

# **Digital Marketing Plan**

Company Case: Finn-Korkki Oy



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ABSTRACT

Digital Marketing is a trend that has revolutionized marketing, changing it at some levels that were impossible to predict beforehand. The possibilities offered by technological advancements cannot be ignored by the companies inserted in the international markets, therefore. All the channels are valid ways to increase awareness and try to reach, in the most tailored and compelling way, all the possible customers for the company. This is a practical based thesis that has been commissioned by Finn-Korkki, a company that is inserted in the light metal packaging industry. Their aim with this project is to get to know in detail how they can increase their exposure through their website in the Spanish speaking markets and the implementation of a digital marketing plan, which includes the establishment of the most relevant social media channels that could work for the case company.

The theoretical framework of this thesis has been compiled from online resources and literature. It provides a good overview of what digital marketing is, specifically inbound marketing, social media marketing, content marketing. For planning a strategy a SOSTAC digital marketing plan has been selected.

Finally this work presents the development of the strategy including an inbuilt digital marketing plan especially tailored for the needs of Finn-Korkki, and provides the necessary guidelines for the implantation of these channels for a further marketing campaign.

**Keywords** Digital Marketing, Social media marketing and SOSTAC.

**Pages** 64 pages including appendices 65 pages

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### Appendix 1 Strategy Development: Situation Analysis Graphs

# 1 INTRODUCTION

During the last decades, globalization in combination with digitalization has been a difficult reality and most companies in the European scene have had to adapt to survive. This is why, some companies, like Finn-Korkki, have taken into consideration the new options that have come as a consequence of those trends. One of those options was to have considered the possibilities of doing business in faraway markets. To achieve this feat, it has been crucial to adapt the marketing strategy and marketing channels for Finn-Korkki and create awareness and deliver their message to the newly targeted customers.

The manners in which people communicate, get informed, socialize and consume products and services in today's world have changed dramatically, providing the internet with a fundamental role. Access to this service, is extensively broad in the world, people have changed rapidly their consumption behaviours while researchers have long been studying how consumers search for information about products and how useful technology can be to acquire this information. (Van der Heijden, Verhagen & Creemers, 2003.)

From a marketing perspective this channel cannot be discarded without first getting to experience the possible benefits that the Internet can provide to the marketer in charge of the implementation of the company marketing campaigns. According to an Yle report, from 2012 onwards, online advertisement has been growing at rates of 10 percent yearly. Thus, internet advertisement accounts for a fifth of all advertisement bought by Finnish companies. (Yleisradio Oy [Yle], 2014.) Behind this change toward digitalization there are the possibilities to improve customer experience, generate growth in revenue and cost savings in starting operations virtually in any market in the world.

## 1.1 Project

This thesis is a practice-based thesis where the deliverable is a handbook that aims to help the commissioner company to market their products and services through the Internet. It is composed of six chapters, where the first one is an introduction which aims to discuss the methodology, research question and research objectives of the project. The second chapter is a company introduction. The third chapter is a theoretical part, that is extensively treating the Internet as marketing tool, studying the main related theories and different suitable models for this company needs, thus is why also it is included, the main available channels, plus the way how to manage them properly, also it is treated the digital marketing model selected. The fourth chapter of this project is about the development of the digital marketing strategy using the SOSTAC model, which allows to study and analyse the current situation of the company

case and gives the foundations for the design of a strategy and tactics to achieve the desired company objectives. The fifth chapter are the recommendations to the company, regarding of the knowledge achieved through the development of this project. Finally, the sixth chapter is related to the final conclusion, limitations and suggestions for further research on this topic.

Related to the deliverable outcome of the project, which is a digital marketing plan for Finn-Korkki, it has been putted as an appendix.

This digital marketing plan, has as an outcome a practical approach guide with suggestions and ideas for an implementation, after the company management approval in a brief period of time.

This handbook is possible to read with its printable version or with in a digital version.

## 1.2 Research Question, Objectives and Methods

The Thesis objectives are, to deliver an outcome which is a handbook that is going to support and improve Finn-Korkki's marketing presence in the digital environment, opening possibilities to diversify channels where they are present and measure the possibilities given by new platforms. Furthermore, the main aim of this handbook, is to increase the chances for Finn-Korkki to promote their business and make it grow in Spanish speaking countries and other territories worldwide. Therefore, is why the research question is. How Finn-Korkki can improve its current digital marketing efforts, with an emphasis on the Spanish speaking markets?

The main objectives of this process have been discussed with the case company and it has been commissioned. Therefore Finn-Korkki expects:

- i. A company background research to find out what is their actual situation in the desired markets, this is achieved through meetings, emails and primary data collection from the company.
- ii. Research of the digital marketing theories and the digital marketing strategies available to provide the right framework which will sustain the digital marketing plan specially designed for Finn-Korkki.
- iii. Digital marketing plan development
- iv. A Conclusion and reflections from the project and evaluations of the entire process.

The methods utilized varies and differs depending on the stage of the process. In the first part of the process, which is the one that provides the company background and situation, is utilized personal meeting with the management of the company, personal emails and primary data collection from the CRM software of the company or digital platforms that the writer has been given access for this project. The Theoretical framework is achieved through personal study of existing bibliography and at the same time analysis of study case. The development of the digital marketing plan has been achieved through unstructured interviews during the plus 5

months of internship at the case company, therefore also it is included the observation of practises and situation which allows to develop the digital marketing plan.

The evaluation of the concluded with this project is achieved using the feedback of the company and supervisor.

Task	Back ground research of the company	Digital marketing research	Digital marketing strategy development	Actual digital marketing plan establishment	Evaluation
Method	Informal discussion, meeting, emails	Study	Study implementation, research of company data and documents	Observation, cases study	Feedback from thesis supervisor and company feedback
Outcome	general lines of theoretical framework, deep understanding of situation and goals	Theoretical framework and marketing channels	theoretical framework and digital marketing strategy	Digital marketing plan handbook	Suggestion and corrections to the project
Final Objective	Digital Marketing Plan for Finn-Korkki				

Table 1. Illustrates the process, methodology and outcomes to achieve the final objectives of this thesis project.

## 2 INTRODUCTION, COMPANY CASE

The company case for this thesis is Finn-Korkki Oy, which was founded in 1979 in the city of Hämeenlinna, southern Finland. In the early years of this company it was a subsidiary of the Oy Wicanders Ab. Finn-Korkki was developed to produce crown corks and the newly developed Maxi Cap closures, which after later developments evolved to what today is known as Ring Crown cap.

After 30 years of existence, this company has developed another line of products and its complementary services, which allows them to be a relevant global player in the market of bottle closures. (Finn-Korkki Oy [Finn-Korkki], Nd).

Their main expertise is in manufacturing Ring pull caps, which is an extremely easy to open bottle cap - without the need of a bottle opener- and its related technology that makes it work. Their search for innovation and the search of other possible markets, took them to cooperate in the development in the early 2000's of the sophisticated bottle cap of Absolut Vodka, a spirit drink well known for its modern design packaging.



Finn-Korkki is a medium size enterprise, which currently employs 33 workers, and sometimes they also count with an intern. The level of demand for their product is seasonal, the spring and summer seasons being the busiest ones. Subsequently, the autumn and winter are the seasons where the demand for their products tends to decrease considerably. The case company has to some extent digital knowledge and an online presence and after more than four years without experiencing any major changes to their strategies, they have decided to update their website during the last semester of 2017, in the continuous pursuit to offer a friendlier user experience to their customers and prospects. (Jeynes, 2018.)

Their aim is to scale up their involvement with the available digital technologies and to raise more awareness in different markets, as well they are opened to discuss the new platforms like the use of social media and the optimization of their ongoing platforms such as website and Internet search engine into other languages, complementing what they do until now. In addition, they have seen the trend experienced worldwide the last decade, in the emergence of the so called “craft breweries”. This movement is especially strong in the geographical areas of south America, which are in a constant search for distinctive elements that can provide added value to their products from the point of view of the packaging. An example of this is, Finn-Korkki’s ring pull caps, which open a whole new business possibility for the commissioning company to balance accordingly the demand of their products throughout the year, counteracting the effects of the seasonal character of the demand.

### **3 THEORETICAL FRAMEWORK, DIGITAL MARKETING**

Digital marketing is an upwards trend in the marketing sphere which it was not even recognized by classic marketing books 20 years ago. The importance of the digital marketing it lies on the fact that today the information can be digitalized and consequently it can be measured.

Digital marketing it has its basis in what its called “direct marketing” which requires a customer database which is tracked by the marketers. Allowing them, to understand what, how and when was the customer response.

In the mid-nineties the utilization of this databases originated the term of interactive marketing which explained the changes in how marketing was perceived. Marketing was not anymore one-way side communication, now it has become a two ways communication where the use of the databases allows the marketers to address the customer needs correspondingly. (Deighton, 1996.)

The terms used by marketers to name what is digital marketing today, it has evolved during the last two decades, the figure 1 it shows how it has developed the term of digital marketing through the time.

Digital marketing englobes the terms and meanings throughout time of internet marketing and interactive marketing. This is why, Digital

marketing is defined as using any digital technology to facilitate the marketing process with the end goal of facilitating customer interaction and engagement.

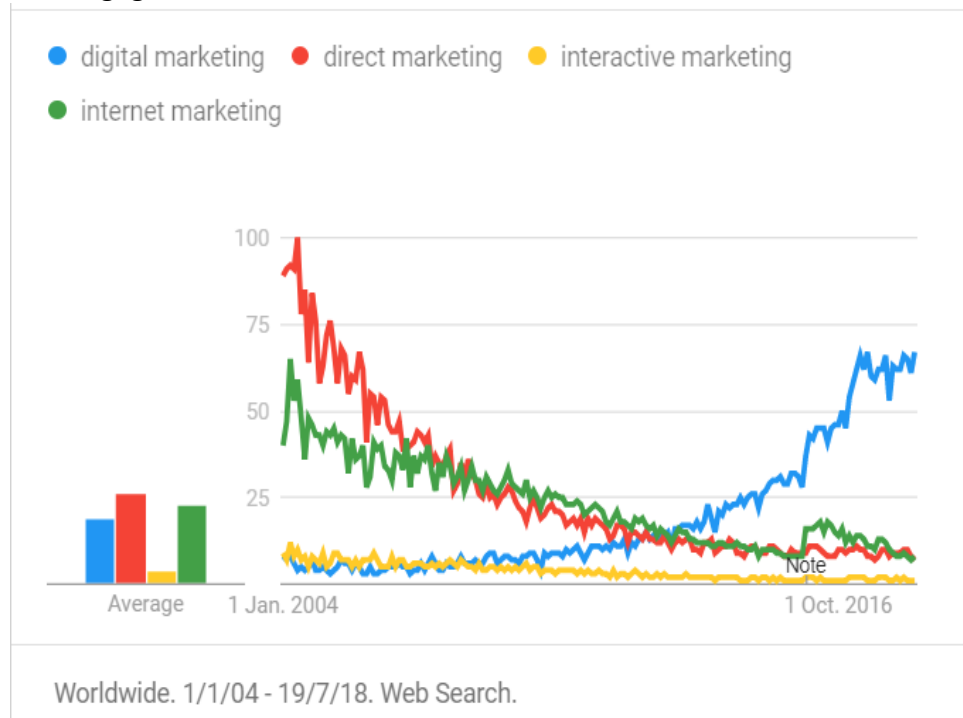


Figure 1. It shows the progression through time, over the use of terms referring of what is mainly known as today digital marketing. (Google Trends, 2017)

Digital marketing includes the key feature to facilitate the interactive communication with the company customers, using electronic channels like e-mails, e-newsletters and mobile applications. Some of the techniques of digital marketing are social, mobile, analytics and E-commerce, the tools used by digital marketing relies on the technology provided by internet, some of these tools can be search engine marketing, social media and customer databases.

Inbound marketing, and not outbound marketing, Why?

According to the case company management, the utilization of inbound marketing techniques has provided them a good customer base and attracted quality prospects throughout the time of utilization, thus when the channels has been optimized, it does not require so much of periodical attention as an outbound marketing campaign it would require.

To see the general differences between, an inbound and outbound marketing techniques, check the table number two. In general lines, the crucial difference it lies on the form of how to interact with the targeted audience, in the inbound the main ideal is to attract them towards your channel to makes them act in a certain form that the marketer intends to and the outbound push the message toward a big pool of receivers, which is a larger, less refined and filtered audience. This is why, as a expressed request of the case company, in this text is extensively treated the inbound marketing techniques.

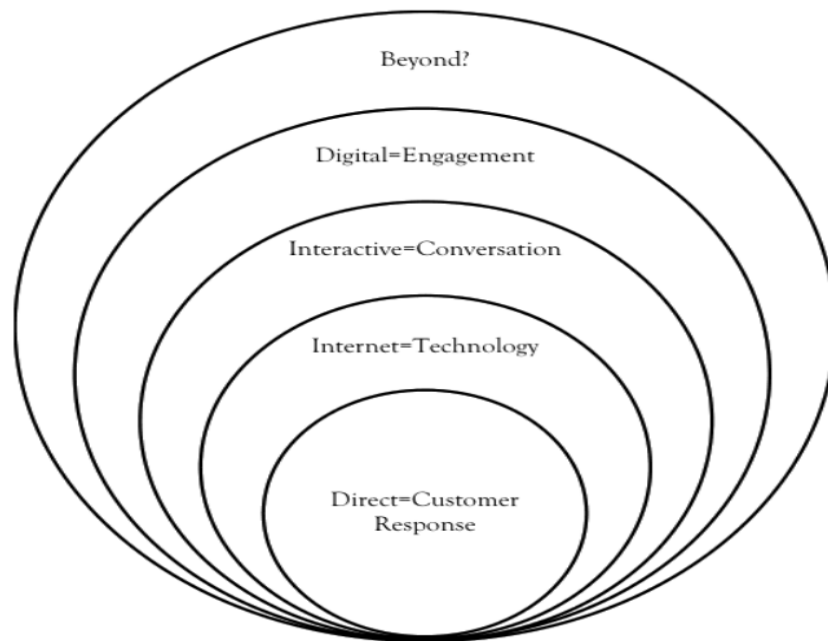


Figure 2. It shows the evolution of the marketing terminology from direct communication to engagement (Zahay 2015, 6).

### 3.1 Inbound Marketing

It is one of the main aspects of the digital marketing, which can be described as a form of marketing where the targeting of the desired audience is a key factor, the message delivered by the company must be of a high quality to attract strangers into the company's digital marketing materials. (Patruti-Beltes, 2016, 61-68.)

The methodology of the inbound marketing is to attract strangers and convert them into customers and if the commercial relation is successful based on a service of excellence, it is likely that these customers will convert themselves into promoters of the business.

This type of marketing differs from traditional marketing in the form and the way the message is delivered to the correspondent. What classifies the digital inbound marketing is the interactivity and engagement which fosters valuable relationships. (Opreana & Vinerean, 2015, 30.)

	Inbound Marketing	Traditional Marketing or outbound marketing
Basis	Organic	Interruption
Aims	Creation of long-lasting relationships by reaching and converting qualified consumers	Increase sales
Target	Interested prospects	Large audiences

Tactics	Blogs, e-books, videos, search engine optimization tactics, webinars, feeds, social media	Printed ads, television ads, outdoors ads. cold calling, trade shows, email lists
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Table 2. Illustrates the differences between traditional marketing and digital inbound marketing.

During the phase of inbound marketing there is at least four recognizable phases which are illustrated in the figure number 3, those phases are: Attract, convert, close and delight.

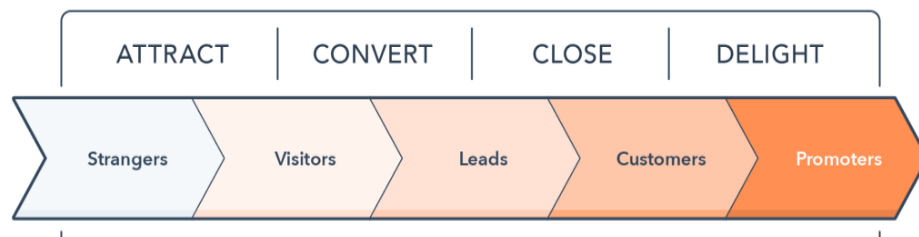


Figure 3. It illustrates the four phases of the inbound marketing strategy, which is closely related with the sales funnel model. (HubSpot, 2018.)

### 3.1.1 Attract:

It is the first phase of the inbound marketing techniques, what is aimed is not just to attract whoever might be surfing the web, the key point is to attract the right prospects that might have some level of interest on services or products offered by the customer. Therefore, this prospects to be attracted it fundamental to count with the right content at the visible in the right schedule.

According to Hallingan & Shah (2014, 110) is crucial to have compelling material that makes the strangers feels that they are into the right place, to achieve this is crucial for the company to be present in related industry blogs where is written entries, regarding the company's products.

Social media is a big support of the activities of inbound marketing, because allows the company to share valuable information, humanization of the company brand and in a final stage engage with these prospect customers.

Finally, another crucial step is to select the adequate content strategy to be found by the visitors when they are searching for related products or services which may be offered by the company, thus visibility when and where they look up for information is a key factor to succeed. Therefore, the webpage needs to be design accordingly to motivate the visitor to do a desirable action such as filling a form, the visitor must feel the call to action valuable to give up to the company

some relevant information like, email address, names, phone number. (Halligan, B., & Shah, 2014,114.)

