

# **UTILIZING SOCIAL MEDIA MARKETING IN THE FOOTBALL**

## **BUSINESS**

CASE: FC Haka



Bachelor's thesis

Valkeakoski  
International Business

Spring 2018

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International Business  
Valkeakoski

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<b>Tekijä</b>	Mikko-Petteri Latosaari	<b>Vuosi</b> 2018
<b>Aihe</b>	Sosiaalisen median hyödyntäminen jalkapalloalan markkinoinnissa ja asiakashankinnassa	
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## TIIVISTELMÄ

Tämän opinnäytetyön toimeksiantaja oli FC Haka Oy. Opinnäytetyön tavoitteena oli selvittää, kuinka FC Haka voisi lisätä otteluidensa katsojamääriä sekä kuinka sosiaalista mediaa voisi hyödyntää markkinoinnissa. Tärkeää oli myös selvittää, miten FC Hakan seuraajat kokevat sosiaalisen median markkinoinnin, missä sosiaalisissa medioissa FC Hakaa seurataan sekä mitä mediasisältöä ihmiset kaipaavat.

Opinnäytetyön teoriaosuudessa tarkasteltiin urheilumarkkinoinnin perusteita, sen toimintaperiaatteita sekä erityisesti markkinoinnin edistämistä. Lisäksi tutkittiin organisaation viestintämenetelmiä, kuten esimerkiksi sosiaalista mediaa. Opinnäytetyön tutkimusosuudessa käytettiin kvantitatiivista tutkimusta ja aineisto kerättiin teettämällä kysely, joka toteutettiin kyselylomakkeella. Kyselylomake jaettiin internetissä sosiaalisissa medioissa sekä FC Hakan nettisivuilla ja se jaettiin myös paperiversiona FC Hakan yhdessä ottelussa 2017. Tutkimukseen vastasi yhteensä 426 henkilöä.

Tutkimus toi esiin monia asioita sosiaalisen median käytöstä FC Hakan kannattajien keskuudessa ja siitä, miten FC Haka toimii kannattajien mielestä sosiaalisessa mediassa. Lisäksi tutkimuksessa annettiin suosituksia, jotka edesauttavat FC Hakaa tulevaisuudessa markkinoinnissa. Tältä pohjalta opinnäytetyössä syntyi myös ehdotus sosiaalisessa mediassa toteutettavasta kausikorttikampanjasta, jonka avulla FC Haka voisi lisätä katsojamääriä ja tutkia kampanjan vaikutusta myyntiin.

**Avainsanat** Sosiaalinen media, sosiaalisen median markkinointi, urheilumarkkinointi

**Sivut** 48 sivua, joista liitteitä 5 sivua

International Business

Valkeakoski

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ABSTRACT

This Final thesis was made for the Football club Haka which was the principal. The main point of the thesis was to figure out how FC Haka could get more spectators to their games and get already existing spectators to come more to the games by utilizing social media. It was important to sort out how the followers of FC Haka feel about social media marketing and where in social media they are following FC Haka and also what content they want.

The theoretical framework of the thesis is went through what sports marketing is and how it works. Marketing promotion also plays an important role. Also organizational communication is discussed. Social media and its utilization has an important role so social media and its utilization has been dealt with at length. In the research part of the thesis quantitative research methods are used and the material was collected by doing survey which was carried out by questionnaire. The questionnaire was released in FC Haka's social media channels and in the FC Haka website. It was also shared at an FC Haka's game in 2017. 426 people responded to the questionnaire.

The study brought up many issues with regards to the habits of social media among the FC Haka supporters and how FC Haka is doing in social media by the opinion of the supporters. Recommendations are given in the study which can help FC Haka with social media marketing in the future. One significant recommendations which the author was given were that FC Haka could try some season ticket campaign in the social media and see how it influences to selling.

**Keywords** Social media, social media marketing, sports marketing

**Pages** 48 pages including appendices 5 pages

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### Appendix 1 Survey for customers of FC Haka

## 1 INTRODUCTION

In professional sports it is important to succeed in the competition level but also one very important point is to prosper on the economical side. People have so many different leisure time activities which they can do so they are willing to choose what they are interested in. This causes problems for the sport clubs. People can choose between their own hobbies and other choices like coming to watch the local football team's game. This can affect funding loss to the football club when people are not coming to the games and they don't buy tickets.

The primary markets includes participants, spectators and volunteers. The clubs need to have participants, spectators and volunteers at their events which are bringing outcomes which are very important to, for example to the smaller football clubs. (Brooks.C.M. 1994, 89)

When speaking of professional sports, there is always corporation or association behind the team, and the corporation or association is seeking profit.

The football business is growing all the time and football clubs need to find new ways to survive during big changes. One reason why these changes have come is because of the recession 2008 which caused many problems in all sports including football and other sports which are coming more professional day by day. Of course there are several other clubs which are fighting the same level and position in the same market area. Because of these situations, clubs need to intensify their marketing in every level and bring their organization to level which is needed. (Goldman M.M. 2011. P. 172)

In this study, attention has been paid to find out how the social media can effect and help the Football Club Haka to get more spectators to their events. In this study the author will view the present situation and what the situation can be in the future.

In this study the author is researching the solutions for how the Football Club Haka can better use different social media channels.

### 1.1 Finding a subject and review

First the author started thinking which subject would be interesting and also helpful for some association or corporation and the study could be done as a case study. Marketing in the competitive sport field was the best

and most interesting area and then it was decided. Especially marketing within social media channels is one interesting area and then the utilizing social media channels in the sport marketing came in to this study. As a sportsman the author found that it would be good to do the thesis for football team because football is big part of author's life. The area where the author is studying has only a few football teams which are more and less professional teams. There are also a few ice hockey and floorball teams at the same area but the football business was the best choice because it has had problems during last decade with the financial side.

The Football Club Haka is a local football team and the author asked them if they want to be a part of author's final thesis. They were glad that someone wants to do a study for them and more likely help their little squad which is working at the office. This subject was very interesting and the working for this study is encouraging.

The author has met the CEO of FC Haka and they kept a meeting. In the meeting both sides told which are the most important things that they want in this study. Both were at same line that it would be good to study the audience and what are their needs in the football event.

## **1.2 Introduction of the Case Company**

The case company is Football Club Haka Oy (FC Haka) which is from Valkeakoski. FC Haka was established in 1934 as a section of Valkeakosken Haka. FC Haka's home ground is Tehtaan Kenttä which is located in Valkeakoski. FC Haka is the second most successful team in Finland. FC Haka has won the Finnish Championship 9 times and the last victory is from year 2004. Fc Haka has won the Finnish Cup 12 times which is the most wins with Helsingin Jalkapallo Klubi. FC Haka has played 60 seasons in the top league in Finland. After season 2012 FC Haka relegated to Ykkönen. Ykkönen is the second highest level in Finland. FC Haka has also a junior team but those teams are under their own association which is Fc Haka juniorit ry., but in this study the main focus is FC Haka Oy. (Fchaka.fi, Seura, Historia) (Palloliitto.fi, Suomen Cup, Finaalit, Historiaa)

Fc Haka is a limited company. FC Haka's Chief Executive Officer is former FC Haka captain Olavi Huttunen. Chairman of the Board of Directors is Marko Laaksonen. In the office there are a few workers depending the time of the year. FC Haka has around 30 employees which includes office workers, players, coaches and team management. (Huttunen O. Interview)

There are lots of owners which has come by using share of issue. FC Haka had serious money problems in 2010 when FC Haka's existing owner decided to leave the company. He gave his shares to the FC Haka ry. and left. After that incident, Haka's economical side has become a little bit

better year by year and the fear of bankruptcy has gone. Still there has to be very strict control of how to use money. (Huttunen, O. Interview)

### **1.3 Research Question**

For this study the author has found following phrase as a Research Question:

- How can FC Haka get more people to attend football games by using social media for their marketing?

The research question will guide the author to the result which is wanted.

The main focus on this study is to find new ways to get more spectators to the football games and satisfy the spectators which are already in the stands and in the game event. Developing media marketing to tempt more people coming to the games. What kind of marketing does FC Haka need to do that people who are not interested games, are willing to pay entrance and enjoy the event. The author is trying to find the best solutions for that and create better marketing plan, and the main focus is on social media marketing.

The following themes are the main points when creating the social media marketing plan: Better visibility to the club and increasing the interest about the team. In this way the spectator amount can grow. The last theme is to improve consumer's match experience.

These previous things are planned to reach regarding the financial side and budget and they are cost-effective.

### **1.4 Research Objectives**

- Objective 1: Theoretical Framework. In the part of theoretical framework is gone through the theory which is supporting and guiding the study's lines.
- Objective 2: Research. Research is giving the answers to the questions which are asked in the quantitative research. This research gives information which is helpful when starting to think recommendations for the company.



- Objective 3: Analysis. Analysis part is for analysing the results of the research. After that the conclusions of the analysis can be done.
- Objective 4: Recommendations. Last part is recommendations. Recommendation are given to the company and then they can get information or tips what they can do better with their social media marketing. Recommendations are given by author's opinions and those opinions are based on the theories and the results of the research.

## 2 THEORETICAL FRAMEWORK

At this part of the study the author will give theoretical framework for the study. Theory explains what is sports marketing and what is social media and how to use social media as a marketing tool. Social media is the main point of this study, so it is a lot under the inspection. Of course the marketing promotion is one thing which comes forward in this theoretical framework.

### 2.1 What is Sports Marketing?

Including the professional, amateur and recreational aspects, sport constructs so great amount of industries together so it is sometimes hard to differentiate those parts of each component. (Brooks, C,M. 1994, 31)

Sports is not anymore only sports like in traditional meaning of word. After commercialization sport has come entertainment. From the view of sports marketer the sport is more doing entertainment when speaking audience marketing. When sports marketing has come to the entertainment markets it means that commercial interests have grown. Doing entertainment is not only about doing entertainment. Entertainment is big business nowadays. Entertainment business has taken sports in to it. Publicity, however blurs the reality. Big part of our sport activities are small and non-commercial associations. (Alaja, E. 2001, 27)

Sports marketing includes all the functions which tries satisfy sport consumer needs and wishes. Sports marketing main tasks are sport product marketing straight to the consumers' and other consumer and industrial product marketing to the consumers via sports sponsoring. (Alaja, E. 2001, 27)

Sports marketing can be divided two sectors: amateur marketing and audience marketing. The amateur marketing is striving to get consumer as an active sport hobbyist to the sport club, health club, or some other comparable as well sport clothes or sport equipment industry buyer. The audience marketing tries that the consumer follows the sport event as a spectator. Then the club will get money from the entrance tickets when the tickets are sales products and spectators become a consumer. (Alaja, E. 2001, 28)

Sports marketing is very difficult in the point of marketers view. Sports marketing is surprising. Sport products never come true as a same way. Referees and the playground can be the same next week but still the game is different despite those same facts which are at the game. Sport is fulfil different variables for example weather, injuries, reactions of the audience, players' condition and the way how referees are doing. These are the reasons which influence the end result and that way influence audiences' pleasantness and the level of the satisfaction. (Alaja, E. 2001, 28)

Sport is surprising. Last team of the league can beat the leader. Best pole-vaulter remains without the result. Hooligans stop the game. Anything can happen and that is why surprises increase the interest of the sports. Those things make the sports marketing at same time difficult and interesting. (Alaja, E. 2001, 28)

Marketers of consumer goods and industrial goods usually get in touch with the production and planning of the products. This is not possible in the area of sports marketing. Game schedules and event calendars are decided by other arguments than the marketing. (Alaja, E. 2001, 28-29.)

