages are good for small businesses and even big businesses. They're free and easy to maintain. As a marketing vehicle, they will only keep getting bigger and bigger on Facebook. (Holzner 2009, 71, 72, 75.)

3.3 Viral marketing with pages

"Pages are listed prominently on people's profiles. That is, your pages logo will appear in your fans' profiles, not just the name, as with a group. That's cool, because one of the biggest ways that you can attract fans is when people browse their friends' profiles. If they see that their friend is a friend of your page, they may also sign up. That's how viral marketing works- word spreads from person to person" (Holzner 2009, 73).

Two primary ways that people normally encounter your pages on Facebook are by looking at friends' profiles and seeing what pages they're fans of, and by checking out your news feed and seeing what pages your friends have joined. (Holzner 2009, 74.)

"So how can your fans tell friends about your page? With groups, they can click the invite Friends link to invite friends, but with pages, it's different. They have to share your page" (Holzner 2009, 83).

To share a page is very easy. All you have to do is click the Share with Friends link from the top of any page. When you do this, another box will appear. You fill it in and send the message on its way. (Holzner 2009, 85.)

Fans of your page can also post it to their profile page. This is great for viral marketing and to do so is very easy. First you click the Share this Page link and then click the Post

to Profile tab. A box will appear, you fill it in and then hit the post tab button. When that is completed, the message about the page will then be posted to that individual's profile page. (Holzner, 2009, 86.)

3.4 Effective Web design

In this subchapter the researcher will discuss effective web design and why it is important today to have good web pages. The Seven C's of an effective website design are guidelines for what makes a website attractive on the first view and easy to use. (Kotler & Armstrong 2006, 570.)

Creating a Facebook page is one thing; getting people to visit the page is another. The key is to create enough value and excitement to get customers to come to the page, stick around, and come back again. Customers are quick to leave any Facebook page or website that doesn't measure up to these simple standards. Thus, keeping the Facebook page or website updated, current, fresh, and useful is vital for any company. It does involve lots of time but is very crucial for any business to keep their customers and attract new ones. (Kotler & Armstrong 2006, 569.)

As stated by Kotler and Armstrong (2006, 569), "A key challenge is designing a Web site that is attractive on first view and interesting enough to encourage repeat visits". To attract new or existing customers, the seven C's of an effective Web site design is a great tool to use. Kotler & Armstrong (2006, 570) describe the seven C's of an effective Web site as follows:

- *Context*: the site's layout and design
- *Content*: the text, pictures, sound, and video that the Web site contains
- *Community*: the ways that the site enables user-to-user communication
- *Customization*: the site's ability to tailor itself to different users or to allow users to personalize the site
- *Communication*: the ways the site enables site-to-user, user-to-site, or two-way communication
- *Connection*: the degree that the site is linked to other sites
- *Commerce*: the site's capabilities to enable commercial transactions

A Facebook page should be easy to use, attractive, and useful. Making the customer feel why they should stick around and what is in it for them. By containing useful information, interactive tools such as videos, games, links to other related sites, and entertaining features which causes excitement for the Facebook page and viewer.

From time to time, the Facebook page needs to be reassessed for its attractiveness and usefulness. One way is by having the person who is in charge of the Facebook page taking care of this but if that person has other things going on, this could be challenging. Another way and probably the better way is by having the users or customers themselves evaluate what they like and dislike about the page. For example, putting up a post on the Facebook page asking for comments or concerns about the Facebook page in general. Feedback is always a plus and can help with the improvement of the page.

3.5 Consumer behaviour

What makes a consumer want to buy a specific product or a service? Research into this matter will provide information to reach and serve consumers more effectively. Four major psychological factors that influence a consumers buying choices are motivation, perception, learning and beliefs and attitudes. (Armstrong & al. 2016, 174.) In this subchapter the researcher will discuss them with more detail and include the 5 Dimensions of Brand Personality model by psychologist and Stanford professor, Jennifer Aaker.

Motive (drive) – “A motive (or drive) is a need that is sufficiently pressing to direct the person to seek satisfaction” (Armstrong & al. 2016, 174).

In this context of the word motive (or drive), the parent is seeking information on where their child should attend a day care. Finding out the most useful information about the day care such as safety, staff, location, learning, establishment, affordability and proper nutrients.

A good example of this would be through the use of Facebook pages and why the parent or customer chose this method of approach. With so many uses of the internet one can't help but to use Google first. Google is a great source to use because it gives you so much information but at times can be overwhelming with how much information is provided.

A lot of people nowadays are seeking information through the use of Facebook and Facebook pages. People post questions all the time about how they are feeling, what they are looking for and how to find things that they are looking for just to name a few. The nice

thing about Facebook, is that you normally get a response rather quickly from a friend or family member with the information that you are looking for, word-of-mouth response.

Businesses Facebook pages normally include customer reviews. Reviews are extremely important on any businesses Facebook page because it tells opinions of what the customer thinks and it also helps with the Businesses ranking system on their Facebook page. This risk of having reviews on a business's Facebook page is that a customer could give a bad review but at the same time, that is one person's opinion.

Perception – “Is the process by which people select, organize, and interpret information to form a meaningful picture of the world” (Armstrong & al. 2016, 174).

A good example of this would be having all the right elements on the Facebook page. The attractiveness, easy to use and usefulness are all great elements to have giving the customer an idea of what the day care is all about.

A company or brand's logo is normally the first thing to stand out on a web or Facebook page. The logo is the way you communicate to your target audience what your brand wants to say. It can express the personality of the company. Your School day care is a small private day care facility and therefore will benefit from using a logo that communicates personal, caring, family, and fun. This is where the choice of font comes into play. Fonts have their own personality and it is important to find the right one for the logo that expresses what the brand wants to say. The logo should be simple and readable with some space between the letters as minimal spacing can be used to show linkage, tight schedule, strictness etc. A day care wants to express fun, calmness, safe environment, educational and for children.

The next part of making the logo and Facebook page look attractive as a whole, is Colour. In a study conducted by Gregory Ciotti titled “The Psychology of Color in Marketing and Branding”, it was found by researchers that up to 90% of snap judgments made about products can be based on colour alone. Does the colour fit what is being said? Colours can influence how customers view the personality of a brand or company. In the case of a day care facility, qualities that matter to potential customers i.e., parents include: Trust, safety, fun, happiness, growth, educating, play and excitement.

Psychologist and Stanford professor Jennifer Aaker, conducted a study with her paper titled “Dimensions of Brand Personality”. The study showed that there are five core dimensions that can express a company or brand’s personality. Those 5 Dimensions of Brand Personality are as follows:

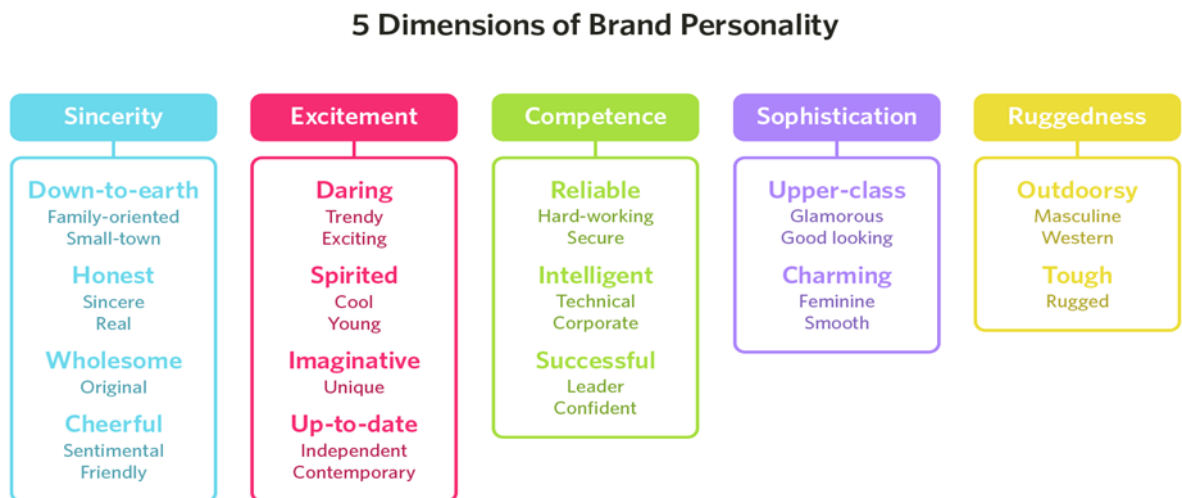


Figure 3.1. 5 Dimensions of Brand Personality model (Aaker. J 1997)

Along with the profile photo which contains the logo, a big beautiful cover photo is also important. It is also possible to add a sentence into the cover photo that tells about the personality of your day care but it is best to stick to one sentence or no more than 20% text.

