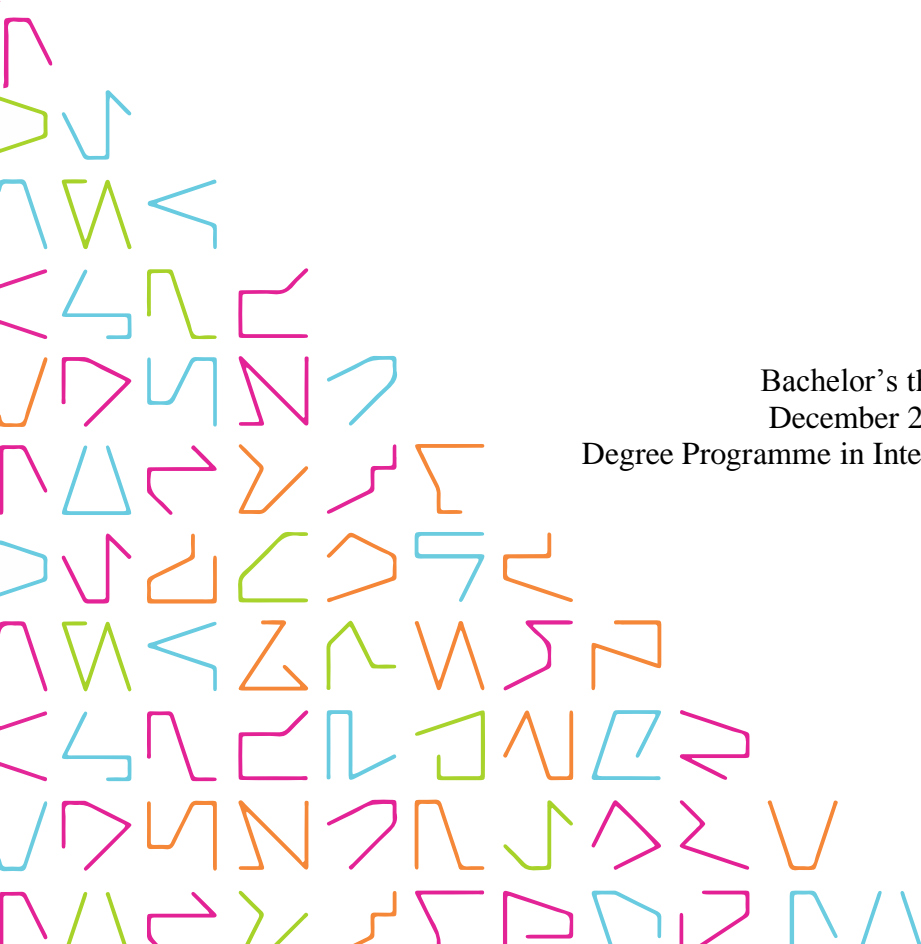


# **VISIT TAMPERE LTD – CONTENT MARKETING STRATEGY FOR GERMAN-SPEAKING MARKET**

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Bachelor's thesis  
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## **ABSTRACT**

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This thesis was commissioned by Visit Tampere Ltd. Visit Tampere is an organization working in the fields of tourism, events and congresses. The aim was to establish a well-defined content marketing strategy for German-speaking target market. The company has recently opened a new website and needed a structured content marketing plan to gain more website visitors.

The thesis is trying to find more valid information of how to make the engagement to be stronger amongst the German-speaking website visitors and whether the problem is on content; how to create value, so the website visitors will return to the website again. Also, how to target their content marketing so that the website visitors, who are the target audience of the company, will engage with the content.

The topic has been approached with theoretical framework by examining the current situation of content marketing, how content attributes to search engine optimization and how does the company apply Google Analytics to website traffic tracking. The study was made as a quantitative study and online survey were used as a data collection method. The online survey was placed in the commissioning company's German-language website for the time period of 14.8.-23.9.2018. The results of the online survey were analyzed mainly by comparing the results to existing secondary data, such as the study conducted by Tutkimus- ja Analysointikeskus TAK Oy and analytics gained from the commissioning company's Google Analytics and Google Data Studio.

The analyzed results showed that Visit Tampere does not need major changes to its website and social media content in order to attract German-speaking website visitors. Regardless, the results showed that the company should improve their content regarding nature and lifestyle theme, as well as search engine optimization, which also had a huge part in attracting new website visitors.

The thesis will give new ideas and perspective for Visit Tampere when planning their content marketing measures for German-speaking market as well as detailed information on the target market.

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Keywords: content marketing, content strategy, search engine optimization, website

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## 1 INTRODUCTION

Due to technological advances and digitalization, digital marketing and content production have changed over the last few years and are still in a constant state of change. New channels where content is generated are constantly increasing and new trends make it possible for different forms of content production to grow at certain times. As there are more and more content available online, customers are not anymore passive message receivers but rather active participants who can create and share content as well as decide what they want to see or do not want to see. (Juslén 2009, 5.) Thus, content marketing and the creation of content-driven experiences, has proven to be an extraordinarily powerful way for marketers to create value for business (Content Marketing Institute 2015).

The purpose of this thesis is to create a well-defined content marketing strategy for the commissioning company, Visit Tampere Ltd and to be more precise for the German-speaking market. The aim is to identify the target audiences for which content should be targeted, which is the most suitable channel choice to reach the target audience and what is the content, that the target audience is interested in. The objective of the content marketing strategy would be to help the company to improve their website content and attract more traffic to the company's German-language website. The commissioner hoped that the following would eventually result in increased recognition inside the German-speaking Europe with people planning a holiday trip to Finland choosing Tampere as their main destination.

Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience with the objective of enhancing profitable customer behavior (Steimle 2014). As content can nowadays be found everywhere from magazines to social media and from videos to webpages, companies need to have a content strategy in order to make their content well-adjusted to their target audiences and to stand out from the competitors.

## 2 THESIS PLAN

The following thesis plan introduces shortly the topic, objective and purpose of this thesis. It will cover research questions set to be answered in this thesis. The plan also includes an explanation of the concepts and theories, which will be used for this thesis. It will also explain the data gathering methods used, and eventually lead to the structure of the thesis.

### 2.1 Thesis topic

The topic of this thesis is a content marketing strategy. The thesis focuses on creating a well-detailed content marketing strategy for German-speaking market, which will help the commissioning company to tailor their content to fit their target audience and increase traffic in their website and other channels. The main focus of the content marketing strategy is on the content of the German-language website, but for example content created in the social media platforms the commissioner is currently using are not playing that significant role in this thesis. This is because the company only has content in German in their website and Facebook page.

The thesis is focusing on content marketing because the commissioner considered it as an important part of their marketing measures, and also because their current knowledge of the German market is limited, and they are keen to know which audiences should they target and what are they interested in. The commissioning company is publishing content and has guidelines for content creation but has not yet established a written content marketing strategy.

According to Keronen and Tanni (2017, 16) one-way marketing and communications speech based on the organization's own actions is stepping aside simply because it can no longer reach the wanted interest of the desired customers. A customer is not primarily interested in what the company does or how good are their products or services. The customer is interested in their own goals and opportunities and moves towards them guided by their motivation. (Keronen & Tanni 2017, 16.) As a cure many companies have tried to gain a more active presence in different channels. However, being active in different channels does not save the business if the content or discussions that are made there are not interesting to their intended audience. The quantity is never more important than the quality of the content. (Keronen & Tanni 2017, 16.)

The change in marketing and communications is global and applies to every business. That is why in order to succeed, companies have to go to where their target audience are, and create routes, which will allow them to get information about what to discuss with them, with how they feel interacting with your company, what inspires them, puzzles them and drives them forward. From these starting points, a company can draw content that is valuable to their target audience (Keronen & Tanni 2017, 21).

By acknowledging these points, the author will construct a comprehensive content marketing strategy for Visit Tampere Ltd based on the academic literature and collected primary quantitative data from an online survey placed on Visit Tampere German-language website (appendix 1).

## **2.2 Thesis objective, purpose and research questions**

The objective of this thesis is to first find out who are the potential target groups to be targeted in the German-speaking market based on the results of the online survey and concepts and theories applicable. After finding out the best target groups to be targeted, a detailed content marketing strategy is made. The objective can be formulated in the form of a research question as follows:

*“What kind of content should Visit Tampere Ltd publish on their German-language website?”*

The sub-questions that will help to frame the theory for this question are:

*“To whom should Visit Tampere communicate (Target groups)?”*

*“Where should Visit Tampere communicate (Channel choice)?”*

*“When should Visit Tampere communicate (Timing for travel and decision)?”*

*“What should Visit Tampere improve on their website to attract more visitors to their website?”*

This thesis focuses on answering to these research questions, and they will be used as a guideline throughout the whole thesis process. The purpose is to help the commissioner to understand better the target audience in German-speaking market interested from Tampere as a tourism destination. The objective of the content marketing strategy is to gain more traffic to the company's website and this way increase knowledge of Tampere as a tourism destination among the German-speaking market.

## **2.3 Concepts and theories**

This thesis will introduce and explain different concepts and theories that are related to content marketing and content strategy. These concepts and theories will be used as a theoretical framework for the thesis. The terms “content marketing” and “content strategy” will be explained here, as this thesis is a content marketing strategy for German-speaking market, it is important to know and understand the definition of these terms. By defining these terms, the reader will also have a better grasp of the topic and the crucial concepts that need to take into consideration in creating a content marketing strategy.

### **2.3.1 Content marketing**

According to Leibtag (2014, 18, 20) content marketing is about creating engaging content that educates your audience and befriends them. Content marketing brings the content and traditional marketing together with creating and distributing free online content, so that the audience can develop an awareness of your brand. The aim of content marketing is to obtain an audience that trusts you, shares your content, and recommends you to friends. (Leibtag 2014, 18, 20.) As the commissioning company’s website mainly serves for informative purposes, by sharing tips and giving information about Tampere as a tourism destination, it is important for the commissioning company to create content that makes the website visitor come back to website again. Each individual customer can be provided with as much of information as he or she is searching for and needs at any given time. The information will in best case solve the customer's problem and thus generate value to the customer. When a customer finds a solution to their problem, a buying decision is often formed. A company can succeed in content marketing by learning how to harness the useful information into content that serves the potential customers. (Juslén 2009, 275-278; Nokkonen-Pirttilampi 2014.)

Companies have become aware that content marketing is an effective and a good way to reach out to their audiences and target groups and have taken content marketing as a tool in their marketing mix. Besides being a consumer and the decision-maker in purchase process, a customer is also a human being who has interests outside the company's products and services. Since nowadays there is a lot of marketing and communications and getting the marketing messages across has become more difficult, reaching the real

human being has become important but also challenging. (Karjalainen 2015; Airaskorpi 2016.) The aim of the thesis is find out who are the potential target audiences, that would be interested in the commissioning company's website content.

Content marketing is successful when the production of content is continuous, systematical and happens in multiple channels. Captivating the customer is based on the fact, that the created content is customer-oriented and there is a two-way communication. (Hovinen 2016.) The format of the content and the channel used for publishing defines the goals set for the content. The content can be presented in a variety of formats, including blogs, videos, infographics, photos, podcasts and news. It is important to first create goals and strategies, create a compelling, audience-centric storyline around them and eventually link it to the target audience. Lastly, it is important to select the channels where the content will be published. For this thesis, only the commissioning company's website and Facebook page will be used as those are the channels they produce content in German language.

### **2.3.2 Content strategy**

Content marketing strategy is a plan for content marketing, with the aim of attracting visitors and generating demand by using content. Content strategy is about planning the creation, promotion and measurement of content. (Crestodina 2014.) The purpose is to find a way to reach the correct audience at a correct time with the correct content. At the core of content strategy are the customers and their problems which the company is starting to address through content strategy design. Content strategy is part of bigger marketing strategy that serves only as a tool for the right kind of publications. (Hovinen 2016; Juslén 2009, 277-278.) As the commissioning company currently has not established a content strategy, the aim of this thesis is to create a well-defined content marketing strategy for the commissioning company.

When creating content, it is important to remember to create a comprehensive content strategy that defines the content creation goals and how content is being produced. A good content strategy shows perseverance, it is documented clearly, and it can be measured. According to Kissane (2011, 1) a well-executed content strategy will help a company to understand and produce content, which is interesting for their target audience



and allows them to develop realistic, sustainable, and measurable publishing plans that keep their content on track in the long term.

One of the most important tasks of creating a content strategy is to meet the needs of the target audience. In Content Marketing Institute's content marketing framework (2016), which will be introduced later, the second part of the process is to define what target audience the content is trying to reach. For this, the needs of the target audience must be clarified. The individuals of these target audiences are called target personas. The goal is that the content that is published relates to the customers and their expectations about the produced content are met. (Juslén 2009, 148-149.)

The channels where content is published work for two different tasks. First of all, it serves as a platform for publishing the content, but also produces action as a result of content publishing. Content is what accomplishes downloads and sharing. For this reason, it is important that the channel is chosen so that promoting the content is made easy for the customer and promotes the customers longing for interaction. Adding different links and applications on the channel makes it easier for the customers to share information forward. The links also allow the customer to easily return back to the channel. Customers should also be encouraged to share the content, and this can be achieved by combining different social media channels to form a joint network of sharing. (Juslén 2009, 283-286.) The commissioning company is present in many social media channels such as Facebook, Instagram and Twitter, but mainly produces content in Finnish and English. There is a need for the commissioning company to find out how they could reach the German-speaking customers and get them to share their content.

### **2.3.3 Content Marketing Institute's content marketing framework**

Content Marketing Institute (2016) has created a five-part content marketing framework, that can be utilized for virtually any business that wants to make use of content marketing in their marketing (figure 1, p. 10). Since Visit Tampere Ltd has not yet established a comprehensive content marketing strategy it will be planned with the help of the steps in Content Marketing Institute's framework. The framework for content marketing was originally created to help businesses view content marketing as a logical extension of their brand's core values and to set the infrastructure necessary to implement successful

and scalable content marketing operations within an organization. (Content Marketing Institute 2016.)

First, the purpose and goals of the company are mapped out in terms of content marketing. These create the starting point for content marketing and its launching. The next step is to determine what audience is the company trying to reach with the content. For this phase, it is necessary to find out the needs of the customer groups and the means in which to respond to them. For this purpose, the author has conducted an online survey in the commissioning company's German language website.

Next, the story of a company that will make customers more committed to the business is crafted. After crafting the story, the channels in which the company will share the content are defined. This step is very important since the goal of content marketing is to reach the right audience in the most efficient way possible. This thesis focuses mainly on the commissioning company's website and Facebook page, as those are the channels where the commissioning company is producing German-language content.

The next step is to develop how the process will proceed, divide the work and create a timetable, which transforms the theory into practice. When content marketing is introduced, it is important to keep the marketing interactive. As stated earlier, a two-way communication and letting the customers to have an influence is important, so the production of content cannot be only for the company's one-way communication. The last important building block in creating effective content marketing is that one can measure it. For this purpose, the commissioning company is using Google Analytics and Google Data Studio, which are tools designed to help companies analyze their website traffic and visitors. Google Analytics will be explained in a greater detail later in this thesis. The content marketing strategy is designed to help the commissioning company to plan their content marketing measures and explain, what kind of content the commissioning company should publish in order to gain more traffic into their German-language website.



FIGURE 1. Content Marketing Institutes framework for content marketing (Content Marketing Institute 2016)

### **2.3.4 Search engine optimization as part of content marketing**

Search engine optimization (SEO) involves achieving the highest ranking in the listings on the search engine results pages after a specific combination of keywords has been typed in. In search engines such as Google, the position or ranking is dependent on an algorithm used by the search engine to match relevant site page content with the keywords entered. (Chaffey & Smith 2008, 283.) There are several ways to implement search engine optimization, such as using relevant keywords, quality content, and media content on your web pages.

Content marketing, as well as any other mean of marketing, has the objective of increasing profitable customer behavior. It also contributes in search engine optimization functions through producing natural traffic to the company website by improving the ranking in search engines. Having a clear vision of the search engine optimization activities add to the content marketing efforts, as the website content can be formed conjointly with the search engine optimization needs. (Shenoy & Prabhu 2016, 2-10.) The commissioning company has worked hard in order to increase the visibility of the website in search engines, including using search engine optimized keywords and phrases and using bolded titles which are more easily picked up by the search engines.