## **2.2 Marketing Promotion**

Promotion is the most visibly activity in the sports marketing. Often a lot is invested in promotion for example time, money, labor input and technical resources. So if wanted that the sports promotion is making results then everything needs to plan very well. Planning is process which include

strategic planning, analysis of the present moment, tracking and realization. Strategic planning subjects are setting the target group, defining the target and choosing the means and messages. The budget determines wideness and implementation of the promotion. Tracking, analyzing the results and utilization of those can measure how the goal is reached. (Isohookana, H, 2007, 91)

In the sports marketing targets need to define before the planning because then can be estimated and followed the work labor input and measure the targets which have been set. Targets can be shared to two different sections: Micro and macro level. Micro level targets relate knowing and action targets. Objectives at different levels are linked to targets groups' behaviors and way of thinking related events. Other micro level target zones deal with customers experiences after buying and trying. Macro level targets focus on making profit. Promotion needs to understand as an investment in long-term not only expense item. (Isohookana, H. 2007, 98-101)

Advertising is the most visible part of the marketing promotion. Advertising can be defined in the following example: it is a mass communication which is paid and which goal is to give goal-oriented information about the product or service. (Isohookana, H. 2007, 139)

Advertising strategy is very important and it has two major elements: Creating advertising messages and selecting the media where the ad will be published. Nowadays the costs of media marketing are high, target markets are more focused and tumult of new digital and interactive media have caused the importance of the media planning action. It is very important to decide which media is the best solution for the ad campaign. Is it a television, newspapers, magazines, mobile phones, a website or an online network or an e-mail. (Kotler, P, Armsrong G, Harris, L.C, Piercy, N. 2013, 250)

Digital era has caused that the sports marketing is in the internet and often is told for example digital technology and internet marketing. These can be compound as a digital marketing promotion where exploited new digital medias and shapes in sports marketing promotion. New digital shapes are mobile media, internet and other interactive channels. The most popular digital marketing channels are websites of the organization, online advertising for example search engine advertising and banners, text-messages and e-mail. There is also other channels which can be used and those are social media, mobile advertising and advertising games. (Karjaluoto, H. 2010, 13-14)

Media advertising is the one of the best marketing promotion tool when there is lot of users of the product or service or purchasing decision makers. This kind of situation is especially with consumer goods when it is

need to communicate to big groups. Advertising has following advantages comparing other marketing promotion parts:

- With advertising can reached huge target group at the same time
- Media selection allows to target advertising to a certain target group
- Target group can be geographically dispersed
- Contact expenses could come down
- Advertising can be used in different stages of the buying process
- Advertising is cost-effective at the beginning of the launching, when the consciousness is on creation stage
- There is several advertising media and the most effective ones can be selected. (Isohookana, H. 2007, 140)

The ultimate purpose of the business is to get profitable selling so that set results, viability and customer satisfaction goals are reached. Personal selling has the decisive role when reaching the objectives because sales force are in the key role between the relationship of the company and customer. It is important that the seller knows the customer and customer's problems and needs. Seller needs to have a good knowledge about the company and products and services what the company is offering. Seller's job is also to follow the demand and competitors, knowing products and services which competitor is offering and be the messenger between the customer and company. (Isohookana, H. 2007, 133-134)

Sales promotion contains large variety of tools. The tools can be for example coupons, contests, rewards and offerings. So the sales promotion tries to get consumer's attention and spur to buy, make the product offers more interesting and make sales better if sales are low. Sales promotion urges the customer to buy the product right now unlike advertising which recommend to buy the product. Sales promotion is short time tool. Sales promotion campaign won't last long and that is why advertising or personal selling might be more effective when creating long-term brand or customer relationship. (Kotler, P, Armsrong G, Harris, L.C, Piercy, N. 2013, 432)

## 2.3 Organizational communication

Organizational communication means interaction of organization and its' stakeholders. There is lot of same in organizational communication and sports marketing communication and they differ from each other only by goals and target groups. Organizational communication is process where identity can be seen as an image of the company which is an external corporate image. Organizational communication's center of gravity is the whole company and its' operations communicating outward to company's different stakeholders. These stakeholders can be magazines, television, radio, investors, owners, authorities, cities, state, EU, spectators end different organizations. Doing the sports marketing communication the main point is to create and maintenance awareness of the company. Second thing in the sports marketing communication is making known and selling the products and services. (Isohookana, H. 2007, 190.)

Organizations can be considered as a target group which goals implemented through communication. Communication can't be compared any other actions because it makes other actions possible. Leading the organization, accounting, personal relationships, company democracy or marketing is not possible without communications. Communications is component in everything. Communications can be independent variable and this might be confusing factor. If there is too little communication it can be negative factor. Deficient and incorrect communication can cause wrong executions or delays. Communication is mainly connection system in the company. (Wiio, O.A. 2000, 162-164)

## 3 MEDIA

### 3.1 Media and Media Planning

Nowadays there are used more than a one media in the campaigns. Then it is important to take notice in marketing communication plans which media are used and how much resources can put on each media. If there is used more than one media then need to decide the chronology of the media. The main objective of the media planning is maximize return of the investment (ROI). With good media planning it is possible to reach the right target groups in the right place and make sales. (Karjaluoto, H. 2010, 96)

Media has many meanings and usually it has understood as channel of marketing communication. Media is much larger concept. Talking about media there can be used concept advertising media which means usually different mass-media. These mass-media are used to communicate

advertise messages for example products, services, organizations or ideas to certain target groups. Mass-media are newspapers, magazines, search engines, radios, television, internet, mobile, outdoor advertising and special advertising, for example car tapings. Word media can also mean any place or situation where organization can face, influence or communicate with the target group. (Karjaluoto, H. 2010, 97)

Media planning means process which defines the target of advertising, strategy of advertising and tactic touching advertise media which are expected to use in certain campaign. Media planning usually involves actual a media plan describing media usage:

- Media environment
- Target group
- Media targets
- Selection of Media
- Buying Media. (Karjaluoto, H. 2010, 97)

### **3.2 Media Marketing**

There is many major media types and then it is needed to choose which types are the best for the media marketing. The major media types are television, digital and social media, radio, newspapers, magazines, direct mail and outdoor advertising. Each of those have their own advantages and weaknesses. It is very important to choose the most effective media which is presenting the message of advertise to the target customers. The advertiser should use mix of media that the customer is reached from different ways. (Kotler, P, Armstrong, G. 2016, 483)

In the case of using the mix of media it is important to examine the media invariable. Magazines and television were long time number one as a media mixes and other media were disregard. Mass-media costs came up and audience decrease. Social and digital media started to rise up and people were more interested that than the old style media. This is the way that many advertisers find new means to reach consumers. Advertisers complement the traditional mass media with more accurate and highly targeted media which costs are much more less than traditional media have. Target is now more effective and commit people better. The marketers want to gather a full mix of *paid, owned, earned and shared*

*media* which combine the target group to the brand content. (Kotler, P, Armstrong, G. 2016, 483-484)

### 3.3 Traditional Media

Traditional media include television, radio, printed media and outdoor advertising. Realizing traditional media is important because use of new digital media is based on campaigns where traditional media have big role. Traditional media have support role when is used new digital media. So it is important to understand that traditional media and digital media support each other. (Karjaluoeto, H. 2010, 108)

#### 3.3.1 Television

Role of television has change during last years and it is still changing. This means that television advertiser need to change also. In the television media the production and media costs are relatively high but good sides of television are positive spoken communication and lively narrative with rolling pictures and voice. Those things keep television still in strong position in media advertising. Television advertising challenges related big amount of loss contacts, high costs and changing media behavior and also digital turning point. (Karjanluoto, H. 2010, 108)

Viewing habits become to change in the future even more when there is possible to watch almost every TV-program from internet. Internet and television has integrated together nowadays and is integrating more in future. For example here in Finland is several different channels which are producing their own internet channel where you can watch TV-programs whenever you want. It is coming more and more general to have IPTV which means Internet Protocol Television. Broadband television channels share with fast broadband and it brings the internet in to the television.

Following television advertising tips are from Finnish advertise channel MTV:

- What is your target group?
- What is your message?
- Reserve enough time to planning and production, minimum one month

- Use campaigns planned by professionals and where is used different media
- Avoid complicated advertising
- Enough repeats and perseverance is needed

It can be seen from the tips that TV-campaign is worth to build as such that there is exploited other media also than television, especially internet. (Karjaluo, H. 2010, 108-109)

### **3.3.2 Radio**

Radio is excellent advertising media for marketing certain products and services. Radio is suitable almost for every products and services if the radio advertising is supported by other media. RadioMedia, Finnish commercial radio industry marketing company has told that radio is effective, diverse and interesting advertising tool which enable local advertising. Radio is complementary media so it is rarely used alone as an advertising media. Two most important things when doing radio advertising is enough repeats and simple message which appeals the listener feelings. A good radio advertise makes people to act right away for example buying the product, going to the internet site, participate or act like the advertise says. (Karjaluo, H. 2010, 110-111)

Buying a radio ad is usually media office's job in national campaigns. Buying local radio advertising is so simple that media office is not necessary needed. (Karjaluo, H. 2010, 111)

### **3.3.3 Printed media: Newspapers and Magazines**

Regionally advertising in the newspapers is effective media. Usually the newspaper is read at the breakfast table when daily appearing paper gives current character to advertise. Challenges of the newspaper advertising are short life cycle of the newspaper and constrains of the using colors. Newspaper advertising can capture reader's attention and also share the details of the information very effectively. Magazine advertising advantages are detailed information in the ad, long life cycle and national target group. The newspaper media is considered reliable by the straw poll (Karjaluo, H. 2010, 112)

The Newspaper media has faced difficulties during last years because of decline in the advertising revenue and all the time changing reading habits.



People are reading more and more news from the free web sites which has effect to the newspaper markets. (Karjaluoto, H. 2010, 112)

Size of the ad or commercial influences a lot how people will observe advertise. Finnish ABC-knowledge bank says the newspaper's openings will be noticed the best. Noticed the ads correlated strongly how people like the ad. Disposition of the ad doesn't affect noticing it. (Karjaluoto, H. 2010, 113)

### **3.3.4 Outdoor Advertising**

Outdoor advertising means ads which are outside. Those ads could be in constructed promotional stand, walls of the property or inside or outside of the transportation. Attitude towards outdoor advertising is positive. Ads bring color and light to the city view. Outdoor advertising can't hinder environment in any ways. Moving images is coming more all the time but placement need to take care of for example road safety. Ad cannot cover the visibility in the traffic. (Raninen, T, Rautio, J. 2003, 320)

Outdoor advertising reach lots of people so outdoor advertising is used in many roles when doing campaigns. Reduced and strongly visual outdoor advertising fits to launches and works also as a reminder and a teaser. Good poster stays in minds, stimulates and causes discussion. Information cannot be big in advertise. (Raninen, T, Rautio, J. 2003, 320)

Outdoor advertising can be the main media if the product interests everyone and it is easy to buy that product, target group moves a lot and use cars or public transportation, outdoor advertise is short and clear and the main point can be presented visually. (Raninen, T, Rautio, J. 2003, 320)

### **3.4 Social Media**

Nowadays digital and social media marketing contains using different digital tools. Company need to use for example Web sites, social media, online videos, mobile apps and ads, e-mail, blog. Also other platforms is needed which people are using in everyday life like computers, smartphones, tablets, internet-ready TVs and other digital devices. Every company has now some sort of digital platform where they try reach customers. (Kotler, P; Armstrong, G. 2016, 49)

Social media differs from its' functional structure so much comparing previous media that there can be asked is concept media valid anymore. In traditional media marketing message goes from sender to receiver so

usually from company or media producer to the customer. Social media is based on communication between people in contact with each other. Before customers role were listen, watch and buy, now the situation is that customers' networks communicate by producing the contents and the meanings themselves. In terms of brand, products and services this development means that the company can't anymore relate social media like it has relate the media so far. (Soininen, J; Wasenius, R; Leponiemi, T. 2010, 29)

Social media trump card against traditional media is that social media is real time unlike traditional media. Social media is not bounded by time or physical matter. Traditional media is published by certain schedules, delivery methods and business models. Social media is not bounded by previously mentioned things but information is spreading through the networks very quickly without any time frames. Through the social media going communication does not have usually any deadlines, capacity limitation, cost problems or orders which have been given from the board. User can decide when they want publish and what they want publish. (Soininen, J; Wasenius, R; Leponiemi, T. 2010, 30)

### **3.5 Social Media Marketing**

If the marketing people learn how to affect to the audience very effectively in social media, the marketing can generate a remarkable and a strong market position by only getting good social acceptance. By using social web judiciously and correctly, then the business can grow because the supporters of the company help the company to build their business. (Evans, D; Bratton, S. 2012, 37)

Best way to influence the audience is to listen to it and tapping it in social media channels. This is the way how the learning happens. Understanding of the audience opinions and talks. After that comes the "do that" step. One good thing about social media is that it can be listened, measured and tracked over time. What has learnt can be used to change and development for what the company are offering. This is the way how can influence the online conversation. (Evans, D; Bratton, S. 2012, 38)

Social media is known from the content trail like reviews, comments and ratings. That gives good and clear mark from the audience what they think about the subject matter. This can be used as a guide for the following actions. It is important to listen and respond to the customers by paying attention to their discussions and conversations. This is the great way to use social media and to affect these conversations. (Evans, D; Bratton, S. 2012, 38)

Some companies have grown their businesses because they are using following techniques in their marketing:

- Engage your customers
- Listen to your customers
- Build your business network
- Find your cheerleaders
- Do it all over and over again. (Coles, L. 2014, 7)

Engaging customers means that the customers need to get interested to that what the company has to offer. Company need to find the way to fix the customers problem. What is the need what the company need to satisfy. This is good way to engage customers with solution, this solutions is mainly for them. (Coles, L. 2014, 7)

Again talking and listening comes up. Talking and listening with customers is important because after that are known what the customers really want from the product or service. Now there is no need for calling for every customer, the product review can happen in social media where the customers are. This is good and effective tool to listening the customers. (Coles, L. 2014, 8)

Building business network connections to different industries and places can help a lot even if it is not known that this thing is needed right now. Building a wide network helps a lot in different situations. (Coles, L. 2014, 8)

Finding your cheerleaders is very important. Customers and supporters who are keen on the particular thing or they are fans of it are the cheerleaders. They appreciate almost everything which have done. They need attention and maybe rewards. First need to know whom are they. If the company gives something special for them, then the cheerleaders can cheer more and people are noticing that free of charge. (Coles, L. 2014, 8)

Doing these thing over and over again is good if the marketing has been successful. Doing all the time same kind of things with different twist. A proven tool is the best way to interest people again. (Coles, L. 2014, 9)

The cheapest social media marketing happens when people adopt the tools and dialogues. For example the workers of the company. They are active users of different social media platforms, they are advertising their company all the time. They can every time comment or share the post about the company's new product or service and then they are doing marketing. Anyone can be the influencer. (Agresta, S; Bough, B,B; Miletsky, J,I. 2010, 75)