An events link is a way to keep existing customers as well as potential customers up to date with events the day care holds. An album can be created of photos of past events and notices of upcoming ones.

An about button can tell about important information about the day care. A like button and link for reviews can be added and one can encourage the parents of existing children in the day care to leave a like and review on the page. A link to invite your friends to like this page is also possible on Facebook pages. This could be a way to spread the word on the day care to potential customers. Lastly, an up to date news feed is a way to keep existing parents and potential customers interested in the page and a way to keep them active. It should be clear and colorful with photos of events that have taken place as well as up to date news about the day care.

Learning – “Describes changes in an individual’s behavior arising from experience” (Armstrong & al. 2016, 176).

When choosing a day care for your child, you first want to learn about that day care which is a drive. Finding out the most useful information about that day care and why it would be suitable for that child. This leads into a customer's drive for self-actualization that motivates the customer to look into finding the right day care for their child. The customer's response for the idea of finding that day care for their child is then conditioned by the surrounding cues. "Cues are minor stimuli that determine when, where, and how that person responds" (Armstrong, & al. 2016, 176).

An example of this would be that a customer searches for day cares through the internet, through the use of Facebook pages, hears about different day cares, or discuss's day cares with their friends or family. These are all cues that could influence a customer's response to their interest in finding that right day care for their child to attend.

The parent wants to learn what the day care has to offer that sets them apart from other day cares. What are their facilities like, what is their staff like, what kinds of activities do they offer are all important to parents when considering a day care for their child.

Belief – "A descriptive thought that a person holds about something" (Armstrong & al. 2016, 176).

As stated by Kotler and Armstrong (2006, 152), "Through doing and learning people acquire beliefs and attitudes which influence their buying behavior. Beliefs may be used on real knowledge, opinions, or faith and may or may not carry an emotional charge. Marketers are interested in the belief's that people formulate about specific products and services because these beliefs make up product and brand images that effect buying behavior".

That is why it is so crucial for any business to really stand behind their product and to create a brand image that really stands out and grabs the person's attention. Creating that need or belief that the day care that they are choosing for their child will be the right match for them. Belief can also include the beliefs towards education that the day care holds to be important. Does the parent agree with the beliefs about education that the day care provides? These are all important factors and need to be considered.

The website and Facebook page should go hand in hand. Having again, all the right elements (**attractiveness, usefulness, informative**) and creating that belief that their day care is the best fit for their child. The researcher truly believes that having a social presence is key, also visiting the day care that their child will attend is very important. Making

sure that what the day care is promoting on their website or Facebook page corresponds with what is truly going on in that day care because seeing something in action also creates that belief that it is really happening.

Attitude – “Describes a person’s relatively consistent evaluations, feelings, and tendencies toward an object or idea” (Armstrong & al. 2016, 176).

We all have attitudes towards everything. Things like religion, politics, clothes, music, food, and even choosing the right day care for our children to attend. “Attitudes put people into a frame of mind of liking or disliking things, of moving toward or away from them” (Kotler & Armstrong 2006, 153).

An example of this would be a day cares Facebook page compared to other day cares Facebook pages. When you see a Facebook page that is well designed, attractive, informative, and easy to use, your attitude towards that Facebook page gives you a clearer understanding about what that business is trying to portray and increases your likes about that page. It also gives you a sense of comfort of what that business is trying to accomplish and that they really seem to care about their business.

If you were to find a day cares Facebook page that wasn’t well designed, attractive, and informative nor was it easy to use, chances are that your attitude just changed from liking to disliking in a matter of minutes.

The attitude that the day care has towards the children, the parents, and towards education needs to be evident on the Facebook page. What makes that day care special and stand apart from the rest may change the attitude of the parent when looking at the Facebook page.

“Attitudes are difficult to change. A person’s attitudes fit into a pattern, and to change one attitude may require difficult adjustments in many others. Thus, a company should usually try to fit its products into existing attitudes rather than attempt to change attitudes” (Kotler & Armstrong 2006, 153).

3.6 Managing customer expectations

In this subchapter the researcher will discuss the theory of how customers form their expectations of products or services. The researcher will use the Service-Quality Model that highlights the main requirements for delivering high service quality. This model will help to

analyse gathered questionnaire information, as it points out where possible gaps between expectations of the customers and what is actually delivered and how it is perceived by the customers.

What is service quality? Service quality is “An assessment of how well a delivered service conforms to the client’s expectations. Service business operators often assess the service quality provided to their customers in order to improve their service, to quickly identify problems, and to better assess client satisfaction” (BusinessDictionary 2018).

Service quality can also be described “As the discrepancy between customer’s perceptions of services offered by a particular provider when its services meet or exceeds customers’ expectation” (ResearchGate 2014). This is why it is so important for the service provider to make the right decision on their target market and execute the level of quality that will meet the needs of its customers and market. (ResearchGate 2014.)

(ResearchGate 2014) describe the service quality model that shows the same five elements of quality service as follows:

- Reliability or ability to give the services
- Responsiveness or willingness to serve customers
- Assurance of the service staffs knowledge, proficiency, and capabilities of giving the services
- Empathy or the service staffs attention and care for customers
- Tangibles or physical facilities, equipment, premises, staffs appearances, and any other concrete aspect of the service provider

“This Service Quality model can be used as a scale that measures the attitudes of customers who receive the services in order to show how these customers are satisfied with the services they receive” (ResearchGate 2014).



Figure 3.2. Service quality model (Fedoroff P. 1988, 38)

3.7 Competitors of Your School

When looking at different competitors Facebook pages and comparing them to Your School's Facebook page the researcher noticed similarities but also noticed differences. The first thing that the researcher noticed was colour. This brings the researcher into a question about colour theory and the impacts that it has on marketing and branding. Do individual colours have an impact on us and our buying behaviours? (TLC 2018) describe the colour scheme and what the colours stand for as follows:

- Yellow- Is psychologically the happiest colour in the colour spectrum and can relate to optimism, clarity or warmth
- Orange- Friendly, cheerful, confidence
- Red- Excitement, youthful, bold
- Purple- Creative, imaginative, wise
- Blue- Trust, dependable, strength
- Green- Peaceful, growth, health
- White- Balance, neutral, calm



Figure 3.3. (The Logo Company 2018)

Now when looking at the other competitor's Facebook pages a lot of the same colours are being used but in different ways. Some colours are more vibrant than others and some are duller than others. The vibrant colours to the researcher, stood out more than the duller ones and keeps the researcher more interested in that company and their Facebook page.

Cover photo and profile picture are usually the first things that a person will see on a Facebook page. Those two images alone need to stand out, to be clear and have a statement behind it. You can include some text on your cover picture but there should be no more than 20%. This makes it easier for the viewer to understand. Cover photos should

include the company's logo to be similar to the company's website to create an all-around good brand experience.

Profile photos usually include the logo of the company or something similar to it. They can either match the cover photo or stand out.

Photos of what the children are doing are very important but also what the staff is doing with the children. The text that goes with the pictures should also go hand-in-hand meaning that the writing should be clear, correct and fun. The fans and potential clients want to see the human side of the business and showing off the staff, children, even the parents does all that.

3.8 About the competitors of Your School

There are many competitors in the day care field but the researcher of this research will only focus on these four, mainly because these are the ones that are in Your School's area and that are giving them the most competition. The researcher compared these four company's Facebook pages to Your School's Facebook page and these are the differences and findings that were found.

