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AN INFLUENCER MARKETING PLAN  
FOR AN INTERNATIONAL BRAND IN  
FINLAND

Company case:

LAMY brand – Company X

Unit Business Economics  
2018



## TIIVISTELMÄ

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Sosiaalisen median vaikuttajien (influencer) määrä kasvaa joka päivä, he tulevat tunnetuksi internetissä ja se on vahva perusta saavuttaa myös julkisuutta internetin ulkopuolella. Vaikuttajien mukana yhteistyö tuotteiden markkinointiin verkossa on kasvanut suosittumaksi viimevuosien aikana.

Tämä opinnäytetyön tarkoituksena on analysoida vaikuttajamarkkinointia ja kuinka sen tehokkuus voidaan maksimoida sosiaalisen median kautta. Tämän opinnäytteen kysymys on: Onko vaikuttajamarkkinointi (influencer marketing) menestyksellinen kansainvälisille firmoille Suomessa?

Teoreettinen osio käsittelee koskee markkinointia ja digitaalista markkinointia sekä vaikuttajien kautta tehtyä markkinointia. Se kuvailee myös keitä tulee pitää vaikuttajana, ja kuinka moneen kategoriaan vaikuttajat voidaan jakaa lopuksi teoria esittää suunnitelman vaikuttaja markkinointikampanjaa varten.

On henkilöitä jotka kysyvät, onko vaikuttaja markkinointi kannattavaa ja kallista, mutta tämä markkinointitapa toimisi tehokkaasti, kun firma löytää sopivan vaikuttajan joka voi toimia heidän eräänlaisena ”tuote-edustajanaan”. Pienelle yritykselle yhteydenotto julkisuuden henkilöihin ja heille maksaminen on kallista. Siksi useammalle vaikuttajalle maksaminen ei ole ainoastaan halvempaa, mutta myös

yleisöystävällistä. Vaikuttajiin tavoittelu on uusi trendi Suomessa, vaikka tätä tekniikkaa ollaan käytetty ympäri maailmaa etenkin Amerikassa ja Aasian maissa vuosia sitten. Se, että manageri tiedustelee julkisuuden henkilöiltä tukea tai mainostaa heidän tuotteita on uutta Suomessa. Se on vasta alkanut olemaan buumissa Suomessa, kun trendi käyttää Youtubea, Instagramia jne. on nousussa nykyään ja palkintoja jaetaan paljon blogien, video blogien ja podcastien tekijöille. Suur-tunnettujen käyttö uusien tuotteiden havainnoitsijoille on ollut lamylle kekselijäs ja tehokas markkinointitekniikka. Johtopäätöksdenä vaikuttajamarkkinointi on kallista ja rajallinen kohderyhmiin, mutta vaikuttajamrkkinoinnin kautta yritys pääsee lähemmäs yleisöä ja vähentää muiden perinteisten mainontojen maksuja.

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## ABSTRACT

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The number of influencers is growing every day, as they are becoming well-known on the internet and that is the strong ground for them to become famous in real life as well. Cooperating with influencers in marketing products online has become more popular in the last few years.

The thesis aimed to analyze Influencer Marketing and how to maximize the effectiveness of this marketing approach through social media platforms. The thesis is built based on research study and practical company case. The question for this thesis was: Is influencer marketing successful for international brands in Finland?

The theoretical study examines about marketing, digital marketing and influencer marketing. Also, it described who are considered influencers, and how many groups can influencers be divided into. Lastly, the theory explained about a plan for influencer marketing campaign.

There are those who say that influencer marketing is ineffective and expensive, however, this marketing method would work efficiency when a company finds suitable influencers, who can be their “brand-representative”. For a small company, reaching celebrities and paying for celebrities is pricey. Therefore, paying several influencers is not only cost-saving but also audience-friendly. Reaching influencers is a new trend in Finland, even though this technique has been used all over the

world, especially in US and the Asian countries years ago. It has only become a boom in Finland when the trend of using Youtube and Instagram, and other social media channels has increasing and plenty of awards have been given to for Bloggers, Vloggers and podcast speakers. In conclusion, with Influencer Marketing – the brand will get closer to audiences and reduce cost from other traditional offline-marketing events.

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# 1 INTRODUCTION

## 1.1 Background of the thesis

The number of social media users has been growing dramatically during the past few decades, making influencer marketing increase proportionally. This thesis is going to examine the actual impact of influencers towards online buying decisions in the Finnish market and plan an influencer marketing campaign for an international brand from Germany in Finland.

The thesis is written based on sources from books and the internet. Company X is Finnish distributor for two international brands: LAMY from Germany – “high-quality designer writing instruments defined by their timeless modern aesthetics and perfect functionality.” (*LAMY GERMANY website*) and House of Amber from Denmark – “hand-crafted exclusive amber jewelry combined with gold and silver” (*House of Amber Denmark website*). However, the thesis will be mainly focus on how to use Influencer Marketing strategy to promote LAMY – writing instruments from Germany onto Finnish market concerning Business-to-Business (B2B) and Business-to-Customer (B2C) markets.