### 3.5.1 Facebook

Facebook is founded 2004 by Mark Zuckerberg who is still the managing director. Dustin Moskovitz and Cameron Hughes was helping him to create the website. (Soininen, J; Wasenius, R; Leponiemi, T. 2010, 52)

First Facebook was planned for internal use of university. Facebook's reputation spread fast and its' popularity growth very quickly. Because of the growth Facebook extended to other universities. (Soininen, J; Wasenius, R; Leponiemi, T. 2010, 52)

Facebook is the biggest social media. There is over 1 billion users. Its' secret has kept that there is low participation threshold because the most of using the Facebook is based on existing social relationships virtual marking. Analysts think that success of Facebook influence the fact that its' using experience is more private than other social media. Facebook offers also several different entertaining features and benefit features all the way from games to event ads and from fan pages to public good virtual groups. (Soininen, J, Wasenius, R, Leponiemi T. 2010, 52)

When using the Facebook in a right way it offers many opportunities to face and guide customers to see the company's products and services. Facebook users can profile quite closely and that is why the Facebook is interesting and fast growing advertising environment. (Soininen, J, Wasenius, R, Leponiemi T. 2010, 53)

It is possible to create different profile in the Facebook. Two different profiles are personal profile and the other is meant to organizations which is more like page. Pages for organization fit well to the companies because the pages are made for serve organization needs. At the organization page there can be more than one administrator. This helps a lot because then not only one person needs to update and there might come more ideas to the updating. Major difference between personal profile and organization page is that whoever can start liking organizations page and they can see the posts but in personal profile both person's need to accept the request. (Juslén, J. 2009, 313-314)

In the Facebook marketing company needs to be more than an interesting subject. Product might be interesting itself but more important is to performance how the company is going to present the product. Well edited photos and spending time to plan the post is very important. Quality is the next. Company can release lots of posts but quality of the posts signify much more. (Pulizzi, J. 2014, 232)

### 3.5.2 Twitter

Twitter is one tool of social media. There in twitter you can send or get 140 –character messages. These messages can come from your friends, or organizations which you like. Other possible message senders are businesses whom you are interested. Publications which you read send their tweets to this micro-blog and you can see those tweets. One options is to see tweets from strangers who you are following and you are sharing or not sharing same interests with. (Fitton, L; Gruen, M.E; Poston L. 2010, 1)

Twitter is sort of unique mix of blogs and chatting channels, e-mail and instant messaging. Using different tools in Twitter is possible to include videos and photos in the tweets. Using those tools it is possible to examine, analyze and visualize contents of the tweets. There is different uses as much as users. (Haavisto, M. 2009, 6)

Common fallacy is that tweeting is the same than updating Facebook profile and that is how Twitter is more limited version of Facebook. Someone can think that then Twitter is useless when you have Facebook. Twitter is called generally micro-blog service which refers to thought about short blog-writings. In practice Twitter is above all else interactive chatting arena. Blogs can also be commented but in the Twitter blogs and comments mix as a one flow. (Haavisto, M. 2009, 8-9)

Main difference between Twitter and Facebook is that in Facebook is shared things with you friends and people who you know. On Twitter things are shared with the world unless the account is protected. When the tweets are open to the public, everyone who thinks tweets interested can see those. (Fitton, L; Gruen, M.E; Poston, L. 2010, 16)

On the Twitter there is not friends like in Facebook. On the Twitter is only followers and followed. Adding as a follower doesn't need to get approval from the other people and the relationship doesn't have to be mutual. That is why it is easier to follow unknown people on the Twitter. (Haavisto, M. 2009, 9)

From the point of view of the company you should note that for micro-blogging tracking there is own tools. With those tools each company can filter the most interesting chats for them from the huge information flow. For example Seesmic and Tweetdeck is those kind of tools and there is possibility to filter Facebook messages. So then it is possible to screen, follow and communicate with one tool although in which media the original message had written. (Soininen, J; Wasenius, R; Leponiemi, T. 2010, 54-55)

### 3.5.3 Instagram

Instagram was founded by Kevin Systrom and Mike Krieger. Instagram launched on October 6<sup>th</sup> 2010. They got more than 10 000 users within hour. After two months they already had million users. (Markowitz, E. 2012)

From the beginning the founders have focused on simplicity and inspiring creativity. This is how they solve the problems and at the same time they are creating thoughtful product designing. Result has been that the Instagram is now place for everyone to tell the stories more visually. The Instagram users are from celebrities, brands and newsrooms to regular people who are interested in sharing their photos. (Instagram.com, About Us)

Instagram is an application which is designed only for mobile devices. Through the Instagram people can share their moments straight to their followers in real time. There is more than 400 million active users. Users are posting almost 80 million photos in to the Instagram every day. Instagram is the fastest growing social media platform for example in the U.S. (Dong Hoo, K; Seely, N; Jung, J-H. 536)

Instagram gives to the users possibilities to take photos and improve photos by different filtering technologies. After that users can share their photos to the followers and then they can also comment or like other users' photos. So the users can share their life stories through photos. This was the main idea when Instagram was founded. Social interaction is the main point to the users of the Instagram. (Dong Hoo, K; Seely, N; Jung, J-H. 536)

Half from 400 million users of Instagram are following at least one account which belongs to commercial company. This huge user base is available better and easily for companies because there is possibility for them to use company account. When using company account, Instagram gives tools for making marketing easier. (Laaksonen, K. 2016)

### 3.5.4 Snapchat

Snapchat was launched in 2011 by Evan Spiegel, Bobby Murphy and Reggie Brown. Snapchat is new generation media application where Snapchat users can share their photos or videos which are called snaps. There is possibility to add text and drawings in to the snaps. User can decide how long the snap will be shown and then it disappears forever. The maximum length of snap is 10 seconds. Receivers of the snaps can take screen shots from the snap but then the sender will know that the receiver has saved

the photo. Snapchat uses calculating system which knows how much users are sending photos and with whom the users are sharing photos the most. (Mitchell Vaterlaus, J; Barnett, K; Roche, C; Young, Jimmy A. 2016, 595)

Snapchat use has risen vastly and its' rise is one of the fastest and unparalleled in the history of social network sites and instant messaging services. Amount of active users has grew from 10 million to over 70 million. This growing time was only less than 2 years. Snapchat reached 100 million users in 2015. (Piwek, Lukasz; Joinson, Adam. 2015, 358)

### 3.5.5 YouTube

YouTube is owned by Google and it was established by three PayPal workers Chad Hurley, Steve Chen and Jawed Karim. YouTube is very popular video service which can be used in many languages. YouTube user can add own videos or watch and download other users shared videos. YouTube is nowadays internet's most popular streaming video service. (Soininen, J; Wasenius, R; Leponiemi, T. 2010, 58)

Very important in YouTube marketing is that the videos are easily founded because there is millions of videos. Key words which are called tags are important when the video is downloaded to YouTube. Specific and versatile tags helps to find the video. (Salmenkivi, S; Nyman, N. 2007, 154)

Networks are important also to find the video. Links which are pointing to the videos should be found easily. Link to the videos or to own channel is worth to adding as many places as possible. Every YouTube videos has their own address so if the video material is put to the own site of the company, it has to be sure that every video has their own linkable address at company's website. (Salmenkivi, S; Nyman, N. 2007, 154.)

As an information channel YouTube is fast, free and possibly very profitable and that is why companies have started to take their marketing and communication to the YouTube. Companies can use YouTube for example to make videos to their customers when they want to give some message for them and the message is better to make in video form than just write post. (Salmenkivi, S; Nyman, N. 2007, 155)

Companies can make their own channels in YouTube and download there their own videos and messages. Companies can design the channel to look alike more their company. YouTube has made own website to the companies advertising videos because those advertising videos came so popular. (Salmenkivi, S; Nyman, N. 2007, 155)

## **4 RESEARCH**

### **4.1 Research Background**

This study was made for the FC Haka Oy, football team from Valkeakoski. This study's main point was to find out the social media using habits of FC Haka's audience and what they want from the game event. This study helps FC Haka to determine how they can use social media platforms to attract more people to come games and how to get new spectators.

Social media has very important role in marketing nowadays so this study is important for FC Haka because the study shows the role of social media and needs of the customers. It is also important to find the things which can be done better and which can be developed.

### **4.2 Research Methods**

To get the best result as possible the author decided to do quantitative research. The customer is always at the center of the business. So this was the reasons why was decided to made survey for the football game audience. This was the way how the customer's opinions and views got for developing football event.

When doing research the methods should be systematic, focused and organized collection of data because the purpose of research is to give information to the researcher. Main points of the quantitative research is emphasis on testing and verification. Quantitative research focus on facts and reasons for social events. It has logical and critical approach. Measurement is controlled and the results are important. (Ghauri, P; Gronhaug, K. 2002, 86)

In quantitative research is needed to choose the questionnaire, systematic observation or use of finished registers and statistics. The research targets can be people and cultural products which are everything photo and text material produced by human. (Vilkka, H. 2005, 73)



Questionnaire is the most common habit to gather information when using quantitative research. It has different names and one is the survey which refers that the questionnaire is standardized. Standardizing means that everyone who answers to the questionnaire is asked same subject matter exactly same way. (Vilkka, H. 2005, 73)

In the questionnaire the answerer reads the questions and answers to it in writing. This type of collecting data is good when the questions are asked from big amount and scattered people. Typical con can be risk that many people is not answering to the questionnaire. (Vilkka, H. 2005, 74)

Questionnaire can be sent via e-mail or internet. Beforehand need to take account that the people have internet and possibility to use it. Gathering the research material can also be done on the spot for example in some event. On the spot the questionnaire works best when the questions are not wide and research questions are strictly limited. (Vilkka, H. 2005, 74-75)

The study implemented as a questionnaire. The questionnaire was released as a paper form and in the internet by using Google Forms. Aim was to get answers as much as possible so the study was made quite easy to answer. Paper form was refillable in the game of FC Haka in 14<sup>th</sup> of October and the Google Forms questionnaire was released same day. Questionnaire was open 3 weeks. Purpose of the questionnaire was to get lot of answers so the questionnaire link was send to FC Haka website and in FC Haka's Facebook. Many people shared the link and the answers came a lot. 33 people filled the paper form and 393 people answered in Google Forms. So the total number of answers was 426.

Questionnaire was made in English and Finnish. It was important to keep the questionnaire easy to answer. Most of the answerers are most obviously from Finland because FC Haka is from Finland and it is easier for them to answer with their native language. English was second option because the study is done in English.

## **5 ANALYSIS**

### **5.1 Questionnaire**

Questionnaire had 19 questions and in 6 questions there were option to give open answer. First 6 questions was for gathering background information. Rest of the questions was more and less conducted to the social media using and what the spectators want from the game event.

### 5.1.1 Background Questions

First question was: "Gender?" and 424 people answered to this. 275 from answerers were male and rest 149 were female. This can be seen at figure 1. From the answerers 65% were male and 35% were female.

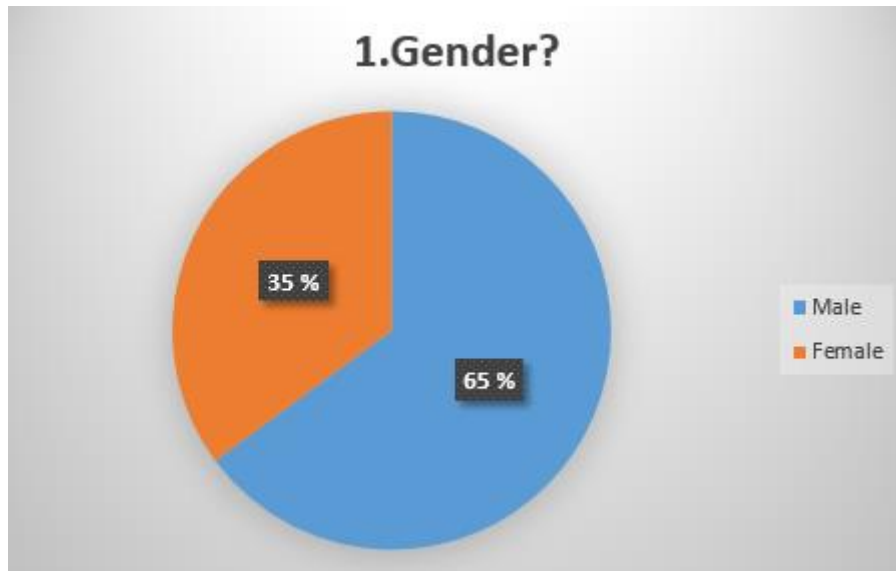


Figure 1. The gender distribution

Here can be seen that the most active spectators and respondents are male. This questions shows that two out of three is male and men's vision is highly represented in this questionnaire.

Second question was: "Age?" This question shows how much which age class has responded. Age classes were divided like this (Figure2): Under 18, 18-25, 26-35, 36-45, 46-55, 56-65 and over 65. 426 people responded this.