- 1. Honey Monsters:** Honey Monsters offers day care services in English for children ages 4-7 years old. The day care center is owned by a supportive association, where the families of children are members. Their Facebook page is impressive but confusing if you don't know the Finnish language. About them and their story are both in Finnish so you will have to use Google Translate to translate this information. This page is very eye catching and shows a lot about what the children are doing indoors and outdoors. They also show some of the events and places they take the children to but do not have an Events tab on their current Facebook page. Their profile picture is the company's logo and their cover photo adds interest because it is very simple and fun. They are also up-to-date on their posts and very interactive with the parents on their site. They do not have a Review tab on their Facebook page but have 319 likes and 310 followers. (Honey Monsters, Facebook page 2018.)
- 2. ICEC (The International Childcare and Educational Centre)** has 8 different centers and are dedicated to the early years of education and childcare for children under the age of 7. They currently do not have a Facebook page but have a very impressive website. It is attractive and informative. It is well laid out with links to

more precise information. It tells about their philosophy, their teaching methods, information about their 8 different locations, hours of operation, information about lunches (students bring their own in microwaveable containers), snacks provided by the school, fees, information about teacher training, job opportunities, calendar of upcoming events, galleries of photos of special events, parent involvement, and they have an email app only for parents of students who attend the school where they receive information not available to the general public. (ICEC Play 'n' Learn 2018.)

3. **Carousel Nursery School** is a day care that provides high quality and exceptional childcare to the ages of 1-7. They currently have 3 locations and have a Facebook page but it seems to be new. Their profile picture and cover photo mirror each other. There is a link on their Facebook page that links you to their main website which is very impressive and very informative. The Facebook page though is lacking a lot of detail and information. Probably because they don't really have anyone taking care of this page, making sure that it is accurate and up-to-date. The photos of what the children are doing are not very clear images and not very interesting. They currently have no reviews and only 1 like and 1 follower. (Carousel Nursery School, Facebook page 2018.)

4. **Kiddifeet** has one location and provides day care services to the ages of 1-6. They are a bilingual daycare that focus on English and Finnish languages. They currently have a Facebook page. Their profile picture is the company's logo and their cover photo shows the staff and children. Something that the researcher noticed was that some of the children's faces were hidden in a lot of the photos more than likely because the parents did not want to show their child's faces do to privacy reasons. Their Facebook page is well put together but lacking some information in their About tab (no mission statement or story about the company) and the Events tab is not current. There is a link that takes you to their main website page which again is impressive and very informative. There is also a link to like their Facebook page on their main website which a lot of other day cares should be using as well but not taking advantage of. In the Reviews tab on their Facebook page, they currently have 4.7 ranking out of 5 stars, 247 likes and 253 followers. (Kiddifeet, Facebook page 2018.)

4 Research methods

In this chapter, the researcher will explain the research methods that were used. This will help out with understanding the research design, data collection and data analysing methods. The primary and secondary data will also be explained in this chapter. All of these methods that were used will explain why they were chosen and how they fit into this research.

4.1 Research process and design

The research process and design of this research will consist of marketing research, online marketing research, quantitative and qualitative research.

“Marketing research is the systematic design, collection, analysis, and reporting of data relevant to a specific marketing situation facing an organization” (Armstrong & al. 2016, 134). With the help of marketing research, this gives the marketers an accurate and deep understanding into customer motivations, purchase behaviour, and satisfaction. It also helps marketers evaluate, determine, and analyse the target market potential or determine the effectiveness of pricing, product, distribution, and promotion activities. (Armstrong & al. 2016, 134.)



Figure 4. The Marketing Research Process (Armstrong & al. 2016, 134)

The marketing research process has four steps which is above in Figure 4. This requires careful planning and collaboration with the marketing managers and researchers. As stated by Armstrong, Kotler & Opresnik, the marketing research process starts with the research team defining the problem and research objectives. After defining the problem or problems, the research team should then set the research objectives. The research objectives might have one of three types of objectives. Those objectives include:

- Exploratory research- gathering preliminary information that will help define the problems and suggest hypotheses.
- Descriptive research- to describe things, such as the market potential for the services or the demographics and attitudes of customers who buy the services.

- Causal research- to test hypotheses about cause-and-effect relationships.

(Armstrong & al. 2016, 135.)

An example of this could be by having all the right elements on Your School's Facebook page. By having all the right elements, could this increase their likes, followers and add potential new clients? The marketing managers often start out with exploratory research and later follow with descriptive or causal research. (Armstrong & al. 2016, 135). Once the objectives have been confirmed, they should then develop the research plan for the collection of information, followed by implementation of the research plan, and collect the data for analysis purposes. Collected data does not have much value before it is analyzed and interpreted. In order to come up with conclusions and make decisions, the company should then analyze, interpret, and report the research findings. (Armstrong & al. 2016, 135, 145.)

Online marketing research is "Collecting primary data online through Internet surveys, online focus groups, Web-based experiments, or tracking of consumers' online behavior" (Armstrong, al. 2016, 141). With online research, "A company can use the internet or mobile technology as a survey medium: It can include a questionnaire on its Web or social media sites or use email or mobile devices to invite people to answer questions" (Armstrong, al. 2016, 141). As this statement is stated, this is exactly how the researcher set up the questionnaire. The questionnaire was first created using Google docs, then revised by the director of Your School, and then placed on Your School's Facebook page as a link for the parents to take.

With using quantitative research through the use of online marketing for the use of conducting marketing surveys and the collection of data, the internet is well suited for this. "Internet-based survey research offers many advantages over traditional phone, mail, and personal interviewing approaches. The most obvious advantages are speed and low costs" (Armstrong, al. 2016, 141). "Its low cost puts online research well within the reach of almost any business, large or small. In fact, with the Internet, what was once the domain of research experts is now available to almost any would-be researcher" (Armstrong, al. 2016, 141).

Another advantage with internet-based surveys is that they "Also tend to be more interactive and engaging, easier to complete and less intrusive than traditional phone or mail surveys" (Armstrong, al. 2016, 142). Internet-based surveys are also good for people who live busy lives. They can respond at their own time, in their own space, and at their own

convenience. Internet-based surveys usually have a higher response rate. (Armstrong, al. 2016, 142.)

“Just as marketing researchers have rushed to use the Internet for quantitative surveys and data collection, they are now also adopting qualitative Internet-based research approaches, such as online focus groups, blogs, and social networks” (Armstrong, al. 2016, 142). With this said, the qualitative approach of this research wasn’t with focus groups but the use of Your School’s Facebook page to put up the survey which was both quantitative and qualitative. There were three questions that were asked to the parents that were open-ended questions to get there feedback which helps out with the primary data. The other qualitative approach was with the director of Your School asking her more questions about the purpose of Your School’s Facebook page. This will be more discussed further in this chapter.

4.2 Data collection

The researcher has mentioned above that this research is based on quantitative and qualitative research methods. For that matter, the collected data from the survey will be presented in numeric form except for the two open-ended questions that were asked to the parents. There are two types of data that are used in this research. Those are: primary data and secondary data. The primary data is the data that the researcher collected by talking to the director of Your School about the purpose of their Facebook page. This was conducted first by coming up with a couple of questions via email instead of a face-to-face interview because of time and cost. The other primary data of this research was collected by the survey that was posted to Your School’s Facebook page. The survey was put up on Your School’s Facebook page which was online and that is how the researcher collected most of the data from the survey. More and more marketers are now shifting to faster, more flexible, and lower-cost email, online and mobile phone surveys. (Armstrong & al. 2016, 139.)

The Secondary data is the already existing data such as books, reports, publications, trustworthy internet sites, and documents. These all help to support, notify and contribute to the primary data.

4.2.1 Primary data collection

The primary data refers to the information collected by the researcher for the purpose of the research. According to Armstrong & al. (2016, 137), when designing a plan for primary data collection, the marketing researcher has decisions to make on research approaches, contact methods, the sampling plan, and research instruments. Table 4.1 below shows the steps to what is collected during the primary data collection phase.