In 2017, LAMY had more than 160 stores in the world and many more are planned to open. In Europe, Great Britain has the greatest turnover due to the need of writing instruments in schools while “China is a major contributor to turnover on a global scale” (*Lamy.com*). LAMY has been growing all over the world and now, LAMY is focusing mainly on the Asian market. The purchasing behavior in Europe is changing and designer items are now a big hit in the global market, Company X has noticed the need for high-quality designer pens, therefore, in September 2017, LAMY Finland opened its first Concept Store in Helsinki and in the following year, in August 2018, the second Concept Store was opened, also in Helsinki. Lamy Finland also has online stores on two separated websites: *kynakauppa.fi* and *lamyshop.com*. Both of the websites are the official websites operated by Nordic Deluxe Brands, *kynakauppa.fi* is a website in Finnish and *lamyshop.com* is a website in English.

As the digital marketing is taking over traditional marketing, “social media channel such as Facebook, Twitter, Google and other social media firms have successfully transformed the attitudes and perceptions of consumers and in the end helped revolutionized many businesses. This was done through a vast network of customers with trustworthy data with real-time feedback of customers experiences” (*Fawad Khan*).

## **1.2 Structure of the thesis**

The thesis is divided into five sections: introduction, the theoretical study, research methodology, marketing plan and conclusion.

The introduction presents the background of the thesis, the reasons for choosing the subject and case company. Along with the structure of the thesis, the limitations that show how the subject can be developed further in the future are also mentioned in the beginning of the thesis.

The theoretical section of the thesis examines the definition of marketing and digital marketing, and the relationship between digital marketing and influencer marketing. Additionally, this section also mentions influencers, the number of groups can the influencers be divided, and how an influencer can be. Finally, the influencer marketing campaign for a selected international brand will be discussed.

Research methodology section of the thesis includes the definition of choices of methodology, and the research methodology chosen.

The empirical study in this thesis is named “influencer marketing campaign for Lamy Finland”. As its name, this section contains a full marketing plan for making a successful campaign for an international brand that has just opened its first Concept Store in the heart of Helsinki. To be able to complete the marketing plan, questionnaires will be made. The survey data will be used to measure how influencer marketing affects online consumer buying behavior.

The conclusion chapter concludes the research and give suggestions for future research regarding the other topics which are found during this thesis.

### **1.3 Limitations**

This thesis topic is developed by studying a influencer marketing plan as a subject, a topic which has been discussed during the past few years. The thesis uses one international brand as a case study, therefore, the marketing plan might not be suitable for any other company. Additionally, the marketing plan uses only unpaid marketing method and does not go through any influencer marketing agencies, therefore, the thesis does not contain multi-dimensional views.

## **2 THEORETICAL FRAMEWORK**

### **2.1 Marketing and Digital Marketing**

Marketing according to Kotler (Kotler 1997, 9) is “a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with customers. This definition of marketing rests on the following core concepts: needs, wants, and *demands*; *products* (*goods, services, and ideas*); *value, cost and satisfaction*; *exchange and transactions*; *relationships and networks*; *markets*; and *marketers and prospects*.” In other words, marketing is the activities from advertising, acquiring customers, selling and delivering products or services to customers to maintaining customer relationship. It is the short description of creating, keeping and satisfying customers process in business life.”

Digital marketing is defined as “achieving marketing objectives through applying digital technologies and medias”, in other word, it is “the application of the internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives” (Chaffer and Ellis-Chadwick, 2015, 11). In today’s modern world, almost everything is done by technology: computers, laptops, mobile phones, etc. “In practice, digital marketing includes managing different forms of online company presence, such as company websites and social media company pages in conjunction with online communications techniques, including search engine marketing, social media marketing, online advertising, email marketing and partnership agreements with other websites.”

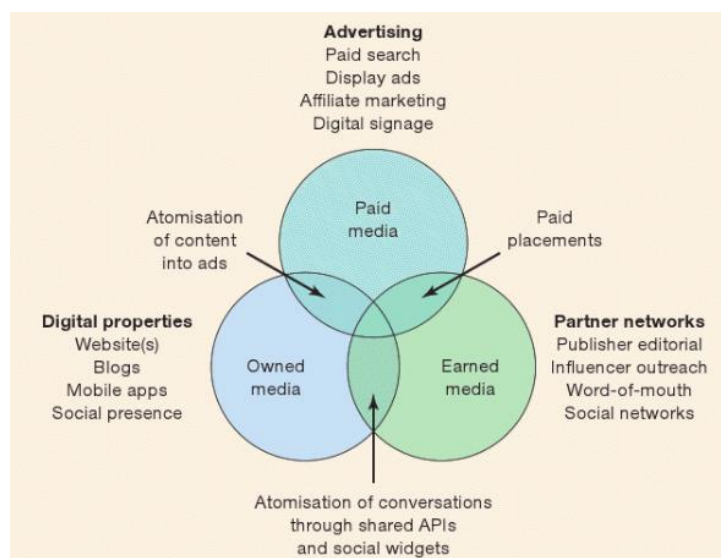
### **2.2 Digital marketing**

According to Chaffer and Ellis-Chadwick (2015, 11) “ In digital marketing, customer relationship is developed through E-CRM, “E-CRM is Electronic Customer Relationship Management: using digital communications technologies to maximize sales to existing customers and encourage continued usage of online services through techniques including database, personalized web messages, customer services, email and social media marketing.” There are three main types of marketing channels: paid media, owned media and earned media.