### 3.1.2 Convert:

Once those visitors of the company website are surfing around the landing page is important to convert them into leads, the way to achieve this is to open up a conversation with these visitors where the company provides relevant and detailed information to the prospect customers.

Filling forms on the landing website, is an effective way open up a communication channel with a prospect customer due to submission of the contact information of these prospects. Meetings can be necessary to support the prospect customer in his or her decision-making process, this step also generates more trust from the prospect towards the company. It also recommended by experts in the field, to count with a live online chat directly with the sales team because when the prospects are more engaged by the content it is likely that would like to connect with someone in the company that can solve in the act the doubts and enquires that it might come.

As a support of the tools explained above, it is important to count with a customer relationship management to uniform the database and count with a tracking system of the interactions, that will allow in the future an optimization of the interaction with the ultimate goal of attract and treat the leads as efficiently as possible. (HubSpot, 2018.)

### 3.1.3 Close:

This is phase where is time to convert leads into customers, it sounds easy but in practice not all the leads have the same quality, some inbound leads can be close and converted into paying customers as fast as in 15 minutes, but in the case of business to business field, to close a lead it is not as fast as in business to customer and actually it can take to the sales team as much as 6 months, due to the longer sales cycle.(Halligan, B., & Shah, 2014,125.)

To support the prospect customer in this stage is crucial to spent time replying emails. This action, it should not be considered as a waste of time and resources, unlike this, it should be considered as valuable action where the communication it should be kept focused on useful and relevant content, to achieve the goal of setting up a trustworthy and durable relationship with the prospect. Nevertheless, a system to grade the and give a score to the leads it should be implemented to make sure that the sales team prioritize their time in the most valuables ones.

### 3.1.4 Delight:

This ultimate inbound marketing phase requires to possess a service of excellence to be able to provide to the company's customers an unforgettable buying experience. If this is achieved by the company with its strategy, it is very likely that those customers are going to return and buy more of the products or/and services offered by the enterprise, in the circumstance that this happens these satisfied customers are going to refer your company to their friends and business connections and those referrals in a last stance they will become a superior quality future leads to the business.

## 3.2 Content Marketing

Content marketing is a marketing approach which it focuses on the creation and distribution of relevant content to attract, gain and maintain certain targeted audiences. This content creation process is expected to result into a profitable action from the client to the business which is displaying the content. (Opreana and Vinerean, 2015, 31.)

The content plays a key role in the inbound marketing strategy, making use of the content created by the marketing team, the organization can attract potential customer and keep the actual ones- therefore, in the process of creating the material it is needed to be clear that the content must be something that the prospects will consider valuable and it will support them in their buying process, providing them with enough information for closing a purchase.



Figure 4. Illustrates the process how the content should be thought when created, taking into consideration the customer buying process (HubSpot, 2018)

Content marketing comes in various forms such as videos, text, images, blogs, eBooks, infographics, interactive content and so on. Regardless of

the marketing tactics, content marketing will always be an important part of any phase of the process. (Content Marketing Institute, 2018.)

For example: Search engine gives priority to the businesses that use a consistent content and publish quality material, this means that their advertisement is going to be favoured by the algorithm resulting in showing in the firsts positions of the search results.

Pay per click and inbound marketing are other examples of the stated above, to achieve good return of investments it is crucial to count with a great content backing the advertisement campaign, to complete the ultimate goal of driving inbound traffic and eventually sales leads.

### 3.2.1 Website

The website is crucial to succeed in the digital world for the companies, and it's a key factor to achieve the digital marketing strategy proposed by the management of the organization.

Why does it work like that?

Is it of such importance due that all the other marketing materials are directing guests to the organization website, where it generates conversions. Therefore, is it of a high importance to pay attention to the design elements that makes problem-free to navigate and find the pertinent information required by the guest to fill in a form and initiates the contact with the right person within the sales department. (Digital Marketing Institute 2017.)

To boost and improve the effectivity of the website, it is a must to adapt good search engine optimization practises such as:

- a) Count with an easy back-end user management software
- b) Key words in the metadata of the website for optimization of organic results in web searches like Google, Bing or others like Yandex search.

The technical aesthetic features of an organization website are important to guide the guest across the information and offer a remarkable user experience. That is why, the designer of this digital marketing element needs to closely work with the marketer, who must provide him with crucial information such as which is the type of guest that most likely will be visiting the company website and optimize it accordingly. By optimization is understood the proper functionality and easy navigation to direct them to make a desired action like submitting a form or an enquire. Furthermore, the language and imagery need to be appropriated to the colours and image that the brand or organization expresses to the customers to strengthen the credibility of what is offered in the website.

In the figure 5 is it shows the key elements to take care at the moment of designing a website, which is intended to provide a seamless user experience.

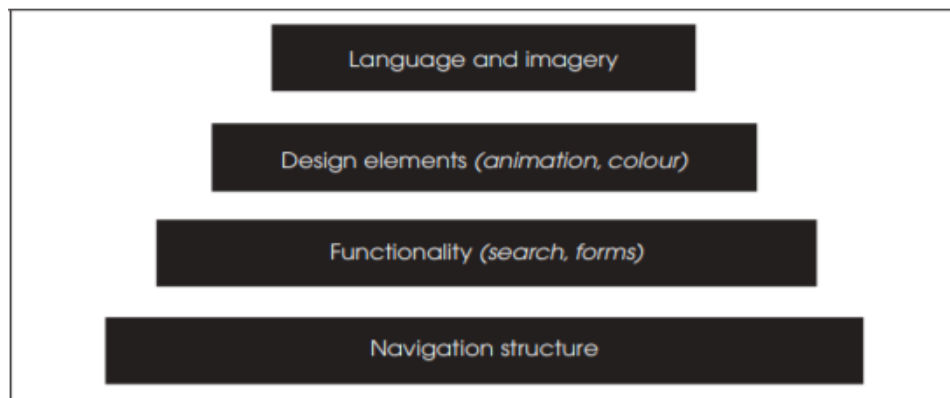


Figure 5. Illustrates the factors of success that affects a website, being the most important success factor located in base of the pyramid (Stroud 2005)

### 3.3 Email Marketing

The email marketing plays a fundamental role in marketing activities, especially in the business to business field where most of the marketers relies on email marketing as their main channel of their strategies. email marketing is associated with good return on investment, making it one of the most cost effective methods to reach prospects customers or the company customer base, its highly customizable approach and its easiness to track its effectiveness it is unique. (Dawe 2015).

To achieve great response to the marketing emails it is necessary to focus on some important points like:

- A) Develop the buying persona: is it required to develop profiles of the buyers of products or services of the company, this means to know as much as possible the prospects, in order to foster a knowledge sharing relationship which creates differentiation from the competitors.
- B) Adapt the email content: the email received by the prospect need to change accordingly to what they found interesting, this something that generate engagement of the recipient of the email. According to Jay baer who is the founder of convince and convert dot com, 21 percent of the email recipients reports the emails as spam and therefore they are not opened.
- C) Segment and targeting: targeting the emails demographics play a fundamental role, according with a study carried out by all business.com proper targeting of marketing emails it can improve opening rates up to 39 percent. (Fagella 2014.)

#### 3.3.1 Newsletters

An email newsletter contains content which is delivered in a form of an email to a list of subscribers on a regular basis, without any cost to them. The motive behind this form of email is to generate direct sales or produce



indirect benefits for the remittent organization. (Yudkin & Gutzman 2002,13.)

This type of emails tends to keep the sales leads warm until they are ready to take some action, like buying. At the same time, can establish the company brand as a leader or at least to gain some authority at the market, this is possible if it included inside the newsletter email some exclusive offer or something that captivates the attention of the receiver, as consequence this offers may boost direct sales and inspire the referencing through mouth to mouth.

According to click media, one of the most notable features of the newsletter emails is that allows the organization to keep in contact with its customers, the proactivity in this task is crucial to maintain the customer and prospect customers tuned to the news generated by the company. (Click Media 2014.)

### 3.4 Social Media Marketing

Social Media has profoundly changed the method utilized by people to interact to each other, furthermore it has also changed the relationship between companies and its customers, allowing them to enjoy from the real time communication generated by this digital mean. Social media key changing role is the fact that its use allows to amplify the impact of the content created by the organization. The business can build its brand image strongly enough through these channels to obtain more business opportunities which could derive into more sales (Tikkanen, Hietanen, Henttonen & Rokka 2009, 1357.)

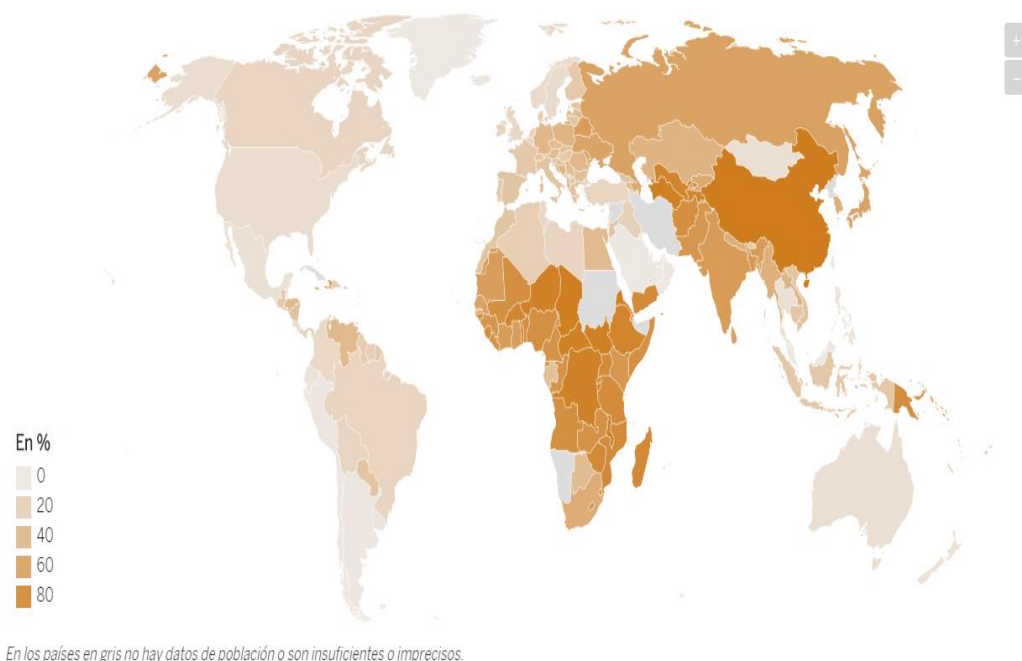
#### 3.4.1 Social Media platforms

Social media platforms are used by most of individuals that have access to a device with internet from one way or another. In the so called "western countries" the largest social media platforms are Facebook, WhatsApp, Twitter, Instagram, Snapchat, YouTube, LinkedIn and Google. (Alexa 2018) In this section it will be reviewed the most popular platforms and at the same time the ones that gives more value to the topic and reach of this report.

##### a) Facebook:

Is the largest by number of active users, the year 2017 it had registered more than 2 billion of users around the globe and 1.3 billion represent the total amount of active ones. This report is focusing to establish an English campaign worldwide in this channel and its numbers worldwide, and it is of interest of the case company because the figures of this social media channel are quite interesting, see figure 6 below. It has been recently analysed the penetration of Facebook among different territories and it has been showed that most of the individuals

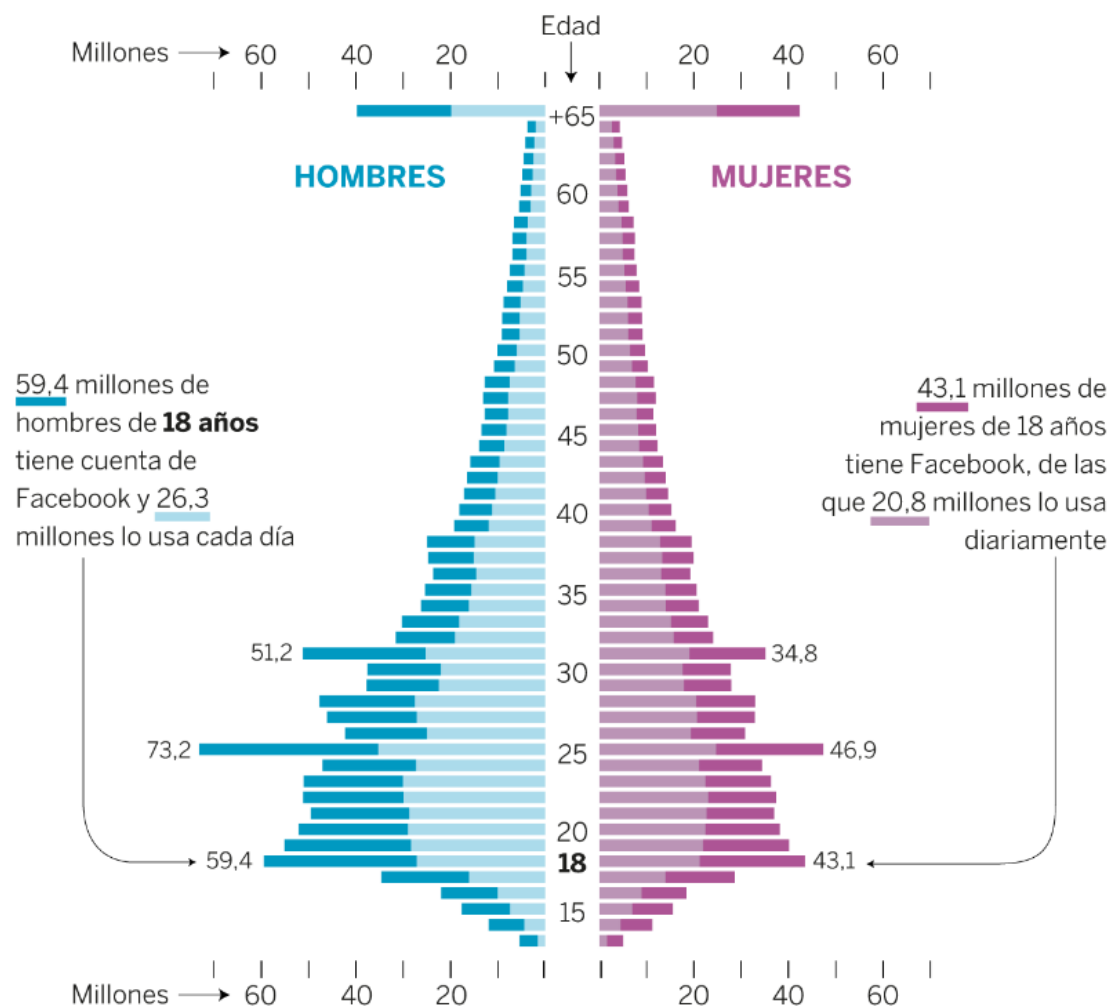
that are 13 years old and over, have signed up to Facebook. (EL País 2018)



Fuente: 'A large-scale analysis of Facebook's user-base...', de Yonas M. Kassa, R. Cuevas y Á. Cuevas. DAVID ALAMEDA

Figure 6. It shows the possibilities of growth for Facebook, where the clear colours indicate higher overall rate of users over 13 years old which possess a Facebook account, meanwhile the darker areas are the territories, where Facebook penetration is less over those countries populations (El País 2018)

The users of Facebook, ranges from all ages, seduced by the large amount of services that Facebook can offer them, see figure below. And seems to be that the “health” of the social network is quite optimal, meaning that at least half of the users that count with a Facebook account, checks it periodically. This in combination of the distribution of age of the Facebook users is of a high importance for the case company, which expect to reach large and diverse audience, such as Facebook can provide.



Fuente: 'A large-scale analysis of Facebook's user-base...', de Yonas M. Kassa, R. Cuevas y Á. Cuevas. D. ALAMEDA

Figure 7. Distribution of Facebook users by age. (El País 2018)

Since Facebook started, it has mutated from its initial focus that was to connect all friends from the university. At this moment it offers to the user the possibility of get information, share media, comment, update status, messaging, tagging, live broadcast, games and so on.

It because this polyfunctionality that users experiences from this social platform, that is expected to continue in the mid-long-term period of time, as one of the most important digital places to socialize, self-express and entertain. (Kircaburun, Alhabash, Tosuntas & Griffiths 2018.)

Facebook allows the companies to humanize themselves, this translated to words, it means that it allows to show a more human aspect to consumers and pretty much everyone that observes the company trough social media.

b) Instagram:

This social media platform it has more than 800 million of active users according to their published information. (Instagram 2018) the

popularity of this platform has experienced a fast pace growth since 2015, fuelled by the special popularity among teenager, and young adults. The platform allows the user to upload pictures with the possibility to add a digital filter which modify the pictures it has also included in the recent years the function of create a story, it can be a small video of no longer than 20 seconds or a picture which are valid and shown to other users for a window of time of 24 hours. At the same time of the stories features, it has also developed the ability to share with the followers of the account, a live video session, where other users can be part of that if they request to the administrator of the account. (Kircaburun, Alhabash, Tosuntas & Griffiths 2018)

c) YouTube

It is the second most visited website of on the internet and the first one when it is related to videos according to (Alexa 2018). It is considered to be a video but also social media platform due to the interaction ability in form of comments, rates (like or dislike), share and uploads offered to its users.