Table 4.1. Planning Primary Data Collection (Armstrong & al. 2016, 137)

Planning Primary Data Collection

Research Approaches	Contact Methods	Sampling Plan	Research Instruments
Observation	Mail	Sampling unit	Questionnaire
Survey	Telephone	Sample size	Mechanical instruments
Experiment	Personal Online	Sampling procedure	

Research approaches with collecting primary data

For gathering primary data, research approaches to be used are: Observations, surveys, and experiments. This will be explained as follows:

“**Observational research** involves gathering primary data by observing relevant people, actions, and situations” (Armstrong & al. 2016, 137). This method can be used when the researcher cannot get the answers by simply asking the customer questions. This is often used when observing consumer behavior and getting the customers insights. Not only can the marketers observe what the customers are doing but they can also observe what the customers are saying by listening in on customer conversations through blogs, social networks, and Web sites. Some things though cannot be observed such as attitudes, motives, or private behavior and observations can be very difficult to explain. With some of these limitations, researchers often use observation along with other data collection methods. (Armstrong & al. 2016, 137.)

“**Survey research** is gathering primary data by asking people questions about their knowledge, attitudes, preferences, and buying behavior” (Armstrong & al. 2016, 138). This

method is the most widely used for collecting primary data and is best suited for gathering descriptive information. “The major advantage of survey research is its flexibility; it can be used to obtain many different kinds of information in many different situations. Surveys addressing almost any marketing question or decision can be conducted by phone or mail, in person, or online” (Armstrong & al. 2016, 138). There are drawbacks with survey research. Some of those can be forgetfulness, unwilling to respond because the customer doesn’t know the interviewee or things the customer considers to be private, answering questions when they don’t know the answer to look smarter or more informed, giving pleasing answers to help the interviewer, lack of time (being too busy), or they might dislike the disruption into their privacy. (Armstrong & al. 2016, 139.)

“**Experimental research** is gathering primary data by selecting matched groups of subjects, giving them different treatments, controlling related factors, and checking for differences in group responses” (Armstrong & al. 2016, 139). In other words, experimental research tries to explain cause-and-effect relationships by getting rid of competing explanations of the observed research.

With collecting **contact methods** you can use mail, telephone, personal, and online to collect data. This research part was conducted using telephone, personal and online. This method worked the best for the researcher because of low costs and time. Everything was done mainly by using email with the director of Your School and the occasional telephone call when needed. During the interview process, the researcher used personal interviewing with the director of Your School over the phone. Personal interviewing takes two forms: individual interviewing and group interviewing. The difference between the two is that individual interviewing involves talking with people in their homes, offices, on the street or in shopping malls. Where group interviewing consists of inviting small groups of people for a discussion in hopes that the group interactions will bring out actual feelings and thoughts about the problems. (Armstrong & al. 2016, 140.)

Questions for the director of YS and parents

In this research, part of the data collection came from asking the director of Your School questions about their Facebook page. The questions asked to the director were based on the research questions, interest and scope of the research. The questions asked helped to get the answers for gathering some of the data.

The researcher also asked the parents on the survey that was created and put up on Your School’s Facebook page using Google Docs™, ten questions. Two of those questions were open formatted questions to the parents to get their feedback on what they thought

about Your School's Facebook page and what could make it better. These questions asked to the parents also helped out with the research questions, interest and scope of the research.

The module that the researcher used for the questions were open formatted questions. This gave the director and respondents an opportunity to express his or her opinions. Open formatted questions do not have a set of responses. It is free to be answered meaning that the respondent chooses what they would like to say. By including open formatted questions, the researcher can get a clearer understanding behind the problems and even unexpected answers. The outcomes of the open formatted questions will be explained more in the Data Analysis part of this thesis. Below are the questions that were asked to the director of Your School.

1. What is the purpose of Your School's Facebook page?
2. What is the goal for likes and followers on Your School's Facebook page?
3. Has Your School received any new customers from having a Facebook page?

These are the two open formatted questions that were asked on the survey to the parents.

1. What other information would you like to see on Your School's Facebook page?
2. How would you develop Your School's Facebook page to make it more attractive?

These questions were used to find out the information related to brand building, Facebook presence and marketing, effective Web design, consumer behavior, and managing customer expectations. Furthermore, these questions were used to develop Your School's Facebook page to make it more attractive to current and potential new clients. The questions that are chosen are simple, direct and easy to understand. They also provide a lot of information and help with the research objective.

Samples and sampling plan

For this research, the "online marketing research" and "survey research" have been chosen for gathering the primary data. The sampling plan has been designed and the questions were developed and linked to the areas of this research. The reason why this sample was chosen is because it fits perfectly with this research to give the researcher the data that is needed to complete the part of the sampling plan. By following the three decisions as shown below, the researcher was able to figure out which type of samples would be best for the research. The kind of sample that the researcher has chosen is a judgement sample. A judgement sample is when "The researcher uses his or her judgement to

select population members who are good prospects for accurate information” (Armstrong & al. 2016, 144).

In this research, the sampling plan “Is a segment of the population selected for marketing research to represent the population as a whole. Ideally, the sample should be representative so that the researcher can make accurate estimates of the thoughts and behaviors of the larger population” (Armstrong & al. 2016, 143). It is the detailed outline of measurements that show the what, how and whom. To explain this more thoroughly, the researcher has designed the sampling plan based on three following decisions as stated by Armstrong & al. 2016, 143). Those three decisions are as follows:

- Who is to be studied (what sampling unit)?
- How many people should be included (what sample size)
- How should the people in the sample be chosen (what sampling procedure)?

The **sampling unit** which is “who is to be studied”, covers or at least present the target population which are the parents of Your School. The sampling plan was developed so that all the parents in the target population had a chance at being sampled.

The **sampling size** which is “how many people should be included”, was configured by giving all the parents the chance to answering the survey. By giving a larger sample this can help with providing more reliable results than a smaller sample. The researcher has determined to have at least 20 sampling units (respondents).

The **sampling procedure** which is “how should the people in the sample be chosen”, was determined by choosing all the parents to take the survey so that everyone had an equal opportunity to answer. Then the researcher will calculate the limits, reliability, time and other factors. The respondents were selected according to the research requirements. The sampling size was set to have at least 20 sampling units (respondents). The interview set up with the director of Your School was planned properly and the questions were reviewed and tested. From the survey that was given on Your Schools Facebook page, the researcher concluded that the survey should take no more than 15 minutes to complete. This is used to comfort the respondents and to get more responses.

4.2.2 Secondary data collection

The secondary data is “Information that already exists somewhere, having been collected for another purpose” (Armstrong & al. 2016, 136). Secondary data is normally used as references but also help with opening up the idea of the research and it supports the primary data. According to Armstrong, Kotler & Opresnik (2016, 130,131, 136), there are two main sources of secondary data. Those consist of internal databases and external information sources.

Internal databases is data retrieved from inside the business to make decisions for successful operations. There are four different areas that a company can gather internal data from: sales, marketing, finance, and human resources. The data retrieved from these areas connects the departments. Internal databases usually can be accessed faster and inexpensively than other information sources. **External information sources** is data that comes from outside the business. Such as distributors and suppliers, competitors, Web sites, and the customers themselves. It is data collected by other people or organizations from the company’s organization’s external market. (Armstrong & al. 2016, 130, 131, 136.)

In this research, the secondary data came mostly from books, internet, reports, articles and research documents. It gave the researcher extra information and other viewpoints related to this research. All of which can be found on the reference page of this research.

4.3 Data analysis method

Analysing the data is a very important step in the research process. This is the stage where the researcher organized and inspected all of the data findings from the interview and survey. Then using the findings for useful and insightful information towards the research. This leads into interpreting the findings, extracting the data which can be done in many ways and then drawing the conclusions. (Armstrong & al. 2016, 145.)

The data analysis process of this particular research starts with gathering the data, collecting the information, reviewing the findings, organizing the data into categories for analysis, defining patterns and connections between the categories, identifying key text from the open-ended questions and answers from the survey itself to go hand-in-hand with the research questions. The data analysis process of this research is shown below in Figure 5.