Paid media simply means media channels where marketers pay to advertise their brands. This method is considered as traditional offline media, for example advertisement in newspapers, on television, in the radio, and mail post for example.

Owned media means the online and offline media channel that owned by the marketers or the brands. Online media channels can be company websites, their own pages in social media platforms, for example Facebook, Instagram. Offline media channels, on the other hand, mean the brand's stores or magazines.

Earned media is the media channel has been growing dramatically during the last few years. Earned media in the past meant providing sponsorships for celebrities to do marketing for the brands, the company earned the followers from celebrities or influencers. However, earned media today means more than famous singers or actors as it includes also every famous social media user, for example Instagram users who interacts frequently with their followers, as million view video channels in Youtube, famous photographers in Flickr, or famous journalists in the newspapers.



**Figure 1: Paid media, owned media and earned media**

(according to Chaffer and Ellis-Chadwick, 2015, 12)

## 2.2.1 Influencers and their influential power to audiences

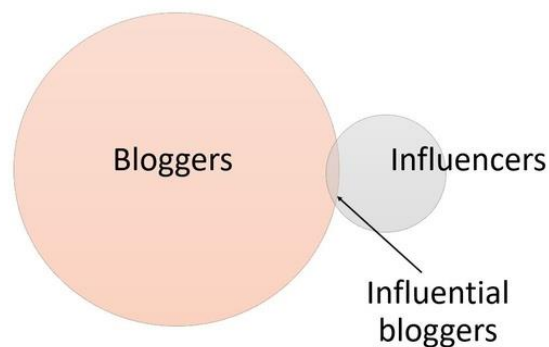
### Who are considered as influencers?

According to Business dictionary, influencers are “individuals who have the power to affect purchase”.

Influencers or social media influencers are power social media users who have millions of followers and interact with audiences by sharing their known experiences, knowledge about a particular topic or discussions in their own social media channels. By sharing their posts, influencers have huge impact on user’s buying decisions. Most of influencer’s followers are highly-engaged and loyal users. By making regular posts, it usually takes two to five years for social media influencers gather millions of loyal followers who pay close attention to them. They can be bloggers, CEOs, etc.

### Bloggers, Influencers and Influential bloggers.

With the increasing of social media and digital marketing, people usually suppose bloggers and social media influencers are the same. However, bloggers, influencers and influential bloggers are different as shown in Figure 2. (*according to Vivien Garnes, Co-founder & CEO at Upfluence.com explained on quora.com 4.2018*).



**Figure 2. Bloggers, influencers and influential bloggers**

(according to <https://www.quora.com/Is-there-any-difference-between-a-blogger-an-influencer> )

Bloggers are social media users who have their own websites with unique content where they can freely express their personal in each post, share their own opinions and thoughts to the public. A website that bloggers use is called blog or weblog, which is a website where can be used as an online diary or journal that published to everyone in the internet (*according to Wikipedia*). A blog (or weblog) can have one or more owners (writers) where people can find updated information or thoughts about specific topic for example fashion, food, travel, etc.

Influencers, as discussed, are social media users who have their own accounts in channels such as Youtube, Instagram, Lookbook, etc with thousands or millions of followers. In their accounts, they share their pictures, posts about a particular topic everyday. These followers are interested in the products that the influencers wear or mention in their posts and get influenced from influencers. By posting everyday routines, activities or simply about their outfits, influencers are known as social media users who have huge impact on customers' buying decisions. They either get sponsors from companies or they like the products and decided to post online.

“Almost all bloggers are influencers. Not all influencers are bloggers.” (*according to fashionista.com written on 9.2016*). An influencer can be anyone who uses social media and get paid to persuade followers to buy products that provided by companies. Influencers who use their blogs to marketing products are called influential bloggers.

There are many types of influencers including: celebrities, industry experts and thoughts leaders (expert influencers), authority influencers, local influencers, trendsetter influencers, micro influencers (advocate influencers) etc (*according to griffin.com written in 2018*). However, according to the research of *influicity.com*, there are only three big groups of influencers: mega influencers, macro influencers and micro influencers. Mega influencers are celebrities who have over 1 million followers in their social media channels, they are top stars that are not popular online but also in real life. These celebrities usually get sponsors and corporations with international target groups to promote their products. Macro influencers are those who get from 10 thousand to 999 thousand of followers on their social media channels. They are not world's famous people, but they have passion about specific topics and areas. If mega influencers are known as celebrities, then



micro influencers are “mini celebrities”, who are famous within a country or continent (according to *blog.scrunch.com* by *Sophie Kelly*). Micro influencers, on the other hand, are social media users who have from 1 000 to 10 000 followers in their channels. However, they have a really strong relationship and connection with their audiences.