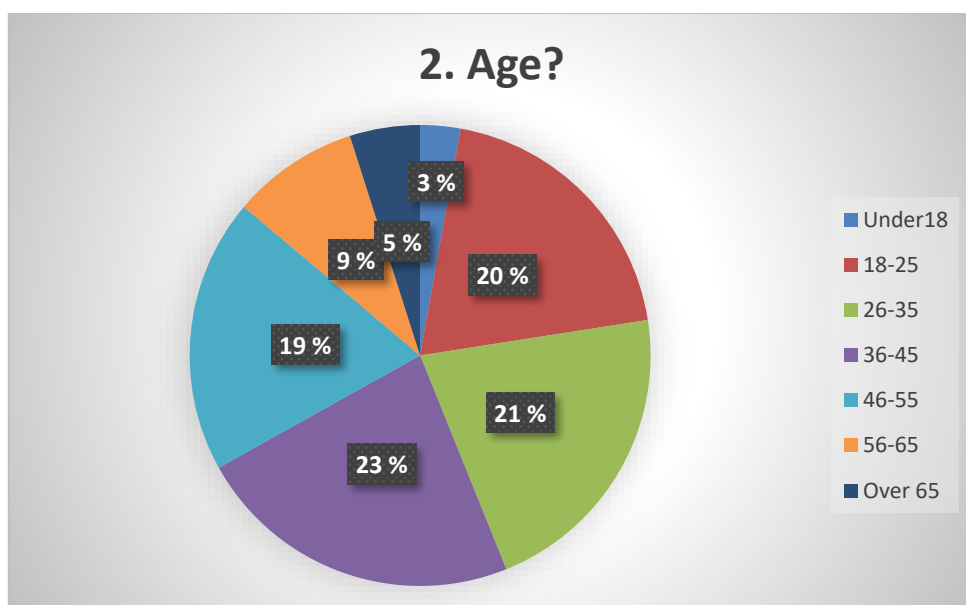


Figure 2. Age class of the respondents

The biggest group of respondents were 36-45 years old. 98 people were from this group. Second biggest group was 26-35 young adults. Respondents from this group was 91. Third group was 18-25 with 84 people. Fourth group 46-55 had 82 people. Fifth group was 56-65. There were 38 from the answerers. Sixth group was over 65. In this group was 21 people. The last group was under 18 and this group had 12 people.

Third question was: "Where do you live?". 426 people answered this and this question had 6 option to choose and also open answer option. Those 6 options were Valkeakoski, Tampere, Hämeenlinna, Akaa, Lempäälä ja Pälkäne. All of those cities are neighbours of Valkeakoski.

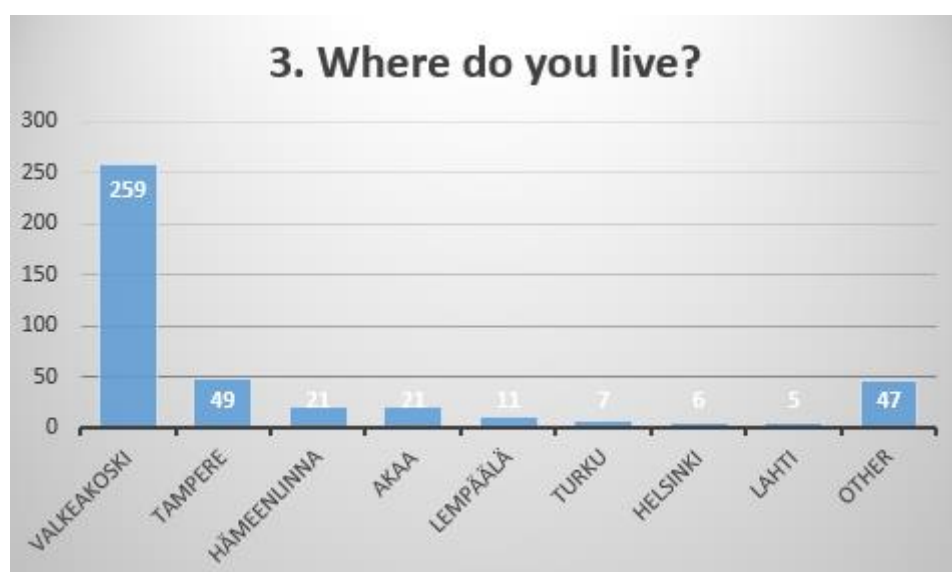


Figure 3. Cities and towns where respondents live

In the figure can be seen that most of the respondents are from Valkeakoski where FC Haka plays. From Valkeakoski is 259 people. Tampere is the next with 49 people. Third place is divided between Hämeenlinna and Akaa. Both cities got 21 answers. Then there was Lempäälä with 11 answers. From Turku 7 people. Helsinki was answered in 7 questionnaires. Lahti had 5 answers.

From other cities came 47 answers. Both Kangasala and Vantaa were represented in 3 responses. From abroad was also few respondents. For example from Bangkok 2 people, Italy 1 and Estonia 1. Then there were other towns and cities which had 1-2 respondents. For example Klaukkala, Kitee, Jyväskylä, Rovaniemi, Turenki, Eura, Rauma and Lappeenranta.

Fourth question was: "How many times have you been at the home games of FC Haka this season 2017(Games started 29.4)?" This question told a lot

how much potential spectators visit in FC Haka football games. Figure 4 shows the amount of visitors in the games.

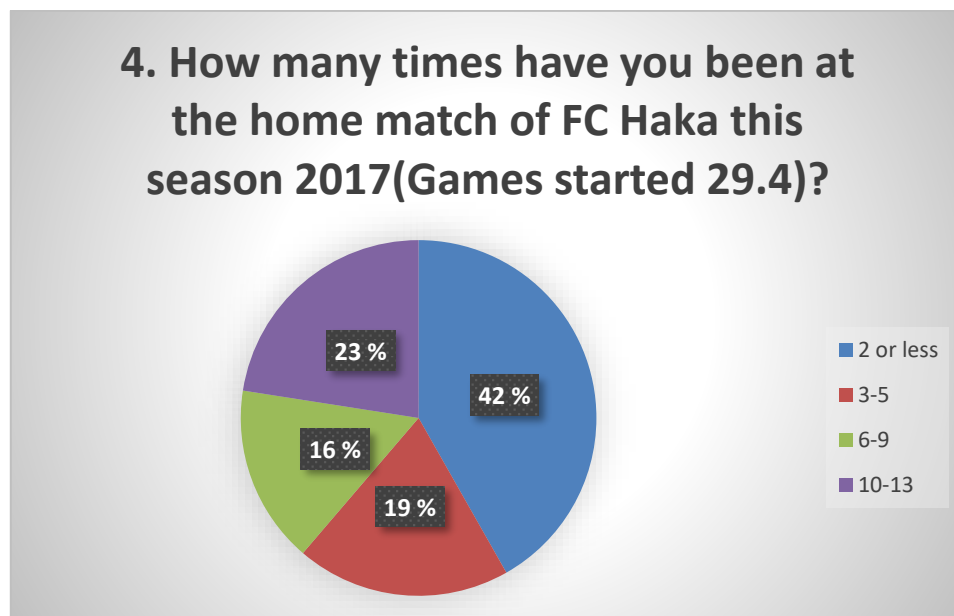


Figure 4. How many times people have visited games during the season 2017

In this pie chart (Figure 4) can be seen that most of the respondents have visited in the games only few times or not at all. 2 or less answered 178 out of 426 answerers. Next biggest group was people who have visited 10-13 games. This group is those who are active fans or supporters of FC Haka. FC Haka had 13 home games and 96 people answered this. Third group was 3-5 games in season. This group had 83 answers. Last group was people who visited 6-9 games.

Fifth question was: Do you have the season ticket. This question figures out how many people owns the season ticket for FC Haka games. Figure 5 shows who does have the season ticket and who doesn't.

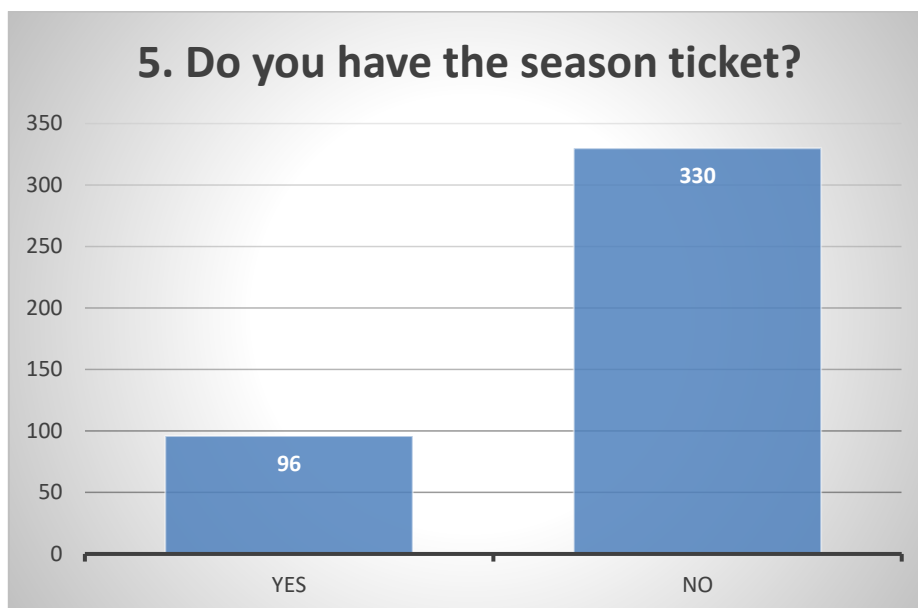


Figure 5. Amount of the season ticket owners

Like the figure 5 shows, there is more people who doesn't own the season ticket than those who owns. Total of responds were 426. Yes answers came 96 and it is the same amount than last question's second place holder where respondents told that they visited 10-13 times in the games. So it can be said that almost everyone who owns the season ticket used it often. No answers came 330. So 77,5% said that they don't have the season ticket and 22,5% said that they have.

Next question number 6 was for them who doesn't have the season ticket. Question was: "If you don't have the season ticket, have you bought it or did you get the ticket somewhere else?" This question got 313 answers. Question number 5 got 330 No –answers but only 313 responded to this question where they got ticket. Options to answer to this were: bought, free ticket, haven't been at the games and then was open answer field. Figure 6 below shows the dispersion.



Figure 6. Where people have gotten their tickets

From the figure 6 can be seen that there is almost same amount of people in both sections of bought and free ticket. 123 respondents have bought their tickets and 128 have gotten tickets for free. 17 answerers haven't been at all in the games. 8 respondents said that they have use both ways to entrance to the games and 47 people answered that they got ticket from elsewhere

People who got the tickets elsewhere gave different answers. For example few said that they got tickets from their company, somebody had VIP-ticket from somewhere. Referee card came up also, referees in Finland can watch every game for free. Some of the answerers used press card, somebody had won tickets from the lottery. Then there were several answers that they are working in the stadium. Few under 7 years old people answered also and they have free entrance to the games and FC Haka junior players have also free entrance to the matches.

Thinking about again the question 4 and how many people have been 2 or less times in the games. Number of that was 178 but now we can see that only 17 of those haven't watched games. So almost everybody of the respondents have watch at least one game in the season.

### 5.1.2 Prices, Social Media and Event Questions

Next part of the questionnaire sorted out how the respondents feel about the prices of the tickets and accessories, what are their habits of using social media and how they feel has FC Haka manage to use social media

platforms good enough. Last part solved what the spectator want from the game event.

Seventh question was: What do you think about the prices of the tickets (Grandstand: Adults 18€, kids 7-15, conscripts, students, unemployed, retiree 10€. End stand: 8€)?” Question solved how satisfied customers are to the prices. In the figure 7 can be seen that most of the people thought that the prices were too high. 426 people answered to this.

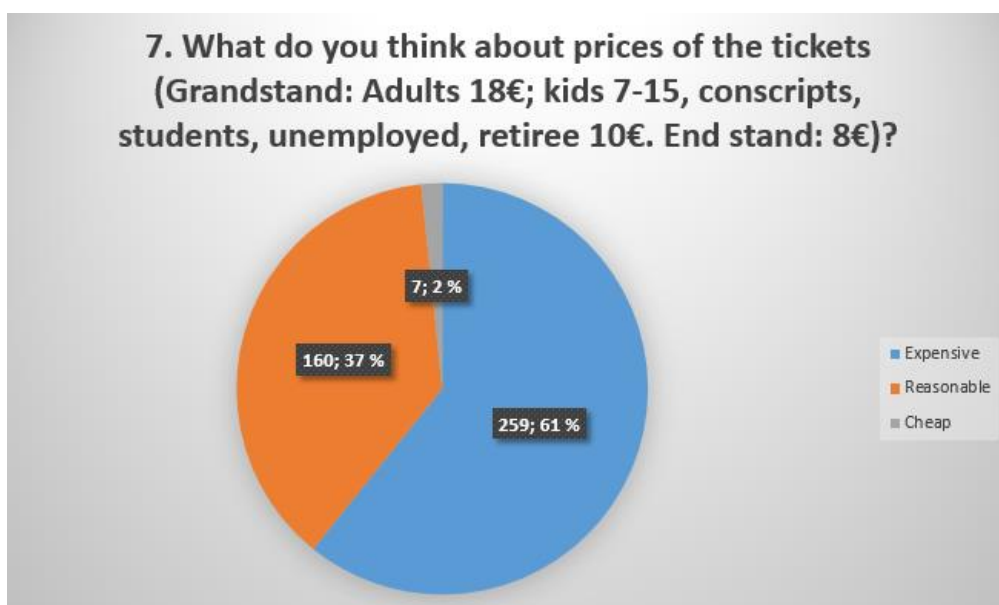


Figure 7. Opinions of the ticket prices

Figure 7 shows that most of the answerers thought that the prices are too expensive. 259 people said that the prices are too high and the percentage was 61. 160 people told that the prices are reasonable and its' percentage was 37. Only 7 answered that the prices are cheap. Percentage for that was 2.