According to Smith and Chaffey (2017, 368), when people are searching for information about a product or service, they are most likely to turn to search engines such as Google and try through different searches to find a product or service that fits for their needs. Each individual using search engine can be considered a potential client already when they type in a search with the search engine. The better one can find the webpage from Google's search results, the more likely the company will get new customers and gain a bigger share in the market. (Leino 2010, 114.) Search engines provide people with what they think are the most relevant and meaningful experiences, based on the search keywords (figure 2, p. 12). If a company has built their website content for the correct audiences, search engines help to bring traffic to a company's website. (Mathewson & Moran 2016.) The commissioning company wants to find out, whether the website content is relevant for their target audience and how more German-speaking website visitors could be attracted to visit the company's website.

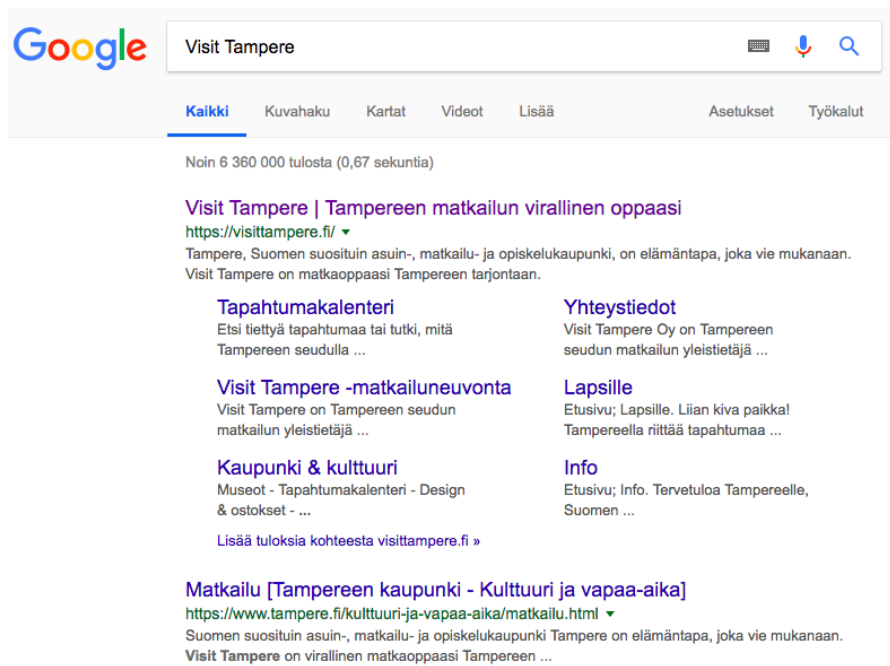


FIGURE 2. Google search engine results for key words “Visit Tampere”, made on the 7<sup>th</sup> of October 2018.

### 2.3.5 How content in website attributes to search engine optimization

The term content is defined in the web industry as “anything that conveys meaningful information to humans” (Kissane 2011, 1). Every webpage has content and it can be presented in many forms such as text, images or videos. Creating engaging content and making navigation in the website easy are the most important structures for establishing a successful website. Relevant and interesting content generates traffic to the website. Also, it is important to optimize the content in the website for search engines so that it responds to the keywords used for searching (Technopedia 2018). The commissioning company wants to know whether their website is built in a way that makes navigation in the website easy and whether the content is engaging for the German-speaking website visitors.

The content in the website has a huge importance. According to Korteso and Kurvinen (2013) search engines look for keywords from the content in the websites, which users use to access into the website. In order to be successful, a website needs to have enough keywords in their content, to make users come to their website. The significance of content must in no way be diminished but rather be emphasized. The content of the

website is one of the most important things to have to be able to be shown in search engines. content is one of the main reasons why people come to the website in the first place and why people link the webpage. The commissioning company has realized that their content needs to be adapted for different target audiences and that the content the company has in their Finnish website might not be interesting and relevant for German-speaking website visitors.

There are three things which have an effect on how the website is shown in search engines. These are technique, the content of the website and linking. Having a comprehensive content in the website has a lot of influence in the findability and also the links to and from the website. Having quality content in the website is a requirement for search engine findability. After that come the linking and technique used. (Kortesuo & Kurvinen 2013.) Updating the website content regularly is good in terms of search engines. Besides search engines, also the visitors like when the website has new and updated content. The more text-based content website has, the more keywords needed for the website are being created. These keywords will show in search engines, promoting the website's findability (Juslén 2009, 287). The commissioning company mainly produces text-based content in their German-language website but has not updated the website a lot after opening the website in June.

### **2.3.6 Google Analytics as a tool to analyze website traffic**

Nowadays almost every business has an online presence through a website. According to Thakur (2017), it is important for businesses to learn the inner structure of their website to find out whether the site is accomplishing its purpose or not. For this, a company needs details about the visitor behavior in the website, for example how long the visitors stay on the site and what pages do they visit. (Thakur 2017.) The commissioning company has been using Google Analytics to get a better overlook of the website visitors.

Google Analytics is a free web analytics tool offered by Google, designed to help businesses to analyze website traffic. Google Analytics allows users to follow how efficiently the website and marketing work together. With the tool it is possible to get very detailed information about the navigation throughout the website. All the data is saved into the software and it can be analyzed later. The most relevant information from the website visitors are the number of visitors in the website, the times the site is visited,

with which device and from where the user has come to the website (figure 3, p. 14). Also knowing how long the visitors spend time on the website and how fast they exit from the page are useful information for businesses. (Havumäki & Jaranka 2014, 169.) By using website visitor tracking, companies can easily see what interests the visitors most. With this information, it is possible to create more content that is interesting for the website visitors.

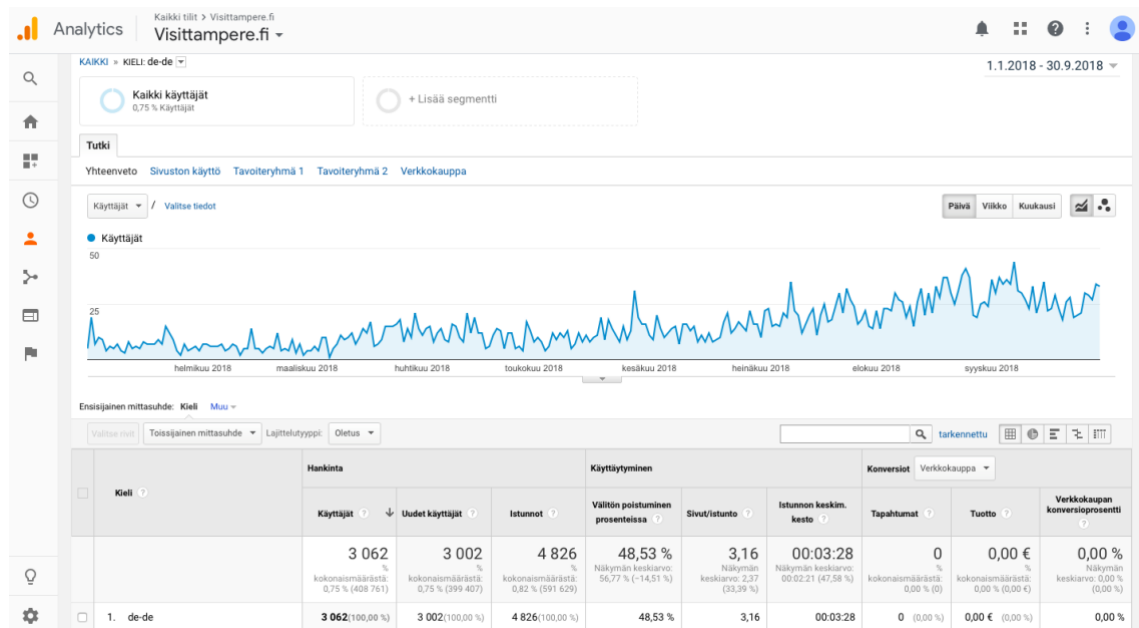


FIGURE 3. Google Analytics data from Visit Tampere Ltd German-language website between the time period of 1.1.2018-30.9.2018, taken from 7<sup>th</sup> of October 2018.

## 2.4 Working methods and data

The data used for this thesis can be divided into primary and secondary data. Primary data is the information collected specifically for the research in question, while secondary data is data that already exists for other purposes (Smith & Taylor 2004). The primary data for this thesis will be collected in the form of an online survey. The author will be placing an online survey to the commissioning company's German-language website for the time period of 14.8.-23.9.2018. The author will also receive data from the company's Google Analytics and Google Data Studio, which she will also analyze. By analyzing the Google Analytics and Google Data Studio, the author will get a perspective of the website traffic on the company's German-language website. The secondary data will be researched from two previous studies made for Visit Tampere Ltd by Tutkimus- ja Analysointikeskus TAK Oy but also multiple scientific publications both printed and online. As the two

researches made by Tutkimus- ja Analysointikeskus TAK Oy are the commissioning company's private property, the research will be listed in the list of references but will not be available for reading.

The primary data for this thesis will be collected by quantitative means in the form of an online survey (Appendix 1). Quantitative research is a structured way of collecting and analyzing data obtained from different sources. Quantitative research involves the use of computational, statistical, and mathematical tools to derive results. (SIS International Research 2018.) According to Vilpas (n.d.), there are usually always theoretical, researched knowledge about the phenomena that forms a basis for the quantitative research. (Vilpas n.d.) Quantitative research examines questions based on numbers or percentages and requires using a sufficiently large and representative sample. (Heikkilä 2014.) The primary data will be analyzed based on the theoretical framework the author finds applicable to this subject, such as content marketing, content strategy and search engine optimization. For example, the theory for content marketing and content strategy will be used in the forming of the online survey questions. The framework for creating a content marketing strategy by Content Marketing Institute will be used to create the content marketing strategy for the commissioning company. Also, the customer's perspective about the website content and usability of the website will be examined.

An online survey is a questionnaire, that the target audience can complete on the internet. According to Technopedia (2018), companies often use online surveys to gain a deeper understanding of their customers' tastes and opinions. Online surveys can be used to provide more data on customers, including everything from basic demographic information (sex, age, nationality) to psychographic information (lifestyle choices, personality traits). Online surveys can be created to find more information about a specific product, service or brand in order to find out how consumers are reacting to it. In contrast to traditional surveys, online surveys offer companies a way to sample a broader audience at a lower cost. Online surveys are usually created as web forms with a database to store the answers and statistical software to provide analytics. (Technopedia 2018.)

Online survey was chosen as the collection method for primary research as the commissioning company and the author wanted to reach the visitors of Visit Tampere's German-language website. The commissioning company wanted to know how those visiting the German-language website felt about the website content and website usability and this was the best way to reach the website visitors. Due to a short time frame, the

online survey was placed on the commissioning company's German-language website for the time period of 14.8.-23.9.2018 which enabled the author to collect the most amount of answers in order to get a representable sample for the research.

According to Tanni and Keronen (2013), content strategy is not only about renewing the text in company website, looking into website analytics or doing search engine optimization, but combining them in a meaningful way, to a continuum that will help the company to achieve its long-term business goals. At the heart of everything is the customer whose need for information the content strategy is responding. Many companies have a huge amount of know-how, but do not know how to turn their good content customer-oriented and how to reach the correct customers. Content strategy provides good tools for confronting customers online when the company believes in what they are doing and are willing to invest in it. (Tanni & Keronen 2013.) This is why the online survey includes both demographic and psychographic questions. Analyzing the primary and secondary data will result in to a detailed content marketing strategy for German-speaking market and explain how the strategy can be utilized in the company's webpage.

## **2.5 Thesis process**

This chapter provides information about the thesis process and how it will be conducted. The first chapter introduces the topic of the thesis shortly. Chapter two deals with the thesis plan, where the reader gets an insight of the objective and purpose of the thesis and the theoretical framework and data collection methods used. Chapter three will introduce the case company, their marketing measures for German-speaking market and Germany as a target market in a greater detail. Fourth chapter will introduce the objectives of the research, the design of the research and data collection method. Fifth chapter will include the results of the online survey, and the gathered data will be analyzed. The data will be used also in the chapter six, where the steps of Content Marketing Institute's framework for establishing a content marketing strategy will be used in order to create a content marketing strategy for the commissioning company. Chapter seven will include the conclusion and recommendations.



### **3 THE CASE COMPANY**

The following chapter introduces more thoroughly the commissioning company and the company's current marketing measures for German-speaking target market. Also, general information about Germany as a target market will be provided.

#### **3.1 Visit Tampere Ltd**

Visit Tampere Ltd is an expert organization working in the fields of tourism, events and congresses. Its mission is to strengthen the position of Tampere as an internationally and nationally attractive location for tourists as well as event organizers and congresses (Visit Tampere Ltd 2018). Visit Tampere promotes the city to selected consumer markets and attracts events and congresses in close cooperation with local companies and entrepreneurs. The main strategy the company is focusing are digitalization and seeking growth from abroad. The company wants to add more encounters, gain more visibility and eventually gain more customers. Visit Tampere is also a regional link to high quality service providers. The company serves both individual tourist as well as groups in terms of guide services, tourist information, maps and brochures. Visit Tampere is owned by the City of Tampere and is a subsidiary of Business Tampere.

The main target markets Visit Tampere has active marketing measures are Germany, Japan, China (Quanzhou area), United Kingdom, Sweden (Stockholm area), Russia (Saint Petersburg area) and Finland. The main themes, that Visit Tampere emphasizes in their marketing are the following:

1. The Sauna Capital of the World (Tampere region has 35 public saunas)
2. Lakeland
3. Moomins (the only Moomin Museum in the world)
4. Hungry for Tampere (local food and delicacies and innovation)

Visit Tampere has many different marketing and communications measures. They host press, blogger and tour operator visits, maintain [visittampere.fi](http://visittampere.fi) website, Tampere photo

bank and social media channels in Facebook, Twitter, Instagram and YouTube, produce photos and videos, do event production and marketing co-operation together with partnership network.

### 3.2 Marketing measures for the German-speaking market

In international destination marketing Visit Finland is focusing on four main areas: Lapland, Lakeland, Helsinki and Coastal areas & Archipelago (Visit Finland 2018). The territorial division is simplified in order for tourists to form an idea of Finland as a tourism destination (figure 4). Tampere belongs to Lakeland area and to be more precise, to Western Lakeland, an area formed by Central Finland, Tavastia Region, Lahti Region and Tampere Region.

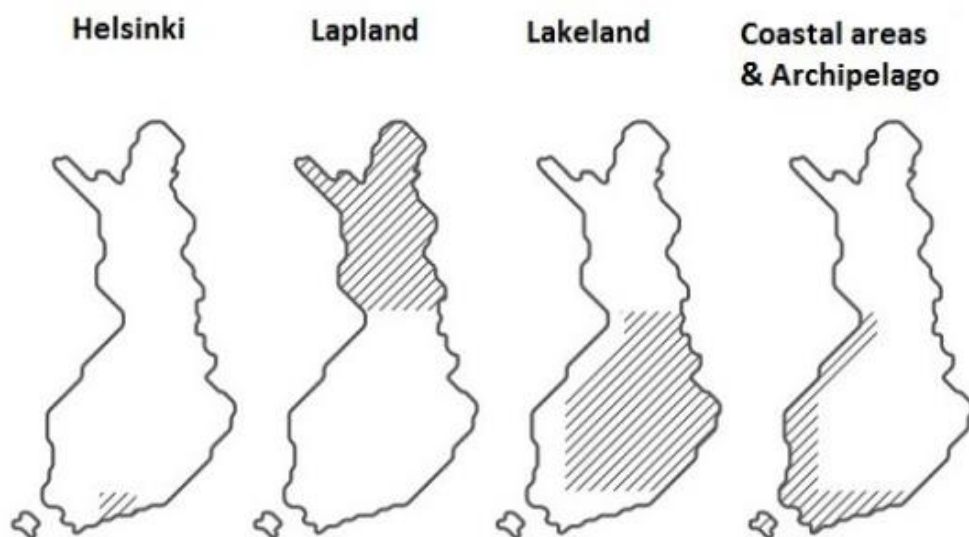


FIGURE 4. Territorial division made by Visit Finland, which is used for international marketing (Visit Finland 2018)

Visit Finland is developing the Lakeland area in co-operation with Lakeland regions and local tourism organizations with the aim to make the Lakeland area a tempting tourism destination and to establish a similar area brand that Lapland has already achieved. Lakeland is being marketed abroad as an entirety under joint Lakeland brand and product ensemble. The Western Lakeland area is seeking growth from Japan and German-speaking Europe. (Visit Finland 2018.) Visit Tampere's marketing measures for Germany and German-speaking countries is emphasizing this Lakeland theme, as it combines naturally together nature, sauna, local lifestyle and culture aspects. The marketing

measures, that the commissioning company has planned for German-speaking Europe in 2019 can be seen from figure 5 on page 19 (Visit Tampere 2018). The plan does not account the procedures of the German-language website and the commissioning company's social media channels.