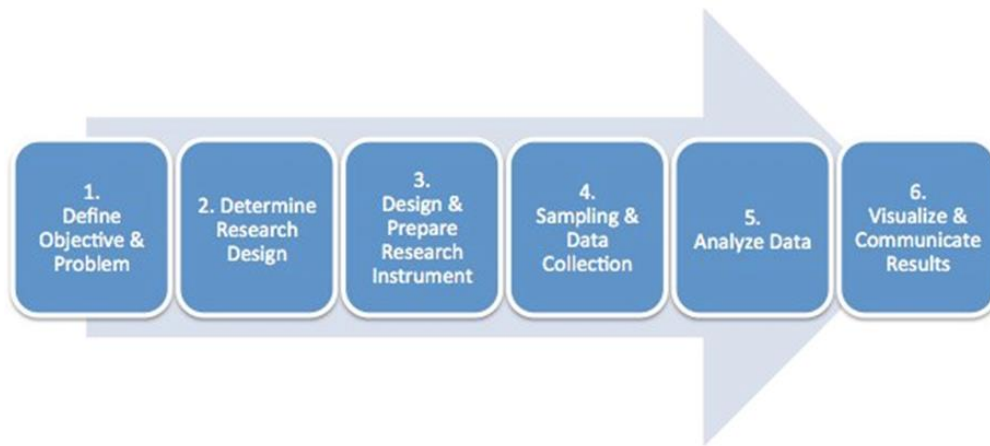


Figure 5. The Market Research Process (My Market Research Methods 2017)

The researcher has extracted the data by using Google Docs™ because it was is the easiest program/method to use and this was the program that Your School has used in the past. Google Docs™ breaks the statistical measures down accordingly to most of the questions that were used except for two. The open-ended questions to the director of Your School that was used for the interview and the two open-ended questions to the parents on the survey were not able to be tabulated nor put into statistical measures and thus, will be explained in the next chapter.

4.4 Research liability and validity

The reliability and validity of this research have been assured through careful research planning and research methods, as well as data collection procedures. The primary and secondary references have been listed accordingly and all data collected, presented, and illustrated in this research is in an academic and integrity manner and follows the guidelines. To ensure the reliability and validity of this research, the researcher utilized the research approach and research methods recommended by various credible books used for the purpose of this research. The appendices including the interview questions that were asked to the director of Your School and the survey questionnaire given to the parents have been attached and will be found at the end of this research.

The secondary research came mostly from books as stated previously, but there was also a lot of online information found as well and used for this research. The online information found and used for the data validity of this research was carefully selected from trusted sources. Some of the online information found came from competitors Facebook pages themselves and the competitor's main website which is considered reliable and valid.

Other online information that was found had been used for other purposes but the researcher was able to use that and twist it into this research which supported the primary research.

The primary research was conducted and collected through the use of an interview given to the director of Your School via email with three open-ended questions and can be found in the subchapter part of this research under primary data collection, **4.2.1**. The research target group that was used for the primary research, came from the parents of the children that attend Your School. The data channel that was used for the collection of the data from the parents was used through Google Docs™ to create the survey that was published on Your Schools Facebook page on the date of April 4, 2018, at approximately 5:00 pm. This channel can be perceived and utilized as a suitable and trustworthy data collection method because of how it is collected and statistically analysed in the program itself.

5 Research findings

In this chapter, the researcher will present the collected data and research findings that correspond with the theoretical framework of this research. The theories found are the principle outcomes of the research and includes the information from the primary data which the researcher received from the interview conducted with the director of Your School and the survey which was conducted for the parents through Google Docs™. The secondary research that was used was mainly collected from internal and external information such as books, articles, reports, and trusted internet sites.

5.1 Background information of the findings

When receiving the information of the findings, the respondent is one of the most important study sources in the data collection phase. The respondents that are used for this research are the parents of the children that attend Your School, the director of Your School, Kirsi Hokka and Toti Alva who at the moment is the only one that is in charge of Your Schools Facebook page. All together, they give information, answers and opinions for the purpose of this research.

In the beginning of this research, Your School did not have a Facebook page to begin with. The researcher understands the importance of having a Facebook presence and brought this topic up to the director of Your School. Then on February 24, 2017, Your School decided to join Facebook with the information on the importance of having one given by the researcher. An online interview was conducted via email with the director of Your School to open up the topic. Three questions were asked and will be found on the results subchapter, 5.2. Then a survey was created using Google Docs™ to the parents of Your School and placed on Your School's Facebook page for the parents to take.

For the survey, the researcher wanted at least 40 respondents. However, only received 35 within the given time that the survey was on Your School's Facebook page. The percentage of parents that took the survey added up to 87.5%. This is still a great percentage and the information received from the parents truly helped out with this research. The 35 respondents are deemed valid according to academic marketing research. The survey designed, had 10 questions, 2 of which were open-ended questions and the last question was mainly to find out which group the parents child belonged to. The survey took approximately 10 minutes to take and could easily be done within that time frame.

5.2 Results of research findings

In this subchapter, the researcher will describe the results and research findings. This will cover what the researcher has discovered in relation to the research questions, the primary and secondary data, the analysis of the data, and the interpretation of the open-ended questions. It will also include the questions and answers which were received from the director of Your School, via email and the survey that was given to the parents that was published on Your School's Facebook page. To make this more simplified, the researcher has organized the research findings into two categories. The first category will be the interview that was given to the director of Your School that was through email and the second category will be the survey that was given to the parents of Your School.

5.2.1 Interview with the director of Your School

The interview that was conducted via email to the director was sent out on January 26, 2018, and received back on January 30, 2018. As discussed in **4.2.1**, there were 3 questions asked to the director of Your School, Kirsi Hokka. Below is the interpretation of the responses. Those questions and answers are as follows:

1. What is the purpose of Your School's Facebook page?

Your School's Facebook page is for publicity, to be found by potential customers through it.

2. What is the goal for likes and followers on Your School's Facebook page?

There is no set goal but could and should be a bigger number than what we have now.

3. Has Your School received any new customers from having a Facebook page?

None of the new customers have come through Facebook. (Hokka 30 January 2018.)

5.2.2 Survey questions to the parents

The survey questions were set up using Google Docs™ and sent to the director of Your School via email on April 3, 2018, to revise before placing the survey on their Facebook page. The director of Your School liked the questions, had nothing to revise, and then placed the survey on their Facebook page on April 4, 2018. The survey began April 4, 2018, and ended May 7, 2018. This was approximately 34 days in total that the survey lasted. Questions 1, 2, 3, 5 and 8 were set up to simply tick which choices they used for

those questions. Questions 4 and 9 were set up to choose 1 answer. Questions 6 and 7 were the open-ended questions to get the parents feedback, and question 10 was to find out which group their child belonged to.

There were several reminders sent to the parents through Facebook, Newsletter (that goes home with the children each Friday), and through Your School's private blog that they have set up for the parents. Each week, reminders were sent out to let the parents know how important this survey is for them to complete and for their feedback. The survey was also pinned to the top of the Facebook page each week so that it would be easier for the parents to find. By April 18, 2018, there were 20 respondents. By May 1, 2018, there were 32 respondents and by May 7, 2018, there were 35 respondents total. Below are the questions, answers, images of the data analysis using Google Docs™, and the interpretation of the 2 open-ended questions given to the parents for their opinions.