The videos topic widely ranges in this platform, it is possible to find almost all what the internet users would like to watch, some of the most common videos are related to self-promotion and self-broadcast giving the possibility to the user of the platform to participate in an active manner as publishers or passive as viewers. (Kircaburun, Alhabash, Tosuntas & Griffiths 2018)

d) LinkedIn:

Is a Social media network, created in 2003 aimed to connect the business world and create a network of professional connections, it is envisioned that the users to provide some relevant professional information background in theirs profiles such as areas of expertise and group and organizations that they belong to. Moreover, of the feature to connect professionals, it is also recognized the support from connections when it comes to business problems that are difficult to resolve where regarding expertise of the user network, it might help to get precious answers. Reportedly has helped users to find job offers tailored to their LinkedIn profile specifications and finally for companies is a gateway to hire new members to the organization, having the possibility to validate in the act their expertise for the position. (Business news daily 2012)

### 3.4.2 Advantages of Using Social Media Marketing

It is because of the nature of these digital channels, which has allowed that the communications and interactions can happen in real time, this feature has been associated to the speed that the organization can give and receive information from its customers and the possibility to act faster than ever before.

The fast and effective communication which its allowed by social media platforms, has created a new form of consumer socialization which the business to business sector is already taking its advantages, for example, making it look and feel to their customers that the company is close to them in the channels where digitally talking, the individuals spent most of their internet usage time. Is this why, that in its ultimate stage affects the consumer decision making process, converting the social media marketing an interesting cost-effective tool for supporting the customer during this process.

Social media marketing efforts brings more traffic to the website, according to a Shareholic social media traffic report, which it has taken into consideration the most visited social media networks such as Facebook, Pinterest, Twitter, Reddit, Google plus, LinkedIn and YouTube. It can provide as much as 32 percent of website visitors referrals. (SVM E-marketing solutions 2018.)

It has been proven by a survey carried by social media marketing report where the results shown in picture six. It clearly supports the idea that marketers perceived a higher level of exposure and of their content and increased web site traffic due to the marketing made through social media channels.

Social media can also be utilized as an extension of the customer service and support for example in the creation of an online community that enables the customers to help other customers sharing their experiences or also allowing many employees to be the face of the firm and not just a few within the customer service department. Therefore, is that the social media marketing biggest benefit is to happily surprise the customer in a positive manner, exceeding their expectations and at the same time delight them, which it will convert those customers into great referrals of the company. (Smith, Wollan & Zhou 2011, 146.)

## Benefits of social media marketing

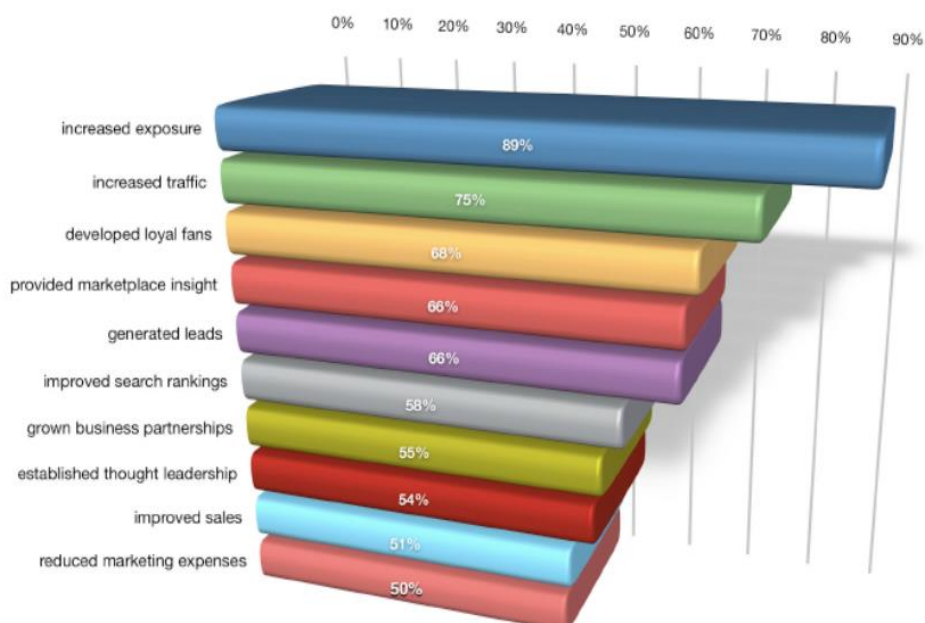


Figure 8. Benefits perceived by marketers from the implementation of social media. (Stelzner, 2017.)

### 3.4.3 Disadvantages or Associated Risks in Social Media Marketing

Implementing social media marketing is not always clear enough for the recipient of the information. With the utilization of influencers or brand ambassadors, sometimes it can result into a misunderstanding from the customer point of view, confusing the customer where ends the content of the influencers or where it has been paid by a company to promote its products or services.

Some countries in the European Union and also in the United States are legally regulating these advertisement practises, forcing the announcer to clearly specify if it's a paid testimonial or not, all these customer protection measures go in the direction to remove the fake ads and testimonials present around many social media channels, making them impossible to interfere in the customer buying process. (Smith et al. 2011, 176.)

### 3.4.4 Return in Investment (ROI)

The return in investment is fundamental because it depends on this indicator if the marketing strategy fails or it does not. For some business to business companies is sometimes difficult to track the competitor's activities, like what they are doing digitally to promote themselves. This occurs as a consequence that in the business to business field, the advertisement or any digital promotion is strategically targeted to the right audience, being difficult to compare and analyse if the company's digital activities goes on the right track or not.

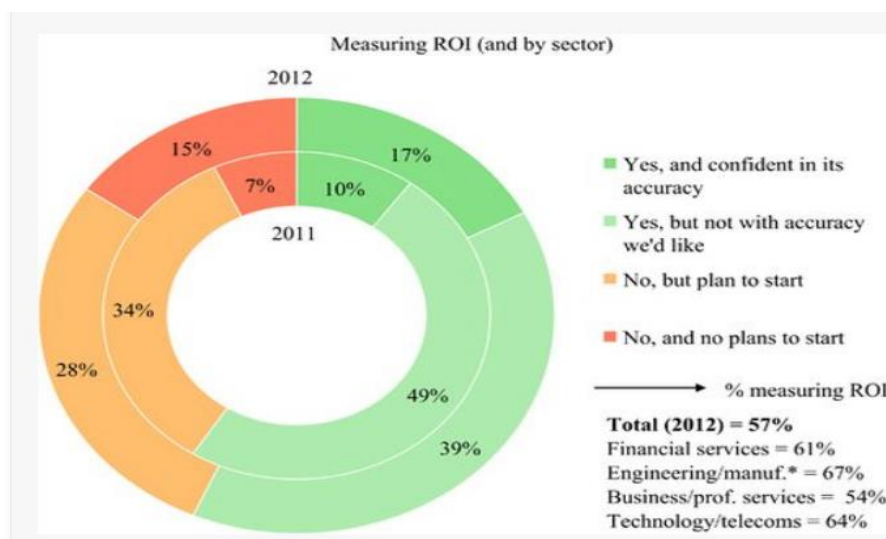


Figure 9. Measuring the Return on Investment (Brosan 2012, 155)

The measurement of the return on investment is challenging, according to a survey from Omobono marketing agency, see figure number six. It is visible that in 2012, 56 percent of the respondents check the return on investment but only a 17 percent of the overall were sure of their measurements. Meanwhile, from the other 44 percent of the survey respondents did not track at all this metric, 28 percent are planning to start measuring it. These figures just show that the perceived effectiveness in that measure are important for marketers, but clearly that effectiveness in the measure, was not enough for a significant amount of the respondents. The same study in a different image (see image 7) it proves that the marketing budget allocation does not match with the perceived effectiveness of the digital marketing activities, one of activities with less resources allocated but with one of the highest perceptions levels of the effectiveness is social media.

As it is illustrated by the figure eight, online videos are also perceived as highly effective by marketers.



Figure 10. Challenges in effectiveness perception versus budget allocation (Brosan 2012, 156)

### 3.5 Internet Search Marketing

Internet search marketing has been gaining importance since the decade of 1990's, when internet users tended to search for the prices of the new products released to the market or daily life questions in web searchers such as Altavista or Infoseek.

Internet search marketing is not more than the search engine friendliness website design plus the right selection of crucial keywords to rank in the

first positions of a related web search. In the early days, this was not difficult to achieve because the algorithm design to show relevant results was not so complex as it is today.

Many companies have been outsourcing to experts in search engine optimization or SEO the task to achieve the goal of being visible in the first positions, thus expert marketers must create a comprehensive website, which inspires credibility to the algorithm to be shown in the prime top 10 web results. (Jones & Boynkin 2013, xx.)

### 3.5.1 Search Engine Optimization or SEO

Search engine optimization or also abbreviated as SEO, is a process of setting up a website which is intended to organically rank high in web searches engines such as Yahoo, Bing, Yandex or Google, making use of the appropriate key terms which helps to narrow down the search and become visible to the web user. (Jones & Boynkin 2013, xx.)

The effective keyword is crucial to achieve success, some of the keywords are easy to rank high in the search, other are harder or almost impossible to rank due that it is a term too general or it could also become too narrow. If it is too general or broad term, it means that the search result is going to be highly competitive. In contrast, if the term is more specific to what actually the company offers as a product or service and the key word includes 2 or 3 terms, it is going to be less competitive and therefore it should be where the efforts of keyword generation must be focused. (Jones & Boynkin 2013, xxii.)

### 3.5.2 Search Engine Marketing Pay-per-Click or PPC

Search engine optimization as it is treated in the point below, it helps to rank organically a website on the top ranked web search. In opposition to the SEO, a campaign that includes pay per click is based on the competition with other advertisers to be shown first in the sponsors results section. The difference between SEO and PPC is that diverges from the action that when someone makes a click in your organically listed website, this does not have any economic cost to the organization. In contrast if someone would make click in your pay-per-click listed website, it is going to have an economic cost. (Jones & Boynkin 2013, xxviii.)

Pay-per-click it should be an activity that should be continuously performed and optimized by the marketer, regardless of the web search optimization or not. Remarketed studies have shown that having both, sponsored ranked website and organic high ranked website, it supports the credibility of the organization's content and therefore the website traffic it will experience an uptrend in visitors count.

Some of the largest pay-per-click platforms are Google Ads and Bing ads, these platforms allow to follow with a great deal of details how the selected keywords are performing and how much do they cost in economic terms to generate a conversion. This type of tracking platforms are



extremely useful for the work of tracing the return on investment allocated for this purpose. (Google 2018)

### 3.6 Digital Marketing Management and Automation Platforms

Digital marketing management platforms simplify the tasks of following track of multiple digital marketing channels into one and easy to use platform which covers them all in one site.

Automation on these platforms is not something new, actually it started in the earlies 1990's, back then not many marketers foreseen how important these platforms it would become, being one of the segments of CRM software development (customer relationship management) of highest growth since last decade. (Sweezey 2014, 7.)

Marketing Automation, it refers to the process of utilizing one platform to track leads, automates the personal marketing activities and allows the marketer to produce a full comprehensive report that can be easily readable and understandable the effectiveness of the marketing activities being carried out by the organization.

#### 3.6.1 IFTTT

If this then that or also called IFTTT is a free tool that can be used to connect different digital applications to make the task of the marketer relatively easy. (Forman 2017)

IFTTT it works the best when it is related to the automation of the social media channels, other useful purposes of this platform could be to keep track of the competition for example it could. (seer,2018)

- a) Track mentions of competitors employees in news sites
- b) Monitor competitor's website modifications
- c) Send an alert when the competitor has uploaded a new YouTube video
- d) Find put when a new website is linked to the competitor's site

At the same time, it has other particularities that can be used to track events in the own company website. Such as:

- a) Find Instagram pictures tagged in the company location
- b) Monitor your google reviews
- c) Track your website images being used elsewhere on Internet.

#### 3.6.2 Facebook Insights and Ads Manager

Facebook has in-built two tools that allows to track and manage your metrics within their channel. Facebook Insights it shows the activity and most important key performance indicators in form of a dashboard on the opposite Facebook Ads Manager it controls how the posts that has been boosted to reach certain audience at an economic cost, are performing.

The page insight data and Ads manager in order to be used, is required to possess administrator rights, the relevant information shown on this

management part of Facebook pages and ads control manager can be export in excel format for a posterior detailed analysis. (Rank Ranger n.d.) The Facebook Insights dashboard, as it is shown in figure nine, it illustrates the page impressions, Performance of posts, page impressions, page engagement, net likes page, total reach graph, likes, comments and shares. In contrast, Facebook Ads manager it shows sensible information regarding a campaign it is why the key performance indicators shown on it are: average cost per click, average position of the campaign ads on the search platform, clicks, conversion rates, cost per action, click trough rate, return on ad spend, total ad spend.

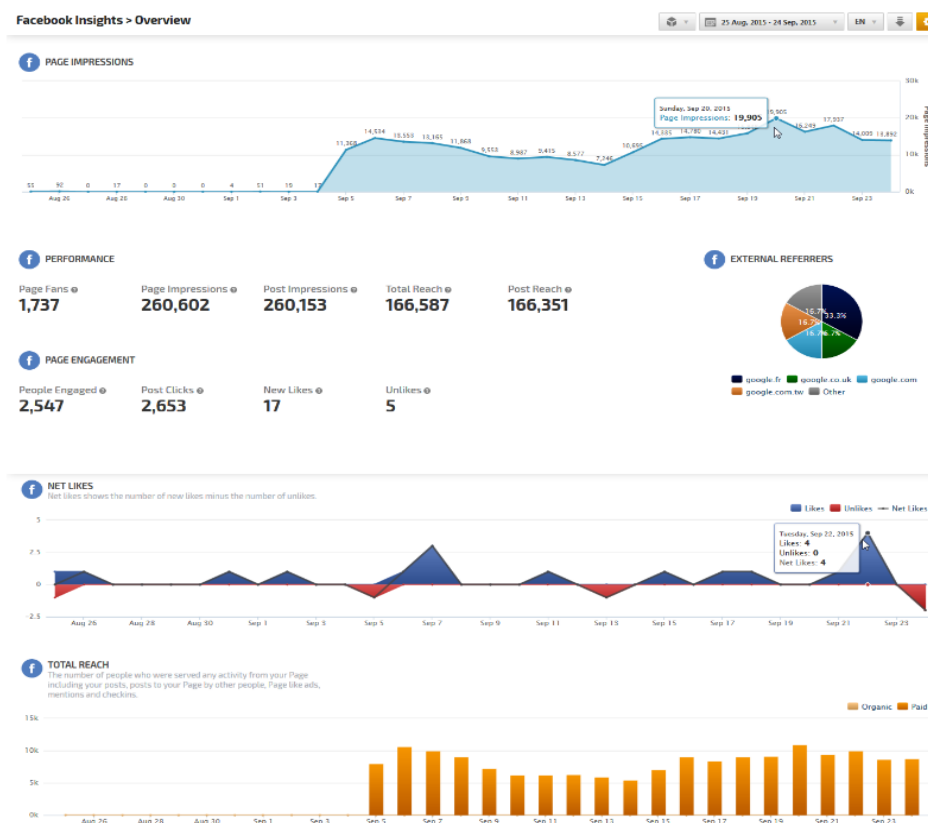


Figure 11. Example of a Facebook page key performance indicators dashboard.

### 3.6.3 Google Analytics

Google analytics is a platform design to provide a full detail of visitors of a certain website which it linked with. This platform is better optimized in its work, when it is linked to other Google marketing solutions such as Google Ads or Data Studio to generate accurate and also informative dashboards, that allows to have a deep informative perspective of the performance and following actions of a web page. (Google n.d.)

It can build for the organization a full picture of who are the visitors of the website, to evaluate the performance, content or products. At the same time, as it has been developed to work with Google Ads, it can help the

marketer to develop and optimize accordingly to successfully reach the right customers.

By the time this report was written, Google is developing into this platform big data analytics with a friendly user interface to obtain detailed reports and let the data convert itself into insights of the situation of an organization.

### 3.7 Digital Marketing Strategy

Is it a crucial step to develop a marketing strategy to do not miss out business and lose opportunities, it is going to support and guide the person who is behind of the digital marketing efforts, to make informed decisions, regarding the most relevant digital marketing elements suited for the company.

Defining a digital marketing strategy is not always an easy task, Due to the number of possibilities that digital marketing offers to the marketers, so basically each business will need to find the strategy that suit them the best for the necessities that the company might have. (Ryan, 2017.)

There are quite many marketing strategy models, which are commonly used by marketers and experts of the topic, some of these marketing models are:

Digital Marketing Strategy Models	
McKinsey 7S model	Porter's Five Forces
The 7Ps of the Marketing Mix	Price-Quality-Strategy Model
AIDA (Attention, interest, Desire and Action)	Push and Pull Marketing
The Ansoff Matrix	Product Lifecycle
The BCG Matrix (Boston Consulting Group)	RACE planning (Reach, Act, Convert and Engage)
Diffusion of Innovation	Segmentation, Targeting and Positioning (STP)
DRIP	SWOT (Strengths, Weaknesses, Opportunities and Threats)
SOSTAC (Situation. Objectives, Strategy, Tactics, Actions and Control)	

Table 3. Digital Marketing Strategy Models. (Müller 2018.)