The Western Lakeland is described as the heart of Finland, made of lakes and forests. Nature is a huge part of the areas identity, and a significant source of wellbeing for millions of Finns. The Western Lakeland boasts a powerful industrial heritage in the area, and the history is still visible in the architecture and the various picturesque sights in the cities. The urban life in the Western Lakeland is not all about fostering the history and origins, it is also the beat of the city, the vivid urban life that the inhabitants get to enjoy, the big festivals attracting audiences, artists and performers from all around the world. The thing that makes Western Lakeland area really stand out, is the perfect combination of urban city life and nature. Diving into the genuine Finnish life is made easy as not far from the city centre, one can easily rent a cottage by the lake, take a cruise on the lovely blue lakes, walk in the fresh air of the forests or enjoy the original Finnish sauna experience at any of the public saunas (Western Lakeland Product Manual 2018).

The commissioning company has realized, that in order to stand out and differentiate themselves from the competitors, all the content needs to be focused on the needs and motivation of the customers rather than focusing on Germany and German-speaking countries as a basis of the content creation. With defining the correct target audience, the content can be targeted better and choose messages, that will resonate with that audience.

The commissioning company opened their German language website in June 12<sup>th</sup> 2018 as Germany and other German-speaking countries are one of the target markets that Visit Tampere wants to attract tourism from. However, as the website is fairly new, the commissioner wants to find out, which are the potential target audiences and what content are they looking from the website. In order to compete against the competition and to better reach the potential customers, the company needed to form a content marketing strategy in order to increase traffic in the website and make Tampere better known as a tourism destination.

# German-speaking Europe 2019



FIGURE 5. Visit Tampere's marketing measures for the year 2019 in German-speaking Europe excluding the website and social media channels. (Visit Tampere 2018)

### 3.3 Germany as a target market

Germans are the single biggest travel group in the Nordic countries. In 2017, Germans were the second biggest group arriving to Finland with 623.000 overnights. In all of the four main territorial areas of Finland, Germany was among the top three arrival countries. (Visit Finland 2018.) The German market has a lot of potential to bring tourists into Finland. People living in the busy Central-Europe are intrigued by the quiet nature with vast forests and many lakes, Lapland, sauna culture, midnight sun and the wintery sceneries of Finland. The challenge is the scope of the market and global competition for tourists. (Visit Finland 2018.)

In Germany, Finland is still competing against other green destinations. These include for example other Nordic countries and Canada. Finland is partially known for its culture, but as a tourism destination it is not as known as for example Norway, Denmark and Sweden. (Visit Finland 2018.) According to Senior Specialist Pirjo Puukka (2018), the sales channels used to acquire customers from German-speaking countries are the major German, Swiss and Austrian tour operators selling Finland as a tourism destination. Managing Director Jan Badur (2018) stated, that there are in total 489 tour operators selling Finland in Germany, Switzerland and Austria all together. There is an ongoing trend towards Scandinavia and many tour operators have been increasing their

production. 3.5% of all trips Germans do each year are made to Scandinavia, of which around 0.5% to Finland. There is an old "ninety minutes to the airport" rule, which includes 90 percent of all potential travelers in Germany, with a direct connection to the destination. This includes the core area of Berlin, Bremen, Hamburg, Düsseldorf, Frankfurt, Munich, Stuttgart and Zurich, which offer two to four daily flight connections. (Visit Finland 2018.) Trips are traditionally made 80 percent or more between the time period of July-September. (Badur 2018; Puukka 2018.)

The German consumers are usually retired couples, families and young adults, who are well-educated and wealthy. German consumers are accustomed to travel and demanding as customers. They do a lot of research before making a traveling decision. Germans seek information from the internet, travel agencies and brochures. Also travel blogs and television shows have a lot of influence on the German customers. They are precise about spending money but will happily pay for quality products and services. (Badur 2018.) Germans have a demand for tour trips and trips that include cottages, hiking and meeting the local people. The most potential is seen in summer- and winter products, sauna and local food. (Puukka 2018.) When travelling to Finland, Germans want to experience Finnish sauna, do activities such as skiing, kayaking and picking berries, visit cultural sites and enjoy local delicacies. Those are also things, that almost all of the people that travelled to Finland reported experiencing during their holiday. (Visit Finland 2018; Puukka 2018.)

## **4 THE DATA COLLECTION AND ANALYSIS**

The following chapter includes the objectives of the research, the design of the research and data collection method explained. The results of the primary data collection will be introduced in chapter five.

### **4.1 Research objectives**

As the topic of this thesis is a content marketing strategy, the objective of the research was to find out the target audience for which the content should be targeted, and also to figure out how the respondents of the online survey felt about the existing content on the website and how they found the website usability. The author also wanted to find out, whether the respondents were familiar with Tampere as a tourism destination.

Additional questions were concerned with the channels, that the respondents are using and how they search information about different destinations. Also, different preferences regarding travel time, accommodation, moving around and travel companion were inquired. This would help the commissioning company to design its webpage better and ensure that the search engine optimization is optimal.

By collecting answers through an online questionnaire, it was easy to reach German-speaking website visitors, who already had some knowledge of Tampere, as the survey was placed on the commissioning company's website. The website visitors' aspect was valuable to both the commissioner and the author. The online survey was focused on mapping out the demographic and psychographic details of the respondents. In addition, the existing content in the website was analyzed. As the author designed a few open-ended questions, it ensured that the respondents had the opportunity to give general feedback for the company about the website.

### **4.2 Designing and conducting the research**

After the objectives for the research were clear, the actual research had to be planned. The author found out that quantitative research method would be the most suitable method for this thesis. This was due to the fact that the data she was looking for into her research

questions would be more easily presented in numerical way, using graphs and statistics. Online survey was chosen as the method of conducting the research. The main research question for this thesis was: “What kind of content should Visit Tampere Ltd publish on their German-language website?” The theories applicable to the research subject were gathered by the author around this research question. Along the collection of the secondary data, the online questionnaire questions were formed.

The online survey was designed to suit the German-speaking target market based on the theoretical framework and secondary data. The online survey was decided to place on Visit Tampere’s German-language website, as this was the channel that the commissioning company has content in German and they want to increase traffic in. The commissioning company wanted to know how those visiting the German-language website felt about the website content and website usability.

The online survey was placed on the commissioning company’s German-language website for the time period of 14.8.-23.9.2018. The author formulated the survey questions together with the commissioner, who then ordered the online survey from a company providing web services. During the time frame thirty-two answers to the survey were received. The answers of the online survey were gathered and analyzed as a whole to get an overall image of the respondents. The theoretical framework and secondary data that have been introduced in chapter two were used as a tool in the analyzation of the respondents’ answers. The online survey form with all questions can be found from the appendices (appendix 1).

### **4.3 Validity, reliability and limitations**

The aim of the research was to gather information on how the people visiting Visit Tampere Ltd.’s German-language website thought about the website usability, content and what they would like to see in the website, it was clear that placing an online survey to the commissioning company’s German-language website would give the best possible result to the research.

Due to the fact, that the commissioning company opened their German-language website in June 2018, neither the author nor the commissioning company expected a high amount of responses to the online survey. According to the company’s Google Analytics, during the time period of 14.8.-23.9.2018, when the online questionnaire form was on the

website, there were 886 visitors to the German-language website. (Google Analytics 2018.) This might have had an affective on the reliability of the research, as a higher number of visitors would have probably resulted in more responses to the online survey. According to Vilpas (Vilpas n.d.), in order for the results of the research to be considered reliable, the research material must be sufficiently large and representative. (Vilpas n.d.) A higher number of responses to the online survey would have given a more comprehensive picture of the people interested in Tampere as tourism destination and what kind of content would the German-speaking customers want to consume in the website, as now the content marketing strategy is mainly based on the thirty-two responses received to the online survey and the commissioning company's Google Analytics and Google Data Studio statistics. Also, the short time frame and being unable to get the online survey on the website during the Germans' main holiday season (June-July) probably had an impact on the amount of the responses gained.

What comes to the limitations of the research, there was an issue in the data gathering, which lead to faulty data in six different multiple-choice questions in eighteen respondent's answers. This was due to an error in the answering form by the company who executed the research and answering form to the commissioning company's German-language website. These faulty answers have been taken into consideration in the result analysis and all the questions, which included faulty data are marked with a star (\*) to indicate the results might not be valid. In all the questions marked with a star, only fourteen responses out of the thirty-two responses were analyzed.



## 5 RESEARCH RESULTS

The online survey was placed on the commissioning company's German-language website for the time period of 14.8.-23.9.2018 and during that time thirty-two answers to the survey was received. The research was conducted in German, as it was considered more pleasing for the respondents. The original questionnaire has been attached in the appendices (appendix 1). Answers gained from the survey were analyzed using Excel and as for the diagrams to be more easily read, percentages are rounded to the nearest even figure. For the clarity of the thesis, all the questions have been translated to English.

The respondents were asked a few basic questions concerning demographic information. As shown in figure 6, from the respondents' majority (69%) were females and around a third (31%) were males.

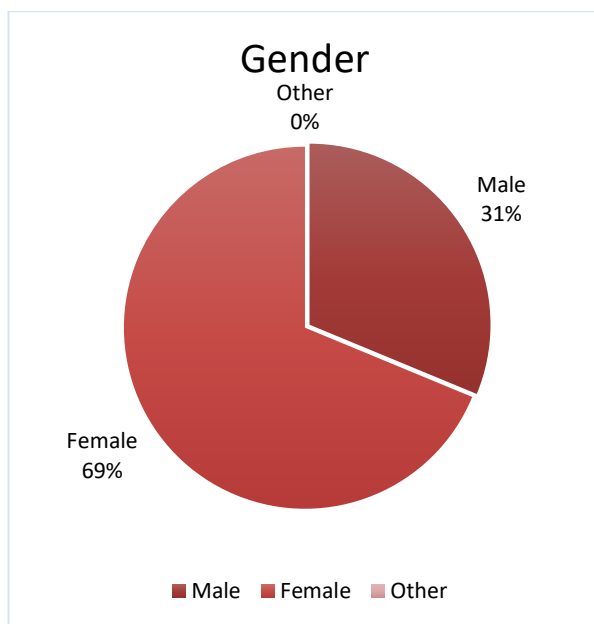


FIGURE 6. Gender of the respondents (appendix 1, question 1)

Almost half of the respondents (47%) were under the age of thirty-five years, a little over third (34%) between 35-55 years and 19% over fifty-five years old (figure 7, p. 26). Based on the results of the research, the most common page visitor is a female under the age of thirty-five years. The results were compared with the data received from the commissioning company's Google Data Studio, where the sex and age of the German-language website visitors were analyzed from the time period of 12.6.-21.10.2018. From the website visitors, 57.9 percent were female and 42.1 percent male. 23.4 percent of the

visitors were between the age of 18-24, a little over third of the respondents (34.9%) were between the age of 25-34 and 20.8 percent of the visitors between the age of 35-44. 9.8 percent of the respondents were between the age of 45-54 years, 5.7 percent between the age of 55-64 years and 5 percent over sixty-five years. (Google Data Studio n.d.) This means, that a large part of the website visitor are young females and a significantly smaller proportion of the website visitors are over fifty-five years old.

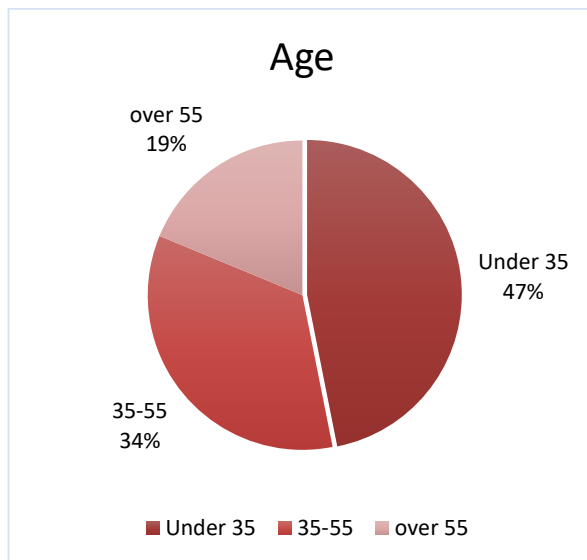


FIGURE 7. Age of the respondents (appendix 1, question 2)

The respondents were asked in which state in Germany do they live. Alternatively, respondents could choose Switzerland or Austria as their home country. As seen in figure 8 (p. 27), almost half of the respondents (44%) were from the state of Berlin. The second biggest area was Baden-Württemberg with a 25 percent share of the respondents. The area of Bayern was the third biggest area with 13 percent share of the responses. Rest of the respondents were divided between the states of Nordrhein-Westfalen (6%), Niedersachsen (3%), Hessen (3%), Saarland (3%) and Switzerland (3%). The results of the research were compared with the commissioning company's Google Analytics statistics from the time period of 12.6.-20.10.2018. According the Google Analytics, most visitors came to the commissioning company's German-language website from Hessen (605 users), Nordrhein-Westfalen (547 users), Bayern (377 users) and Berlin (304 users). (Google Analytics n.d.)



FIGURE 8. The area where respondents come from (appendix 1, question 3)

As stated before, the "ninety minutes to the airport" rule includes ninety percent of all the potential travelers in Germany, with a direct connection to the destination. This includes the core area of Berlin, Bremen, Hamburg, Düsseldorf, Frankfurt, Munich, Stuttgart and Zurich, which offer two to four daily flight connections. (Visit Finland 2018.) This also matches with the results of the primary research, as Berlin was the biggest area, where respondents came from. Also, Baden-Württemberg, Bayern and Nordrhein-Westfalen were among the biggest areas for the respondents, and the city of Stuttgart, Munich and Düsseldorf are located in those states. The only thing the author found surprising was that the state of Hessen did not show as clearly in the results of the primary research as it did in the company's Google Analytics statistics.

When asked, whether the respondents had ever been to Finland, over two thirds of the respondents (84%) had already been to Finland, and 16% had not ever visited Finland before (figure 9, p. 28).

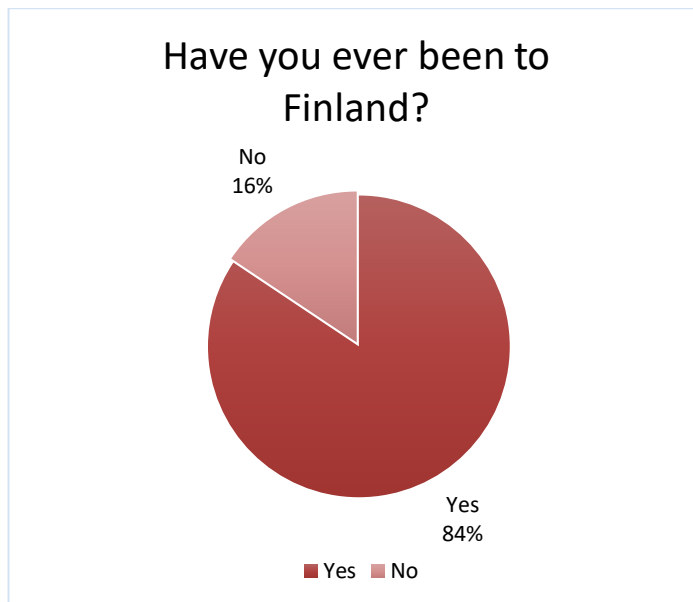


FIGURE 9. Have the respondents visited Finland before (appendix 1, question 4)

It was also asked, whether the respondents had ever visited the city of Tampere, to which over half (56%) of the respondents answered “Yes” and a little under half (44%) of the respondents answered “No” (figure 10).