Using mega influencers to do marketing is the traditional marketing approach that many big companies have been doing. However, micro influencer marketing is now recorded as a potential marketing strategy. Pros and cons of the three groups of influencers are described below in Table 1 (based on *blog.digimind.com* written on 3.8.2018):

Groups of influencers	Advantages	Disadvantages
Mega influencers	<p>More attractive and appealing in the advertisements.</p> <p>Quickly get attention from the audiences.</p> <p>If a company corporate with the right influencers, building trust is easy and simple.</p>	<p>Expensive investment not only pay for celebrities but also paying other expenses if regarding to their daily life.</p> <p>Risky because if the celebrities have any troubles it will affects the company’s images.</p>
Macro influencers	<p>Low risk of not having enough attention because the influencers already famous in that area.</p> <p>Lower risk than mega influencers because they have smaller chances of having fake accounts.</p> <p>Professional in marketing products on their own</p>	<p>Higher cost than micro influencers because they usually go through management agencies.</p> <p>Lack of customer credibility towards their voices.</p> <p>The marketing strategy might work better in real life when the consumers actually see influencers using the products,</p>

	<p>channels, creative in making contents.</p> <p>Advertisements about the products will reach out a lot of people who share the same interest as the influencers.</p>	<p>but not online in their own social media accounts, because it can be seen as inauthentic, because the audiences would think that are influencers really use or the products are just sponsored?</p>
Micro influencers	<p>Less investment than the other two groups of influencers.</p> <p>The marketing campaign can run by several influencers at the same time.</p> <p>Earn trust from the audiences because micro influencers have high engagement rates and they are closer to audiences than the other two groups.</p> <p>Reaching new groups of audiences.</p> <p>Allow the company to reach specific consumers and change its strategies to adapt the situation.</p>	<p>By corporate with many influencers, controlling their contents is difficult.</p> <p>Selecting influencers might be difficult in the beginning because there are plenty of micro influencers. They can be gamers, dog owners, etc.</p> <p>Not suitable for every company and every product.</p>

**Table 1: Groups of influencers**


## How to measure social media performance by engagement metrics

According to socialbakers.com, there are many approaches to measure how popular an influencer is. When web 2.0 is getting more globalized, interactions from followers / other users determines how well-known the user or the post is. This method applies mostly in Facebook, Twitter or similar. where the interested rate will be shown by the number of likes, comments, shares, etc. For websites, the number of people who have been on the page will be counted as social media performance. Marketers can either see from the numbers of followers or comments in influencer's posts or use formulae to get the specific rate – the interested rate from interacting between influencers and followers is called engagement rate. Lincoln Murphy used to define engagement happens when “your customer is realizing value...”

According to popsters.us, engagement rate calculation can be divided into three groups: daily engagement rate (ER day), engagement rate by post (ER post), and engagement rate by reach (ERR).

Firstly, the daily engagement rate (ER day) gives an overview of attention for a post from influencer's account in one day or a period of time as shown in Figure 3:

### Daily Engagement Rate

$$\text{ER}_{\text{day}} = \frac{\text{Total reactions for day}}{\text{Followers}} * 100\%$$
$$\text{Av. ER}_{\text{day}} = \frac{\text{Total reactions for period}}{\text{Count of days} * \text{Followers}} * 100\%$$


**Figure 3. Daily engagement rate**

(according to <https://www.appcues.com/blog/engagement-rate>)

This formula is used when marketers calculate the percentage of interactions (average) between influencers and their audiences within one day. By knowing the percentage of each influencer in each day, it is easier and more precise for marketers to compare the productive performance among influencers if many influencers posted their advertisement posts in the same day.


Secondly, the engagement rate by post (ER post) gives the idea of audience’s interaction by percentage about not only average amount but also specific amount of posts. This method is also known as engage rate by reach in certain contexts (Figure 4).

**Engagement Rate of Post**

$$ER_{\text{post}} = \frac{\text{Total reactions of post}}{\text{Followers}} * 100\%$$

$$Av. ER_{\text{post}} = \frac{\text{Total reactions of posts}}{\text{Count of posts} * \text{Followers}} * 100\%$$

— or —

$$Av. ER_{\text{post}} = \frac{\text{Total } ER_{\text{post}}}{\text{Count of posts}} * 100\%$$


**Figure 4. Engagement rate by post**

(according to <https://www.appcues.com/blog/engagement-rate>)

As popsters.us stated, “total reactions of post(s)” means the comments and reactions towards a specific post or posts and “count of posts” means the total amount of published posts that are shared on influencer’s social media platform.

This formula is considered useful when the marketer would like to know about the average of engagement between influencer and audiences towards specific average of posts in percentage. However, the disadvantage of this method is that the followers are inversely proportional to the engagement rate percentage, which means that when the number of followers increases, the engagement rate (by percentage) decreases. The reasons


might be because the followers are now tending to follow many people and the more people they are following, the less frequently for the posts to catch their attention.