All of the models presented below, they have key strengths and weaknesses in order to deliver and design the right marketing strategy that adequate properly in certain cases and occasions.

Under the perception of the writer of this thesis report and after being familiar with some of the models below, is to believe that the one that suits

the best for this thesis deliverable product is SOSTAC digital planning marketing model, Why SOSTAC?

SOSTAC includes in a complete comprehensive way, many of the models present below giving as a result, a model that is balanced and carefully design to include the best features present by the other models, SOSTAC model get supported by some of this models, making use of them as well for example, it is carried out an SWOT analysis, it is also utilized the RACE planning model, 7Ps for the marketing mix, until some extent also it is included the segmentation, Targeting and Positioning.

### 3.7.1 SOSTAC Planning Model

SOSTAC is a marketing strategy framework developed by PR. Smith. The framework it took him almost a decade of hard work and meta-analysis of other marketing planning tools, Smith what it did with SOSTAC it was to identify the common spectres covered by the other models available and he has synthesised them into a new marketing framework reachable and understandable for experts and started in the marketing field. (Reed 2014,16.)



Figure 12. SOSTAC the Guide to your Perfect Digital Marketing Plan. (Smith 2018).

SOSTAC marketing strategy framework, as is shown in the figure number ten, it stands for:

Strategy Process	Questions
Situation Analysis	Where are we now?

<b>Objectives</b>	Where we want to be?
<b>Strategy</b>	How we get there?
<b>Tactics and Actions</b>	What we need to get there?
<b>Control</b>	How do we monitor performance?

Table 4. SOSTAC Process and Questions to be Resolved. (Müller 2018).

a) Stage one Situation Analysis:

The situation analysis is it meant to provide an overview of the organization, who the company are, how it interacts and also trade online, to achieve a complete picture of this stage it is necessary to take into consideration the internal and external factors that affect the company.

Some of the methods that are commonly utilized to get that clear picture are for example, defining who are the on-line customers and categorize them into buying personas.

Another method that allow to get to the whole picture, it is run a SWOT analysis to study the strengths, weaknesses, opportunities, threats to the company position in the market.

A full competitor analysis is recommended to get more into details, with whom the organization is competing with. Examples of this could be, product, services, what is the key differentiation between them.

Finally, a digital channels revision of the organization and its competitors is recommended to analyse what is performing well, and what is not. (Swan 2018.)

b) Stage two Objectives:

After obtaining a complete situation overview from stage one, it is possible to continue to set the desired objectives by the company

It is also recommended by the author of this marketing strategy framework to utilize the 5 S's goals which stands for sell, serve, speak, save and sizzle, see figure number 13.

Sell stands out for grow sales, Serve is to add value for the customer, speak stands for get closer to the customers, save stands for costs savings, sizzle for extend the brand of the organization or reinforce the brand in certain markets. (Swan 2018.)

Each of the objectives is crucial to transform them into a measurable SMART objective which accounts for:

Specific, requires focusing on a specific issue within the organization.

Measurable, how the performance can be measured, what type of analysis is it planned?

Actionable, improves the performance if achieved

Relevant, is it actually what is it being tried to achieve part of the company's marketing team?

Time-related, set of times and schedules to actually achieve the goals.



Figure 13. Digital marketing 5 S's. (Chaffey 2018).

c) Stage three Strategy:

In this stage is designed for the planning on how the company is going to achieve the objectives previously proposed. Is it common to make a reference or mention of the segment of the market that this strategy is aiming to reach. (Swan 2018.)

d) Stage four Tactics:

This stage covers which digital tools are going to be implemented to realize of the digital marketing plan, after briefly summary of the objectives proposed, is required to design a marketing mix. The business must focus on the key attributes that sustain their operation for achieving the goals, it is recommended to use the so called "7P's of the Marketing Mix" which accounts for see table 5. (Swan 2018.)

then comes the time to analyse the tactics, which it means look over the digital channels most suitable and specify which are the key performance indicators for measure success of the proposed or make the required changes. Some examples of this tactics could be utilization of SEO, Email Marketing, Pay per Click, Social Media Channels.

Price	Place
Promotion	People
Process	Product
Partnerships	

Table 5. 7P's of the Marketing Mix. (Müller 2018).

e) Stage five Action:

In this part of the SOSTAC marketing strategy framework, is focused on how the plan is going to be accomplished, all the tactics channels get more

specific and gets analysed in detail, on how to do it, how much does it cost, what content. (Swan 2018.)

f) Stage six Control:

This stage is in relation how the plan is going to be monitored, to make sure that the actions goes in the right direction. Therefore, it is required to design a dashboard of each of the most important key performance indicators of the tactics and provide in general terms a schedule to set some monitoring milestones to control the accomplishment or not. (Swan 2018.)

## 4 DEVELOPMENT: DIGITAL MARKETING STRATEGY AND PLAN

This chapter of the report executes in a practical manner the strategy and digital marketing plan shaped by SOSTAC marketing planning model, the reader of this report can get a comprehensive amount of detailed information regarding the company situation, its competitors and objectives inputted into the development process of this project.

### 4.1 Company

Finn-Korkki is a small-medium sized enterprise which produce bottle caps and aims to extend its efforts to catch a larger market share worldwide, but with their special interest is putted into generate more revenues flows from the Spanish speaking markets, Is this why the strategy developed in this section is required to be multi language.

The company gets almost all of the questions and order utilizing inbound marketing techniques, they possess a website which it has been recently updated and optimized for English language, they posses an account of YouTube where it is mainly used to show to the customer or prospect customer technicities of the products and guides of operation of Finn-Korkki's machinery and bottle caps.

Finn-korkki aims to start some presence on digital channels such as social media, where they could make a marketing campaign to raise awareness of their brand and products with a relatively low cost.

At the same time, the company is looking to optimize the setup of the website Because of a newly launched version of their website in Spanish. Finn-korkki actually counts with one employee who takes care of the marketing and sales of the company. The resources allocated to market are accordingly to the reality of the company and that is the main reason which this strategy is design with the main aim to simplify the execution of these new steps into the digital world.

## 4.2 Situation Analysis

The digital customer of Finn-Korkki it comes from diversity of markets around the world, they are well informed and possess digital knowledge to find the products or services that the company offers on internet.

The contact with the customer is executed through the website. The company web page is designed in such a manner, that makes easy for the visitor to find the locations in the webpage where is possible to fill in a formulary requesting more information regarding a product of interest. The process follows with an automatic email which is generated to provide them with some relevant technical information of the product in an electronic informative leaflet. At the same time, it's remembered to the prospect that as soon as possible one of the sales representatives of the company, is going to contact them trying always to keep short the waiting time for a reply of around 1 or 2 working days, once the customer has been shifted to the sales department they are the one on charge of dealing with the enquire and satisfy the prospect needs.

The online value proposition of Finn-Korkki goes in line to offer to the visitor a knowledge immersive experience, that provides to the customer all the required information to make an informed buying decision or submit a clear and informed enquire which simplifies the effort of the sales team and increase the quality of the sales lead. The customer is seemingly transported from one page to the next one creating a stress-free experience for the web visitor.

According to the company data, the buying persona could be classified as under the following characteristics. To support this profiling of the customer persona, check appendix 1. To identify the buyer persona and make a proper analysis of the marketing efforts in several channels utilized by Finn-Korkki. It is crucial to know that from the total number of visitors to Finn-Korkki's website, it has been noticed that around 65% of the visitors of the website are males individuals and the rest 35% accounts for females, where the age profiling of the web visitor is quite diverse and dispersed, accounting to a vast majority the ages gaps from 18 years olds up to 24 years old, the second age gap profile that visit the website is those have from 55 years olds up to 64 years old and finally the individuals that have 25 years old up to 34 years old. It is an interesting compression to analyse that the one that makes the most conversion on the website are those that ranges from 25 years olds up to 44 years old having an average of 0,7% of conversion rate. The age gap that follows them in the conversion data are those that ranges from 65+ years old averaging an 0,55% of conversion rates. Which it shows a trend that the mature 65+ age group controls and have power to have the last word on the buying process. (Google Ads 2018)

It has been reported by the management of Finn-Korkki that around 95% of the firm customers are outside of Finland, and that the interest of the case company is to develop a multichannel and multi-language strategy to catch a larger number of customers. It is of interest for Finn-Korkki, to count with more customers requesting its products and services from the



southern hemisphere, specifically the Spanish speaking south American region. This is an strategical decision which tries to revert the autumn slow down on purchase orders from Finn-Korkki's main customers, which are located in the northern hemisphere.

The southern American region specifically the Spanish speaking, it has also raised the interest of Finn-Korkki due to its reported mid-level of regional income, which allows them to purchase products with specifications of a higher added value.

To do so, it is of crucial importance to present the main channel of Finn-Korkki, which is the webpage, translated into Spanish and advertise it, to promote it in those markets, meanwhile for the social media campaign is required to implement it on English to have a more worldwide target. Nevertheless, of this management decision to create it and optimize it on English, it is expectable that the individual which fit with Finn-Korkki's buyer persona will possess some English language skills. (EF 2017)

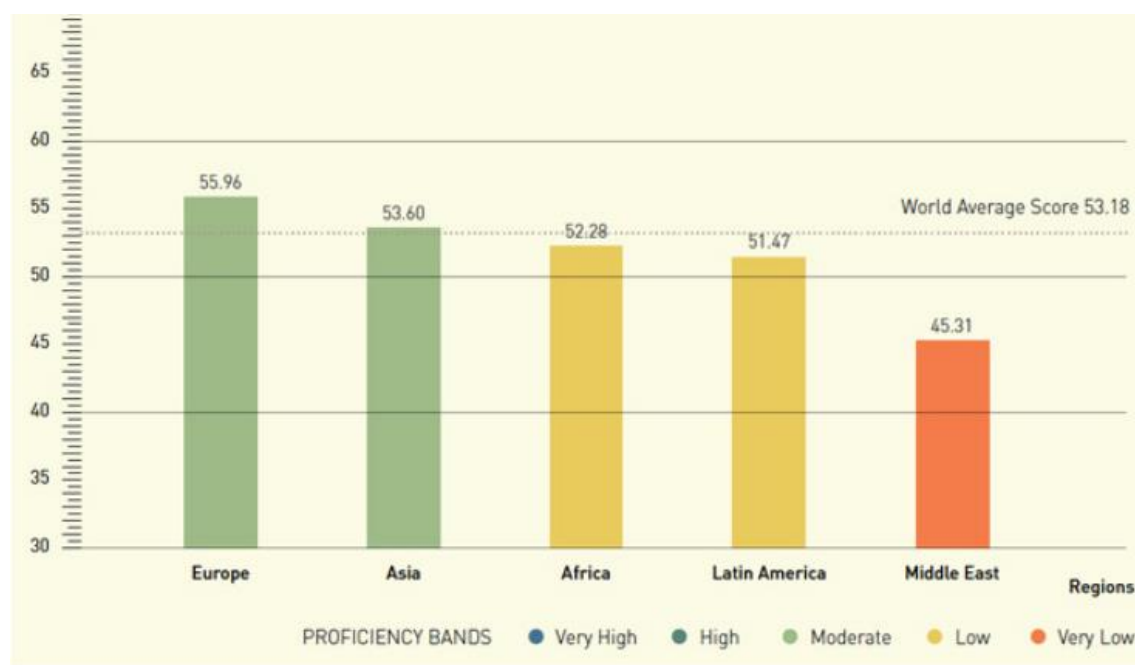


Figure 14. Level of English proficiency in the Latin American region is low, but it is expected that most of the individuals that fit with profile of the buying persona of Finn-Korkki's product, it has had some level of knowledge of English. (EF 2017)

Regarding the purchase history of the customers firms shows that the average invoice amount for a small customer averages around 2.500 Eur, and that medium customers the invoices averages from 5.000 up to 10,000 Eur and finally the large customers have an invoice average that ranges from 15.000 Eur up to 25.000 Eur.

A common payment method for the industry of light metal packaging are international bank wires.

The sales average frequency for a customer to request more bottle caps, is mainly depending on the size of the customer, but is important to keep in mind that the sales cycles in the business to business field are normally larger than in business to customers field, nevertheless it can be said that the average times between sales are between 4 months up to 6 months. As it was before stated, around 95% of the company sales are exports, and The turn over from 2016 was slightly over 7 million of euros which correspond by product as the figure number twelve can shows below. (Finn-Korkki 2017.)

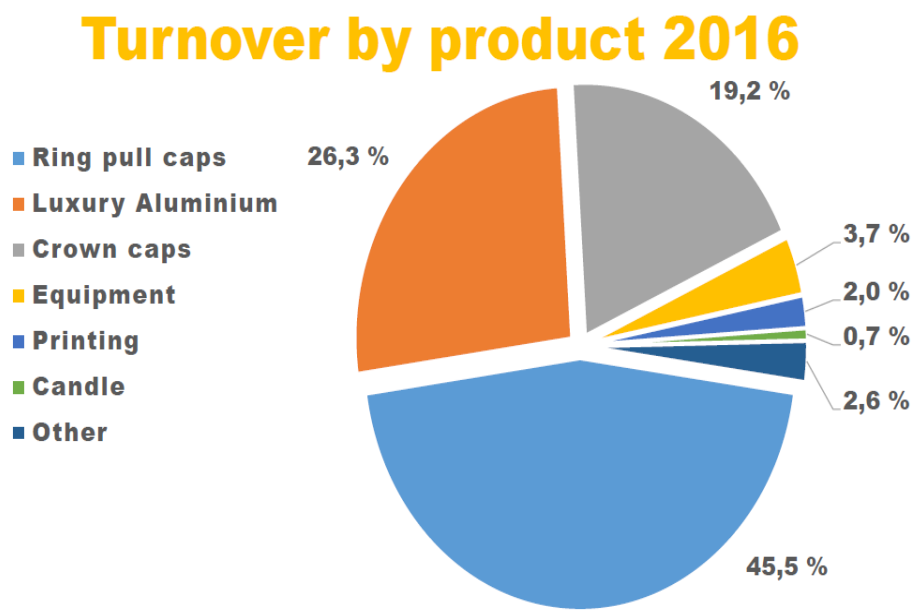


Figure 15. Represent 2016 Finn-Korkki's Turnover by product.

Regarding the digital channels landscape where Finn-korkki is present, are the following.

a) Website:

This channel has been recently updated and optimized for English language, other languages available has suffer lack of optimization due to lack of human resources within the company which could manage and take care for it in languages like French, Russian or Finnish.

The website it works fine in English due that most of the enquires and then sales are generated from a channel like the website but according to woo rank some aspects of it, could be improved. Some of them are as simple like adding a larger language selector where the prospect could select immediately the language that suits them better to understand the company products and services.

From the back-desk point of view, the website is developed with Joomla, which allows to make changes on the text or even the metadata which makes the website perform better on the web searches.

Choose Language: English Login

**FINN-KORKKI**  
Ring Crown RipCap

HOME CAPS AND CLOSURES EQUIPMENT AND MACHINES OTHER PRODUCTS COMPANY CONTACTS SEND ENQUIRY

## Finn-Korkki Company Profile

The main products of Finn-Korkki are ring pull bottle caps, ring pull cap sealing machines, luxury aluminium closures and crown cork bottle caps.

[READ MORE](#)

### Caps and Closures

Finn-Korkki manufacture different kinds of metal bottle caps for the global beverage industry. Looking for new innovations Finn-Korkki is eager to try new materials and ideas. To create the bottle closure you need!

[READ MORE](#)

### Equipment and Machines

Finn-Korkki has been designing and manufacturing ring crown cap equipment since 1979. We supply customers with ring crown cap equipment, a supervised installation and operator training.

[READ MORE](#)

### Send an Enquiry

Let us help you! Ask us more about our products and what kind of closures and caps will best serve your beverages.

[READ MORE](#)

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Figure 16. It shows Finn-Korkki's website home page that comes automatically in English.

b) Google Ads:

Finn-Korkki has an active AdWords campaign to promote their products and services on related web searches in English, they have allocated a daily budget of 9 Eur. And it has been generating more impression and consequently more conversions year after year

In the figure 14 it is a fragment of the report of the English pay per click campaign of from 1<sup>st</sup> of January of 2016 until 31<sup>st</sup> of December 2016, it clearly shows the number of impressions (people who saw the advertisement and the number of click on the ads and the average cost of each of those clicks.

During 2017 when the website got renewed, Finn-Korkki allocated more resources to the pay per click campaign on google, resulting in a higher interaction rate from the visitors due to improvements of the content and also more reaches because of over 33% increase on the campaigns budget.

Impr.	Interactions	Interaction rate	↓ Avg. cost	Cost
3,109,226	12,220 Clicks	0.39%	€0.17	€2,037.93
0	0	—	—	€0.00
0	0	—	—	€0.00
0	0	—	—	€0.00
3,109,226	12,220 Clicks	0.39%	€0.17	€2,037.93
3,109,226	12,220 Clicks	0.39%	€0.17	€2,037.93
3,109,226	12,220 Clicks	0.39%	€0.17	€2,037.93
0	0	—	—	€0.00

Figure 17. Overview of pay per click campaign costs carried out to direct traffic to [www.Finn-Korkki.com](http://www.Finn-Korkki.com) during 2016.