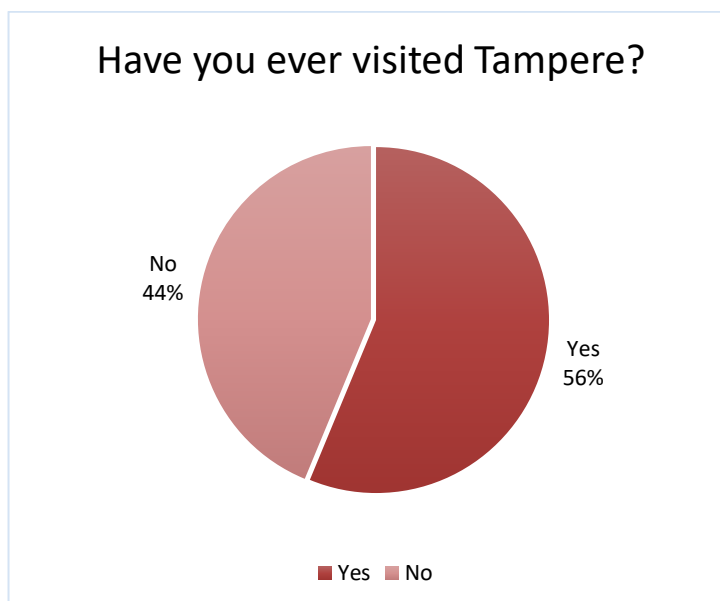


FIGURE 10. Have the respondents visited Tampere before (appendix 1, question 5)

As seen in figure 11 (p. 29), when asked whether the respondents were planning to travel into the city of Tampere within the next twelve months, over half of the respondents (63%) stated, that they were planning a trip to Tampere, a little over third of the respondents (34%) did not know yet and 3% were not planning to travel into Tampere within the next twelve months. From the results, the author made a conclusion, that for

the majority of the respondents, Finland was already a familiar destination. The city of Tampere was generally well known among the respondents. As over half of the respondents were planning a trip to Tampere within the next twelve months, the author made a conclusion that the respondents came to the commissioning company's website for a specific reason rather than ending up to the website as a result of a random search engine search.

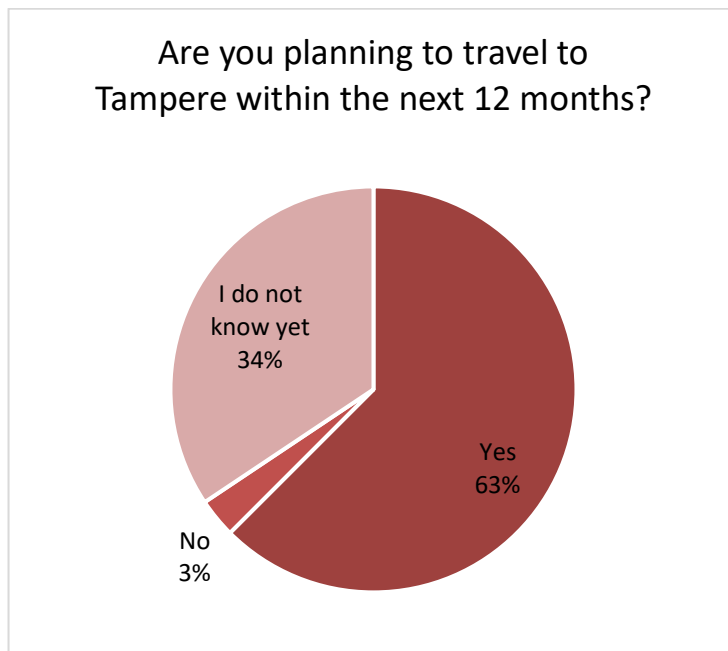


FIGURE 11. Are the respondents planning a trip to Tampere within the next 12 months (appendix 1, question 6)

As seen in figure 12 (p. 30), when asked, when the respondents would prefer to travel, over half of the respondents (53%) would like to travel during summer, 25 percent during autumn, 16 percent during winter and 6 percent during spring. As mentioned before, Germans traditionally make trips eighty percent or more between the time period of July-September. (Badur 2018; Puukka 2018.) This also matches with the results gained from the primary research. Based on the results, the commissioning company should emphasize the Germans' summer holiday season in their content creation and try to persuade the website visitors with content that would increase their desire to travel into the city of Tampere.

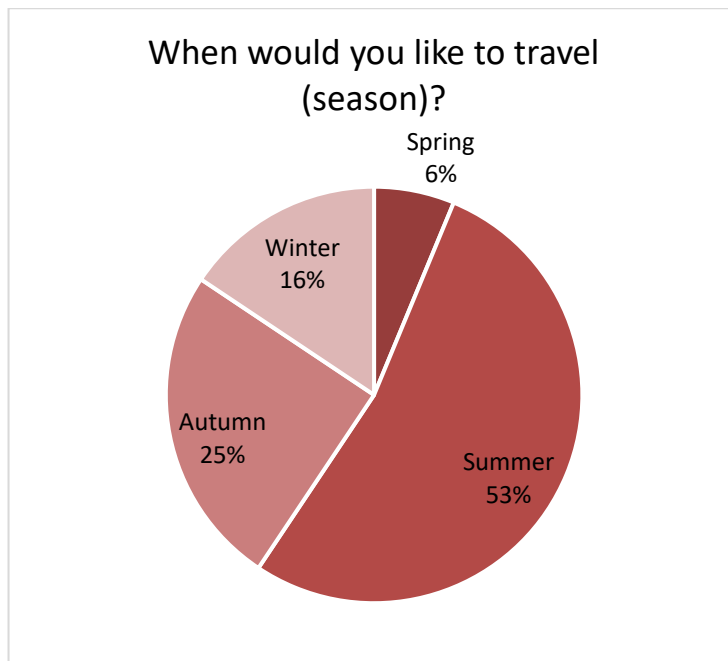


FIGURE 12. The preferred season to travel (appendix 1, question 7)

The respondents were asked which topics would interest them or what would they like to do on their vacation. For this question, only the fourteen responses, that had correct data in terms of multiple-choice questions were analyzed. As seen in figure 13\* (p. 31), the most popular topics among the respondents were seeing sights, experiencing the local lifestyle and going to national parks. The least interesting topics among the respondents were shopping, wellness and spa services and family attractions. The results of the primary research were compared with the research conducted by TAK (Matkailukuvat ja Tampereen tunnettuus – kyselytutkimus Tokiossa ja Fukuokassa, Pohjois- ja muussa Saksassa, Suur-Lontoossa, Suur-Tukholmassa sekä Guangzhoussa) in 2018, where a similar question was asked from the German respondents. 1058 German respondents took part to TAK's research. The most popular topics among the German travelers were sightseeing, Finnish sauna, national parks and hiking in the nature. The least popular topics among the respondents were wellness and spa services, sports events and family attractions. (Tutkimus- ja Analysointikeskus TAK Oy 2018)

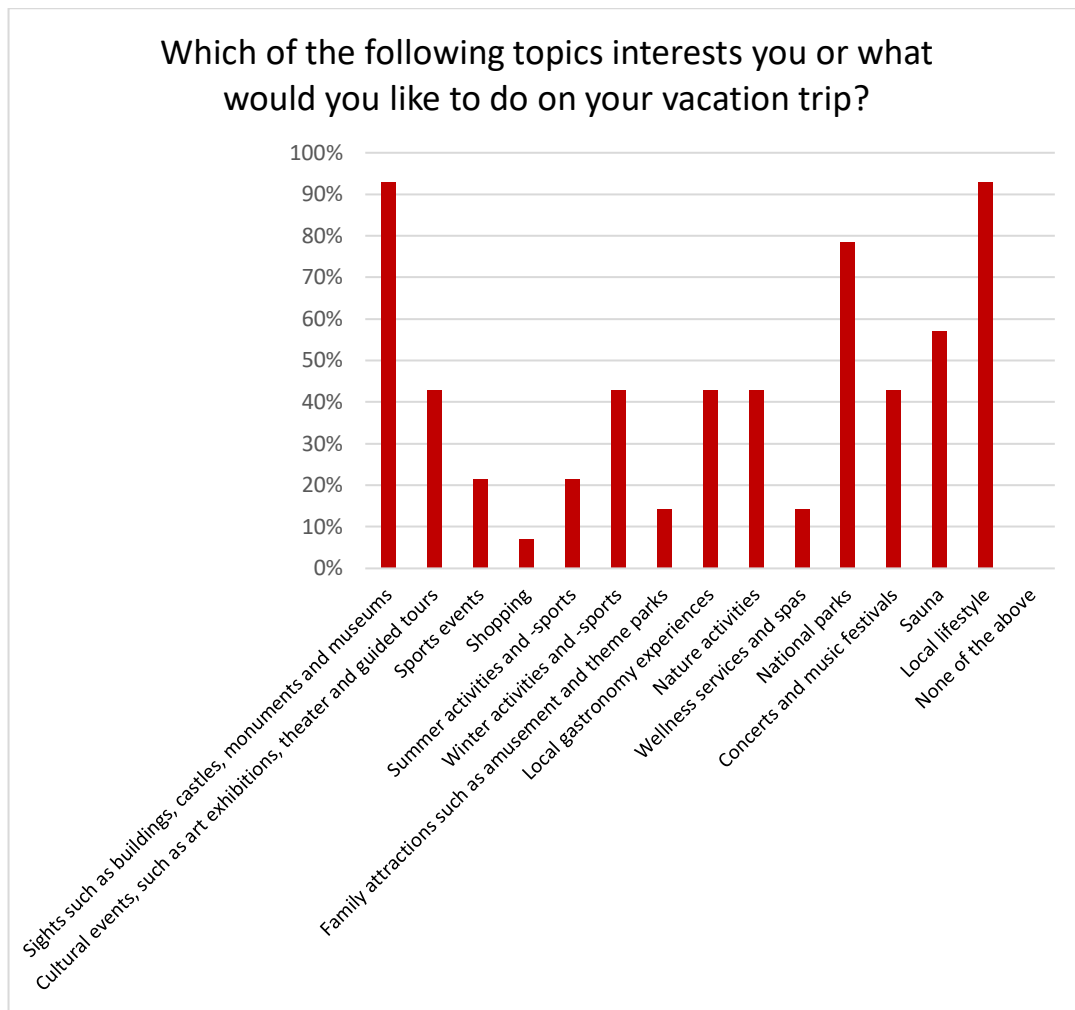


FIGURE 13. \*Which things the respondents would like to do during their holiday? (appendix 1, question 8)

Analyzing both the primary research results and the research results of TAK's research verify that Germans are generally interested in nature parks and hiking, local lifestyle and Finnish sauna. These are things, that the commissioning company can easily emphasize in their content creation. As Tampere is the Sauna Capital of the World, this theme should be grasped in a larger scale and be combined with nature activities. The local lifestyle aspect can be combined with the commissioning company's "Hungry for Tampere" campaign, which gathers together the city's unique quality restaurants, gastronomical professionals, social media influencers and Tampere's tourism services. The local lifestyle could also be connected to the attractions, in which the locals' favorite spots would be presented in an article. The commissioning company should not focus on promoting any luxury services or family attractions such as amusement parks to their German-speaking target audience, as they are not interested in that kind of content.

As one of the main objectives of the research was to figure out, what content would the German-speaking consumers like to see in the website, a few questions concerning the existing content in the commissioning company’s German-language website were asked. According to the data from the commissioning company’s Google Data Studio, the most popular pages and articles in the German-language website were “Front page”, “City & Culture”, “Info”, “Walking routes in Tampere region” and “Nature” (Google Data Studio n.d.)

The respondents were asked to choose their favorite of the main categories in the German-language website. The main categories in the German-language website are “Eat & Drink”, “Nature”, “Family Fun” and “City & Culture” (figure 14). As seen from figure 15 (p. 33), themes “Nature” and “Family Fun” were found to be the most interesting with both themes gaining a share of 41 percent. The third most interesting theme with 12 percent was “City & Culture” and the least popular theme with 6 percent was “Eat & Drink”.

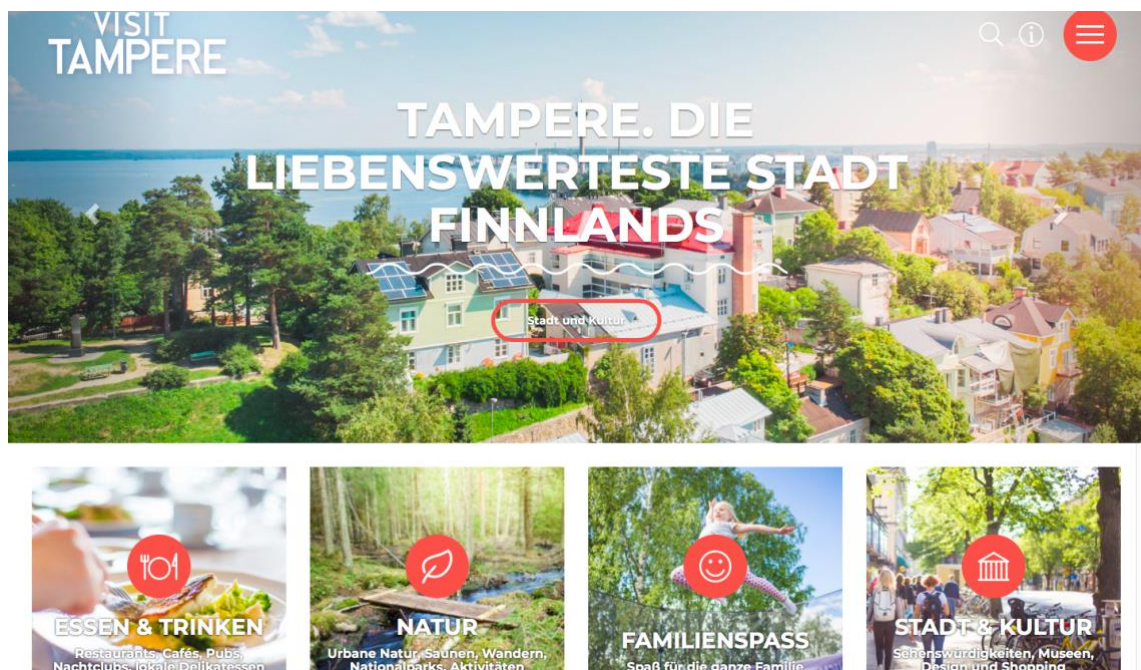


FIGURE 14. Screenshot of Visit Tampere Ltd.’s German-language website and the main categories (Visit Tampere n.d.)



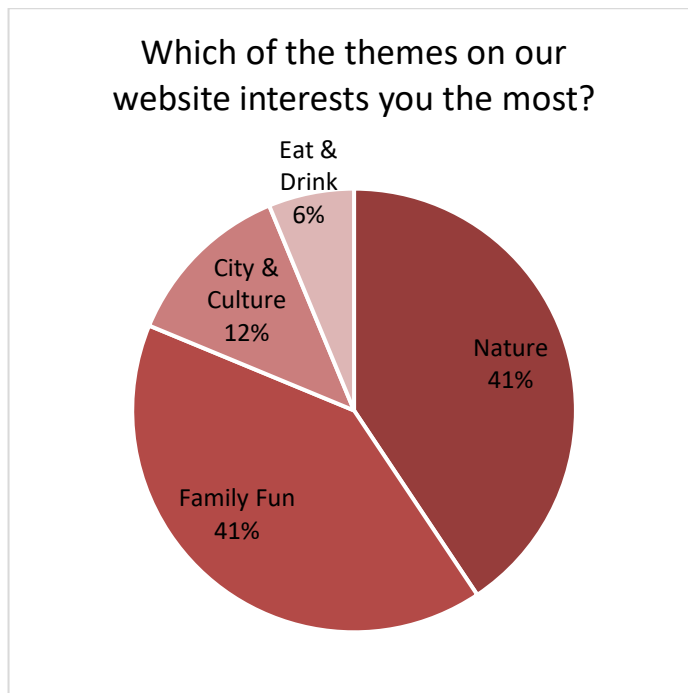


FIGURE 15. Which main theme in the commissioning company’s website is the most interesting? (appendix 1, question 9)

Although the theme “Family Fun” was considered to be the most interesting together with theme “Nature”, it was shown in figure 13 (p. 31) that family attractions were among the least popular topics that the respondents would like to experience during their vacation. From this the author draws a conclusion, that Germans would not be interested in the traditional family attractions in Tampere such as Särkänniemi amusement park, but rather what could the families see and do together in Tampere such as tips for restaurants, accommodation and museums. Germans are interested in experiencing the clean and untouched nature of Finland. (Visit Finland 2018) The commissioning company has also paid attention to the nature theme in their content creation and for the German-language website there are a lot of information available concerning the nature parks, urban nature, lake nature and activities outdoors. These articles could be elevated if there were specific nature articles, which would take the family aspect into account.