1. Did you use some of these ways to find day care services? If yes, which of the below options did you use?

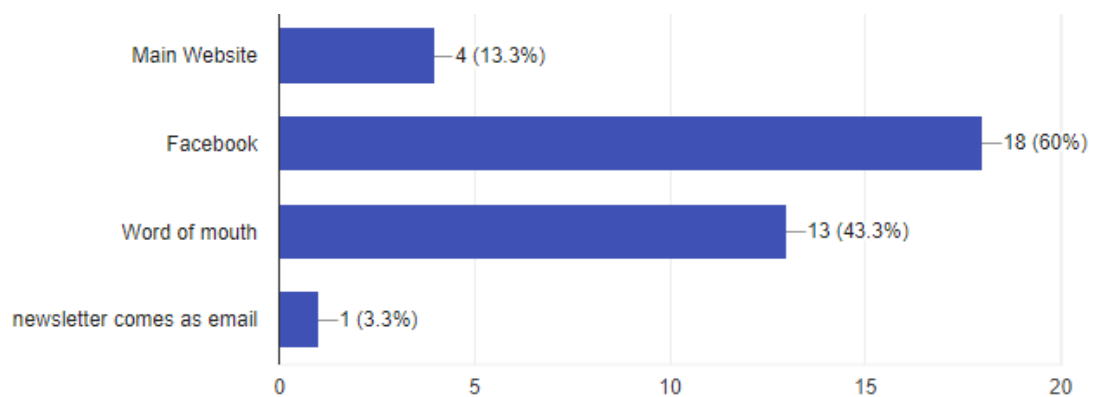


Image 5.1, Question one from Google Docs™

For question one, 35 people responded. Each option in the chart above is calculated individually against the total number of respondents. As illustrated in image 5.1, only 13.3% out of 35 respondents found the information about day care services via the company's website, while Facebook ranking the highest with 60% out of the total respondents stating that they use Facebook as the primary information finding platform, a strong indication of the desirability and the need to use Facebook. Word of ranking second with 43.3%, and newsletters received a low percentage of 3.3%.

2. Which of the following information would you like to see on Your School's Facebook page?

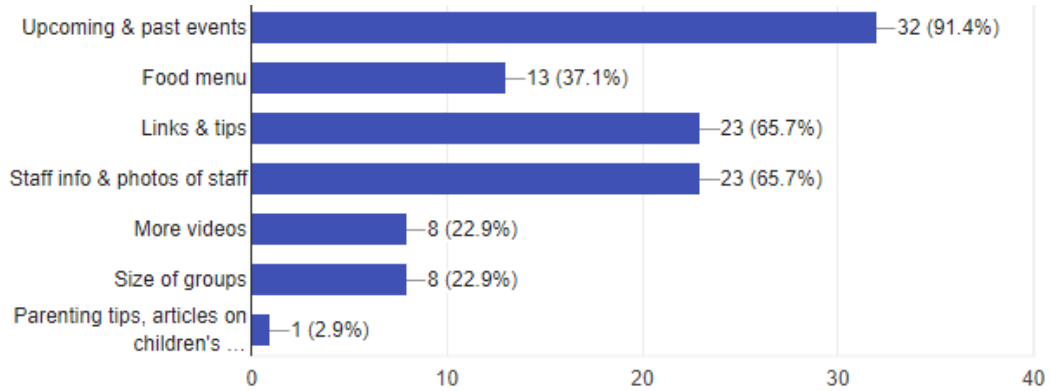


Image 5.2, Question 2 from Google Docs™

For question 2 which was a multiple choice question, there were a total of 92 responses from those 35 respondents. Each option in the chart above is calculated from the respondents on their responses. As illustrated in image 5.2, 91.4% would like to see upcoming and past events on the Facebook page. 37.1% would like to see the food menu published, 65.7% would like to see more links and tips for the parents, more information regarding staff and pictures of the staff, 22.9% would like to see more videos of what Your School is doing with the children and the size of the groups that the children are in. Only 2.9% of the responses wanted to see parenting tips and articles about children on the Facebook page.

3. What types of activity photos would you like to see on Your School's Facebook page?

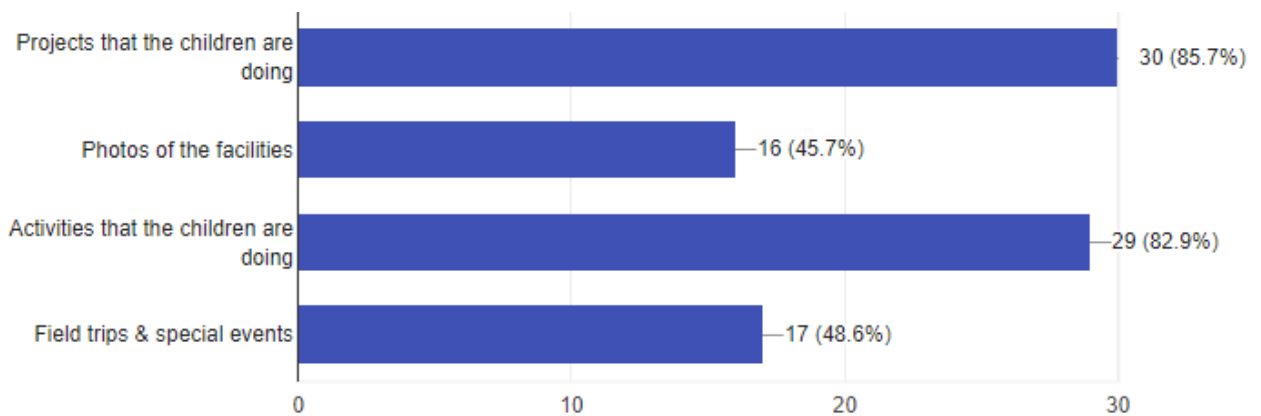


Image 5.3 Question 3 from Google Docs™

For question 3 which was also a multiple choice question, there were a total of 92 responses from those 35 respondents. Each option in the chart above is calculated from the respondents on their responses. As illustrated in image 5.3, 85.7% would like to see projects that the children are doing, 45.7% would like to see photos of the facility that their

children are in, 82.9% would like to see activities that the children are doing and 48.6% would like to see field trips and special events the children are attending.

4. On a scale of 1 to 5, do the reviews / testimonials on Your School's Facebook page influence your decision for choosing this day care for your child or children to attend?

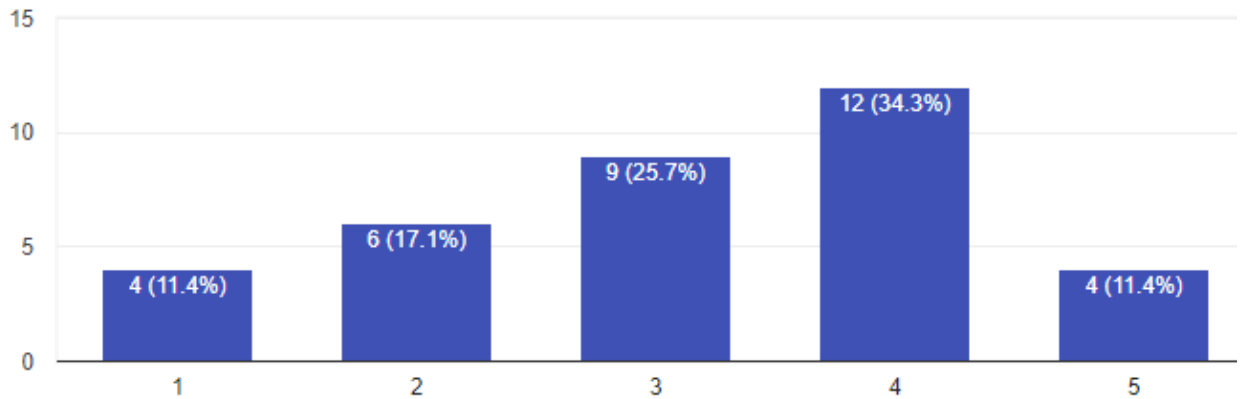


Image 5.4 Question 4 from Google Docs™

For question 4, 35 people responded. Each option in the chart above is calculated individually against the total number of respondents. As illustrated in image 5.4, 1 being not very useful to 5 being very useful for the reviews / testimonials on Your School's Facebook page to help out with deciding if this is the right day care for their child to attend, 4 came in the highest with 34.3% showing that the reviews and testimonials are important to see whereas 11.4% of the respondents found it not very useful to being very useful.