Impr.	Interactions	Interaction rate	↓ Avg. cost	Cost
4,114,586	19,261 Clicks	0.47%	€0.16	€3,153.47
0	0	—	—	€0.00
0	0	—	—	€0.00
0	0	—	—	€0.00
4,114,586	19,261 Clicks	0.47%	€0.16	€3,153.47
4,114,586	19,261 Clicks	0.47%	€0.16	€3,153.47
4,114,586	19,261 Clicks	0.47%	€0.16	€3,153.47
0	0	—	—	€0.00

Figure 18. Overview of pay per click campaign costs carried out to direct traffic to [www.Finn-Korkki.com](http://www.Finn-Korkki.com) during 2017.

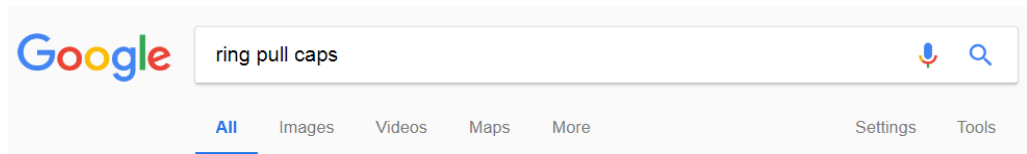
The ads keywords have been optimized for English search and it gives a prime placement when they terms are searched. Two examples of terms web searched can be wide as bottle caps, where the advertisement is shown in the inferior part of the page as it shown by the figure 16 or another example with a more specific key terms such as ring pull caps as it shown by the figure 17.

## Looking for a bottle cap? | RingCrown, RipCap & Crown caps

(Ad) [www.finn-korkki.com/](http://www.finn-korkki.com/) ▼

See examples of our **bottle caps** to create brands. Send an enquiry for more info! Tamper Evident **Caps**. Global technical support. Equipment installed. Worldwide delivery. Spare parts in stock. Worldwide service. Brands: RingCrown, LuxTop, RipCap.

Figure 19. Example of a wide term search as bottle cap, it was shown on the first page inferior part.



About 49 300 000 results (0,55 seconds)

RingCrown, ring pull caps | RipCap, pull off bottle caps | Finn-Korkki.com

(Ad) [www.finn-korkki.com/](http://www.finn-korkki.com/) ▼

Best selection of **Ring Pull Bottle Caps**. Made by Finn-Korkki to create brands! Worldwide delivery. Spare parts in stock. Global technical support. Tamper Evident **Caps**. Worldwide service.

### LuxTop

Luxury aluminium closures for glass and plastic bottles

### RingCrown cap

Easy open RingCrown caps, simply pull the ring out then up to open

Figure 20. Example of a specific term search such as ring pull caps, where Finn-Korkki ad is displayed on top of the results.

### c) YouTube:

This channel for Finn-Korkki it works as support for other activities such as machinery maintenance guides and so on, that is one of the main reasons that they only have seven videos uploaded in the account, the channel is not actively updated or is it not considered to be of interest to keep it with additional content often as it can be perceived on the figure 18.

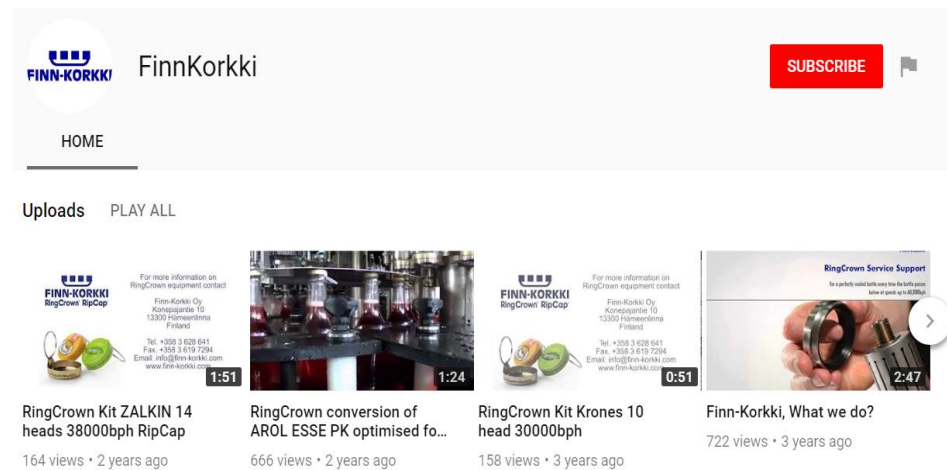


Figure 21. Overview of Finn-Korkki's presence on YouTube

### d) Instagram:

In November 2017 Finn-korkki opened an account of Instagram, which it has been on trial, the account it does not have many followers accounting just for 132. The scheduling on posting and content could be improved.

e) Facebook:

Finn-Korkki exists in this social media channel, their page it has been created by someone of the Facebook community due to the “interest of the community” to count with a profile of this company. Therefore, the marketing team of Finn-Korkki has been in contact with Facebook accounts team to merge these pages or gain access to control them. Since the Facebook page of Finn-Korkki was created during the first semester of 2018, it has been a long process of discussion with Facebook to gain control over the automatic generated Facebook pages As it can be shown in figure 22, before the creation of the company Facebook page, the results when you looked for Finn-Korkki it was just this two.



Figure 22. View of the accounts automatically generated by Facebook.

the

#### 4.3 SWOT analysis

SWOT analysis is a strategic analysing tool which is used to analyse a certain company and the environment where it operates in. SWOT stands for strengths, weaknesses, opportunities and threats. (Newman Library n.d.)

In this particular SWOT analysis development, it has been considered the company current market general positioning as well the digital marketing potentiality that it has for achieving the proposed digital goals.

Opportunities	Threats
<ul style="list-style-type: none"> <li>• Ring pull bottle caps are somewhat new product for the consumer</li> <li>• South America is a large market to target, with many small and medium sized bottlers</li> </ul>	<ul style="list-style-type: none"> <li>• Substitutes that are cheaper such as the locally manufactured crown caps</li> <li>• New entrants like competitors of Finn-Korkki might be considering the Spanish speaking south America as well, some of</li> </ul>

<ul style="list-style-type: none"> <li>• Finn-Korkki could step up their presence in social media in English and also a version of the webpage translated into Spanish.</li> </ul>	<p>this can have more marketing resources for positioning their brand.</p>
<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• Product range and its characteristics</li> <li>• Experience in the industry and global markets</li> <li>• Knowledge of the market and staff that speaks the native language, Spanish.</li> <li>• Already one distributor partner in Peru</li> <li>• Know how from the marketing department how to deal with new technologies and channels</li> </ul>	<ul style="list-style-type: none"> <li>• Costs for the customer: Breweries have to convert their machinery to be able to use the iconic Finn-Korkki's ring crown cap</li> <li>• Global trend of using aluminium cans for beverages</li> <li>• Location: Finland is far away from South America what makes the freight logistics to be a significative part of the costs.</li> <li>• Lack of human and economic resources to offer monthly or semesterly engaging and creative digital content.</li> </ul>

Table 6. SWOT Analysis.

As it is shown by table six, the opportunities for Finn-Korkki are to expand their markets of influence and increase presence in other digital channels to increase their brand and products awareness worldwide, but with a special focus on the south American Spanish speaking territories.

The strengths that the company experiences at the moment are, the line of products characteristics which makes them be appreciated by new or young bottling enterprises which are the consequence of a high economic expansion development experienced by the south American region markets during the last decade. Finn-Korkki counts with a distributor partner in Peru. Finn-Korkki's human resources can manage and supervise the implementation of such a marketing campaign.

The main threats observed, are the locally manufactures and supply of crown corks which is the bottle cap industry standard and most favoured cap for at least during the last century. Moreover, the threat of what these local suppliers could present, another very tangible could be the interest of the largest bottle company suppliers, these large conglomerates of bottle manufactures possess larger amount of resources to allocate if they would like to do so.

The weaknesses presented by Finn-Korkki to achieve their goal to increase their digital presence and as a consequence convert more sales in those markets are that for the ring pull caps, it is required to have a crown cork

sealing machine at least modified in the sealing head which makes a considerable investment for small brewers or bottlers.

The logistics for deliveries it is weakness of Finn-Korkki due to the high transit time to destination and the cost of the freights in a world where the petrol is not a cheap resource any longer.

And the most important weakness regarding to the digital marketing plan, is the lack of availability of human resources to implement the plan. As it was stated in another chapter of this thesis, Finn-Korkki counts with one employee that possess the knowledge of marketing and its digital landscape, he takes care of the marketing and the sales of the firm, unfortunately due to his charge of duties it can makes it difficult to cope with the implementation of these new projects.

#### 4.4 Competitors Analysis

In this section of the situation analysis it has been carried out an analysis of the main competitors of Finn-Korkki. As stated above, there at least one or two locals competitors of each of the Spanish speaking markets, regarding to crown caps, so it is why that this competitor analysis is focus in those competitors that as the same of Finn-Korkki offers a wide range of bottle caps solutions and not only the classical crown cap, which is a product that it does not have a high technical level of knowledge or specialization. This competitor analysis, it will go by name of the competitor, how do they compete with Finn-Korkki and how do theirs marketing digital channels looks like.

##### 4.4.1 Pelliconi

Offer a wide range of products, crown caps, ropp caps, ring pull closures, plastic caps and baby grade PVC-free caps.

It competes in almost all segments of products against Finn-Korkki, with the exception of the ropp caps, which Finn-Korkki does not have.

They are located in Italy, central Europe, what makes them logistically closer to many markets, during the last decade this company has experienced an accelerated expansion opening productions facilities in middle east, Asia and north America what makes them act fast and delivery times in line with what the industry expects.

When it is analysed their digital marketing channels we can find that the have available a website, Facebook, LinkedIn, YouTube channel and Google +. At the same time from their digital content it is perceived a large quote of professionalism in their promotion efforts, therefore their budget is assumed to be large to sustain marketing activities in several continents at the same time.

##### a) Facebook:

They are active in this social media channel, having more than 2,131 people who like their page. Their content it looks fresh and



professionally made, in many of its content they appeal to the sustainability of their products



Figure 23. Pelliconi's Facebook Page Screenshot

b) LinkedIn:

In this digital channel Pelliconi uses the same content as they use in Facebook, their message is consistent following their communication strategy that strongly relates to sustainability, they possess more than 2,530 followers and more than 140 employees have linked their profiles to its company profile.



Figure 24. Pelliconi's LinkedIn company profile screenshot

c) YouTube:

It is actively used by Pelliconi, in overall counts with 16 videos without counting with many subscribers or videos reproductions, nevertheless, their videos are made in a very high quality, with plenty of resources and their main focus is to promote their innovative technologies such as augmented reality or tell a compelling history about the firm and its products.

On the credits of one its videos it could be seen that at least 25 individuals were participating in the shot and edition of their material what lets

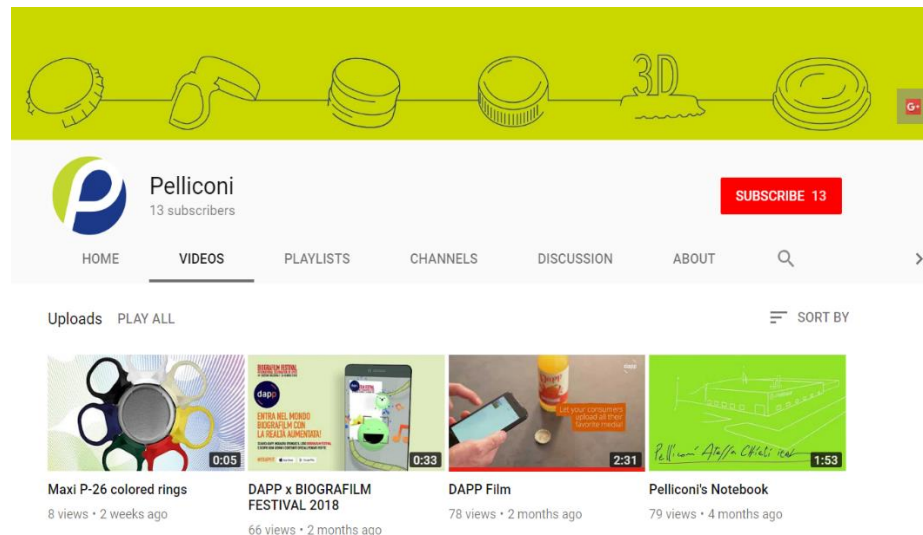


Figure 25. Screenshot of Pelliconi YouTube Channel.

d) Website:

Pelliconi's website as the normal of the metal industry, they do not show a price list, it has been carefully designed integrating compelling success histories, appealing at the same time to innovation in their industrial processes and taking into consideration as a major message that their activities are sustainably with nature.



Figure 26. Screen shot of Pelliconi's website banner.

#### 4.4.2 NCC, Nippon Closures Co. Ltd.

This is a large company, that belongs to Seikan Group, they have several lines of products such as food, seasoning and condiment, toiletry, medicine and beverage. Is from this last line of products where they compete straight with Finn-Korkki offering a wide range of products and sizes in the line of ring pull closures, crown caps, ROPP closures, and all the plastic types of other caps. "

They are tough competitors in the Asian markets as well at the European one, having operations and production facilities in Germany, central Europe.

Their digital presence is restricted by just counting to a balanced and informative website, they do not promote or do not have any presence in social media platforms or other platforms such as YouTube.

a) Website:

Their website is not flashy but goes straight to the point of an inbound marketing techniques making it easy to contact them, at the same time the navigation through their website it is easy and a nice experience, the content is balanced with text and images and provide sufficient information of their products to invite the visitor to request further contact for more technical details of their products.



Figure 27. Screenshot of the home page of Nippon Closures Co. website.

b) Other channels:

NCC has been mentioned by other companies in social media channels or even YouTube, because they do not have a direct presence in those channels, they can not control what has been uploaded or take advantages of the content created and promoted by third parties.



Figure 28. Screenshot of a public post made from a third party of NCC, it visible that they have not been tagged due to its lack of Facebook presence.

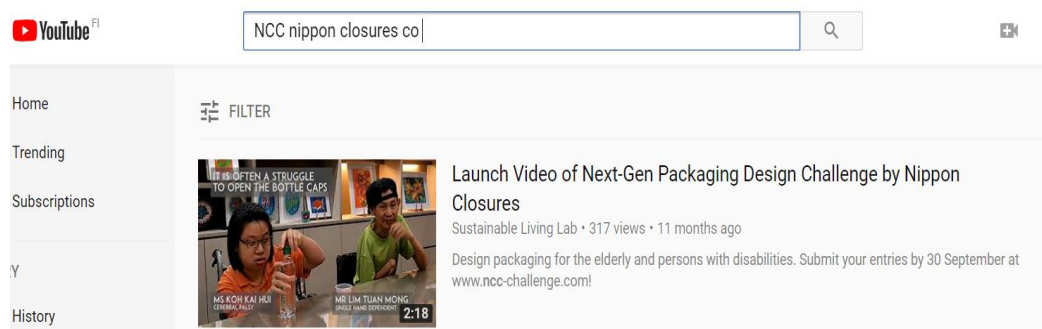


Figure 29. Screenshot of YouTube search for NCC Nippon Closures, it just provides one video, not linked to any official NCC YouTube channel.

#### 4.4.3 Crown Holdings

Crown Cork is a company located in the US but with operation worldwide through acquisition of local competitors that have sold their operations to them. That is why it is listed in NYSE stock as Crown Holding.

Their presence in the market is longer than 125 years, when they patented the for first time in the world, the well-known crown cap. Today their field of operations is still largely marked and known by their presence in the beverages and food industry with solutions such as aluminium and metal printing, crown caps, can for beverages production, and closing machinery for jar food caps.

Their digital media presence is not announced in their main channel, which is their website but through the research the writer of this report, has find out that they are present in YouTube, LinkedIn, and with some appearances in twitter, but without counting with an active profile.

##### a) Website:

In this digital channel Crown makes a reference to their vast story but making it a clear message, that their quest for innovation is endless.

It is visible that is a large corporation by making reference to their listed stock share price, that's why that trough observation, the writer of this reports assumes that they possess a large marketing budget that allows them to create quality content and market their products accordingly.

They make references to success histories of their customers and theirs brands thanks to the cooperation of Crown and its broad range of packaging solutions.