Looking the figure 7 the colors of the pie shows that prices were too expensive to pay to watch first division football. Still one from three says that the prices were reasonable.

Eight question was: “What do you think about the prices of the accessories (fan products, food, drinks, sweets and snacks)?”. Respondents answered mostly that the prices are reasonable like can be seen in the figure 8. Less than 20 percent said that the prices are too expensive. Answers to this question came 426.

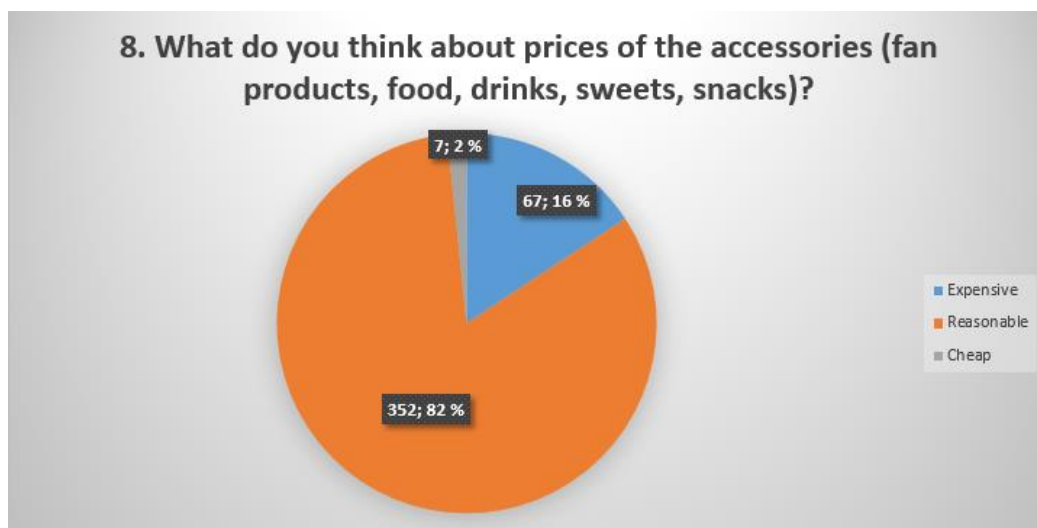


Figure 8. Opinion about the prices of the accessories.

352 people said that the prices are reasonable and 67 said that the accessories are expensive. Only 7 people answered that the accessories are cheap. Also 7 people answered previous question that the tickets are cheap so it can be assumed that the same persons thought that the prices are cheap. Thinking about the previous question people are more happy the prices of accessories than the prices of the tickets.

Question 9 was this: Where have you received information about the games. This question gave valuable information thinking about social media marketing. Respondents could choose one or more from the options. Options were following: FC Haka website, social media, newspaper, outdoor advertising and open option where answerers could fill where they found the information. This last option is elsewhere option in the figure 9. 423 people answered to this.

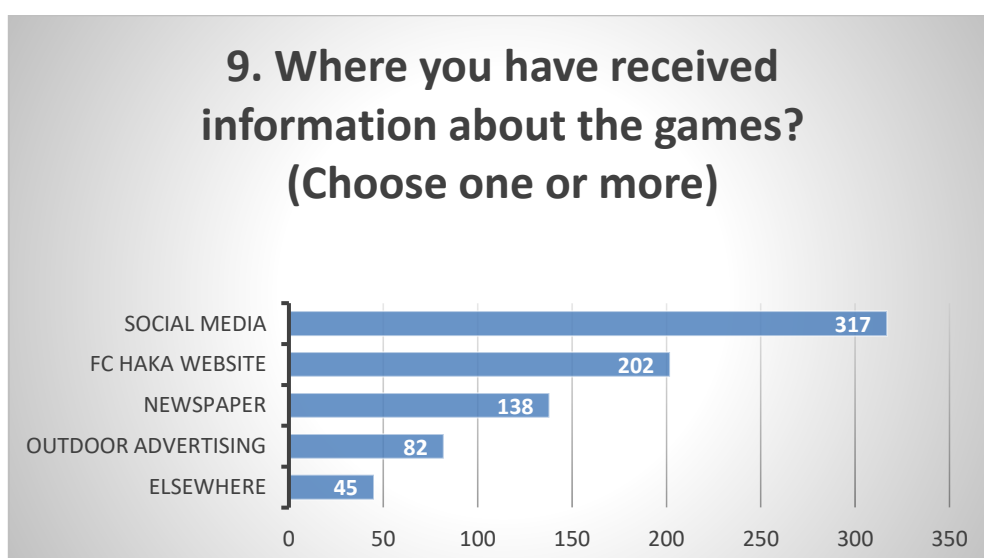




Figure 9. Information about the games

As can be seen in the figure 9 that the social media is the most followed information channel. 317 people answered that they are following FC Haka and game information from social media. It is huge amount of people when thinking that 317 out of 423 said that they are following social media. FC Haka website got 202 answers. This tells that people are watching also normal web pages. Third famous information channel was newspaper. 138 people said that they got information from newspaper. Outdoor advertising answered 82 people. Respondents got information also somewhere else. These answers were 45.

Elsewhere answers came 45 and for example people got information from friends and children. Some of answerers said that they read another web page and saw the ad there. Few respondents heard from the FC Haka player about the game. Then there was answers that they knew about the game because they were informed in the last game.

Tenth question was: "Where on social media you follow FC Haka? (Choose one or more)". In this question came 426 answers. Options to answers were given and the options were these: Facebook, Instagram, Twitter, YouTube, Snapchat and none of those. These are the channels which FC Haka uses except option none of those. Figure 10 shows the distribution between the options.

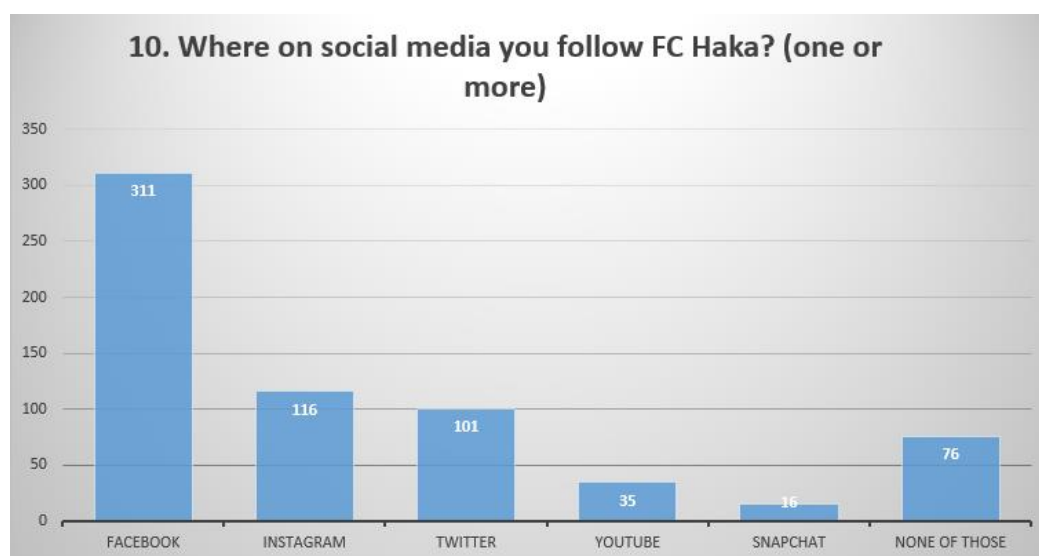


Figure 10. Followers of FC Haka social media channels.

Facebook is the most famous social media channels where respondents are following FC Haka. 311 people answered that they are following FC Haka in Facebook it is almost one out of three more followers comparing next famous Instagram which has 116 followers. Third is Twitter with 101

followers. 35 people are following YouTube channel of FC Haka. Snapchat got only 16 answers. Big amount of respondents told that they are not following anywhere FC Haka in social media. None of those –answers came 76. Still many people are not using social media channels although social media is nowadays everywhere. From the all answers there were 59 people older than 56 years and this age class is not using that much social media. This can explain why so many from respondents said that they are not following FC Haka in any social media.

Question 11 was this: “What kind of contents should be in social media? (Choose one or more)”. Question 11 shows what kind of content respondents want in FC Haka’s social media sites. Figure 11 gives answers to this. Again in this question was asked to choose one or more options. Options were: interviews, videos, news from the team, news from the club, competitions and lottery, partners presentations and last one was other option.

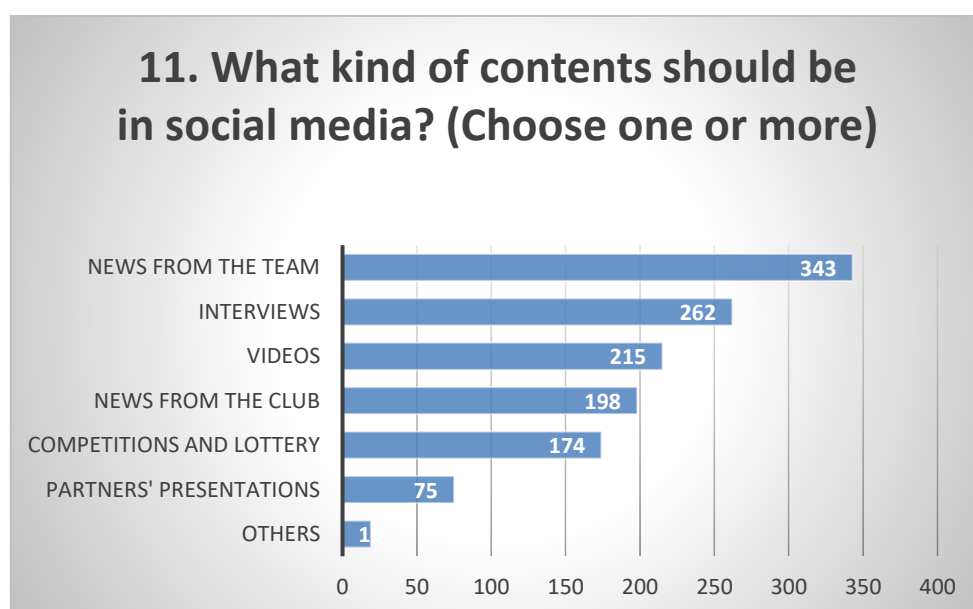


Figure 11. Respondents wishes about the content of social media.

Respondents want the most news from the team. 343 respondents put this. Interviews with 262 answers and videos with 215 answers were next. News from the club got 198 votes and competitions and lottery got 174 votes. Last one was partners’ presentations with 75 votes and others got 19 votes.

People want to see most news from the team because it is the most important thing when supporting some sport team. People want to know what team is doing and how it is going. That will explain the results of this question.

Others –option got 19 answers and there were different suggestions. For example behind the scenes type of videos and presentations where the players come more familiar to the bigger audience, interviews of the spectators. Some answerers want to see more photos from the games and someone suggested that FC Haka would do interviews and profiles from FC Haka junior players, future FC Haka stars.

Question number 12 was: "Is there enough information in social media?" Respondents were asked that is there enough information in social media or is there needed more. 426 answers came to this question and more than two out of three answered that there is enough information like can be seen in figure 11.

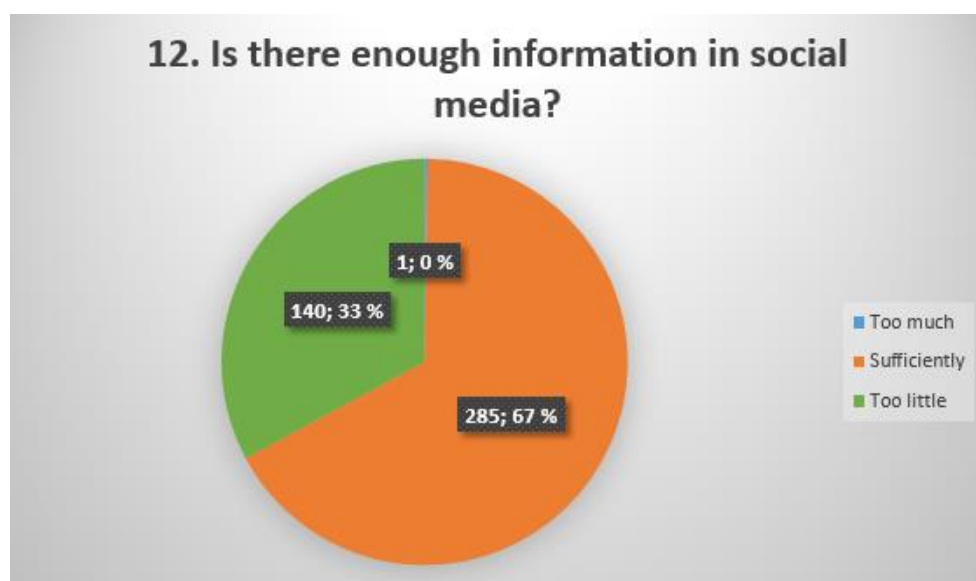


Figure 12. Information in social media.