The respondents were also asked to pick a favorite category under each of the main themes. As seen in figure 16 (p. 34), in theme “Eat & Drink”, the most interesting category was “Pubs” with a little under half of the respondents (47%) choosing it as the most interesting category. Categories “Restaurants” and “Local delicacies” received the same amount of responses (19%) and category “Cafés” was found to be the least interesting category with 15 percent. As pubs were chosen as the most interesting

category, the commissioning company could emphasize the local pubs and micro-breweries in the content creation. In terms of restaurants and cafés, the commissioning company could only focus on a few well-written articles that would be connected to the “Hungry for Tampere” campaign and local favourites.

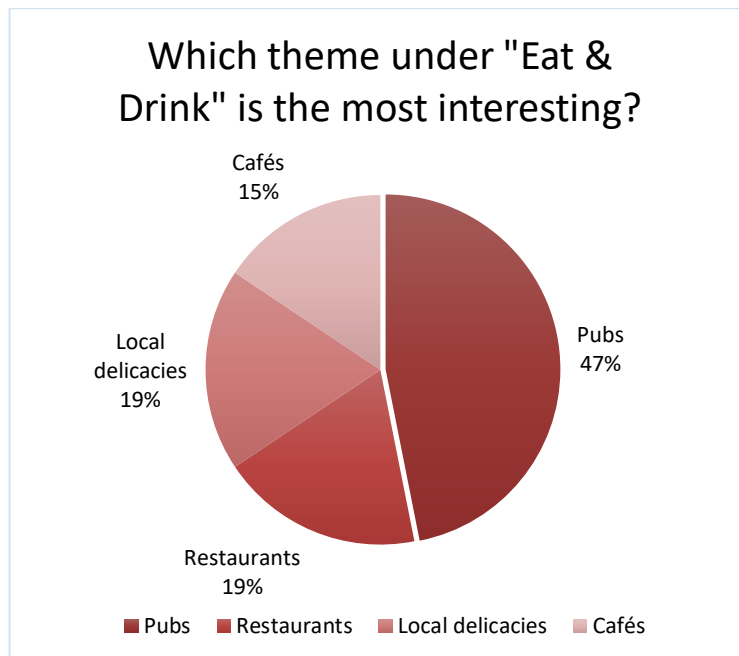


FIGURE 16. Which theme under “Eat & Drink” is the most interesting? (appendix 1, question 10)

In theme “Nature” (figure 17, p. 35) the most interesting category was “Hiking” with a little over half of the respondents (53%) choosing it. The second most popular category was “National parks” with 19 percent. The third most popular category was “Urban nature” with 16 percent of the responses, leaving “Activities” (9%) and “Saunas” (3%) as the least popular categories. As one of the main marketing themes for the commissioning company is sauna, it was surprising to find out that sauna was the least popular category among the respondents. Tampere was declared the Sauna Capital of the World in 2018 and the commissioning company has put a lot of effort in marketing all the public saunas, that Tampere region has to offer. Finnish sauna was also among the topics, that the respondents wanted to experience the most in the research conducted by Tutkimus- ja Analysointikeskus TAK Oy. Finnish sauna should probably be connected to nature activities and cottages in the website content to make it more interesting to the website visitors.

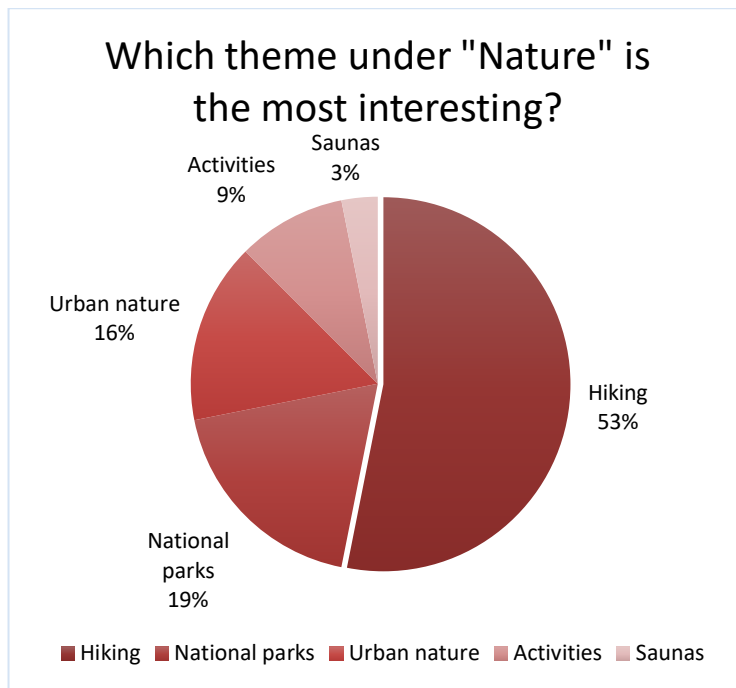


FIGURE 17. Which theme under “Nature” is the most interesting? (appendix 1, question 11)

In theme “City & Culture” (figure 18, p. 36), two thirds (75%) of the respondents found category “Attractions” the most popular. Following attractions were “Museums” with 19 percent of the responses and “Design & Shopping” with 6 percent. In figure 13 (p. 31) it was shown, that sightseeing was among the most popular things the respondents would like to experience during their vacation. It was important to see, that the answers correlated and that the respondents were also interested to see content related to attractions. Shopping was also one of the least popular things that the respondents wanted to experience during their holiday and that also showed in the results of the primary research.

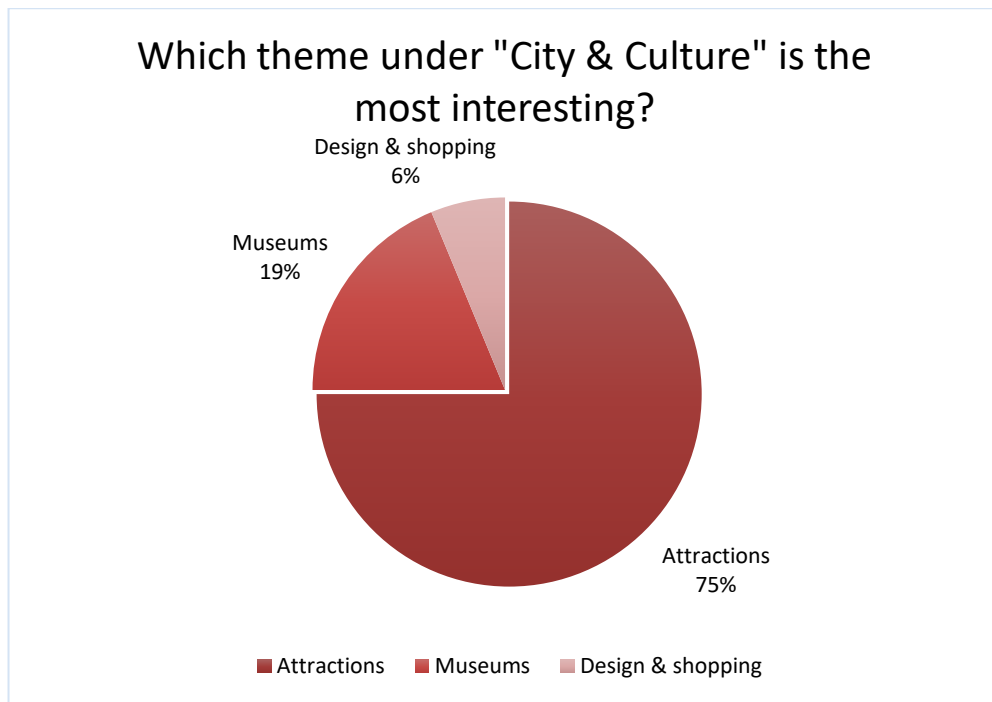


FIGURE 18. Which theme under “City & Culture” is the most interesting? (appendix 1, question 12)

The respondents were asked general questions concerning the usability of the website and what could the commissioning company improve on their website for the users to benefit more from the content. In terms of website usability (figure 19, p. 37), a little under third of the respondents (31%) found the website usability excellent. Over half of the respondents (63%) found the website usability to be good and a small minority (6%) found the website usability satisfying. This indicates, that the commissioning company has been able to create a user-friendly and well-functioning website.

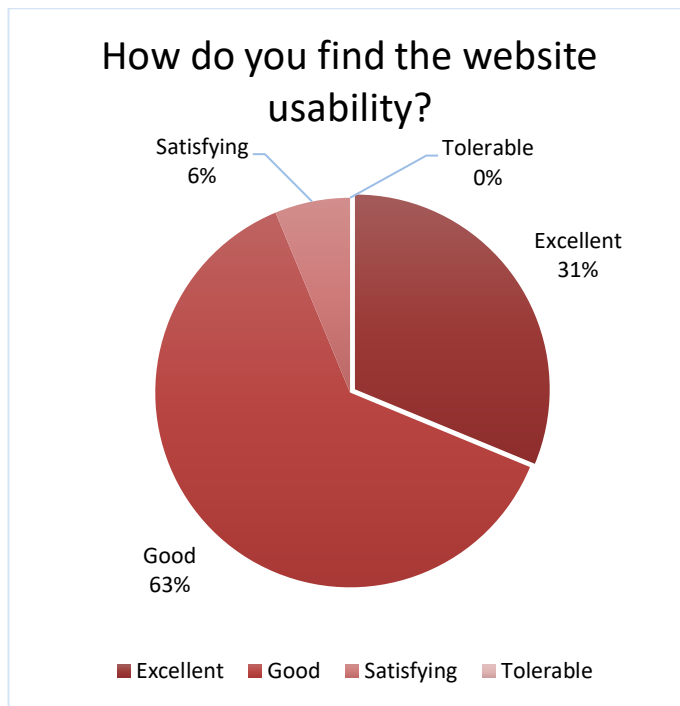


FIGURE 19. How the respondents found the website usability (appendix 1, question 14)

The research had an open question, which allowed the respondents to give comments and improvement ideas of the website content (appendix 1, question 13). In total, five answers were received, and the answers are stated below:

*“Language selection should be easier to find”*

*“Tips for Vegan”*

*“I think the website is great!”*

*“A few insider tips from the locals, otherwise the website is great!”*

*“The German-language content is unfortunately not yet in depth. There is a lack of information on hiking trails especially in the article Rundwandertouren”*

The respondents were asked where they look for information, when they are visiting a new place and need information concerning their trip (figure 20\*, p. 38). For this question, only the fourteen responses, that had correct data in terms of multiple-choice questions were analyzed. Almost eighty percent of the respondents stated, that they search information from the internet. Half of the respondents used travel guide books to look for information about a certain destination. A little over third of the respondents (36%) asked information from their friends and acquaintances. Also, a small minority of the respondents (7%) searched information from travel fairs and events or by using other

means. The results highlight the importance of having a well-functioning website and making the content optimized for search engines.

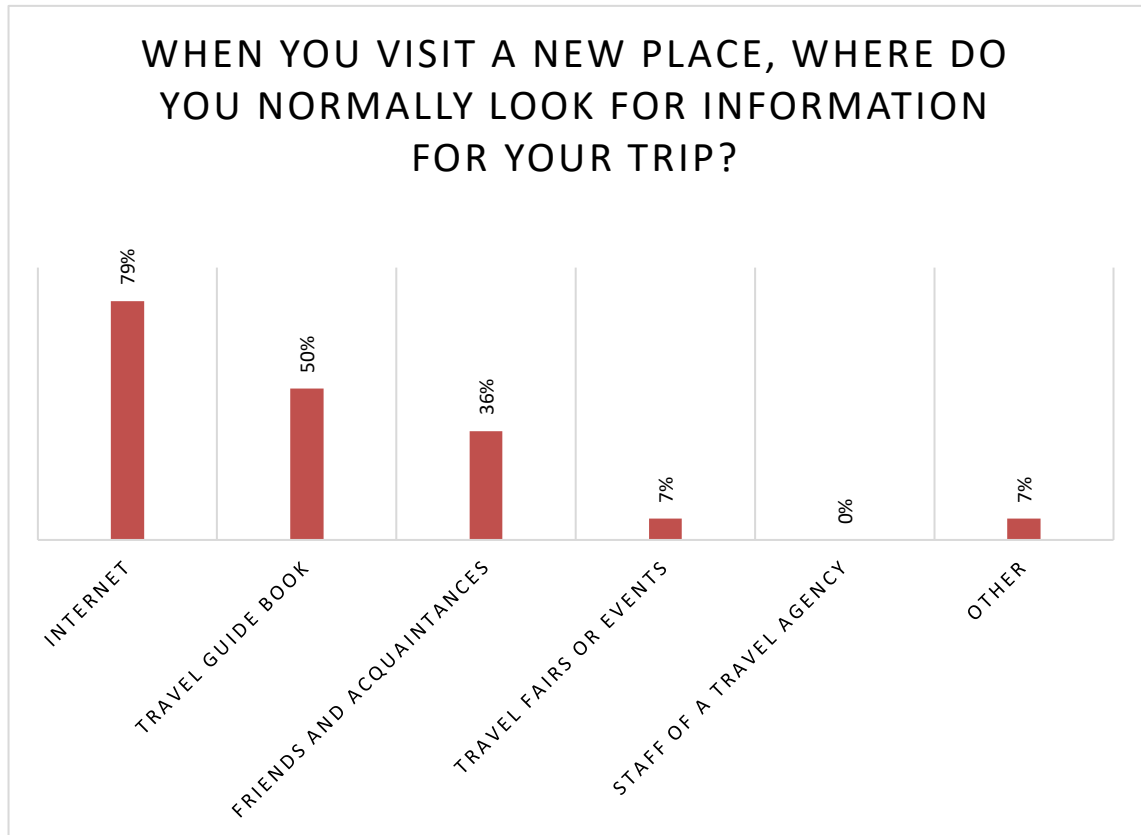


FIGURE 20. \* How the respondents look for information when visiting a new place (appendix 1, question 15)

The research had an open question, where the respondents were asked to state the websites, which they use to get information for their trips. In total, nineteen answers were received, and they are gathered in a word cloud in figure 21 (p. 39). From the answers, websites that were mentioned the most were Google, Visit Tampere, Visit Finland, TripAdvisor, blogs and Wikipedia. The more often a certain website was mentioned, the bigger the word appears on the word cloud. The answers gave great intel on where the commissioning company should be present and have relevant and interesting content. The commissioning company should check the websites that have information about the city of Tampere and see what the people are searching from those websites.



FIGURE 21. Word cloud on the websites where the respondents were looking for information on their trips. (appendix 1, question 16)

The respondents were also asked, which social media channels do they use. For this question, only the fourteen responses, that had correct data in terms of multiple-choice questions were analyzed. As seen from figure 22\* (p. 40), the most used channel was Facebook with 64 percent of the respondents claiming to use the channel. The second most used channel was YouTube and Instagram, which both gained 43 percent of the responses. The third most popular channel was Twitter with 29 percent. The commissioning company currently has a Facebook page in Finnish, English and German. The company is also present in Instagram, Twitter and YouTube, where all content is produced either in Finnish or English. According to the commissioning company's Google Data Studio, the channels that brought the most visitors to the German-language website were Facebook and Instagram (Google Data Studio n.d.) This indicates, that the German-language website and Facebook page would be sufficient enough for the company's content creation needs and to reach their target audience.