5. Which of the following do you find most attractive about Your School's Facebook page?

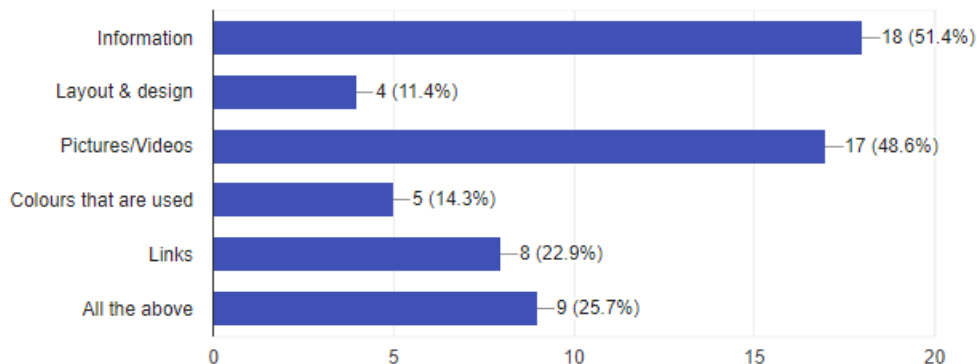


Image 5.5 Question 5 from Google Docs™

For question 5 which was a multiple choice question, there were a total of 61 responses from those 35 respondents. Each option in the chart above is calculated from the respondents on their responses. As illustrated in image 5.5, 51.4% of the respondents found that the amount of information that is on Your School's Facebook page is attractive. 11.4% found that the layout and design of the Facebook page is attractive, 48.6% found that the pictures and videos were attractive, 14.3% thought that the colors being used on the Facebook page were attractive, 22.9% of the respondents found that the links on the Facebook page were attractive, and 25.7% of respondents chose all of the above.

6. What other information would you like see on Your School's Facebook page?

This question was asked on the survey to get the feedback from the parents about what other information they would like to see on Your School's Facebook page. This question asked will help with the recommendations from the parents to improve Your School's Facebook page not just for their existing customers but also for potentially new customers.

Out of the 35 respondents, 5 of them would like to see upcoming events which is a total of 14%. 7 of the respondents would like to see activities that the children are doing which is a total of 20%. 4 of the respondents would like to see more photos and videos not just of what the children are doing but also of the staff and the facilities of the day care. This is a total of 11%. 3 of the respondents would like to see the timetables for the different groups which is a total of 9%. 5 of the respondents would like to see projects and future projects that the children will be doing which is a total of 14%. 8 of the respondents would like to see helpful links to parenting tips and early childhood education which is a total of 23%. Finally, 3 of the respondents would like to see more information about the teachers, such as experience which brings that total to 9%.

7. How would you develop Your School's Facebook page to make it more attractive?

This question corresponds with the main research objective and was one of the most important questions to ask. The feedback of this question that was given to the parents on the survey will most definitely help out with the attractiveness of Your School's Facebook page, making it appealing for the current customer and new customers.

Out of the 35 respondents, 12 of the respondents stated that they would like to see more information about activities the children are doing, information about the staff, tips about education, helpful links and multiculturalism environment in the day care. This total came out to 34%. 10 of the respondents would like to see pictures and videos of activities the

children are doing, the facilities of the day care and of the staff. This total came out to 29%. 8 of the respondents would like to see a revamp of Your School's Facebook page, meaning that it has a better logo, more attractive colors and the layout of the Facebook page. This total came out to 23%. Finally, 5 of the respondents would like to see more posts and better interaction with the customers. This total came out to 14%.

8. What influenced your decision to choose Your School for your child to attend?

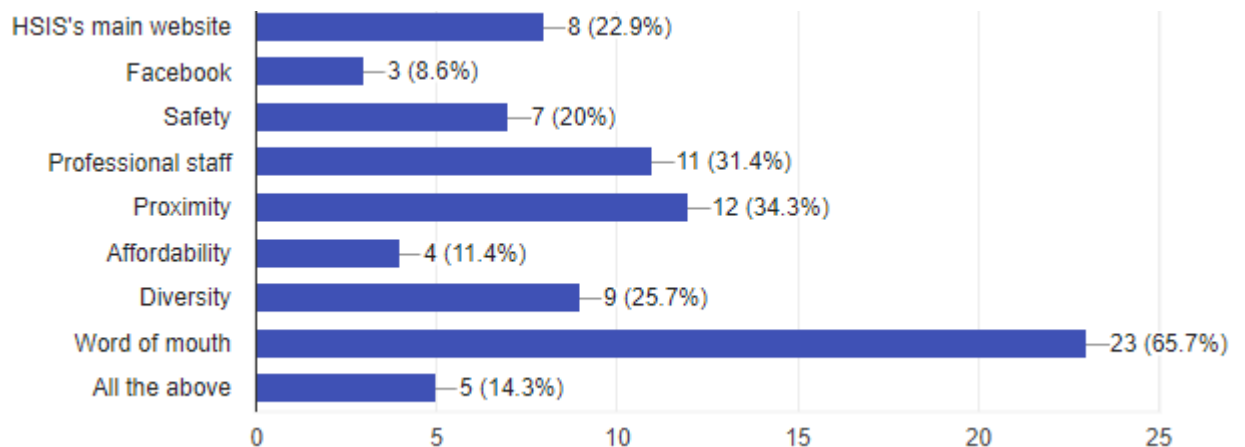


Image 5.8 Question 8 from Google Docs™

For question 8 which was a final multiple choice question, there were a total of 82 responses from those 35 respondents. Again, each option in the chart above is calculated from the respondents on their responses. As illustrated in image 5.8, 22.9% said that HSIS's main website had an influence on their decision to choose this day care for their child. 8.6% chose Facebook as a decision maker, 20% chose safety as an influence to help out with their decision, 31.4% chose professional staff as an influence on their decision, 34.3% chose proximity, 11.4% chose affordability, 25.7% chose diversity, 65.7% chose word of mouth which was the highest percentage showing that word of mouth goes a long way, and 14.3% chose all of the above.

9. Would you recommend or share Your School's Facebook page to family or friends?

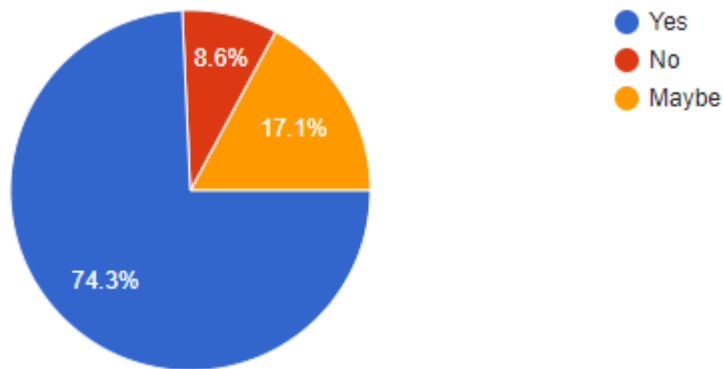


Image 5.9 Question 9 from Google Docs™

For question 9, 35 people responded. Each option in the chart above calculated individually against the total number of respondents. As illustrated in image 5.9, 74.3% of the respondents would recommend or share Your School's Facebook page to family or friends, 17.1% said maybe and 8.6% said no. This shows that over half of the respondents would recommend this Facebook page to family or friends.

10. Which of the following groups is your child in?

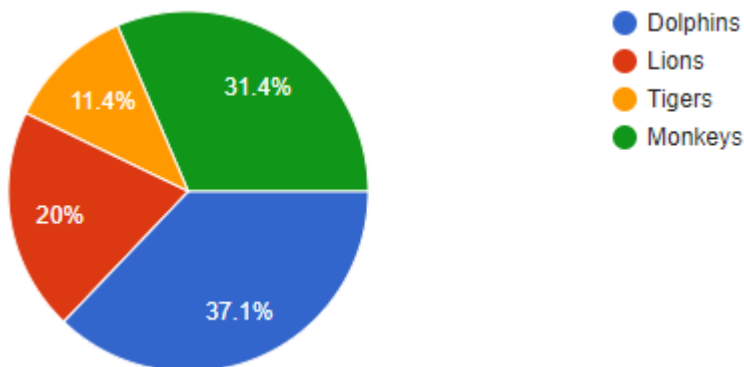


Image 5.10 Question 10 from Google Docs™

For the 10th and final question, 35 people responded. Each percentage shows the groups that the respondent's child attend in. The dolphins with a 37.1% came back with highest response rate, the monkeys came back with the second highest response rate of 31.4%, the lions came in with the 3rd highest response rate, and the tigers came in with the lowest response rate with 11.4%.