Lastly, the engagement rate by reach (ERR) presents the percentage of reactions in specific posts as shown in Figure 5.

**Engagement Rate by Reach**

$$\text{ERR} = \frac{\text{Total reactions}}{\text{Reach}} * 100\%$$
$$\text{Average ERR} = \frac{\text{Total ERR}}{\text{Count of posts}} * 100\%$$

-or-

$$\text{Average ERR} = \frac{\text{Total reactions}}{\text{Unique reach}}$$


**Figure 5. Engagement rate by reach**

(according to <https://www.appcues.com/blog/engagement-rate>)

If the engagement rate by posts considered the relationship between reaction and the total followers in each post, then engagement rate by reach (ERR) considered the relationship between people who react to the post and people who have seen the advertisement. By using ERR, marketers would define if the advertisement is actually suitable for that influencers and their followers and content of their social media platforms or not. However, to be able to apply this formula, the marketers should know the indicators of the actual viewers (reaches) which is only given by the influencers or some software applications.

In conclusion, for social marketing, and especially influencer marketing, engagement rate is the tool for measuring interaction between influencers and audiences. There are many ways to calculate the percentage of engagement between influencers as well as their advertisement post and audiences, and marketers can use any formulae that is suitable for

their proposes, marketing agencies can hire IT companies to create a software to calculate the rate of influencers who corporate with them, or IT companies can produce their own software that gather all of influencers in specific social media platforms.

### **2.2.2 Influencer marketing or word-of-mouth strategy**

According to Cambridge Dictionary, Word-of-mouth is “given or done by people talking about something or telling people about something. In business point of view, word-of-mouth is “the process of telling people you know about a particular product or service, usually because you think it is good and want to encourage them to try it.”

According to Investopedia, Word-of mouth marketing (WOMM) or word-of-mouth advertising is “word-of-mouth marketing differs from natural world-of-mouth references to a company’s products and services in how it may come as the result of promotion, encouragement or other influence by a company, otherwise known as “seeding” ... The encouragement on the part of a company may take one of several forms. The best way is to give them a reason to talk, such as exceeding expectations or providing insider or information about a product. Other strategies include offering consumers new ways to share information about a company’s products and services, and engaging and interacting with the consumer, such as though exemplary customer service.”

According to Jonah Berger’s book, “key factors that drive what people talk about and share are STEPPS are:

- Social Currency: the better something makes people look, the more likely they will be to share it
- Triggers: things that are top of mind (i.e., accessible) are more likely to be tip of tongue
- Emotion: when we care, we share. High arousal emotions increase sharing
- Public: the easier something is to see, the more likely people are to imitate it
- Practical value: people share useful information to help others
- Stories: Trojan Horse stories carry messages and ideas along for the ride”

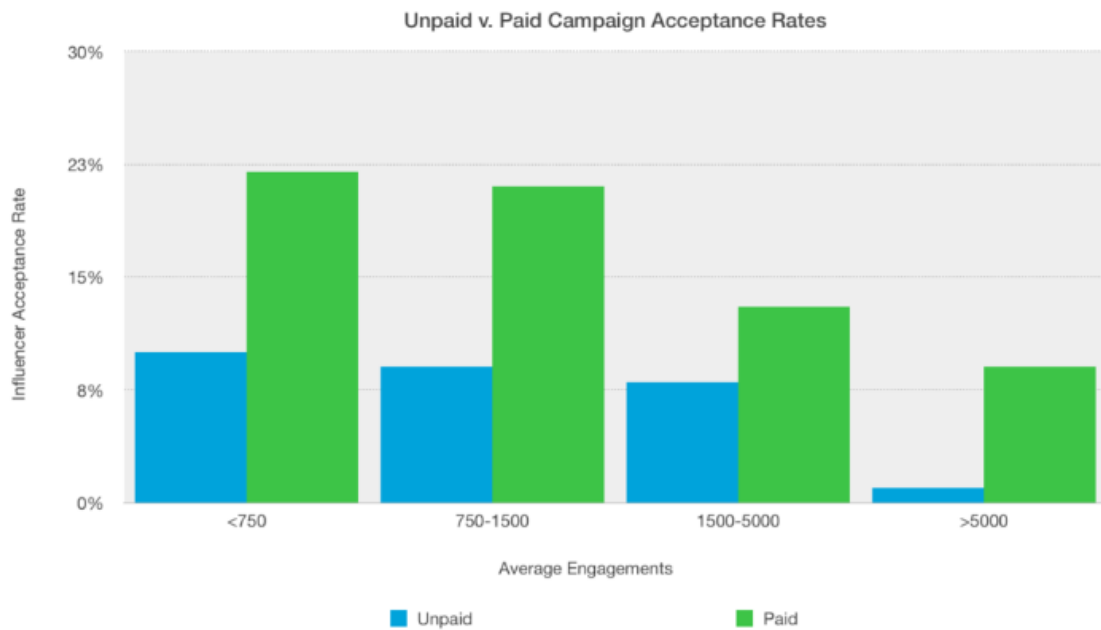
The most effective way to build a brand is to build the relationship with people, and to build engagement with audiences.