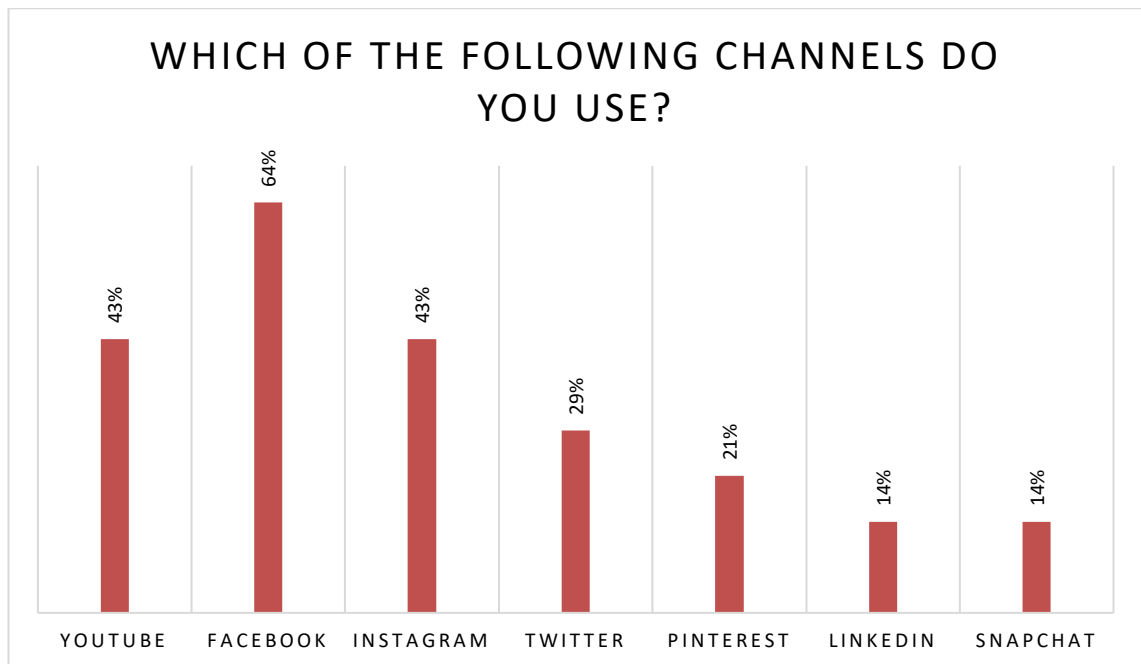


FIGURE 22. \* Which channels the respondents use (appendix 1, question 17)

The commissioning company and the author wanted to know, how the respondents found information about the city of Tampere (figure 23\*, p. 41). For this question, only the fourteen responses, that had correct data in terms of multiple-choice questions were analyzed. Almost 80 percent of the respondents used internet to find information about Tampere. A little over third (36%) of the respondents received information from their friends and acquaintances, 29 percent of the respondents from travel guide books, and 21 percent of the respondents with other means. When examining the commissioning company's Google Data Studio, the author paid attention from where the traffic came to the website. The biggest sources bringing visitors to the German-language website were Google, Facebook, Instagram and the website of City of Tampere. (Google Data Studio, n.d.) This helps the commissioning company to put more emphasis in search engine optimization, but also to build the content in their social media channels in a way, that will attract the users to visit the German-language website.



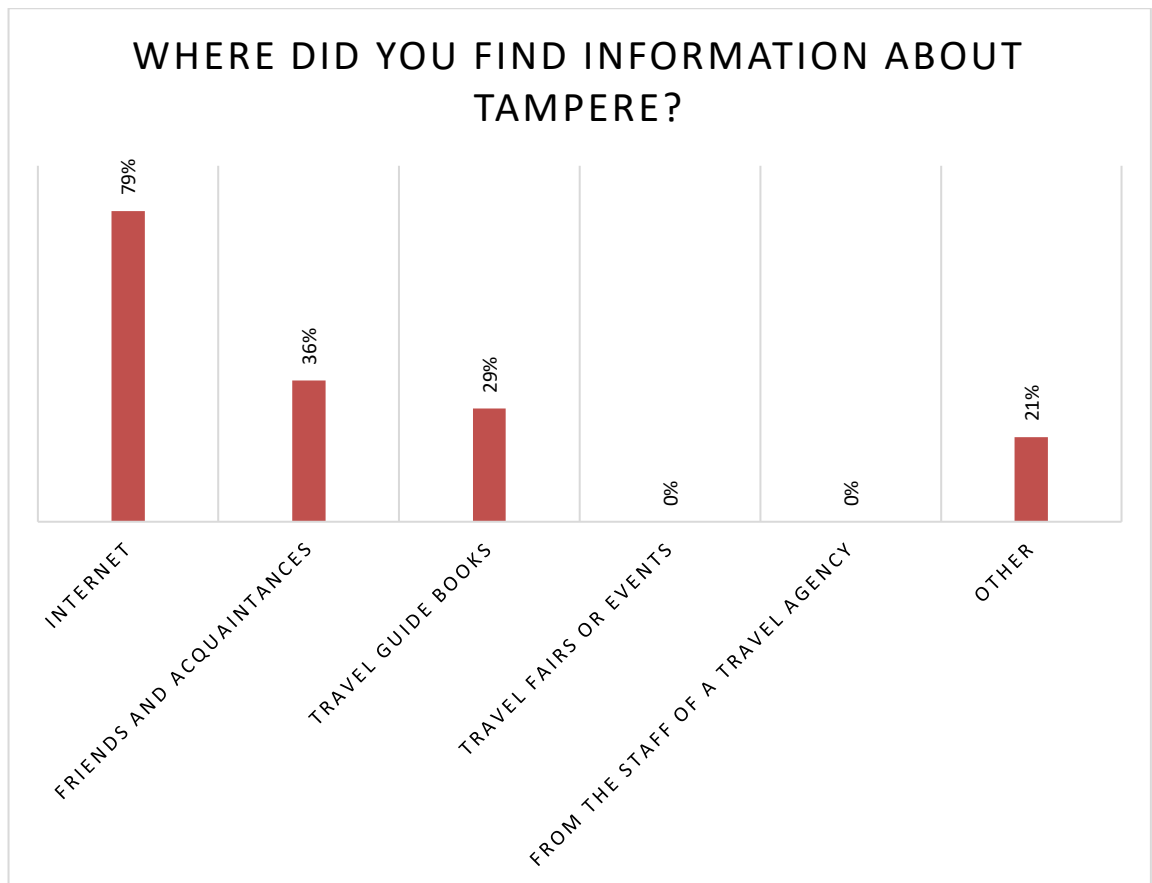


FIGURE 23. \* Where the respondents find information about Tampere (appendix 1, question 18)

Lastly, the respondents were asked a series of questions concerning their personal preferences when it comes to travelling. The respondents were asked how long do their holiday trips last on average (figure 24, p. 42). Over half of the respondents (53%) preferred trips, that lasted for four to five nights. 22 percent of the respondents opted out for trips, that lasted for over a week. 13 percent of the respondents preferred trips, that lasted for six to seven nights. A small minority of the respondents (9%) preferred staying for zero to one night, and 3% for two to three nights. According to Tutkimus- ja Analysointikeskus TAK Oy, in 2017, there was a total of 31.000 German tourists visiting in Tampere Region. From those 31.000, around 25.000 stayed overnight and the rest were only on a day trip. (Tutkimus- ja Analysointikeskus TAK Oy 2018). German customers tend to have a longer stay, but are usually doing round trips, meaning they visit multiple destinations during their holiday rather than staying in one place for the whole holiday (Badur 2018.)

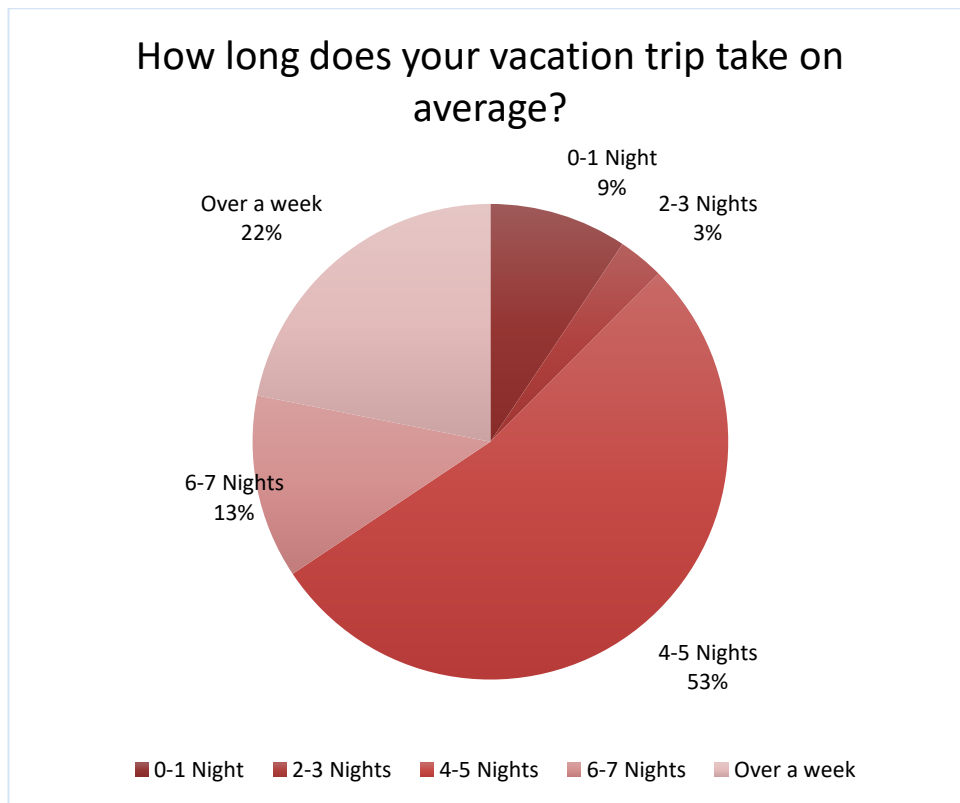


FIGURE 24. How long the respondents vacation trip takes on average (appendix 1, question 19)

The respondents were asked with whom they usually travel with (figure 25\*, p. 43). For this question, only the fourteen responses, that had correct data in terms of multiple-choice questions were analyzed. Over half of the respondents (57%) preferred to travel with their partner. A little over third of the respondents (36%) would want to travel with their family and relatives and almost third of the respondents (29%) preferred travelling alone. A small part of the respondents (14%) prefer travelling with their friend and seven percent of the respondents travelling with a group.



FIGURE 25. \* Who are the respondents travelling with (appendix 1, question 20)

The respondents were asked, which transportation method would they prefer when travelling inside Finland (figure 26, p. 44). The most popular choice was train, with over half of the respondents (53%) choosing it as the best mean of transportation. The second most popular mean of transportation was a rental car with 47 percent and third most popular option was bus with 41 percent. Only 13 percent chose airplane as a preferred mean of transportation. The results of the research were compared with the research conducted by TAK in 2018, where a similar question was asked from Germans. In Tutkimus- ja Analysointikeskus TAK Oy research, rental car was the most popular choice, followed by train and airplane (Tutkimus- ja Analysointikeskus TAK Oy 2018.) The results indicate, that the train and bus connections from the Helsinki-Vantaa airport to Tampere should be better communicated to the website visitors. Also, the rental car service information should be available on the German-language website.

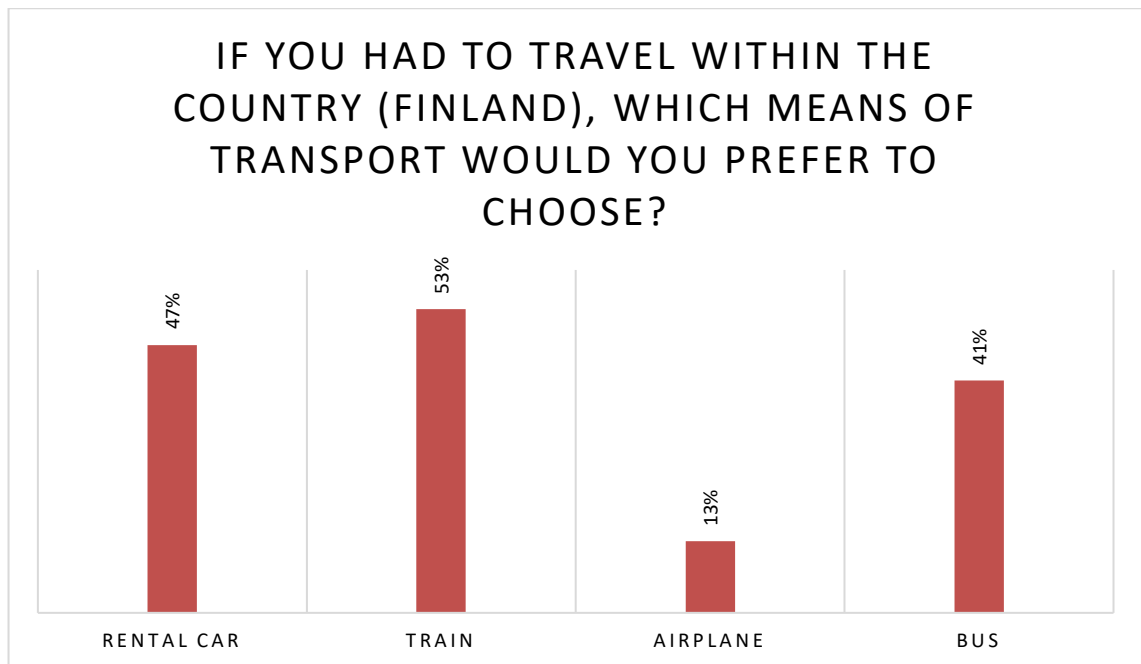


FIGURE 26. Which transportation method would the respondents prefer when travelling inside Finland (appendix 1, question 21)

The respondents were asked, where they would like to stay during their holiday trip (figure 27\*, p. 45). For this question, only the fourteen responses, that had correct data in terms of multiple-choice questions were analyzed. Over two thirds of the respondents (71%) would like to stay in a rental cottage like a summer cottage during their holiday. Half of the respondents would like to stay in a hotel or a motel and a little under third of the respondents (29%) would like to stay in a hostel. The results of the research were compared with the research conducted by Tutkimus- ja Analysointikeskus TAK Oy in 2018, where the accommodation options of Germans visiting Tampere region and staying overnight were analyzed. Almost 40 percent of the people stayed in a hotel or a motel, 20 percent with their friends or acquaintances, 20 percent in somewhere else. According to Tutkimus- ja Analysointikeskus TAK Oy, in 2017, there were 18 100 registered German overnights for the accommodation providers in Tampere (Tutkimus- ja Analysointikeskus TAK Oy 2018.)