285 respondents answered that there is sufficiently information in social media channels of FC Haka. This is 67 percent from answers. Too little – option were answered 140 times which is 33 percent. Last one was too much which got 1 vote.

FC Haka's social media channels produce enough information which solves when checking the figure 12. There could also be more information for those who respond that there is too little information.

Thirteenth question asked "Where in social media would you like to get information about the games? (Choose or more)". Figure 13 shows that again the Facebook was the most famous channels where the people want to get the information about the games.

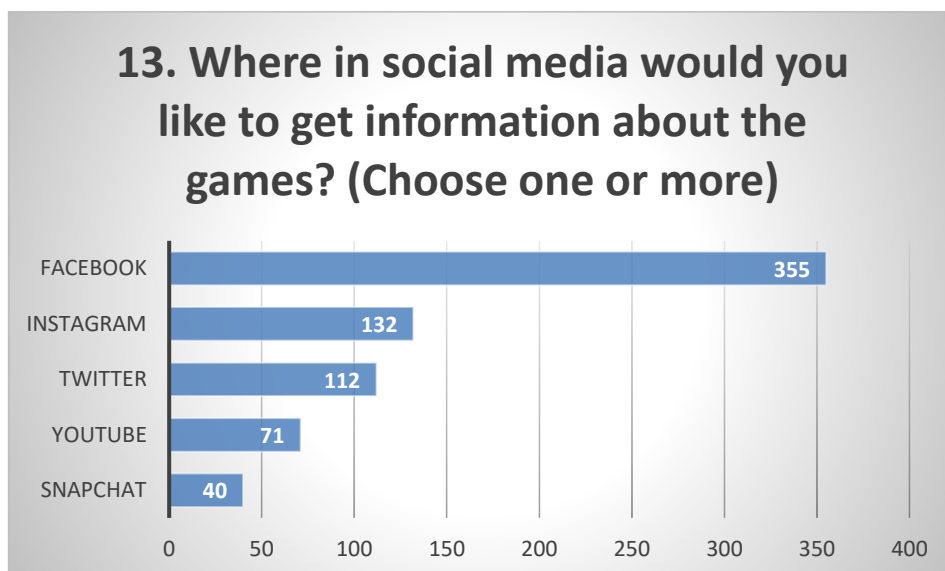


Figure 13. Where in social media channels should spectators get more information

Facebook got 355 votes which can be explained by that most of the answerers are using Facebook. Facebook is still the most famous channel among the respondents. Facebook is also the easiest and clearest channel to follow sport teams.

Second popular was Instagram and Instagram got 132 votes. Twitter is a bit behind with 112 answers.

Least used by the respondents: YouTube with 71 answers and Snapchat with 40 answers.

Fourteenth question: "How often would you like to see FC Haka's updates in social media?" In the figure 14 can be seen that first place was very clear and the second one is also and after that two last options didn't get that much support.

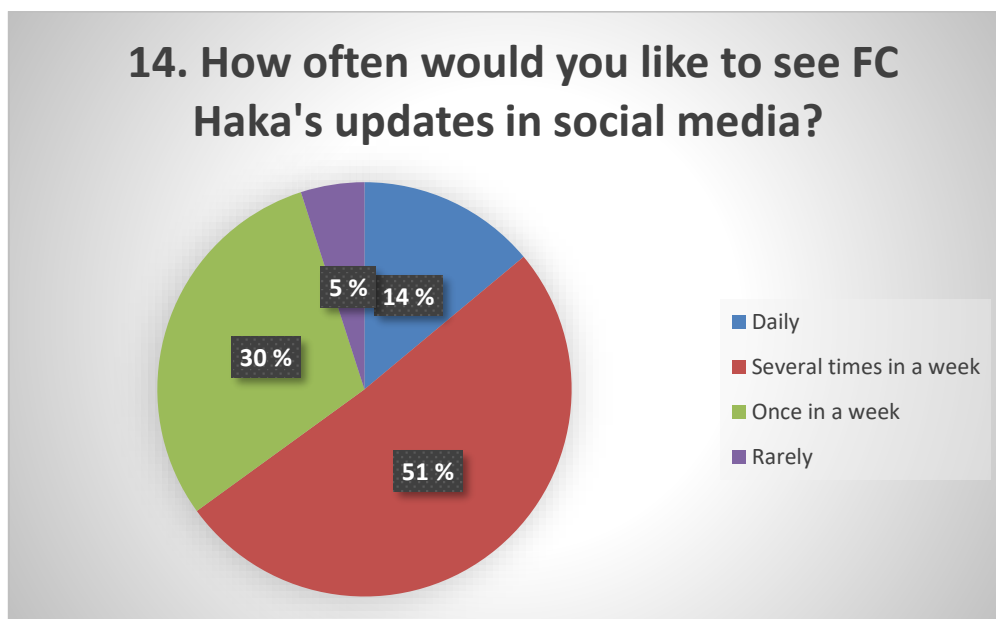


Figure 14. FC Haka social media update time.

Most of the respondents answered that several times in a week is the best tempo to update the social media. More than a 50 percent was answering this.

Second was on once in a week and got 30 percent from the answers. This tells that some of the people are happy when they see their club in the social media only sometimes. Daily got 14 percent.

Rarely got 5% and it tells that those who are not using social media possible answered this because this is not important to them and they got their information somewhere else.

Fifteenth question was "How important is marketing, which comes from social media channels?". Figure 15 shows that every nine out of ten thinks that social media marketing is important. Ten percent thinks that it is not important.

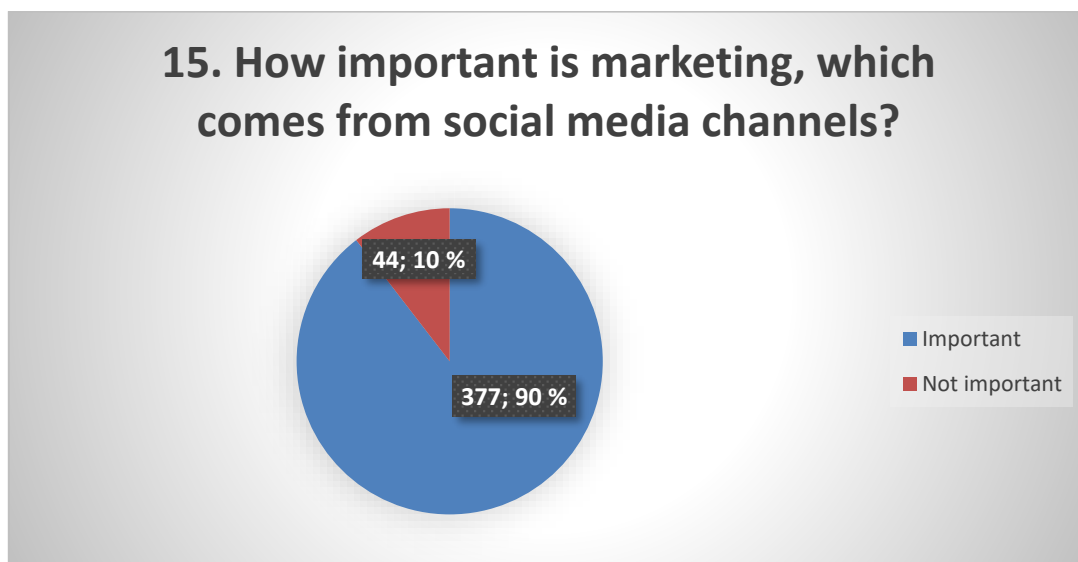


Figure 15. Importance of social media in marketing.

421 respondents answered to this question and it can be seen that very many think that marketing is important. 377 people answered social media marketing is important. Only 44 people said that it is not important.

76 respondents said that they are not following FC Haka at all in social media, but some of those still think that it is important to market in social media.

Question number 16 was like this: "What is the most important thing in addition to the sports, why you come to the games?". 426 people answered to this and in the figure 16 the chart shows how the respondents answered.

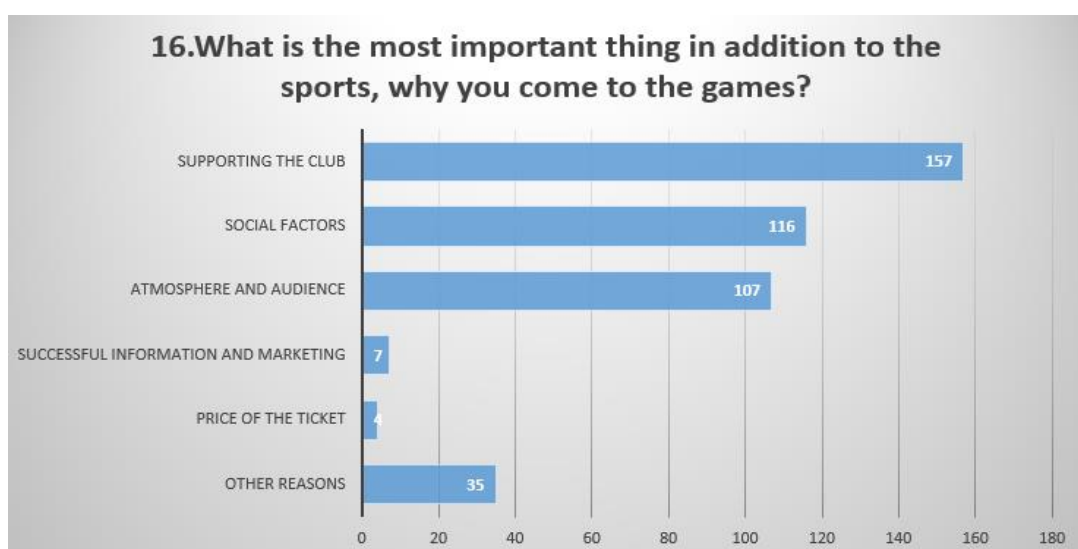


Figure 16. Most important things why people come to the games

In this question three options were with their own hundreds. The highest number of votes was given to option “Supporting the club”. 157 people out of 426 answered that they want support the club. Social factors was second and it got 116 votes. Third option which got quite many votes was “Atmosphere and audience”. This option got 107 votes.

Successful information and marketing –option got only 7 answers and price of the ticket got only 4 votes. Respondents gave 35 other reasons why they are coming to the games. There were different kind of answers for example FC Haka-heart and it is a life style, child’s football enthusiasm, good weather, the players are familiar, watching boys whom the respondent have coached. Few were working in the game, grandchild is playing there, sympathy towards Valkeakoski and two people want to come to see the famous coach.

Question number 17 was “If you don’t watch the games, what is the biggest reason for that?”. There were given seven options to choose and open-ended option where the respondent could answer something else than given options. Figure 17 shows the reason why people won’t come to the games. 314 people answered to this.

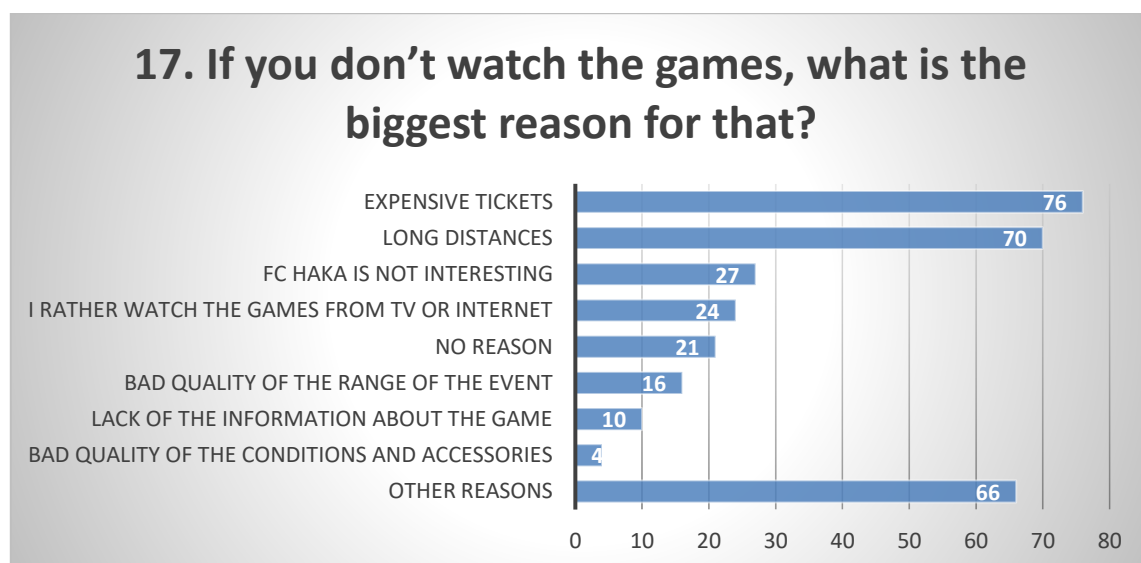


Figure 17. Reasons to why people are not coming to the games.

Two reasons from the given options were most popular. Those two were “Expensive tickets” and “Long distances”. Expensive tickets answered 76 people and long distances answered 70 people.

27 people said that FC Haka is not interesting, 24 watch games rather from TV or internet and 21 said that they don’t have reason.

Last three from the given options were “Bad quality of the range of the event” with 16 votes, “Lack of the information about the game” with 10 votes and “Bad quality of the conditions and accessories” with 4 votes.