6 Conclusion

The use of social media, such as Facebook, can benefit Your School as an effective marketing platform to communicate and interact with customers. According to OSF (Official Statistics of Finland), 88% of the Finnish population use the internet daily and 75% of those internet users use social media. Your School was not present on Facebook prior to February 24, 2017. They chose to utilize social media from the recommendations of this research, to promote their service and communicate with new and existing customers through the creation of a Facebook page.

How to make Your School more attractive to current and potential clients through the use of Facebook pages became the question that needed to be answered in this research. Comparison of the Facebook pages of other day cares was first utilized in order to glean effective use of the social media platform. Ten questions were also created using Google Docs™ and displayed on Your Schools Facebook page as a survey for the parents to take in order to provide information from the parents to get their feedback in order to improve the Facebook page and to make it more effective. Through the findings, four recommendations were created. Your School needs to create a more recognizable logo, provide more helpful links for the parents, include more videos and photos of activities and projects that the children are involved in, and create a monthly calendar of upcoming events on the Facebook page.

Only one person working on Your School's Facebook page will not be as effective. It will require the participation of all of the teachers, in other words, teamwork for it to be truly effective. This will be an ongoing project for Your School but can prove to be a very effective marketing platform for them to use and perhaps expand to other social media sites in the near future.

6.1 Research recommendations

After carefully reviewing Your School's Facebook page and the suggestions from the parent survey that was administered, there are four recommendations. Your School needs to create a more recognizable logo, provide more helpful links for the parents, include more videos and photos of activities and projects that the children are involved in, and create a monthly calendar of events.

- Create a more recognizable logo – Your School needs to create a logo that differentiates them from other international day cares so that their information is more

recognizable and accessible to the parents of the students attending Your School, and to future customers.

- Helpful links – Links that provide information about education and development of children. Links that also include local activities and multicultural events.
- More videos and photos of activities and projects – Your School currently only has 2 videos listed under their video link on their Facebook page. Videos and photos can be a very effective tool in providing information about the activities and projects that the children are involved in.
- Upcoming events – Currently, Your School has a link that provides information about upcoming events. However, it would be far more effective if they would provide a monthly calendar so that the parents and future customers could see at a glance the events and activities for the four different groups. This would be extremely helpful for parents that have more than one child who are in different groups so that the parents may plan accordingly.

6.1.1 Future recommendations

Given the fact that Facebook is constantly changing, its users need to be aware of the changes and how it will affect the usage of the product. This will enable them to communicate more effectively with their customers. Communication and being interactive with the parents and potential customers is something that should always be recommended. Also knowing the new features that Facebook adds to their social media site such as Facebook Live. Facebook Live is a new feature from Facebook that offers live streaming video capabilities to users. This tool could also change a way for a business to gain more clients by showing what they are doing live. Also knowing about other social media platforms such as Instagram that is partly owned by Facebook and is also being used as a marketing tool.

Another big future recommendation for Your School is to have all the teachers participate in Your Schools Facebook page not just one person especially if that one person is also a teacher. It is way too much just for one person to contend with. A team work plan should be addressed to execute the importance of Your Schools Facebook page. Each teacher at Your School has its own group. Those teachers of the groups should focus on their groups and take pictures, videos or posts about what their group is doing.

6.2 Learning experience

The researcher's anticipated learning expectations were to gain a deeper understanding of how to use Facebook pages for a business, to grow its business, and to make its Face-

book page more attractive to its current clients as well as potential new clients. The researcher also expanded their knowledge about Facebook and really utilizing it to create an effective Facebook page not just for communication but also as a free marketing tool. The researcher also learned the importance of brand building, consumer behaviours, and managing customers' expectations which were all key concepts and elements of this research. Furthermore, which theories to use to strengthen the expertise of the research process, qualitative and quantitative research, data collection methods such as primary data collection, secondary data collection, and the analysis of the data retrieved from the survey that was given using Google Docs™.

The researcher also learned the importance of narrowing down the scope of the thesis by choosing the right research questions to be answered, focusing on one social network but not all. Also, instead of talking about all day cares in general to limit it to just one in particular. Other things that were learned was how to create the research questions and how to select the right theories which can be used to explain the marketing phenomenon with Facebook.

Some minor problems arose throughout the research process such as time management and communication with the manager of the case company. Instead of just having one person to work with, it is always best to have someone else to be able to keep in contact with in case that other person is not available. Moreover, the researcher gained the knowledge that communication is very vital to any research. By keeping in contact with the manager of the case company, other personnel with correlation of the Facebook page, and the researcher's thesis instructors. This was learned later on in the research process which made things a little more complicated but that other personnel contact that is in charge of the Facebook page was achieved through the use of Facebook by becoming friends on that social media site.

The researcher was going to conduct face-to-face interviews with a group of parents but this became a challenge due to traveling to the location and getting the group of parents together for the interview. Thus, a survey was created and put on the case companies Facebook page which started on April 4, 2018, and ended on May 7, 2018. Reminders to the parents to participate in the survey were set up weekly by using the case company's news letters that go home with the children each Friday, and re-pinning the survey on the companies Facebook page which puts it at the top so that the parents could easily find it. Updates were also attached stating to the parents the importance of the survey. This worked out very well for the researcher and the researcher was able to receive enough answers from the parents to conclude the research.

In short, the learning experience of this research was positive and rewarding. The text books that were used provided useful information about the importance of having an effective and attractive Facebook page that can really work for a company and attract more business. Also the text books used for research processes, qualitative and quantitative research, data collection and data analysis methods extended the researchers knowledge and expertise in the marketing field. Studies about secondary data provided the opportunity to learn more about identifying market challenges, market opportunities, and the needs and wants of consumers. The challenges of the research gave the researcher opportunities to expand their knowledge to learn about other effective ways and tools to completing the research.

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Appendices

Appendix 1. Your School's Facebook Page questionnaire 2018

QUESTIONS

RESPONSES

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Your School's Facebook Page questionnaire 2018

This survey is a confidential case study for Your School to better understand your needs and the aim to improve our Facebook page. The survey takes about 10 minutes and would be a great help for your timely responses. The results will be used for analytical purposes and will be published on Haaga-Helia's Theseus Website. This survey will also help out with our Facebook page. Thank you parents for your time and your responses!

Did you use some of these ways to find daycare services? If yes, which of the below options did you use? *

- Main Website
- Facebook
- Word of mouth
- Other...

Which of the following information would you like to see on Your School's Facebook page? *

- Upcoming & past events
- Food menu
- Links & tips
- Staff info & photos of staff
- More videos
- Size of groups
- Other...

What types of activity photos would you like to see on Your School's Facebook page? *

- Projects that the children are doing
- Photos of the facilities
- Activities that the children are doing
- Field trips & special events

On a scale of 1 to 5, do the reviews / testimonials on Your School's Facebook page influence your decision for choosing this daycare for your child or children to attend? *

	1	2	3	4	5
1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which of the following do you find most attractive about Your School's Facebook page? *

- Information
- Layout & design
- Pictures/Videos
- Colours that are used
- Links
- All the above

What other information would you like see on Your School's Facebook page? *

Long answer text

How would you develop Your School's Facebook page to make it more attractive? *

Long answer text

What influenced your decision to choose Your School for your child to attend? *

- HSIS's main website
- Facebook
- Safety
- Professional staff
- Proximity
- Affordability
- Diversity
- Word of mouth
- All the above

Would you recommend or share Your School's Facebook page to family or friends? *

- Yes
- No
- Maybe

Which of the following groups is your child in? *

- Dolphins
- Lions
- Tigers
- Monkeys