### **Paid and unpaid influencer marketing campaign**

In marketing, there are two main segmentations that need to be considered before creating any plans, for a paid or an unpaid marketing campaign.

A paid marketing campaign means the company pays for the external resources to promote the products for a certain amount of money for the third party. A paid influencer marketing campaign means the company will pay for influencers to create contents, photoshoots or videos to promote for the products in their own social media platforms. On the other hand, an unpaid marketing campaign happens when the third party is willing to advertise the products without charging any fees. Unpaid influencer marketing campaign means the company does not need to pay for the influencers to promote their products in influencers' own social media platforms. The influencers either receive a product as a gift or buying it with discount or borrow it in order to use in a certain time. Sometimes, unpaid influencer marketing also means the influencers will build a relationship with the company and get commissions based on the result of sales. Usually, unpaid influencer marketing can be used when the influencers either have a good relationship with the company, or the influencers are really interested in the products.

According to a survey of “Unpaid v. Paid Campaign Acceptances rates”, the percentage of influencers who have from 0 to 5000 % of engagement rate to except an unpaid marketing corporation is around 8 percent as shown in Figure 6.



**Figure 6. Unpaid vs paid campaign acceptance rate**

(according to <https://www.aspireiq.com/blog/can-unpaid-influencer-campaigns-work>)

### **2.3 Marketing campaign, social media marketing campaign and influencer marketing campaign plan**

According to Investopedia.com, a marketing campaign is defined as “the campaign to promote products/services through different media, including television, radio, print and online platforms.” The word “campaign” itself is really wide, therefore, a marketing campaign does not only focus on promoting the products/services, but also on building brand awareness, brand image. As in Investopedia, “business operating in highly competitive markets may initiate frequent marketing campaign and devote significant resources to generating brand awareness and sales.”

According to bigcommerce.com, a social media campaign is “a coordinate marketing effort to reinforce or assist with a business goal using one or more social media platforms. Campaign differ from everyday social media effort because of their increased focus, targeting and measurability.”



Compared to a marketing campaign and a social media marketing campaign, an influencer marketing campaign is more specific. The name already points out that this is the marketing campaign which focuses mainly on influencers, to cooperate with influencers and make the marketing plan in the influencer's channels. As the definition of marketing campaign, "campaigns do not have to rely solely on advertising and also include demonstrations, word of mouth and other interactive techniques."

### **3 RESEARCH METHODOLOGY**

#### **3.1 Choices of methodology**

“Research is a process of steps used to collect and analyse information in order to increase our understanding of a topic or issue. At a general level, research consist of three steps: pose a question, collect data to answer the question, present an answer to the question.” (Educational research – Planning, conducting and evaluating quantitative and qualitative research, John W. Creswell, page 3).

“There are six steps in conducting a research process:

1. Identifying a research problem
2. Reviewing the literature
3. Specifying a purpose for research
4. Collecting data
5. Analysing and interpreting the data
6. Reporting and evaluating research.”

(Educational research – Planning, conducting and evaluating quantitative and qualitative research, John W. Creswell, 9).

As mentioned, there are two approaches for gathering data: *quantitative and qualitative*. Depends on the type of problem, writers can choose either one of them or both to conduct a survey.

#### **3.2 Qualitative research**

“Qualitative research if often privileged as “hard” science. A quantitative researcher relies on numbers, rates and percentages typically presented in a table, grid, or chart in order to communicate meaning” (Hesse-Biber & Leavy, 2004, p.1). “Qualitative research is a type of educational research in which the researcher relies on the views of participants, asks broad, general questions, collects data consisting largely of words (or text) from participants, describes and analyzes these words for themes, and conducts in inquiry in a subjective, biased manner.” (John W. Creswell, 39). There are three characteristics

about this approach: listen to participants' views; use general and open questions, active in collecting data; and the data leads to better lives for others.

As John W. Creswell argued, relating to the six -process of research, regarding to *identifying a research problem* step, this method is used to a survey about a problem that is not well-known, to measure about a central phenomenon. This method is used when a variable (an attribute or characteristic of individuals) is unknown. Qualitative research takes a minor role in *reviewing the literature* step in the process, because this approach relies on the views of the participants. In *specifying a propose of the research* process, this method tends to seek for the general and broad questions and what the participants experiences. In *collecting data* process, the data is collected by a series of general questions to gather the answers of the participants either by text form or image form. In *analyzing and interpreting data* process, there are different ways to analyze the data because the data contains images and words. Instead of using statistics, the data is analyzed to picturize the central phenomenon under the study. "The result may be a description of individual people or places. In some qualitative studies, the entire report is mostly a long description of several individuals." (John W. Creswell, 49). Lastly, regarding to *reporting and evaluating research* process, qualitative method is known as flexible structure. "Qualitative reports typically contain extensive data collection to convey the complexity of the phenomenon or process. The data analysis reflects description and themes as well as in the interrelation of themes." (John W. Creswell, 50). To sum up, qualitative method is used when the study needs to have a rich and detailed result, providing feeling or opinions of participants to the ideas or concepts of the study.