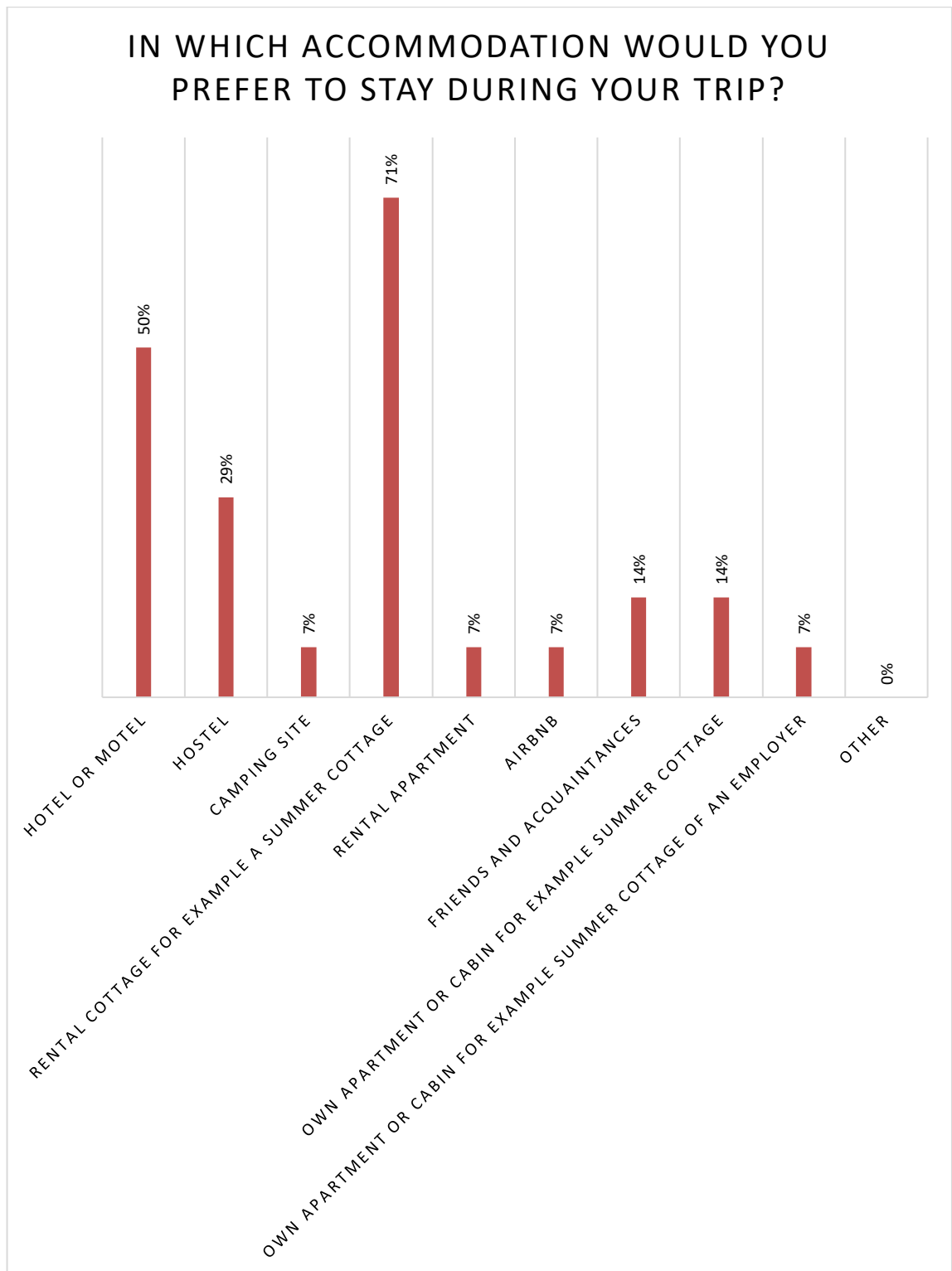


FIGURE 27. \* Where the respondents would like to stay during their holiday (appendix 1, question 22)

As it can be seen from the results, hotels and motels are still a popular choice for German travelers. The results also indicate, that there might be a mismatch between the supply and demand in terms of rental cottages. Many German-speaking tourists would like to experience a cottage holiday and the rental cottages should be of high-standard. Best

option would be to have a rental cottage, which would have services and range of nature and culture experiences available. (Visit Finland, n.d.) Cottages should be better communicated in the commissioning company's website as an accommodation option. There should also be extensive amount of information about the different accommodation options in the city center.

Lastly, the respondents were asked what is the purpose of their trip (figure 28). 66 percent of the respondents were planning a holiday trip and 19 percent of the respondents were planning a business trip. A small minority of the respondents (6%) were planning to come study or get an education, 6 percent to visit relatives, friends or acquaintances and 3 percent for other reasons. The commissioning company has crafted most of their website content for people coming to Tampere for a holiday trip. The content emphasizes tips and information about all the products and services in Tampere region, which could be found interesting and informative for the website visitors. The primary research results in that way match with the content creation direction, that the company is already pursuing.

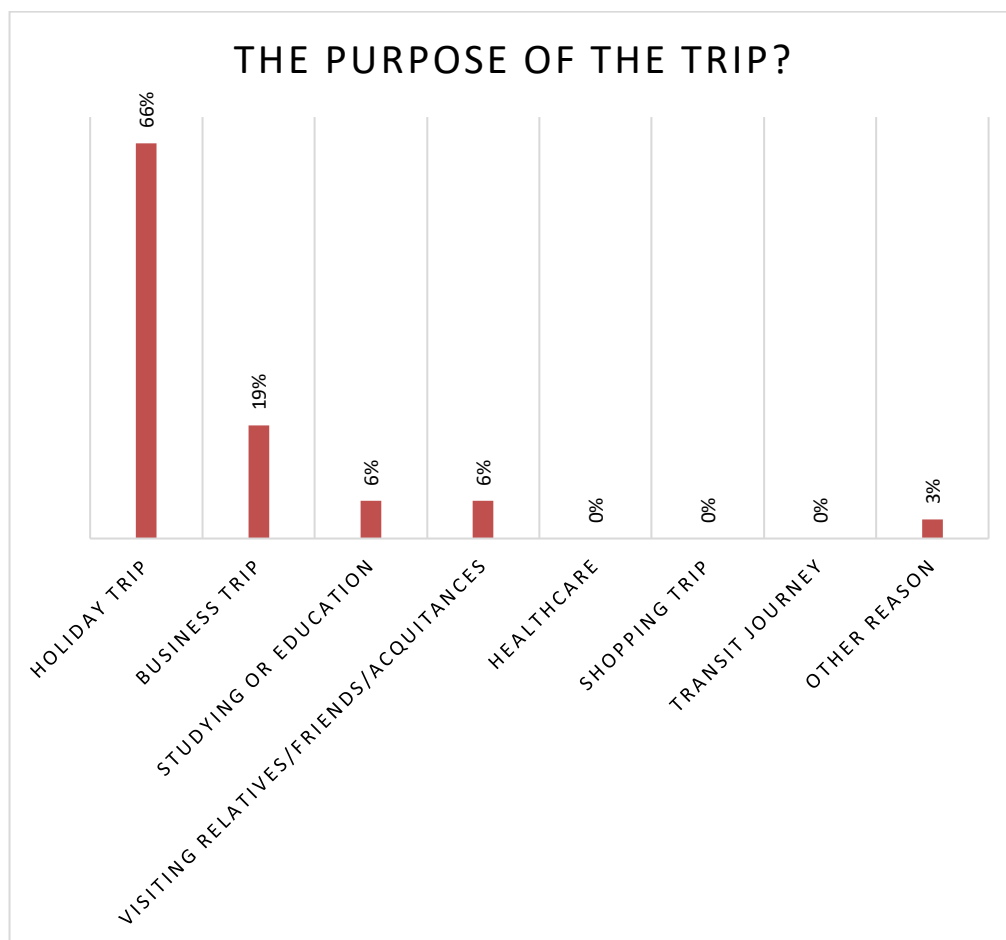


FIGURE 28. Which is the purpose of the respondent's trip (appendix 1, question 23)

## 6 THE CONTENT MARKETING STRATEGY

The following chapter provides the content marketing strategy which is gathered for the commissioning company, Visit Tampere Ltd, by the author using the content marketing framework created by Content Marketing Institute. The content marketing strategy illustrates the required actions which the commissioning company should implement with their content marketing measures. As the original framework by Content Marketing Institute focuses on companies that sell products or services, the framework will be modified to fit the needs of the commissioning company as the German-language website mainly serves for informative purposes. The theoretical framework and secondary data that have been introduced in chapter two and the primary data gained from the research introduced in chapters four and five were used as a tool in the formation of the content marketing strategy.

### 6.1 Purpose and goals

The first step in creating the content marketing strategy is identifying the purpose and goals, that will drive the content marketing strategy. For this part, the reasons why the commissioning company is producing content and what value the content brings to the target audience need to be recognized. (Content Marketing Institute 2016)

The commissioning company can succeed in content marketing by learning how to harness their ideas into content that delivers value to people. (Nokkonen-Pirrttilampi 2014.) The content would ideally be in the commissioning company's website for a long period of time, take multiple forms and increase its value over time. The long-term value derived from the content will be in the creation of an engaged audience, which keep coming back to the website as they feel, that they receive consistent value from the commissioning company's content. (Content Marketing Institute 2016) This requires a clear view of the value the commissioning company wants their content to bring to those who consume it.

The commissioning company is maintaining their website in order to provide information about the tourism and events offering in Tampere region. The aim is to increase the number of visitors both nationally and internationally. By creating high-quality content

interesting for each target market, the commissioning company hopes to attract tourists to visit the city and be their travel companion in every part of the consumers journey. After opening the new German-language website in June 2018, the commissioning company has seen a significant increase in the number of visitors. The struggle with the commissioning company is that they feel there is a lack of knowledge in terms of the potential customers and how to gain visibility in the German-language market. As the commissioning company already has begun to create content, but is still struggling to get the expected results, the following questions are analyzed in a greater detail:

1. *“Is the commissioning company doing true content marketing, or are they simply trying to make content fit into their traditional marketing processes?”*

According to Leibtag (2013, 20) content marketing is about creating engaging content that educates your audience and befriends them. The aim of content marketing is to obtain an audience that trusts you, shares your content, and recommends you to friends. (Leibtag 2013, 20.) When talking about the commissioning company’s website, the content is of high-quality and optimized for search engines but mainly serves for informative purposes, by sharing tips and giving information about Tampere as a tourism destination. When it comes to the commissioning company’s other social media channels, such as Facebook, Instagram and Twitter, the content tries to evoke conversation and interaction between the commissioning company and their target audience. The company might share photos or videos about Tampere, recommend restaurants for families or encourage followers to visit an event. It can be stated, that the commissioning company has taken content marketing as part of their marketing measures, but has not yet used all the potential, that content marketing could give to the company.

2. *“What are the ideas in the commissioning company’s content that the target audience can relate to, learn from and get value from?”*

All the content the commissioning company has on their website has been carefully thought out and designed to fit one of the main themes of the website (“Eat & Drink”, “Nature”, “City & Culture” and “Family Fun”) and the specific target audience depending on which language the visitor selects when visiting the website. According to Mathewson and Moran (2016), if a company has built their website content for the correct audiences, search engines help to bring traffic to a company’s website. (Mathewson & Moran 2016.) For example, in the German-language website the commissioning company has a lot of



articles concerning hiking, nature parks and going outdoor in Tampere region as these are themes, that the commissioning company believe bring value to their audience. Also, the fact that the commissioning company have made their content in German is a factor, which brings value to the website visitor. All the content in the website including photos, articles and pages are of high-quality and constructed with search engine optimization in mind. The results of the primary research showed (figure 20, p. 38 & figure 21, p. 39) that most of the respondents used internet and Google to find information for their trips it is crucial for the commissioning company to make sure their content shows up in the search engine results. Having quality content in the website is a requirement for search engine findability. (Kortesuo & Kurvinen 2013.)

3. *“Does the commissioning company have a sustainable process – or simply a bunch of unrelated projects?”*

The commissioning company does not have a sustainable process in terms of content creation yet. The company has general guidelines in terms of what elements should each form of content have and how the content creators should construct the content, but the content is usually made by whoever on the company has time and there are no set dates for content creation and publishing. Content marketing is successful when the production of content is continuous, systematical and happens in multiple channels. (Hovinen 2016.) For this reason, an editorial calendar will be composed as a model for the commissioning company. This will help the commissioning company to make their content marketing measures more sustainable and easier to plan in the long-run.

4. *“Does the commissioning company have the support they need to be successful?”*

The commissioning company has all the support they need in order to be successful. The company has many specialists on their staff that are familiar with content production, marketing and communications and using different social media channels. The company already has different metrics and ways to track their website traffic and to find out what the website visitors are finding to be most interesting. According to Thakur (2017) whether a company is an ecommerce website or an informative website, the company should want to understand and study the behavior of their website visitors in order to deliver better results. (Thakur 2018.)

In terms of social media channels, the company mainly uses business profiles, which provide data for the commissioning company. As it came clear from the primary research (figure 22, p. 40) most of the respondents were using Facebook and also Instagram and YouTube. The commissioning company's Google Data Studio data showed that the biggest sources bringing visitors to the German-language website were Google, Facebook, Instagram and the website of City of Tampere. (Google Data Studio, n.d.) The commissioning company also orders reports and research from different companies on a yearly or biennially basis to see how effective their marketing measures have been.

As the commissioning company's challenges in terms of content marketing have been identified, a content marketing mission needs to be formed. A content marketing mission statement is an outline of the commissioning company's content marketing initiatives and expected outcomes. The content marketing mission should govern every piece of content the commissioning company will create in the future. (Content Marketing Institute 2015.) The mission should define, what are the commissioning company's goals in terms of the German-speaking target market, identifying the core target audience, what will be delivered to the audience and what makes it unique. The commissioning company's mission statement is as follows;

Visit Tampere Ltd.'s goal is increase traffic in the German-language website and to make Tampere a desired destination among the German-speaking Europe. The company will publish informative and inspiring content for all the German-speaking people, who are interested in travelling to the city of Tampere. What separates Tampere from other cities in Northern Europe, is that the city is a perfect mixture of urban city life and peaceful, quietness of the nature. Tampere has something for everyone.

The content marketing mission helps the commissioning company to make strategic and executional decisions, such as which goals to set and prioritize and what techniques could be used to pursuit those goals. (Content Marketing Institute 2016.) As the main goal with the German-language website is to create a greater awareness in the German marketplace, the goal for this content marketing strategy is to increase the amount of German-language website visitors in the next twelve months with same staff resources than before. Content marketing should always be centered on goals, but just as the commissioning company's business priorities might shift over time, so should the content goals continually evolve for the content marketing strategy to stay as relevant, optimized and impactful as possible. (Content Marketing Institute 2016.)

## **6.2 Audience**

The second step in creating a content marketing strategy is defining the audience. This thesis sets to find out the target audience, the company wants to reach in order to grow the website traffic in the German-language website. The aim is to build personas which represent the commissioning company's target audience. (Content Marketing Institute 2015.) For this, the author used the results of the primary research and existing data from the commissioning company's Google Data Studio. The author crafted two different personas, which would suit the commissioning company's German target market. The profiles are as following:

### **First persona**

- Woman, under 35-years-old, living in a big city such as Berlin or Frankfurt in Germany.
- Interested in Finland or other Nordic countries as a tourism destination, looking for a way to escape the stressful and busy city-life with her partner or family.
- Interested in the authentic local lifestyle; visiting sights and seeing the locals, trying out Finnish sauna, enjoying local food in high-quality restaurants and doing nature activities such as hiking in the nature parks.
- Travels during summer and would like to stay in a rental summer cottage. Will stay at least for 4-5 days in the destination.
- Search information before her trip from the internet and asks advice from her friends and acquaintances.
- Will update posts from the trip to Facebook and Instagram.

### **Second persona**

- Woman, between 35-55 years, living in a big city such as Munich or Dusseldorf in Germany.

- Already familiar with Tampere as a tourism destination, has possibly already visited the city. Coming to visit family, relatives or friends and is looking for new things to explore. Visiting with family or comes alone.
- Makes relaxed schedule for the holiday but wants to experience the newest things in the city with sights, culture and food. Will probably do things together with a local guide.
- Travels at the end of the summer or in autumn. Would like to stay over a week and stay in a hotel.
- Search information from travel guide books and blogs.
- Will update posts from the trip to Facebook.

As the results of the primary research showed (figure 6, p. 25, figure 7, p. 26 & figure 8, p.27) most of the respondents were young females living big cities in Germany. Most of them were already familiar with Finland as a destination and had even visited Finland or the city of Tampere (figure 9 & figure 10, p. 28). The results of the primary research (figure 12, p. 30) also showed that most of the respondents would like to travel during the Germans summer holiday period and experience the Finnish lifestyle and explore the sights and nature. (figure 13, p. 31.) These data gained from the primary research gave good information for the commissioning company and helped in defining the commissioning company's core target audience. The content that is published should relate to the customers and their expectations about the produced content should be met. (Juslén 2009, 148.)

When thinking about the website visitors, the commissioning company should keep in mind, that there will be visitors, who are visiting the website for the first time and do not know anything about the company, users that are regular visitors and have been to the city of Tampere before, and everyone in between. The needs of the target audience might change over time and for that reason, the company should regularly re-evaluate the audience and their needs. (Content Marketing Institute 2016.)

### **6.3 Story**

The third step in creating a content marketing strategy is crafting the story. As the commissioning company now has better understanding of their target audience, it is time

to think how could the commissioning company create an emotional connection with their target audience. Visit Tampere Ltd provides information for individuals interested about the city of Tampere as a tourism destination. The target audience based on the primary research are young females and families living in big German cities. They are looking for their next holiday destination and have started to consider Finland as the country where to travel and the city of Tampere as the main destination or a stop in a journey. As the city of Tampere has already crafted a story that formulates a base for all marketing measures, the commissioning company should continue to implement it as well. The story goes as follows:

Tampere.

Tampere is a state of mind. It is something that resides within all of us and is deeply rooted in the ridges of the landscape. Here, by the banks of the Tammerkoski rapids, ideas have always been born. They have turned into lines of work – and even entire communities. Whenever a set of machines has fallen silent, new thoughts have soon filled that space. Rolls of cloth have changed into lines of code and unforgettable experiences. A promise of things to come has been planted into the rough brick walls and the rows of windows rise ever higher. The city skyline may change, but you can always find that familiar feeling in Tampere.