Figure 30. Screenshot of Crown Website.

b) LinkedIn:

Their presence in this digital channel, allows them to generate credibility of its operations in reach and size. For being a company in the business to business field, their strategy focused in this platform is adequate, it is visible their number of employees that have linked their profile to the company and it is possible to analyse the level of education that their workforce possesses in different facilities that crown holding have worldwide. At the same time, this channel is currently used as a recruitment tool, posting job offers publicly

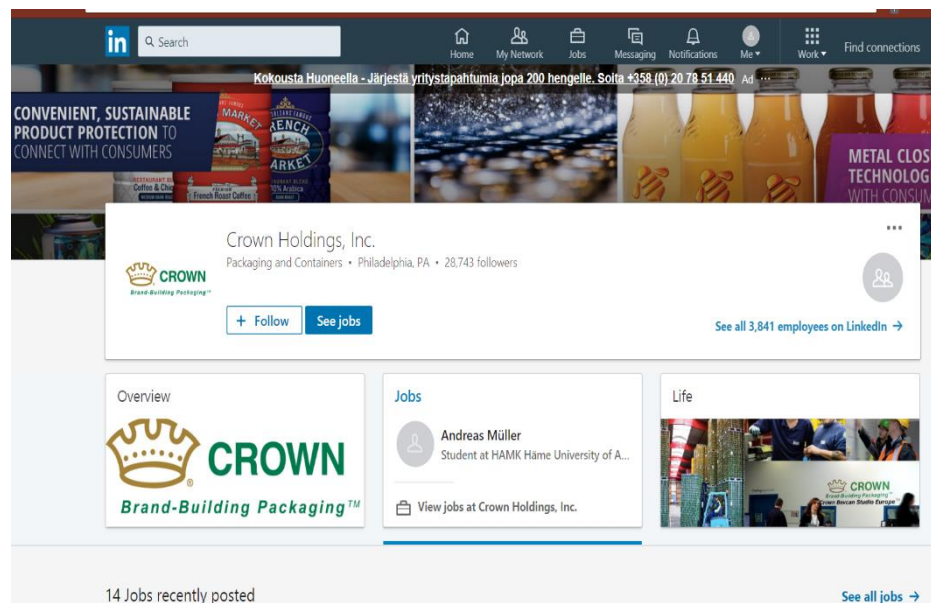


Figure 31. Screenshot of Crown Holdings LinkedIn.

c) YouTube



As the same as other competitors the YouTube channel has a special focus on their technology, products characterization, even as yearly marketing E-cards has been uploaded.

They possess in this channel 167 subscribers and an average reproduction of their content of about 2,000 reproduction per video.

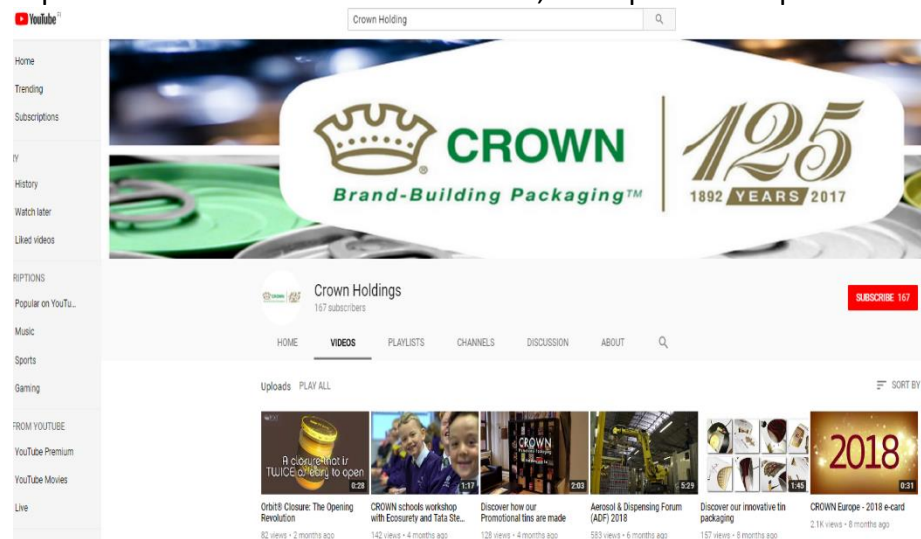


Figure 32. Screenshot of Crown Holding YouTube channel.

#### 4.4.4 Can Pack

It is a Polish Competitor of Finn-Korkki, their main line of products is for the beverage market, producing cans, bottles and closures.

They are the actual producer of Tuborg ring pull cap closure, which is one of the brands most known for counting with this innovative alternative of the crown caps.

Due that their operations are located in central Europe, they can reap the opportunities that allows them logistically to support large customers with competitive logistics prices.

Regarding to their digital media presence, they have a website that is their main channel. They also have presence in LinkedIn and they have an autogenerated profile of Facebook, which has been updated thanks to contributions of followers. At the same time, they have some mentions on YouTube videos but at the same of Facebook, they do not have an official presence what makes them not have any control about what it is uploaded, or the possible interaction generated out that content.

##### a) Website

their website provides interesting insights of the company and its products but is not so easy to find the information or its characteristics, their message is not so clear rather than just admit that they are a large enterprise with more than 25 production facilities.

From their language selection on their official website is clearly seen that their main efforts are focused into the Polish, Russian markets and of course international as well as it is in English as default.

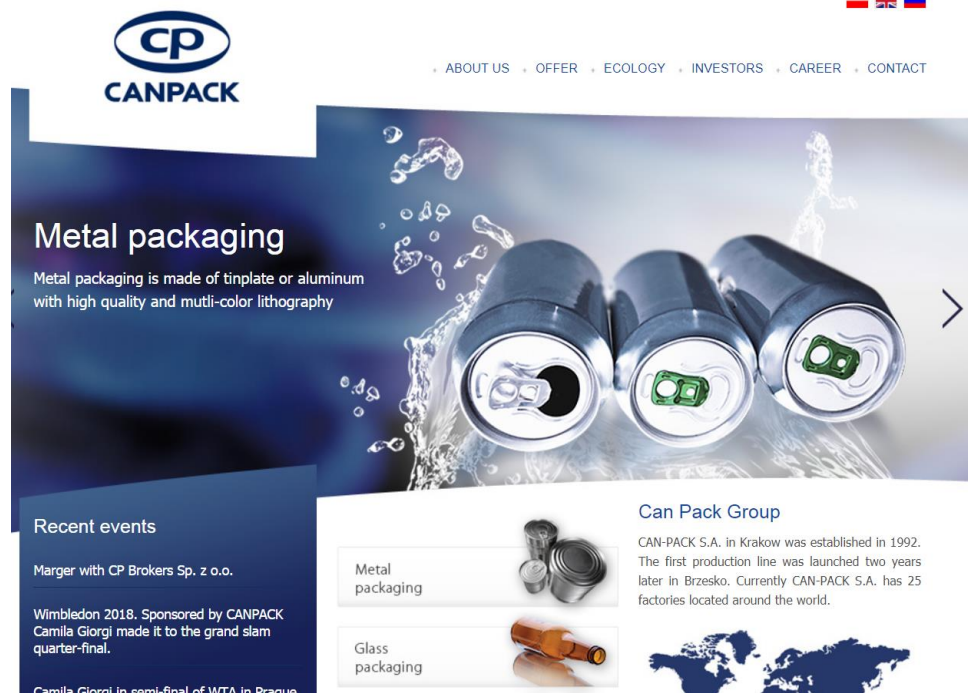


Figure 33. Screenshot of home page of CanPack website

b) Facebook

Their Facebook Page is unofficial, what it means that it has been automatically generated by the users of Facebook. This is big issue for the companies, thus they do not have any management over what has been uploaded or the interactions produced between their users community.

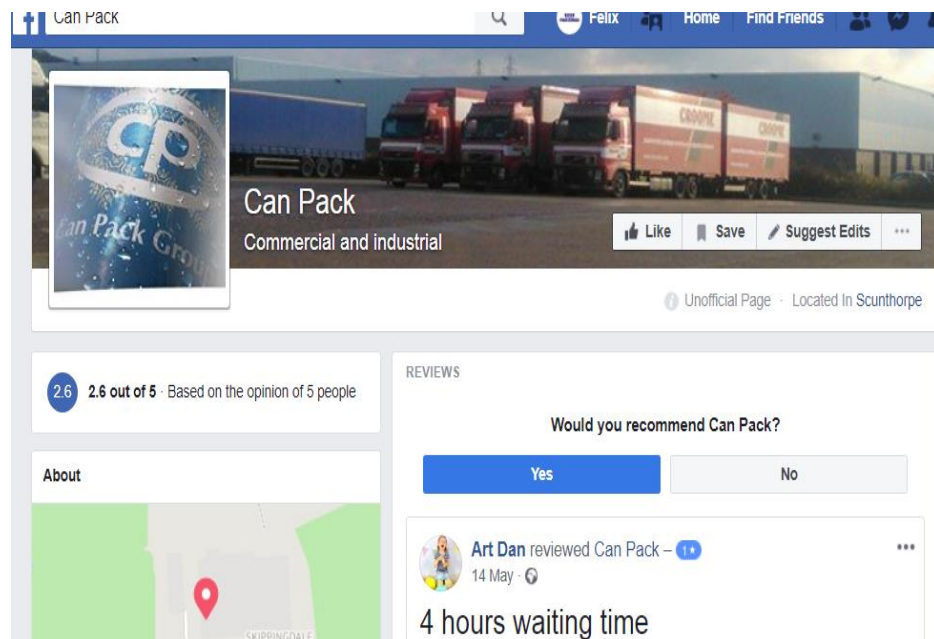


Figure 34. CanPack Unofficial Facebook page screenshot.

## c) LinkedIn:

As it has been the trend of this research, the businesses that are in the business to business field tends to count with a LinkedIn profile, CanPack is not the exception. Their profile makes a reference to their plus 25 years of operations, also it is used a recruitment tool and employees that has linked their profiles to the official profile of Can-Pack is up to plus 800 Employees.

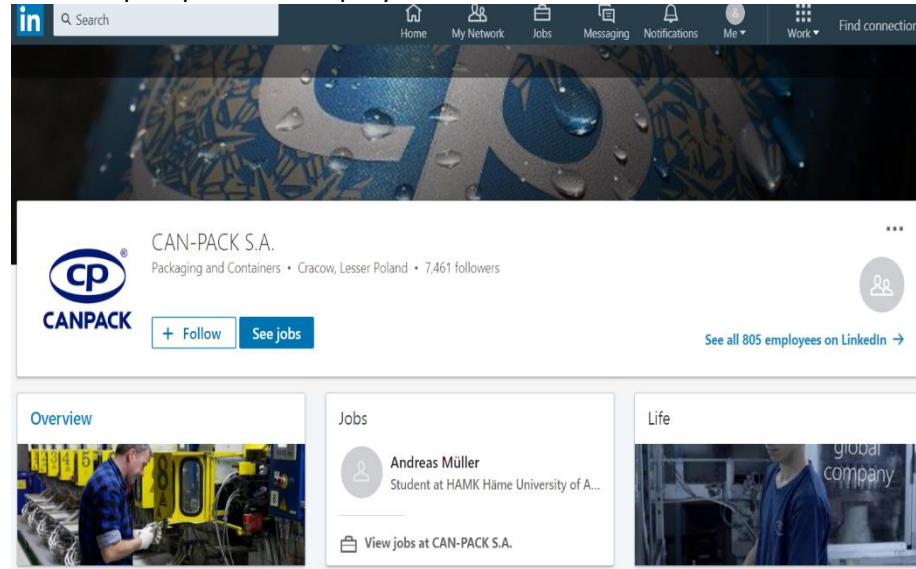


Figure 35. Screenshot of CanPack LinkedIn company profile.

d) YouTube: does not seem to be of interest of CanPack, even so that there is some content uploaded by third parties.

#### 4.5 Objectives

The Objectives are underlined in this digital marketing plan, they have been planned under the SOSTAC's support model of the five S's model. The S's of the model accounts for sell, serve, speak, save and sizzle. These 5 S's has helped to define the objectives until how to make them measurable.

- a) Sell: is the first big area which aims to achieve a larger market share in different geographical markets. The main objective is to extend the sales efforts, towards the prospect customer of the company
- b) Serve: This objective aims to delight and get to know the customer through an efficient and effective communication with them through the diversified variety of digital channels optimized for the task.
- c) Speak: Means to communicate and get closer to the customers, through online exposure



- d) Save: It has been a constant pursuit for business, to save resources within the processes and gain money, time and efforts to achieve the goals.
- e) Sizzle: Is basically to surpass the expectations of the customer and generate a wow factor that differentiates the company from its competitors.

Finn-Korkki short- midterm objectives for this digital marketing plan are to increase engagement with the users of Finn-Korkki's digital channels.

The second objective is, the conversion of sales from different digital channels where the company connects with its customers.

Finally, is to increase brand awareness and consolidate Finn-Korkki's image position among its competitors in the light metal packaging industry.

#### 4.6 Strategy

The strategy focuses on how the objectives will be achieved by the company, Finn-Korkki had to consciously analyse how to reach in a most efficient way their prospect customers in American markets as the same time as taking care of its already large network of existing customers offering for both of them something new and creative. That is why the aims of the company for achieving its objectives has been established a list of following steps.

For increasing the engagement level with the users of the company's digital channels. Finn-Korkki is planning to scale up its online presence with concrete actions such as, adding Spanish language to the website plus start with social media channels presence, taking place during the course of 2018

For the second objective, which is increase sales. The consumers will have more platforms than before to start the communication with a sales person automatic response in the customer language will open the communication immediate after a formulary is completed, containing technical specs of the products to start the communication with an adequate knowledge from the customer side.

Finally adding the social media channels for Finn-Korkki will provide them the opportunity target an interested and valuable audience for Finn Korkki's range of products and services, thus increase their brand awareness among prospect customers in several markets at the same time.

#### 4.7 Targeted Audience

The target Audience which the company is trying to reach with their online message through the marketing strategy is all type of drinks bottlers, more specific those which have a small-mid size operation. Is also of interest for the company to compete for the large sized customers but Finn-Korkki for

its geographical location sometimes has found to be in disadvantage for such operations which prefers local suppliers.

What is it considered to be a small-medium sized bottler?

Small and midsize prospect customers for Finn-Korkki are those which uses between 30,000 up to 2,000,000 caps per year this taken to litres produced is between 10,000 litres per year up to 666,666 litres per year.

This type of prospect customers has been connecting during last decade in several networks and groups in different social media channels.

For what it has been research of the potential customer it is expectable to reach younger audiences in social media and the most seniors ones to keep reaching them by the classic channels such as mail or website.

#### 4.8 Digital Media and Marketing Mix

Due to the company needs and budget allocated, it is necessary to focus in a few convenient channels which they will help to reach the right prospect customer audience and target it with a low cost-effective multichannel communication strategy. Finn-Korkki main channel it is the webpage. For this plan, it will keep being the central marketing tool which is the main generator of web traffic and leads.

The company is open to experience and allocate resources to explore new channels and techniques that can be enjoyed from the use of social media channels. Therefore, is of interest the design of a Facebook page, Instagram and Linked in.

To help in the pursuit of this goals, is required to count and have present the marketing mix, from which is required to centre the focus in those key features that Finn-Korkki possess to achieve the proposed goals. The marketing mix it will work as a guide on the process to achieve the objectives, being composed of product, price, promotion, people, process, partnership.

a) Product: Finn-Korkki is certified for all of its products, under the highest standards manufacturing and quality standards ISO 9001, ISO 14001, ISO 22000 HACCP and OHSAS 18001. These certifications, makes sure that the products of Finn-Korkki are of high quality, being accepted by almost all the markets worldwide, the main products are.

Crown Cap: It is the classic bottle cap, without major changes from the last 100 years.



Figure 36. Illustration of a 2-colour crown cap

Ring Crown: It is a crown cap, with literally a ring that make it smooth the opening process.



Figure 37. Illustration of a ring pull cap, known also as Ring Crown.

RipCap: It is in the line of ring pull caps, completely customizable and manufactured completely in aluminium



Figure 38. Illustrate the RipCap Closure, which is entirely made of aluminium

LuxTop: It is a screw cap, manufactured in aluminium which provides a touch of visual luxury to any bottled beverage.



Figure 39. Illustrates the LuxTop bottle cap, currently being in use by most of the famous and distinguished fine water bottlers around the world.

- b) Price: According to the information that is known by the management of Finn-Korkki, the company products are in line with international prices for the industry, but for crown caps, which is a closure that present more competitors worldwide, Finn-Korkki it can't compete with local supplier by price, nevertheless, it can gain market share by the flexibility in required volumes for the design caps, allowing access to small bottlers volumes to this distinctive product.
- c) Place: Finn-Korkki physical location is in Hämeenlinna, Finland. Anyhow, thanks to the technology which provides access to the Internet, Finn-Korkki is able to sell in pretty much any market worldwide.
- d) Promotion: Finn-Korkki can utilize many of its available digital tools to promote, at the same time it can stablish new channels and optimize the old ones to achieve the goals
  - SEO: Optimization of the metadata and translation of Finn-Korkki's website in Spanish
  - PPC: Pay per click, it will support and enhance the search engine optimization of [www.finn-korkki.com](http://www.finn-korkki.com)
  - Social Media: establish presence in two or three social media channels. One of these channels is Facebook, which is advisable due to the diversity of the audience which Facebook can provide to start a social media digital marketing campaign.
- e) People: Finn-Korkki counts with the human resources required to provide customer service and resolve enquires in Spanish for the south America region.
- f) Process: the prospect customer gets in contact with Finn-Korkki trough one of Finn-Korkki's channels and gets directed in a smooth way to the webpage, where its required to fill a contact details form to receive an offer, more technical information about the products or to receive samples. Automatically an email in the customer language is sent providing brief information that his enquire will be processed and resolved within 1 or 2 working days, then details are discuss with a member of sales department and after closing the deal, an order confirmation is sent through an email.
- g) Partnerships: Specifically, for the south American region, Finn-Korkki does not possess a strong local partner which could make the selling process easier for the locals. Moreover this, the company count with a qualified staff that provide an adequate service to these markets.