People were also given 66 different answers to open-ended option. People answered that they have for example work, other goings-on, small children, they don’t watch football at all, Saturday is bad day to watch games, some said that laziness, husband don’t take with to the games, product (team performance) is not good. Then there were few answers that other sports are more interesting, bad weather, someone said that don’t have any excuses.

18<sup>th</sup> question asked following: “What do you want to see more in the game events?”. This question sorted out how to improve the game event and 406 people answered to this. Six options were given and it can be seen in the figure 18 that what respondents said.

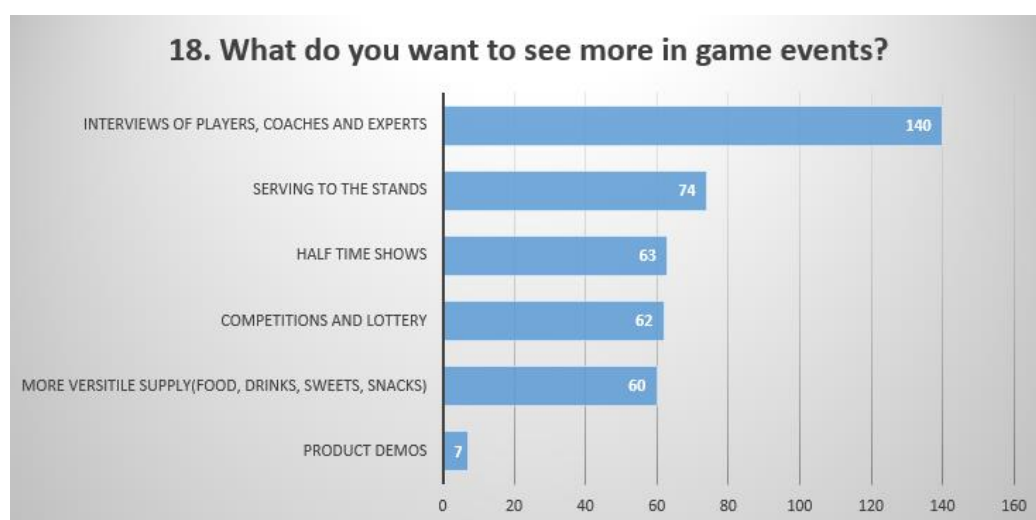


Figure 18. What people want to see more in the game events

Most of the votes got option “Interviews of players, coaches and experts. This option got 140 votes which is more than 34%. Second famous was “Serving to the stands” and it got 74 votes which is 18% from the answers.

“Half time shows” answered 63 people, “Competitions and lottery” answered 62 and “More versatile supply” wanted 60 people. These three were almost at the same level what comes to the respondents opinions. Those all three got around 15% of the votes from the answers. Last was “Product demos” Which got 7 votes and 2% out of all votes.

Last question which was number 19 asked that “Does the team’s success affect that you come to the games?”. Respondents were divided in two groups because there were only two option “Yes” or “No” to answer. Figure 19 down below shows how the respondents answered.



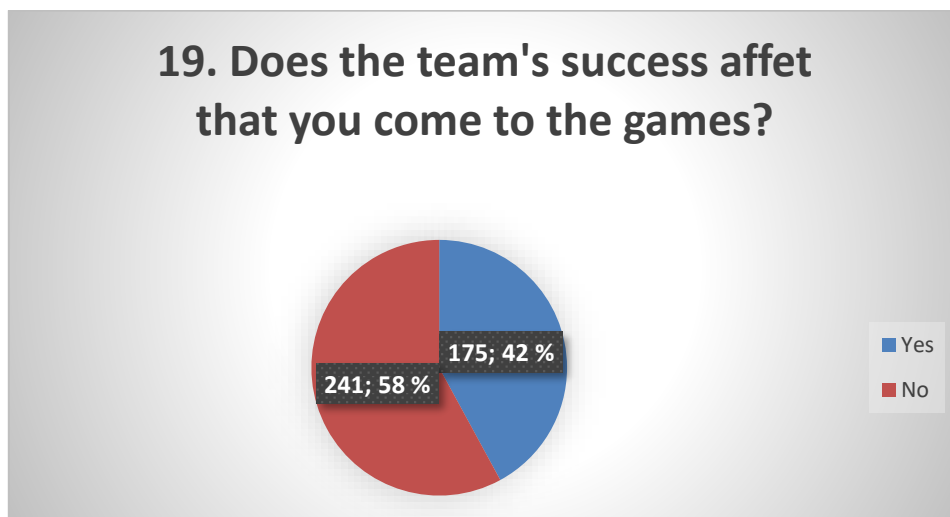


Figure 19. Affect of the team's success

As can be seen in the pie chart in the figure 19, the dispersion is not that big. 42% people said that the team's success doesn't affect their coming to the games. It is 175 out of 426 respondents. "No" answers came 241 which is 58%.

## 5.2 Analysis Conclusion

At this part are dealt with conclusions of the analysis.

Almost two out of three who answered to this questionnaire were men. Men are obviously following more FC Haka than women. Only 35 percent of the respondents were women.

Age question told that many different age classes are following FC Haka because the answers came from every classes which were divided. More than 50 % answers came from the ages between 18-45. And can be assumed that those people are using social media more than older and younger people.

Questionnaire shows that most of the respondents are from Valkeakoski. FC Haka is from Valkeakoski and that is the biggest reason why Valkeakoski got so many votes. Neighboring municipalities were represented quite much also which tells that FC Haka is bigger than only local football team. Also there were few answerers which came from abroad so it tells that FC Haka is also know in foreign countries.

People answered to the question number 4 quite surprisingly. Most of the respondents were watching FC Haka games only 1-2 times per season or

not at all. One main point in this study was to know how much there is potential customers who are not coming to the games. In this question can be seen that almost half of the answerers don't visit the games at all or just few times per year. If there is also counted once in a while –visiting group the amount of those is 261 answerers. This information is valid when starting look how to get more viewers to games and how much there is potential to get new spectators.

There were 96 people who answered that they have the season ticket to the games. 330 said that they don't have the season ticket. So more than 20 percent had the season ticket. That is good percentage. Still need to think how more and more people would buy the season ticket because almost every one of the answerers are FC Haka supporters. People also have bought the tickets, have gotten those for free or got somewhere else for example won from lottery.

Most of the people answered that the tickets to the game were too expensive. Adult's ticket to grandstand cost 18€ and it can be noticed that it is too much for 1<sup>st</sup> division football game. End stand ticket were only 8€ but watching the game from there is not so satisfied than watching it from grandstand. Less than half answered that 18€ is reasonable price. It tells that something has to be done.

People were more satisfied to the prices of the accessories. 82 % said that the accessories were reasonable. This is one big thing which should be kept like it is. People want services during the game and those services need to be at good level.

Respondents have gotten information about the games mostly from the social media channels and FC Haka website. This information is important because in this study is searched the way how to develop social media marketing to get more people to the stands. Newspaper is still quite strong message deliver but social media is the strongest channel. FC Haka has still quite thin marketing organization and that is why it is even more important to use social media channels because it is cheap and easy. Still it has to take account that more than a 250 people answered that they have received information about the games from newspaper and outdoor advertising. Those two are still powerful tools what comes to the marketing. Also 45 people answered that they got information elsewhere which included information from the last game and they find the information from the other web page.

Most powerful social media channel where people are following FC Haka is Facebook. 311 people said that they are following FC Haka there. Very many people are using Facebook so it is important to use Facebook as a marketing tool. Second and third popular social media channels were Instagram which is getting more and more users all the time and microblog Twitter. YouTube and Snapchat got little bit more than 50 votes. Those two

last channels are more and less video oriented social media so it would be good to try get more contents there and lure more followers there. Still need to remember that 76 people doesn't follow FC Haka in any social media.

People want that in FC Haka social media contents News from the club. Player interviews and greetings how it is going. People want to see more players and get to know them better. Videos are also important to the followers. Also people want that club is telling how everything is going and what the club is planning for the future. Competition and lotteries are also those kind of things which people like and the want those in to the social media.

Answerers thinks that there is at least enough information in FC Haka social media platforms. 33% the respondents said that there is too little information and this tells that more information could in the social media. 67% answered that there is sufficiently information. Only one person answered that there is too much information. If there is more information then comes more visibility.

Respondents answered that they want their information in social media from Facebook. 355 people said this and this tells again that Facebook is the strongest social media channel and people are using it the most. Instagram and twitter got also more than 100 votes. Instagram is becoming more and more famous so it explains that why Instagram is the second. YouTube got 71 votes and it would be good to upload videos there more because there is people who want to watch FC Haka's YouTube channel also. Producing content to YouTube is difficult if there is not enough resources which is general in the Finnish football business. The Finnish marketing style is not yet YouTube oriented and that could be one reason why people are not interested to get more information from YouTube

One big thing is how often FC Haka should update their social media channels. Most of the people said that several times in a week. Visibility comes when FC Haka is displayed. Some of the respondents thinks that once in a week is enough but like it is said more is better. People want to see updates quite often but too much is not good. People doesn't want that their social media channels are full of one person's or club's updates. And people are using their social media channels everyday so they want to their club there and news often. Some of the respondents use their social media rarely and that is why it is not so important to them.

90% of the respondents told that the information from the social media is important for the marketing. Only 10% answered that it is not important. Probably those who are not using social media thinks that it is not important to market in social media.

Interesting thing in question 16 were that why people come to the games in addition to the sports. People want support the club the most. FC Haka is local well-known club and people want to keep it like this. This might be biggest thing why people answered this. Also social factors, an atmosphere and an audience are important too. For those who visit the games they come to see their friends and people who are interested same things. Successful information and marketing didn't get that much votes but one reason for that could be that those things are noticed when those are deficient.

Expensive tickets came up again when was asked why people doesn't come to the games. 76 people said that the expensive tickets is reason for not to come to watch the game. This is not surprise because the tickets cost quite a lot and if people are taking their families to the games it is pretty big amount for many, which are spent to one game. Long distances had 70 votes. Those two got more votes and other reasons got evenly votes. It can be assumed that there no that kind of one big reason excluding expensive tickets and long distances. Some of the respondents said that they want to watch the games rather from TV or internet. This might come more usually because the supply is growing all the time.

In the game events respondents want to see more interviews of players, coaches and experts. People can see those in the TV and it makes it advantage for TV. People are feeling that those interviews are included to the sport events and that is why they want see it more in the game events. Serving to the stands got many votes also. Versatile accessories serving brings an experiential experience to the visitors. Half time shows, competitions and lottery got many votes also. This tells that people want more activating happenings during the game. It is not surprising that those response options got so many votes because people come to the games to seek variation to their normal daily rhythm. Product demos are not the starting point why people want to come watching games but those product demos gives more versatile and creates feeling about bigger event.

58% from the respondents answered that team's success is not affecting their feelings to come to watch games. This tells that those who comes to the games wants see their team playing no matter what is happening. 42 % said that success does affect their coming to the games. Finnish people want to see success and they don't support their club if the quality of the game is not what they want.

## 6 RECOMMENDATIONS

In this chapter the author will give recommendations how to make social media marketing better and in that way FC Haka could get more audience

to their games. Recommendations are based on theories which are used in this thesis, findings and results of the research and author's own perceptions.

- Recommendations should also answer to the research question which was: How can FC Haka get more people to attend football games by using social media for their marketing?

## 6.1 Social Media as a Tool for Marketing

Most of the people who answered to the survey said that they are receiving information from either social media or FC Haka webpage. This tells that social media marketing is important it should be the biggest channel where FC Haka is promoting their things.

In the sports marketing social media marketing is very important nowadays. Advertising has come cheaper and using social media it is easy to make tempting ads and get people's attention. Sports marketing is more nowadays entertainment (Alaja, E. 2001, 27). Social media can be entertainer and this should be in the minds of FC Haka social media marketers. 90% of the respondents said that Social media marketing is important. It tells that social media marketing really is important nowadays.

Most of the respondents of the questionnaire were ages between 18 and 55. This age class are using social media more and more and this should take account. They are potential customers and they want see lot of the content in social media because they are heavy users of it.

More than 40% from the respondents of the questionnaire said that they have watch 0-2 games at las season. How to get them to come again to the games? After the game there could be videos and posts concerning the game. People who have been there in the game can see the comments and interviews from the game. Maybe there can be interviews from the audience also. This makes the feeling to the audience that they are also part of the event and part of the club. They have been noticed. Like in the social media marketing theory part is said that find your cheerleaders that the company or organization can give attention and maybe reward them (Coles, L. 2014, 8). This might be good prize for them.

Marketing promotion by using social media is very important also. Targeting the goal and people, then carefully considered actions in social media marketing can promote how to get more audience to the games. (Isohookana, H, 2007, 91)

It is also important to make the image of FC Haka look good. This can be done by organizational communication. Organizational communication's center of gravity is the whole company and its' operations communicating outward to company's different stakeholders. (Isohookana, H. 2007, 190.) This stakeholder can be social media. Creating the awareness of the team is main points in organizational communications. Social media can make FC Haka look better and people are more interested them.

Many people from the respondents of the survey answered that they are from Valkeakoski. People from Valkeakoski are almost automatically following FC Haka but there can be people around Pirkanmaa region who would get interested FC Haka if FC Haka noticed them more. Social media has big tentacles and right marketing trick can find people also outside of Valkeakoski.