### **3.3 Quantitative research**

Quantitative method is the most common approach of primary data collection in marketing research. This approach is used when the study needs to search for the limitation of information in a large group to form some statistics. "Quantitative research is a type of educational research in which the researcher decides what to study, asks specific, narrow questions collects numeric data from participants, analyses these numeric using statistics and conducts the inquiry in an unbiased, objective manner." (John W. Creswell, 39).

The differences between these two methods are described in the table below:

Steps in the process of research	Quantitative Characteristics	Qualitative Characteristics
Identifying a research problem	Description and explanation oriented	Exploratory and understanding oriented
Reviewing the literature	Major role  Justification for the research problem and specification for the need for the study	Minor role  Justification for the research problem
Specifying a purpose	Specific and narrow  Measurable, observable data	General and broad  Participants 'experiences
Predetermined instruments  Numeric (numbered) data  Large number of individuals	Collecting data	General, emerging form  Text or image data  Small number of individuals or sites
Analyzing and interpreting data	Statistical analysis  Description of trends, comparison of groups, or relationships among variables  Comparison of results with predictions and past studies	Text analysis  Description, analysis and thematic development  The larger meaning of findings

Reporting and evaluating	Standard and fixed	Flexible and emerging
	Objective and unbiased	Reflexive and biased

**Table 2: Quantitative and qualitative differences**

(John W. Creswell, 44)

### 3.4 Description of the research

The purpose of research is to study the percentage of users who have experiences about online shopping and buying decisions. Therefore, quantitative research methodology is chosen for this thesis. The survey contains 13 questions, using multiple choice questions, Yes/No questions and open questions to gather as much information as possible.

Multiple choice question type is a question that has several answers and the interviewee can choose to answer to more than one choice. For example:

“What social media accounts do you have?

1, Facebook 2, Instagram 3, Snapchat 4, Twitter 5, Others”

Yes/No question type is the question that only accepts one option. This type of a question does not need to be exactly “yes” and “no” answers, but any answers are accepted. For example:

“Gender:

1, Male 2, Female 3, Other”

An open question type is question requires the interviewees to give his/her own opinion. For example: “Where are you from?”

## **4 INFLUENCER MAREKTING CAMPAGIN FOR LAMY BRAND IN FINLAND**

### **4.1 Lamy. Not just a pen.**

Lamy is family owned business founded by C.Josef Lamy in 1930 in Heidelberg, Germany. In the beginning, the company sold products under the name Orthos Füllfederhalter-Fabrik -the Orthos pen manufacture. In the Second War, Orthos produced 200 000 fountain pens annually. To mark the new era of writing instruments which were made in Germany, in 1948 Orthos changed to the name C.Josef Lamy GmbH and the company has kept its name until today. In 1952, LAMY 27 was a breakout hit for Lamy when it is rewarded as innovative “tintomatik” system writing instrument that helps the ink to flow smoothly from the body to the nib. To continue the success of fountain pens series and the demand of ballpoint pens in the market, in 1964, Lamy introduced its first stainless steel ballpoint pen with huge capacity refill, contributing a lot for its turnover. Two years later, in 1966, Lamy 2000 series launched its very first fountain pens in the market, and the until now, this series has a fountain pen, a ballpoint pen, a rollerball pen, a mechanical pencil and a multisystem pen which have always been one of the most well-known series in Lamy brand and in writing instruments industry. It presents for the timeless design and high-quality pen iconic that fits any generation. For years, Lamy has always applied new technology into the new products to make pen always in best quality and unmistakable style icons. In 1980, Lamy introduced the new Lamy safari model that was named under Young Collection, where the youthful spirit will always remain in colorful and stylish design. Lamy Safari has been recording as the “best seller” of all time among Lamy products. Lamy has been always designed the new series that would open customer target groups widely, for example, the Lamy logo model that was published in 1983, Lamy abc for beginners was realized in 1987, Lamy accent which was developed under the direction of Andreas Haug at Phoenix Design in 1998, Lamy pico pocket pen series came out in 2001, Lamy dialog 1 triangular body ballpoint in 2003, Lamy scribble that meets artist requirements in 2005, Lamy dialog 2 rollerball pen with retractable clip in 2006, Lamy pur in 2007, Lamy nexx fountain pen series and Lamy noto ballpoint pen series in 2008, Lamy dialog 3 fountain pen in 2009, Lamy econ in 2011, Lamy scala in 2012, etc. are

still popular series that would attract all Lamy lovers. All of Lamy's pens are designed by different designers, and Lamy always mentions the designer's name and pictures in each series, as this is one way to honor their contribution to the success of Lamy today.