#### 4.9 Tactics and Actions

The tactics used for Finn-Korkki in this report, are the ones that the writer of this document believes, are the ones which will achieve the proposed objectives in the most efficient manner, maximizing an effective promotion of Finn-Korkki and its products, therefore the tactics are:

- A) SEO: Search engine optimization of the company webpage it is required, to appear in the results of an online search engine such as

Google, this is crucial to compete for the first places of the search and be shown as a credible webpage with related information. The website should be translated into a neutral Spanish to be relevant in the Spanish speaking American markets and other territories.

Google search keywords should be analysed in detail to understand and realize of the language variations.

- B) Pay Per click: It is important to combine pay per click tactic together with a SEO tactic because it allows to measure, and track resources allocated for the task in a most efficient way. A proper campaign could increase awareness of the brand throughout the markets.

The search engine selected for Finn-Korkki is Google ads because of its broad market share in the region and its usability. See figure below.



Figure 40. Search engine market shares according to a data analysis website. (Statcounter, 2018)

One of the advantages to count with Google Ads is that, if one of the groups are not sufficient relevant, those can be paused and re allocate those resources to a most cost-efficient key words.

- C) Social Media: It a communication channel that should be seriously included and considered in the company marketing budget. To Focus the time and human resources which Finn-korkki can allocate for this matter, is why it should be planned to count with digital presence just in the largest channels used in the so-called western world (See figure 41 below) including such as Facebook, Instagram and Linked in. Facebook is the largest dominating social network by its base of users accounting for 2,2 billions of users, Instagram comes as second most preferred by number of users accounting for 1 billion of users. (DreamGrow 2018)

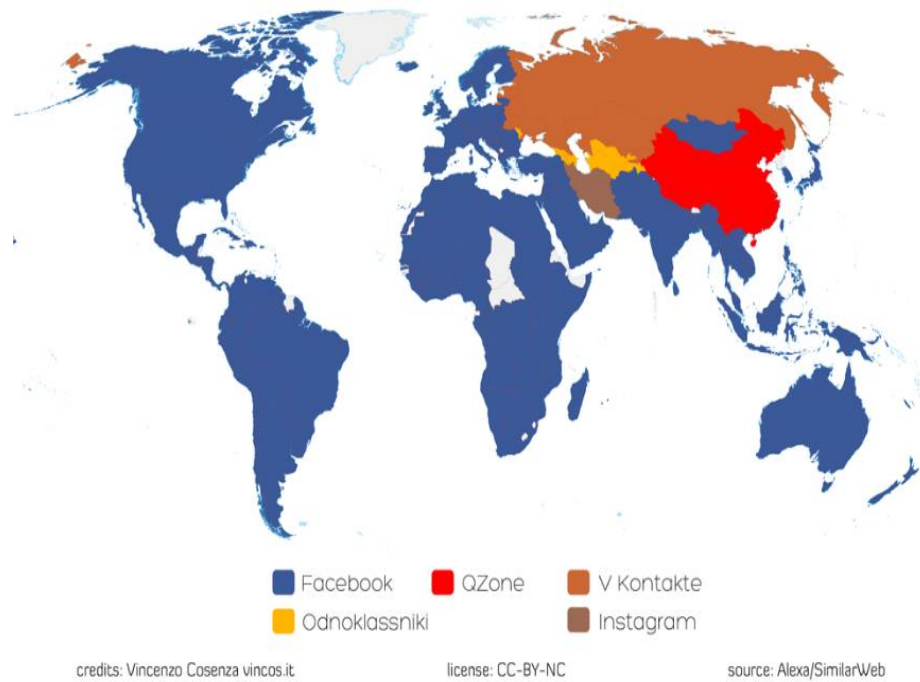


Figure 41. World Map of Social Networks (January 2018) it clearly shows a predominance of Facebook over the other social networks.

For the main majority of Finn-Korkki markets, these channels are the most utilized by the people, according to world economic forum, the first social media used in the so called “western markets” are in first position Facebook and in second position comes Instagram (see Figure 42). Linked in is less popular in the rank but for B2B purposes it has its special characteristics which makes it interesting.

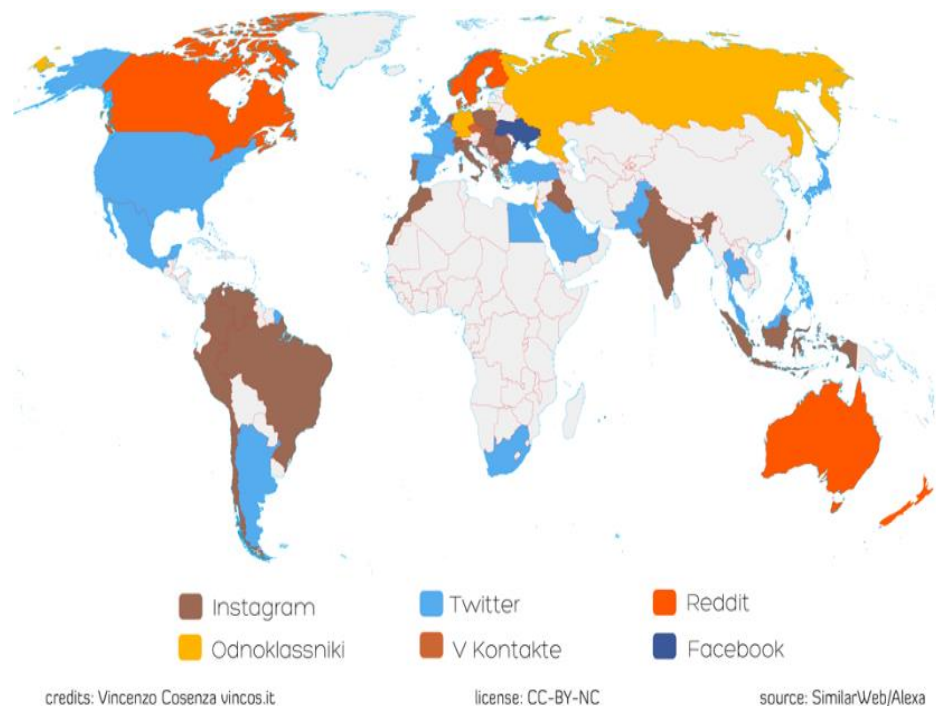


Figure 42. World Map of Social Networks Ranked 2<sup>nd</sup> (January 2018)

### The Actions

This Section of the plan development, it focuses in demonstrate with concrete examples how this plan could be implemented. In addition, recommendations are suggested, and risk assessment of each tactic has been carefully analysed to provide a wider view of measurements that should be taken into consideration.

#### Webpage:

The webpage is the main channel by excellence in this campaign, it is where the company really want to have the prospects to be able to make quality conversions. The webpage has been optimized already in Finnish, Russian, French and English. Therefore, the actions included in this plan, relative to the webpage are merely for Spanish speaking markets.

- a) SEO: Search engine optimization is based on keywords which are included in the webpage data, those keywords are the ones that makes possible to be found on the internet search results.

For the optimization in Spanish, it is crucial to understand that the language has variations by geographical location. Examples of this words could be the word used for bottle cap:

<b>Spain</b>	<b>South America</b>	<b>Central America</b>
Tapón	Tapa	Corcholata
Chapa	Tapita	Platillo
Tapón Corona		

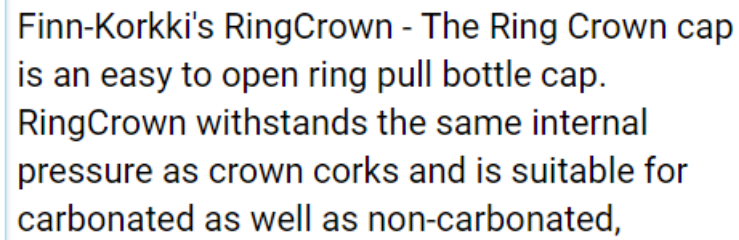
Figure 43. Variations of the word Bottle cap in different geographical territories where Spanish is spoken.

Suggestions: add the metadata descriptions and at the same time all the possible words that could be relevant to the industry of light metal packaging. Examples of this are in the figure below

Keep the consistency in the message and colours used by the other versions of the website.

Content should be kept similar than in the other versions.

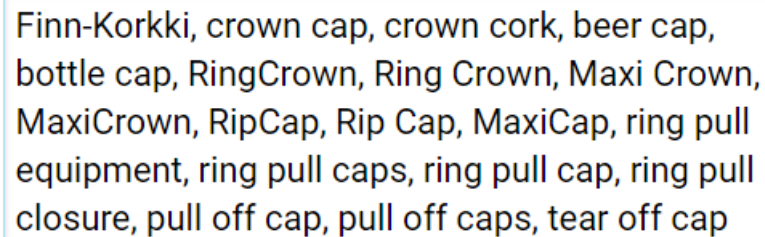
## Meta Description



Finn-Korkki's RingCrown - The Ring Crown cap is an easy to open ring pull bottle cap. RingCrown withstands the same internal pressure as crown corks and is suitable for carbonated as well as non-carbonated,

Figure 44. Example of a Meta data Description

## Keywords



Finn-Korkki, crown cap, crown cork, beer cap, bottle cap, RingCrown, Ring Crown, Maxi Crown, MaxiCrown, RipCap, Rip Cap, MaxiCap, ring pull equipment, ring pull caps, ring pull cap, ring pull closure, pull off cap, pull off caps, tear off cap

Figure 45. Examples of the how the keywords are placed in the backend editor of a website.

- b) Pay Per Click: As it has been stated before in this point 4.9, if the company has some budget to spend on pay per click, it should be in Google Ads because of its dominant position in the Spanish speaking territories, it is highly suggested to make sure that it has been properly implemented the translation of the webpage, as well of the right meta description and its keywords.

It is highly recommended to separate the key words in two different campaigns due to the mismatching in the meanings of the words for example in the Spanish used in Spain rather than the local variations used in South and Central America.

Also, it is recommended to study the keywords used by similar websites and make an own research of the key words. some examples of these could be for the Spanish speaking countries (not including Spain):

Tapas Corona	Tapita	Tapa de cerveza
Comprar Tapas	Productor de tapas	Corcholata

Examples of this key words but for the Spanish market could be:

Tapon Corona	Tapon de botellas	Chapa
Taponcito	Sellador	Corchos

It is also important to add to these type of words those ones which includes verbs such as “buy crown caps” “manufacturer of bottle Caps”



and so on, this practise could increase the effectivity of the keywords and its conversion ratio, providing a better-quality sales leads.

- c) Social Media: Is based on digital platforms which contains a diverse pool of users or audiences which makes them be of the interest of a business-like Finn-Korkki. Therefore, to count with presence in Facebook, Instagram and LinkedIn should be the focus of the case company.

**Facebook:**

Is the largest social media by number of users and active users, due to its large pool of users Finn-Korkki should create a Facebook page of the company. The visuals selected for the webpage should match with the ones displayed in the website to follow the content design, providing consistency to the brand image.

Consider allocating some budget to Facebook ads where a campaign to re direct traffic to the webpage of Finn-Korkki where more forms could be filled due to this re directed traffic.

For business to business field which is the one of interest of Finn-Korkki it can be targeted custom audiences such as offered Intuitively by Facebook ads tool. If not sure about which audience is the core Facebook audience for Finn-Korkki, this can be shaped exactly for the needs of the company case.

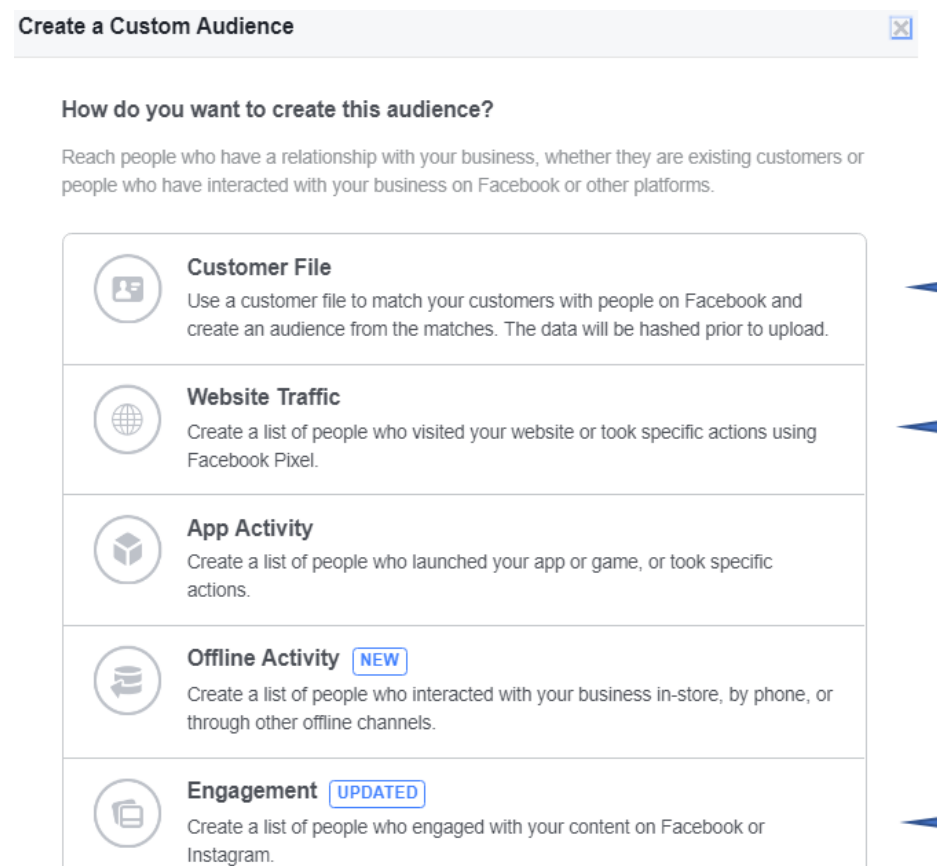


Figure 46.

Screenshot of creation of a custom audience.

### Customer file:

The customer file allows to create an audience from a list of emails submitted to Facebook, the most effective way to use this tool is for complementing the newsletter subscription targeting straight to those individuals that for example, did not open Finn-Korkki's emails. According to Robert Jeynes which is on charge of the marketing of Finn-Korkki, there are 3300 subscribers "active emails" to Finn-Korkki's newsletter but only 22.7% opens the email, that is just 749 people what Facebook could allow Finn-Korkki is to target that 77.3% or 2551 subscribers that were inactive to Finn-Korkki's Newsletter.


### Website Traffic:

This option given by Facebook during 2017 is the most relevant of how Finn-Korkki could benefit from Facebook, this is because it works in combination with the website of Finn-Korkki. Facebook offers a code that is called Facebook Pixel, which is easily installed in the website in the page where is relevant to include it. For example, if it installed in the home page, it will provide the information available of that "web surfer" to retarget them with advertisement in Facebook too. Why this is crucial? This is because are individuals that have visited already the website, presuming that they have already some intention to submit an enquire, or interested in the products and services offered by Finn-Korkki, this can be achieved installing "Facebook Pixel" (see image below)

**Install Your Pixel Code**


To use Facebook pixel, you must first install pixel code on your website. This code sends site visit information back to Facebook so you can measure customer actions and create smarter advertising.

Choose an option to install the pixel code. You can change this choice later.




**Use an Integration or Tag Manager**

Facebook pixel currently integrates with **BigCommerce, Google Tag Manager, Magento, Segment, Shopify, Squarespace, Wix, WooCommerce** and many more. [Learn about platform integrations.](#)



**Manually Install the Code Yourself**

We'll walk you through the steps to install the pixel code.



**Email Instructions to a Developer**

Send the installation instructions to a developer to install the pixel code for you.

Figure 47. Example of how Facebook Pixel is inserted into a webpage.

**Engagements:**

This tool for generating a custom audience works well to target those people that have shown some level of engagement with the content uploaded to the Facebook page or Instagram account.

**Type of posts:**

Images or videos which should be posted with a periodicity of 2 or 3 times per week, communicating some significant and relevant message to the targeted audiences such as

- a) Their competitive advantages of their products or themselves as suppliers for other companies
- b) Their production processes
- c) Success histories of customers that are happy with the cooperation between them, the main idea is to show common intentions, to sell more or to show the creation of nice products
- d) The benefits that the products can offer to possible customers
- e) Why the targeted audience should buy the products of the advertiser
- f) What problems the products, produced by the advertiser can solve people's problems

**Instagram:**

Should be the visual channel of case company, this channel can inspire the visitors to get involved with Finn-Korkki and its products.

The post should be of the products of Finn-Korkki and some other content which involve the visitor with the place where the bottle caps comes from. It is recommended to share post of partners, pictures of events, follow partners profiles among some others.

For optimizing the profile is important to keep in mind:

- a) To keep the profile as public
- b) To create a hashtag which should be used in all of the publications
- c) Link the Instagram page with the website, making a link which is visible for the visitors
- d) Is important to add contact details like the email [info@finn-korkki.com](mailto:info@finn-korkki.com)
- e) Have consistency in the content with the design line followed in the other channels and website and to count with regularity in posting
- f) It is important to select the category or industry where the company profile wants to be segmented.

Examples of what is above is stated can be observed from the business Instagram profiles represented in the figure below.