Different season ticket selling campaigns can be published in social media channels. For example Rovaniemen Pallo Seura made season ticket selling campaign and they have made very good work with it (Suomifutis.fi). FC Haka could also test how the season ticket selling goes with that kind of campaign and it can be related with social media. These campaigns should do with the fans and supporters. They are the best audience to tell is the campaign good for the fan and how it effects to them.

Ticket prices were too high. Answerers of the questionnaire said that it is too high and one of the biggest reasons why people are not coming to the games were the prices of the tickets. In social media can also market what services the tickets includes and the reasons for the price can be explained there. Then people might understand the price and it is not anymore that kind of big problem. Of course the ticket price can be always lower but some competitions and campaigns can get people more active to come to the games.

People want to see more news from the team, interviews and videos (Figure 11). FC Haka can make more news from the team and those news could be post in video. People want to know more the players and what is going on there in the stadium. Supporters and other audience can see what kind of days the players are have. This interests more people.

It is very important that FC Haka update their social media channels at least several times in a week. Some of the respondents said that once in a day is the good time to update. Still need to remember that the content of the update is good and interesting. There is no use to update the social media channels if the content is useless and no one cares about it.

By listening and following the conversations which are made by followers, FC Haka can see what is interesting between them. There can be found things that is not coming to the updaters mind.

Cheapest way to use social media is when the workers, in this case players and coaches adopt the tools and the dialogues of the company's social media. Players can like and share the FC Haka's posts and this is the way how people know what is happening. Players are doing marketing all the time for the company if they keep this doing. (Agresta, S; Bough, B, B; Miletsky, J,I. 2010, 75)

### **6.1.1 Using Social Media Channels to Attract Audience**

Facebook is the most famous social media channel where the people want to see the information about the club. Marketing in Facebook is the best channel where the audience and potential spectators can see what is happening in the club because most of the people are in Facebook.

Because Facebook is the most famous social media channel, FC Haka could try make some voting for some decision. The voting can be that the supporters can decide what kind of competitions there can be in the match event or the supporters can decide the style of the game jersey, from given option. In Facebook those voting things are very easy to arrange and after the voting has ended the club does what the audience has said. This is the way people think that they are involved to the decisions and they might come to see the thing where they were part of.

Facebook offers organization account possibility. FC Haka has that kind of account and it has more than one administrator. Still the Facebook updating is not on that level where it should be. In the research came up that people are quite satisfied to updating time frame but still there were more than a 30% from the answerers that wanted more updating. FC Haka should keep that in mind and update more. If there is more updates people can like, comment and share more and that is the way how other people who hasn't see the post can interest about the update. So FC Haka should keep at least at the same level but updates could be more. More administrators and more updates. If there is more administrators the load is not heavy to everybody whom are involved to updating.

Facebook content should be more versatile and original. Different kind of videos and posts which are more and less football related. Only sky is the limit in Facebook updating.

People in the questionnaire said that social factors are one of the biggest reasons addition to the sports why they are coming to the games. FC Haka should give more attention to the game events In Facebook and advertise those events more. People see that their friend is coming to the game and then it can courage other people to come to watch the games because there is friends also.

FC Haka has a Twitter account but it has not used so much recently. There is only one updater there and he has no time to update it. It would be good

that there is also many administrators and they split the work load. Twitter is very good channel to post links to game events and to different social media channel posts.

There in Twitter it is also easy to take a part to the conversations and see what people think about the club and recent actions. People like when they get attention and this is the one thing why FC Haka should use more twitter and take part to discussions. People can see and hear quickly what is going on and what FC Haka has to say.

Instagram is one of the most fashionable social media. Posting more photos and making more competitions there can tempt people to follow FC Haka and they might interest to come to the games. Especially young people use this social media and they are future audience if they are not already. It is important to get them to follow FC Haka.

Using different hashtags in Instagram is important also. People can find easily things when they are clicking just one time.

Short player cards could be released in Instagram also. Instagram is good platform for this because the picture is the main point and then there can be short description about the player. This can give more information to the followers and they start following more strictly posts and updates.

FC Haka's Snapchat is not very popular channel yet. This can be one good new way to get people to the games. In Snapchat photos and short videos are the main points. FC Haka should start make original and interesting things there. First it has to get more followers but when the followers start coming it might be a good idea that every player has their turn to use Snapchat and they are updating it sometime. People can follow player's lives and they might get interested to this person and they want to come see their doings in to the games.

With good content there is possible to get thousands and thousands followers to Snapchat. It is not easy but it is worth to try it. Good planning and good posts will give more viewers. And if the content is good those who already follow in Snapchat will tell to other people and they start follow.

YouTube channel of FC Haka is not big. There is few videos about the games and few interviews. People want to see more videos in the FC Haka's social media and what could be better platform to that than YouTube.

Other football teams are already using YouTube as a marketing channel and they have done successful work. Of course it needs some know-how to make good content but it is worth to try to ask if there is interest in to do that among the supporters. Good YouTube channel will give more



chances to get more audience to the games. Nice advertise and luring videos are very good way to get people to the stands.

## 7 CONCLUSION

This thesis was made for Football Club Haka and the main point of this thesis was to sort out how FC Haka could use social media more effectively to reach more spectators to the game events. This subject was chosen with the client because they have faced the fact that people are not coming that much to the games anymore.

Main objectives and goals of this research project was to get more information about the spectators and those people who are not watching football games that much. And also information about their using habits of social media and how they feel about the importance of social media marketing. It was also important to give some recommendations to the client company that they can find new ways to develop their social media marketing and get more audience.

In the part of theoretical framework the author start looking marketing from basic level because it has same outlines than sports marketing. This was good way to start making the research. Sports marketing in social media was the main point but there were some difficulties sometimes to find right perspective to this category because social media marketing in sports is quite new thing. There is not that much information and literature related to this matter. Of course there were valid information but still it was hard to find it. Marketing promotion was used also as one theory. Promotion is the most visible action in the marketing and that is why it was used in this thesis also. Organizational communication was also used in this thesis because it is very important tool to creating the awareness of the company.

Because the social media marketing was the main point it was important to understand different media. In the thesis different media went through and how those effect in the marketing field. Media and media planning was important things and of course media marketing was big part of theoretical framework. Media marketing gave valid information about how to use media in effective way. Traditional media was explained before moving social media because it has been before the main channel for the marketing and it has worked. Social media has learned marketing models from the old fashion channel and developed it suitable for itself. Social media marketing was the main thing in this thesis so it was important to get as much information about it as possible. Different social media channels were explained and how those are working.

It was important to solve how the customers feel about the company FC Haka. It was sorted out by doing survey which was in the internet and also paper form was available in the last game of FC Haka in 2017. So the quantitative research was the best option to do this. Research was quite good success and it exceeded expectations. There were more respondents than the author was thinking and the information which came was very good and valid. There came up in the answers many things which was those things which helped the author to exploit in the recommendation part. Analysis conclusion came after the analysis of the questionnaire. Data was quite nice is to analyze because the questions were quite easy. Of course there were lot to do because there were lot of questions but it was almost mandatory because it was wanted to get much information. Some of the questions might not be that valid for the thesis but it was important to ask also those questions to see the wholeness.

After the analysis part it was turn to give recommendations for FC Haka. Cost-effective and practical development ideas was the most important thing because FC Haka doesn't have that big marketing organization and their budget for marketing is quite low. Good thing in this thesis was that the main point was social media marketing and social media marketing is free or pretty cheap. The author found pretty good ideas for developing the social media marketing without wasting the resources. Developing recommendations were made by using different sports marketing areas and marketing promotion. It was also clear that the recommendations can't be too specific and those ideas can be developed. The club has possibility to modify and develop those ideas.

The thesis was big process because it was important to get lot of information. The thesis answers to the research question and that is the most important thing in this process. Recommendations were wide and there were many of those and the recommendations were good in the author's opinion. Result of this thesis were good.

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**SURVEY FOR FC HAKA'S SPECTATORS**

1. Sukupuoli? Gender? \*

- Mies/Male
- Nainen/Female

2. Ikä? Age? \*

- Alle/Under18
- 18-25
- 26-35
- 36-45
- 46-55
- 56-65
- Yli/Over 65

3. Missä asut? Where do you live? \*

- Valkeakoski
- Tampere
- Hämeenlinna
- Akaa
- Lempäälä
- Pälkäne
- Muu...

4. Kuinka monta kertaa olet käynyt FC Hakan kotiotteluissa kaudella 2017 \*  
(Pelit alkoivat 29.4)? How many times have you been at the home match of  
FC Haka this season 2017(Games started 29.4)?

- 10-13
- 6-9
- 3-5
- 2 tai vähemmän/or less

5. Onko sinulla kausikortti? Do you have the season ticket? \*

Kyllä/Yes

Ei/No

6. Jos sinulla ei ole kausikorttia, oletko ostanut vai saanut lipun muuta kautta? If you don't have the season ticket, have you bought the ticket or did you get the ticket somewhere else?

Ostanut/Bought

Ilmaislippu/free ticket

Muu...

7. Millaisena pidät lippujen hintoja (Pääkatsomo: aikuiset 18€; lapset 7-15, varusmiehet, opiskelijat, työttömät, eläkeläiset 10€. Päätykatsomo: 8€)? What do you think about prices of the tickets (Grandstand: Adults 18€; kids 7-15, conscripts, students, unemployed, retiree 10€. End stand: 8€)? \*

Kallis/Expensive

Sopiva/Reasonable

Edullinen/Cheap

8. Millaisena pidät oheistuotteiden hintoja (fanituotteet, ruoka, juoma, makeiset, snacksit)? What do you think about prices of the accessories (fan products, food, drinks, sweets, snacks)? \*

Kallis/Expensive

Sopiva/Reasonable

Edullinen/Cheap

9. Mistä olet saanut informaation peleistä? Where you have received information about the games? (Valitse yksi tai useampi/Choose one or more) \*

FC Hakan nettisivuilta/ FC Haka website

Sosiaalinen media/Social media

Lehti/Newspaper

Ulkomainonta/Outdoor advertising

Muu...

10. Missä sosiaalisissa medioissa seuraat FC Hakaa? Where on social media you follow FC Haka? (Valitse yksi tai useampi/Choose one or more) \*

- Facebook
- Instagram
- Twitter
- Youtube
- Snapchat
- En missään/None of those

11. Minkälaista sisältöä sosiaalisissa medioissa tarvisi olla? What kind of contents should be in social media? (Valitse yksi tai useampi/Choose one or more) \*

- Haastettuja/Interviews
- Videoita/Videos
- Joukkueen kuulumisia/News from the team
- Seuran kuulumisia/News from the club
- Kilpailuja ja arvontoja/Competitions and lottery
- Yhteistyökumppaneiden esittelyjä/Partners presentations
- Muu...

12. Onko sosiaalisen median tiedotusta riittävästi? Is there enough information in social media? \*

- Liikaa/Too much
- Riittävästi/Sufficiently
- Liian vähän/Too little

13. Mistä sosiaalista medioista haluaisit saada informaatiota otteluista? Where in social media would you like to get information about the games? (Valitse yksi tai useampi/Choose one or more) \*

- Facebook
- Instagram
- Twitter
- Snapchat
- Youtube



14. Kuinka usein haluaisit nähdä FC Hakan päivityksiä sosiaalisessa mediassa?  
How often would you like to see FC Haka's updates in social media?

- Päivittäin/Daily
- Useita kertoja viikossa/Several times in a week
- Kerran viikossa/Once in a week
- Harvemmin/Rarely

15. Kuinka tärkeänä koet sosiaalisen median kanavista tulevan markkinoinnin?  
How important is marketing, which comes from social media channels?

- Tärkeä/important
- Ei tärkeä/Not important

16. Mikä on tärkein tekijä urheilun lisäksi, minkä takia tulet otteluihin? What is the most important thing in addition to the sports, why you come to the games? \*

- Lipun hinta/Price of the ticket
- Tunnelma ja yleisö/Atmosphere and audience
- Seuran tukeminen/Supporting the club
- Sosiaaliset tekijät/Social factors
- Onnistunut tiedottaminen ja markkinointi/Successful information and marketing
- Muu...

17. Jos et käy peleissä niin mikä on isoin syyt siihen? If you don't watch the games, what is the biggest reason for that?

- Fc Haka ei kiinnosta/FC Haka is not interesting
- Kalliit liput/Expensive tickets
- Pitkät välimatkat/Long distances
- Tapahtumasta ei tiedoteta riittävästi/Lack of the information about the event
- Tapahtumatarjonnan huono laatu/Bad quality of the range of the event
- Olosuhteiden ja oheispalveluiden huono laatu/Bad quality of the conditions and accessories
- Seuraan otteluita mielummin TV:sta ja netistä/I rather watch the games from TV or internet
- Muu...

18. Mitä haluaisit nähdä enemmän ottelutapahtumissa? What do you want to see more in game events?

- Väliaikaesityksiä/Half time shows
- Kilpailuja ja arvontoja/Competitions and lottery
- Monipuolisempi tarjonta(ruoka, juoma, makeiset, snacksit)/more versatile supply(food, drinks, sweets, snacks)
- Tarjoilu katsomoon/Serving to the stands
- Tuote-esittelyt/Product demos
- Pelaajien, valmentajien ja asiantuntijoiden haastatteluja/Interviews of players, coaches and experts

19. Vaikuttaako joukkueen menestys otteluissa käymiseesi? Does the team's success affect that you come to the games?

- Kyllä/Yes
- Ei/No