This is home. (Visit Tampere 2018.)

#### **6.4 Process**

As the purpose and goals, audience personas and the story have been set, the next thing to be done is a foundation that will support all the commissioning company's content creation and distribution efforts. As stated earlier, content marketing is an ongoing operation, not something which is done on a short-term basis, which means that there is a need for an operational plan (Content Marketing Institute 2016). For this, the author will give suggestions about the team, workflow of content creation and provide an example of an editorial calendar for content creation for a period of six months.

A well-executed content strategy will help the company to understand and produce content, which is interesting for their target audience and allows them to develop realistic, sustainable, and measurable publishing plans that keep their content on track in the long term. (Kissane 2011, 1.) In this content marketing strategy, team is used to describe all the people involved in content creation (Content Marketing Institute 2015). The

commissioning company currently employs nine people in the marketing and communications department. From those nine people, five are taking part on the content creation for the company's German-language website and Facebook page. To make the content creation fluent, a few different titles and responsibilities are given to team members.

For the commissioning company it would be wisest that the superior of the marketing and communications team would be the strategic lead, who is responsible for setting the overall content marketing mission statement and integrating that throughout the company. The superior would also be in charge of execution and working together with the team to make the stories come alive (including tone, style guides, and content scheduling). The superior is marked in the editorial calendar as "Chief Content Officer". There would one person responsible for managing the workflow, maintaining the publishing infrastructure, ensuring all systems and technologies are functioning properly, and making sure everyone above and below them has the information and assets they need to do their jobs. (Content Marketing Institute 2015.) This member is marked in the editorial calendar as "Content Producer". Two members of the team would take part on the content creation and make the content according to the directions set on style guide and content creating calendar. These members are marked in the editorial calendar as "Content Creators". Out of those two members, one or both would ensure the two-way communication by listening to their audience and maintaining the conversation in all content channels. (Content Marketing Institute 2015.) These members are marked in the editorial calendar as "Chief Listening Officer".

When it comes to the workflow of content creation, an editorial calendar is a tool that can help the commissioning company to establish what tasks need to be completed to bring a content idea to fruition, in what order those tasks will be completed in, how they will keep the process organized, and who will be in charge of making sure each content asset makes it to the next step in the process. (Content Marketing Institute 2015.) The editorial calendar will help the commissioning company to plan the topics they want to cover in their German-language website, keep track of content and schedule publications in the chosen channels. (Content Marketing Institute 2015.) As the commissioning company already has guidelines for creating and publishing content in both the company website and different social media channels, the subject of publishing guidelines will not be discussed in this thesis. The editorial calendar example for the commissioning company is made using Excel spreadsheet and can be found from the appendices (appendix 2).

Besides having an editorial calendar, the commissioning company should have a channel plan. The channel plan governs how, when, and on what specific platforms the commissioning company will publish content, as well as any rules of engagement that the commissioning company would like to set for interacting on those channels. (Content Marketing Institute 2015.) As this thesis is primarily concerned with the commissioning company's German-language website and Facebook page, only those channels will be discussed in the channel plan.

For the commissioning company's German-language website, the commissioning company should create new content every day to the event calendar. With news, the content should be updated every week or every other week depending on how many pieces of news the company feels it is necessary to post. The articles should be updated every other month and new articles should be created every month. As the content on the website is mainly consisting of pictures and text, this is the line that should be kept. When suitable, the webpage could have videos and links as part of the content. Also, the pictures and other visual elements of the website should be changed regularly to keep the website's visual appearance fresh. When suitable, the commissioning company could ask input from the local companies to make the content more tailored.

For the commissioning company's German-language Facebook page, the commissioning company should publish four posts to their Facebook page every week. The content would mainly consist of links to the content on the German-language website, photos or videos. For both the German-language website and Facebook page, all the team members should be authorized to publish to the channel without prior message approval. All team members should be provided with logins to the used channels. According to Hovinen (2016) captivating the customer is based on the fact, that the created content is customer-oriented and there is a two-way communication. (Hovinen 2016.) The German-language Facebook page should be kept interactive to ensure a two-way communication between the commissioning company and the Facebook page followers.

## **6.5 Measurement**

Measurement is used to define, how the commissioning company will gauge its performance (Content Marketing Institute 2016). For this, the commissioning company needs to establish a system for monitoring and reporting the results of the activities taken to increase traffic in the German-language website. In content marketing, driving the

audience to take a desired action is how the content becomes measurable. (Content Marketing Institute 2016.) As the commissioning company's purpose is not to gain a subscribed audience, but rather increase the website traffic and to gain more presence in the German market, the only way the success of the content marketing can be measured, is to follow the statistics gained from the commissioning company's Google Analytics and Google Data Studio.

The primarily goal for the commissioning company is to get the German-speaking website visitors to engage with them, meaning the commissioning company is interested to know the number of people they reach with their content, the number of people returning back to the website and how many times a certain piece of content have been consumed. Knowing how long the visitors spend time on the website and how fast they exit from the page is useful information for the business. (Havumäki & Jaranka 2014, 169.)

The goal set for the commissioning company for content marketing as part of the content marketing framework is to increase the amount of German-language website visitors in the next twelve months with the same staff resources than before. By having all-encompassing content in the website has a lot of influence in the findability of the website. (Kortesuo & Kurvinen 2013.) The commissioning company will have to work hard in order to increase the visibility of the German-language website and to appear higher in the search engine rankings. The better one can find the webpage from Google's search results, the more likely the company will get new customers and gain a bigger share in the market. (Leino 2010, 114.)

The author recommends using user indicators, such as page views, visitors, keywords, top content and top landing pages as a metric to follow the website traffic. All these indicators can be tracked in the commissioning company's Google Analytics and Google Data Studio. The results should be tracked down on a monthly basis and compared to last year if applicable.



## 7 CONCLUSIONS AND DISCUSSION

The objective of the thesis was to create a well-defined content marketing strategy to the German-speaking market for Visit Tampere Ltd. The objective of the content marketing strategy was to gain more traffic to the commissioning company's German-language website to tailor their content for the right audiences in the German-speaking market. The commissioning company felt that there was a lack of knowledge in terms of the potential customers and how to gain visibility in the German-language market. The author decided to research who are the visitors in the German-language website and what kind of content should the commissioning company publish in their channels to better reach the market. The author researched information and theories from academic books, online publications and secondary data provided by the commissioning company.

The research question of the thesis was "*What kind of content should Visit Tampere Ltd publish on their German-language website?*" and the research focused on finding out the demographic and psychographic information of the respondents in order to find out what kind of content the commissioning company should create in their website. The sub-questions of the thesis were concerned with target group, channel choice, timing for travel and decision and improvements in the commissioning company's website. The main results and suggestions for the commissioner can be found from chapters 5 and 6. The author recommends the commissioning company to develop the content of the German-language website to match their target audiences and improve the search engine optimization with their content in order to bring more traffic to the website.

The benefits this thesis provides for the commissioner is a better understanding of the German-speaking market and target audiences, the commissioning company should try to attract. Also, the thesis gives recommendations on how the content marketing should be carried out in the commissioning company. As the main results it can be said that Visit Tampere should try to adjust their content for young women under thirty-five years who live in bigger German cities. The content that the target market is interested are connected to nature, local lifestyle and family fun. The best channels to reach this target audience are the German-language website and Facebook page. Marketing efficiently on the website and Facebook page requires a lot of organizational abilities, careful planning and using of lists and calendars. The content needs to be interesting and bring value to the

website visitors in order for visitors to return to the website and continue consuming the content.

The content marketing strategy offers a solution for the company to keep track of their content creation and the editorial calendar saves time on the company's resources as it allows the planning, tracking and publication of content. The content marketing strategy includes a number of suggestions Visit Tampere Ltd should do on their German-language website and Facebook page in order to be able to gain the full benefits of content marketing. Also, an editorial calendar example on Excel for the whole year was created. The calendar includes the time of publication, team members, the themes of the content, categories, status and notes. Daily, monthly and yearly tasks for the German-language channels have been also stated.

The author was satisfied with the results of the research given the short time and relatively low amount of responses received in the online survey. When taking the reliability and limitations of the research into consideration there are few things that the author could have done differently to enhance the reliability. The error in data gathering of the multiple-choice questions was a pity as otherwise the results could have showed more variation and give valuable information for the commissioning company. Also, a higher amount of responses would have given more reliability to the research.

The commissioning company should keep in mind that content has different forms and that although the content the commissioning company is producing at the moment is relevant and interesting for their target audience, the needs of that audience might shift quickly and new trends in content production might change the way traditional website and different social media channels are being perceived. The primary research gave good intel about the website visitors as of now, but as the amount of website visitors starts to rise and more people in the German-speaking market gain awareness of the city of Tampere, a similar research about the website visitors should be made. This sort of research would be most beneficial if conducted on an annually basis. This would reveal whether the target audience and their needs have changed and if the content is still meaningful.

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## APPENDICES

## Appendix 1. Online survey for German-language website

1(3)



Startseite / Anfrage

**Geschlecht? \***

- Männlich  
 Weiblich  
 Anderes

**Alter? \***

- Unter 35  
 35-55  
 Über 55

**Wo in Deutschland wohnen Sie (Bundesland)? Alternativ die Schweiz oder Österreich wählen. \***

- Baden-Württemberg  
 Bayern  
 Berlin  
 Brandenburg  
 Bremen  
 Hamburg  
 Hessen  
 Mecklenburg-Vorpommern  
 Niedersachsen  
 Nordrhein-Westfalen  
 Rheinland-Pfalz  
 Schleswig-Holstein  
 Saarland  
 Sachsen  
 Sachsen-Anhalt  
 Thüringen  
 Österreich  
 Die Schweiz

**Sind Sie schon in Finnland gewesen? \***

- Ja  
 Nein

**Sind Sie schon in Tampere gewesen? \***

- Ja  
 Nein

**Haben Sie vor, nach Tampere während der folgenden 12 Monate zu reisen? \***

- Ja  
 Nein  
 Ich weiß noch nicht

**Wann würden Sie am liebsten reisen? \***

- Frühjahr  
 Sommer  
 Herbst  
 Winter

(continues)

**Welche der folgenden Themen interessieren Sie oder was möchten Sie auf Ihrer Urlaubsreise unternehmen? \***

- Sehenswürdigkeiten, wie Gebäude, Schlösser, Monumente und Museen
- Kulturveranstaltungen, wie Kunstausstellungen, Theater und geführte Touren
- Sportveranstaltungen
- Shopping
- Sommeraktivitäten und -sport
- Winteraktivitäten und -sport
- Familienattraktionen, wie Vergnügungs- und Themenparks
- Lokale Gastronomie-Erlebnisse
- Naturaktivitäten
- Wellness-Services und Spas
- Nationalparks
- Konzerte und Musikfestivale
- Sauna
- Lokaler Lebensstil
- Keines der oben genannten

**Welches der Themen unserer Webseite interessiert Sie am meisten? \***

- Essen & Trinken
- Natur
- Familienspaß
- Stadt & Kultur

**Welche Kategorie unter "Essen & Trinken" interessiert Sie am meisten? \***

- Restaurants
- Cafés
- Pubs
- Nachtclubs
- Lokale Delikatessen

**Welche Kategorie unter "Natur" interessiert Sie am meisten? \***

- Urbane Natur
- Saunen
- Wandern
- Nationalparks
- Aktivitäten

**Welche Kategorie unter "Stadt & Kultur" interessiert Sie am meisten? \***

- Sehenswürdigkeiten
- Museen
- Design und Shopping

**Was sollten wir auf unserer Webseite verbessern, damit Sie mehr davon profitieren?**

**Bedienungsfreundlichkeit der Webseite? \***

- Ausgezeichnet
- Gut
- Befriedigend
- Mäßig

**Wenn Sie einen neuen Ort besuchen, wo suchen Sie normalerweise Information für Ihre Reise? \***

- Ich suche keine Information.
- Im Internet
- In Reiseführern
- Auf Reisemessen oder -Veranstaltungen
- Vom Personal eines Reisebüros
- Von Freunden oder Bekannten
- Anderes

Bitte erwähnen Sie die Webseiten, wo Sie Information für Ihre Reise suchen. \*

Welche der folgenden Kanäle verwenden Sie? \*

- YouTube
- Facebook
- Instagram
- Twitter
- LinkedIn
- Pinterest
- Snapchat

Wo haben Sie Information über Tampere gefunden? \*

- Im Internet
- In Reiseführern
- Auf Reisemessen oder -Veranstaltungen
- Vom Personal eines Reisebüros
- Von Freunden oder Bekannten
- Anderes

Wie lange dauert Ihre Urlaubsreise durchschnittlich? \*

- 0-1 Nächte
- 2-3 Nächte
- 4-5 Nächte
- 6-7 Nächte
- Über eine Woche

Mit wem reisen Sie? \*

- Familie/Verwandte
- (Ehe)partner
- Freund
- Gruppe
- Allein

Wenn Sie innerhalb des Landes (Finnland) reisen müssten, welches Transportmittel würden Sie am liebsten wählen? \*

- Mietwagen
- Zug
- Bus
- Flugzeug

In welcher Unterkunft würden Sie am liebsten während Ihrer Reise übernachten? \*

- Hotel oder Motel
- Hostel
- Campingplatz
- Miethütte bzw. -Sommerhaus
- Mietwohnung
- AirBnB
- Freunde und Bekannte
- Eigene Wohnung oder Hütte bzw. Sommerhaus
- Wohnung oder Hütte bzw. Sommerhaus des Arbeitgebers
- Anderes

Art der Reise? \*

- Urlaubsreise
- Besuch von Bekannten
- Dienstreise
- Durchgangreise
- Shoppingreise
- Studium oder Ausbildung
- Gesundheit
- Anderes

Senden



## Appendix 2. Editorial calendar example for the commissioning company

Month	Team	Headline	Status	Channel	Category, Target audience	Notes
January 2019	Chief Content Officer, Content Producer, Content Creators	Winter fun in Tampere	Draft ready	Website, FB	Families, Nature, Activities	Contact local companies
February 2019	Chief Content Officer, Content Producer, Content Creators	Best restaurants in Tampere	Draft ready	Website article	Hungry for Tampere	
March 2019	Chief Content Officer, Content Producer, Content Creators	Tampere Film Festival	Information received from the organizer	Website event calendar, article, FB	Music, Culture, Festivals, young people	Contact organizers
April 2019	Content Producer, Content Creators	Nature park guide		Website article	Nature, local lifestyle	
May 2019	Content Producer, Content Creators, Chief Listening Officer Content Producer, Content Creators Content Producer, Content Creators	May day celebrations Night at the museums Great Beers, Small Breweries	Base from last years events Nothing yet Nothing yet	Website event calendar, article, FB Website event calendar, FB Website event calendar, FB	Families, Young people Families, Young people Couples, Friends	Follow the bulletin
June 2019	Chief Content Officer Content Producer, Content Creators, Chief Listening Officer Content Producer, Content Creators	Festivals of the summer Midsummer Finlaysson Art Area	Base from last years events	Website event calendar, article, FB Website event calendar, article, FB Website event calendar, article, FB	Music, Culture, Festivals Local lifestyle Culture, Art, Attractions	Contact organizers
July 2019	Content Producer, Content Creators	Summer activities	Base from last year	Website article	Activities, nature	Contact local companies
August 2019	Content Producer, Content Creators	Sauna article		Website article	Local lifestyle, Sauna	
September 2019	Chief Content Officer, Content Producer, Chief Listening Officer Content Producer, Content Creators	Tampere day Autumn colours, activities in autumn	Ideas ready	Website event calendar, article, FB Website article, FB	Local lifestyle	Contact companies
October 2019	Chief Content Officer, Content Producer	Tampere festival of light		Website event calendar, article, FB	Local lifestyle, Festivals	Contact organizers
November 2019	Content Producer, Content Creators	Tampere Jazz Happening		Website event calendar, article, FB	Music, Festivals	Contact organizers
December 2019	Chief Content Officer, Content Producer, Content Creators, Chief Listening Officer	Christmas in Tampere		Website event calendar, article, FB	Local lifestyle	