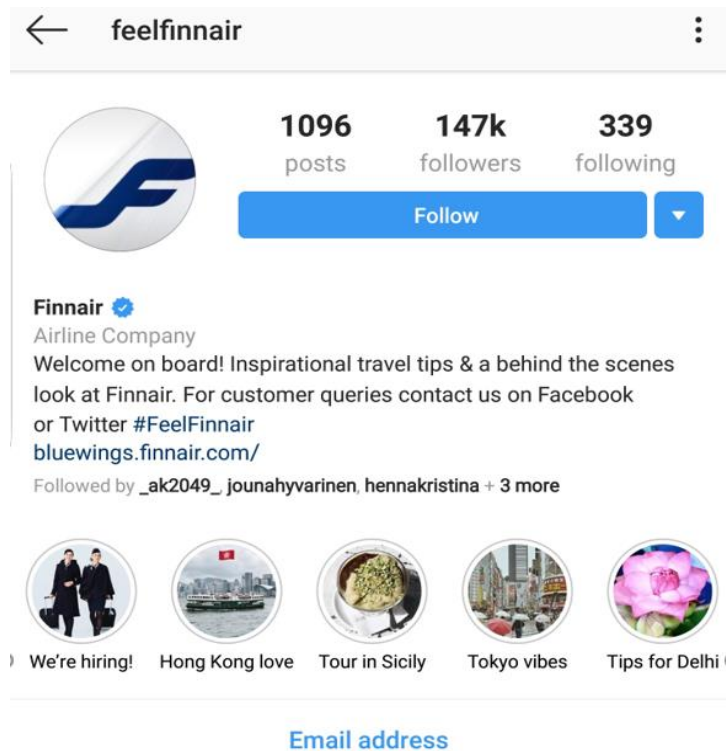


Figure 48. Finnair Instagram profile includes the uses of hashtags, offers a link to redirect the traffic towards their webpage.

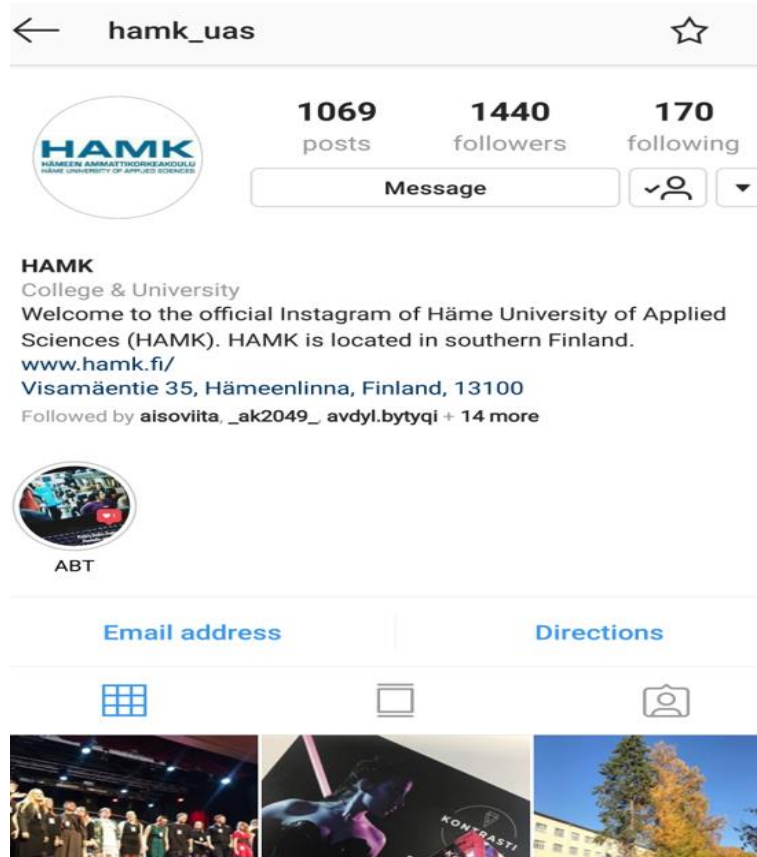


Figure 49. Häme University of Applied Sciences, another good example of how it should look a business Instagram account.

### LinkedIn:

This social media channel it should be used as place where to share Finn-Korkki news, it is by one of the most professional and business orientated social media channel and it could become an interesting tool for Finn-Korkki.

LinkedIn allows companies like Finn-Korkki to interact through direct messages with key role positions individuals of other companies as well that is why, is recommended to implement the following:

- a) Company news should be included as post in its LinkedIn account
- b) Share related industries blogs
- c) Share own produced articles
- d) Connect with customers and Finn-Korkki employees

This channel could provide credibility and credentials for the sales team of the company, when sending direct messages to the key role persons working in prospect customers firms, the frequency in posting it should be at least twice per week, look figure below where it demonstrates the profile of a competitor of Finn-Korkki as a showcase of the company.

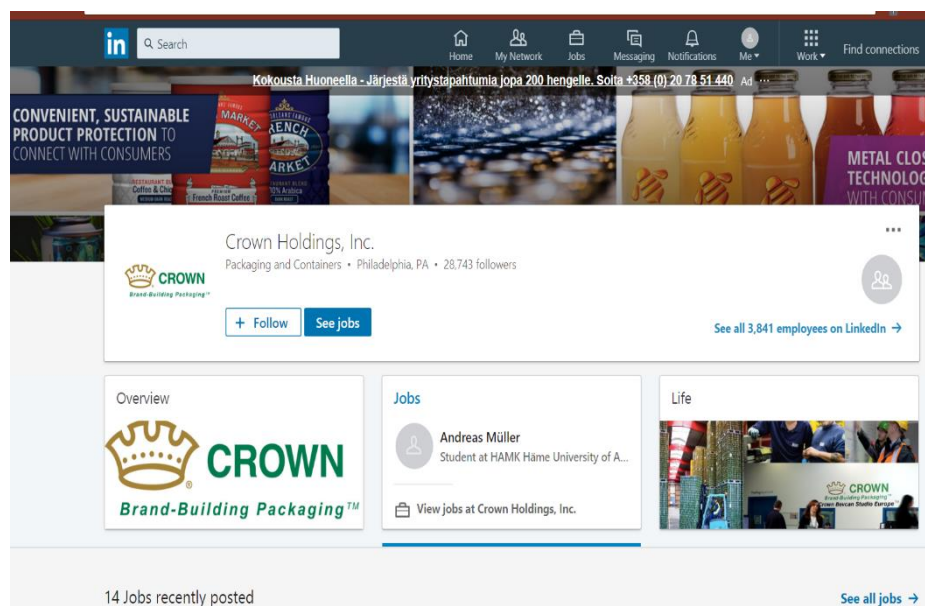


Figure 50. Example of a LinkedIn well established profile.

## 4.10 Schedule

As the Schedule for posting content in social media varies quite a lot depending on where is located the targeted market, is suggested to create a schedule plan and try to be consistent with it, below has been created

one that is intended to work as an example of what the marketing team of the company should follow.

In social media to count with high quality content is key to perform well in the key performance indicators which measures the success of the efforts. Therefore, is why this example of suggested schedule has been thought under the basis of not being so demanding for the marketing team of the company which has limited amount of time to implement the digital marketing plan.

Social Media/ Days	Monday	Tuesday	Wednesday	Thursday	Friday
Facebook	3:00 PM		3:00 PM		1-4 PM
LinkedIn	10:00 AM				10:00 AM
Instagram		8 - 9 AM		11:30 AM - 4:00 PM	

Figure 51. Example of days and hours per social media channel selected for the case company.

#### 4.11 Control

The Control of the tactics planned to be used in this digital marketing plan, can be achieved utilizing tools provided by the services for this matter such as Google ads manager tool, Alexa webpages ranking, Facebook ads manager. It is important to define the key performance indicator to follow periodically to analyse the level of success or understand the signs to realize the needed changes to optimize the channels. Some of the key performance indicator to check, are the following according to each of the tactics:

SEO: webpage rank, where the traffic comes from, time spent at the page

PPC: analysis keyword and cost and quantity of conversions.

Social Media: Followers, likes, engagement, unlike or unfollow.

Pages where is intended to fill a formulary, include a question such as, how it was Finn-Korkki found?.

If the employees of the company are stretched timewise for controlling these new channels, it is highly recommended to hire the services of a professional marketing agency which could be asked to leave fully optimized all the different channels and from there onwards to leave the task to the employees of the company.

## 5 RECOMMENDATIONS

This chapter of this handbook provides an overview, where the writer expresses his feelings regarding the outcomes of this thesis and its correspondent documentation of the process.

### 5.1 Project Planning and process

This project started in spring 2018, from a conversation of the commissioner company and the writer of this thesis, where it was offered to write for the company digital marketing efforts. After that conversation and a meeting with my thesis tutor the ideas were clearer and it was proposed to write a digital marketing plan. The process was not out of difficulties due to the need to present a professional and useful outcome to the commissioning company, which in every moment was present to help, if some information was needed or the writer had some doubts. A time schedule for this thesis was established since the very beginning and to firmly stick to it, it was frankly difficult, but anyhow it was finished and delivered on time. For planning timewise, the project schedule it was used a Gantt chart which is illustrated below.

Task	Gantt Chart: Andreas Thesis Project				
Month	February	March	April	May	June
Project Planning					
Pre-seminar		seminar			
Research					
Interim Seminar				Interim Seminar 1	
Theory recopilation					
Thesis writing process					
Thesis ready					
Final Seminar					

Figure 52. Gantt chart for planning the thesis project part one

Gantt Chart: Andreas Thesis Project				
July	August	September	October	Novebember
		Interim Seminar 2		
				Final Seminar

Figure 53. Second part of the Gantt chart used for planning the Thesis project.

The charts above, figure 45 and 46, were filled during March 2018. The symbology of the colours in the chart has for a meaning that the green accounts showed in there, are the tasks that are ready or completed on time and the yellow one's accounts for the ones on going or planned to be done.

## 5.2 Theory

The theory selected for the author of this thesis is in line with the theoretical framework required to sustain the digital marketing plan presented as an outcome of this work. Therefore, is why it has been selected from diversity of means such as e-books provided by HAMK online library services, Scientific publications in journals, printed books, web pages and digital collections.

As the topic in question treated by this work, it mutates rapidly it was tried to use the most up to date material to provide an accurate and useful information that it could be of help for the plans of the marketing and sales team of the case company.

## 5.3 Product

The product as an outcome of this case-based thesis, is an inbuilt strategy development-plan which aims to help the case company to expand their digital efforts for promoting their services and products. The product it was specifically requested to include the development of a digital strategy for the Spanish speaking countries and a more international approach for the social media.

The product properly implemented, it should at least increase the awareness of Finn-Korkki's products, services and brand image in the intended markets and in the different channels audiences where implemented.

## 5.4 Recommendations for case company

Finn-Korkki definitely needs to give a try into expanding its digital promotion channels to raise the awareness of new potential consumers, but to achieve this Finn-Korkki require to compromise resources to take into effect the digital marketing plan presented by this handbook, one and probably the most important suggestion for achieving the goals proposed initially by the company, requires keeping up and stick firmly to the plan proposed.

This means to keep and schedule in news and post update, this requires a good amount of creative and digital skills. However, It could be a major support to hire the services of a professional agency which could provide quality content from a visual perspective.

The approach of the company for the south American markets is the right one targeting small-medium sized bottlers, but a deep analysis in the



wholesalers and distributors of the beer industry products related, it could be of benefit, to raise potential customer awareness, that the products are displayed at the physical seller.

The company should implement as soon as possible a fully encrypted website under HTTPS protocol, this step is required to don't damage the credibility of Finn-Korkki brand online, to don't fall in the credibility and rating on the web searches and to be classified by the major web browsers as a safe website to visit.

## 6 CONCLUSIONS

This thesis project has gone through a vast theoretical collection which has given sustain to the practical & development part of it. It can be said that in today's marketing scenario the digital world is playing a predominant role and it is a must for every enterprise which aims to compete in the global markets, to take advantage of what technology provides for reaching out the right audience for the products and services which offers. Finn-Korkki, it has already the "know how" to manage the suggested channels, and if those are properly implemented it is going to generate the awareness needed by the company to gain market share in the target markets and achieve its proposed goals. Nevertheless, the writer of this report due to the limitations of this work, it has not analysed in luxury of details the local competitors of each of one of the + 13 territories which speaks Spanish, just the largest international players which has products with a higher value level. Moreover this issue, this report can be useful for setting up the channels treated by this practical thesis.

The topic by itself is extremely broad, which gave me quite a bit of complications in the beginning, for wanting to include more of what the scope of this work it was planned and intended, another important challenge was to stick to the plan and schedule which it has been the rule for most of my projects since I have started my studies at Häme University of Applied Sciences. Nevertheless, the process itself has taught me quite a lot regarding project planning and it has awakened in me the interest for the new technologies and its practical application in business life.

As a suggestion for further research in this topic it could be included a more in-depth analysis of the local competitors and its use of the digital channels plus how digitalization is affecting the industry with application of new marketing technologies such as augmented reality.

### 6.1 Reflection on what I have learned from the process

By the realization of this product-based thesis, I have realized myself of the importance to keep up with professional work and multi-tasking is pretty much appreciated by the industry.

I have also learned in depth the utility and the possibilities that the digital media can provide for company like Finn-Korkki, which is immersed on a global competition scenario for positioning its products in the best possible ways. At the same time, a lesson learnt with this project is to stick to the main schedule which personally talking was not an easy task to follow.

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### Strategy Development: Situation Analysis Graphs

The data used and expressed in this section has been gathered from Google Ads, Google analytics and compared with the data base of SONET which the CRM software is utilized by Finn-korkki. The data shown, it goes from 1<sup>st</sup> of January 2017 until 31<sup>st</sup> of December 2017.

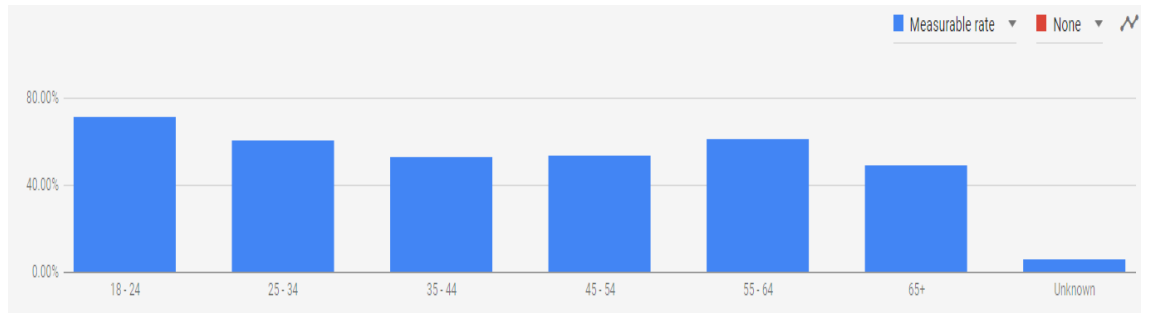


Figure 54. Demographic graph data reported from Google Ads regarding visitors of [www.Finn-korkki.com](http://www.Finn-korkki.com)

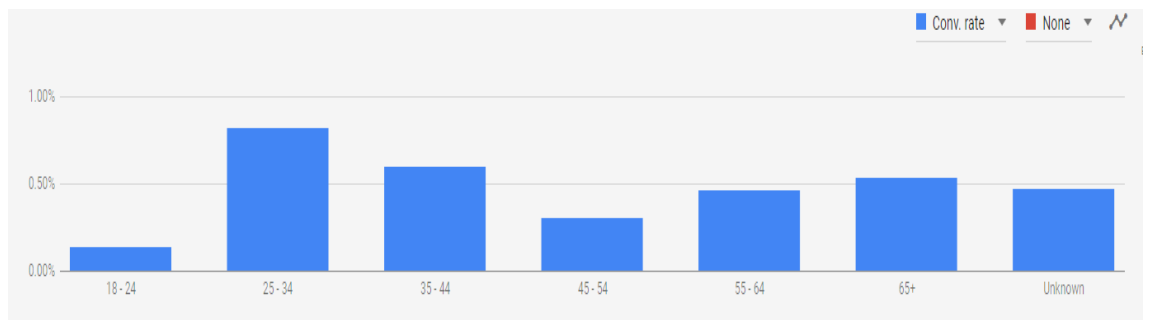


Figure 55. The graph shows the conversion rate from the website analytics of Google Ads of [www.Finn-korkki.com](http://www.Finn-korkki.com)

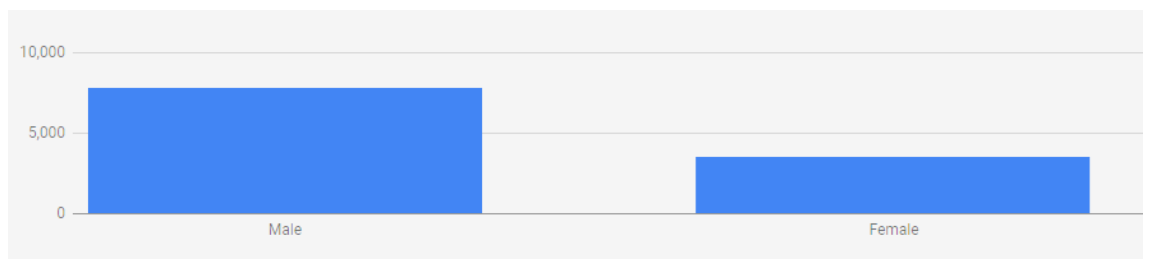


Figure 56. Graph related to user distribution of visitors derived from Google Ads of [www.Finn-Korkki.com](http://www.Finn-Korkki.com)