As its slogan "not just a pen" and "signature products since 1966", Lamy has been receiving many design awards in products and advertising nationally and internationally, for example, "if Hannover" design award, "red dot design award" Zentrum Nordrhein-Westfalen, Design Plus Frankfurt, Design Center Stuttgart, Good Design Award, etc.

With over 60 years of history, Lamy is becoming a popular brand over its own country, and also especially in Europe and Asia. There are more than 160 Lamy stores in all over the world and this number is still growing, especially since Lamy is not only a pen, it is also a lifestyle iconic.

Even though Lamy is a famous brand around the world, it is still new for many people in Finland. The first Lamy Concept Store in Finland only opened one year ago in Helsinki.

## **4.2 Executive summary**

A marketing plan for an influencer marketing focuses on influencers – who have an impact on purchase decisions. This marketing plan is partly online marketing, to choose which influencers, which channels that would fit the brand and attract most of the customer targets. However, the plan is not only for choosing influencers and marketing channels, but the story concepts, target groups for each influencer, the cost and the most important factor is to define the position of LAMY brand in audiences, to spread the idea of the products.

Before starting the influencer campaign, Lamy Finland has been running two campaigns for Lamy: Back2school2018 and Lamy 1<sup>st</sup> birthday during September and October. The two campaigns were running at the same time, focusing on local Finnish customers and international students who are studying in Finland. The purpose of the campaign is marketing for the Lamy brand and boost up the sales in Lamy Concept Stores in Helsinki. The details are described in Table 3:

	Back2school with Lamy	Lamy 1 <sup>st</sup> birthday
Time	September 2018	September 2018
Campaign format	Offline, putting fliers in school campuses and student unions in Helsinki City center area	Online, published on Lamy website kynakauppa.fi and paid advertisement in Instagram
Customer target group	Student	Everyone
Products range	Young and modern collection, prices from 8.80 euros to 32.90 euros	Premium collection, prices from 40 euros
Purpose	Spreading the brand and two colorful collections to students in Helsinki	To celebrate one year anniversary and marketing for Premium collection

**Table 3: Lamy Finland Campaign September 2018**

Along with two campaigns, Lamy Finland also corporates with Arabia Center, to join Jasper Morrison Designer exhibition called “Objects and atmosphere” in Helsinki. Jasper Morrison is an English product and furniture designer, his works also including Lamy Aion fountain pens, ballpoint pens and rollerball pens. This is the exhibition of Jasper Morrison that have all of his design works including corporation with Iittala – a well-known Finnish brand. This activity also increases Lamy brand awareness in the Finnish market.

After the two campaigns, Company X understood that online audiences are the biggest target customer groups, because writing instrument are widely needed. The result of the two campaigns showed that an online advertisement is more effective than the traditional offline marketing methods.



The influencer marketing campaign is designed for Lamy after the result of the two previous campaigns.

### **4.3 Current situation**

#### **4.3.1 Market Analysis**

##### **1. LAMY brand's mission**

Company X is the official exclusive distributor for LAMY brand – writing instruments from Germany. The LAMY brand awareness has been growing dramatically in Asia in the past few years. This German brand is the famous brand around the world, however, in Finland, LAMY brand is still a new name to many Finns. As a distributor for LAMY in Finland, Company X understands its mission is to spread the images and the core value of LAMY: lifestyle, high quality and the Made in Germany message.

##### **2. Corporate image of LAMY brand**

Corporate image is the way people recognize a certain brand and remembers the brand. For LAMY, the corporate image the company wants to show to the world is high quality designed writing instruments, timeless modern aesthetics and perfect function. In corporate social responsibilities, LAMY proud to be an enterprise that “commits to a sustainable ethos and business practices since the 1980s: responsible for ecological resources, for economic resources and social resources.”

##### **3. Targeting customers for LAMY brand**

As market leader in Germany that is focusing on writing instruments, LAMY focuses on all customer groups, from the young generation who are starting their first year of school to the older generation who enjoy writing, drawing, sketching or calligraphy.

#### 4. Customer's primary needs and desired benefits

As a writing instruments company, LAMY has three collections: young, modern and premium. In each collection, LAMY has five different types of pens with colorful and timeless design: fountain pens, rollerball pens, ballpoint pens, mechanical pencils and multi-system pens. With three different collections, LAMY fits all of the customer's primary needs and desired benefits.

#### 5. What is the unique position of LAMY

Lamy is an independent family business that was founded in 1930 in Germany. Its unique position in the market is designing timeless pens, focusing on different customer groups. In Helsinki Finland, Lamy is one of the first writing instruments stores.

#### 6. Competitors and market share in writing instruments

There are many companies that are producing pens in the world, from high class quality to single time use writing instruments. Therefore, it can be said that any company that has pens as their products is LAMY's competitors. The market is really wide and Lamy's competitors can vary from small companies to big companies. From business to customer side, any companies that providing pens for everyday use can compete with Lamy. From business to business side, any company that provides pens and other office supply can compete with Lamy.

#### 7. The most effective promotional tactics for LAMY

Lamy has been spreading everywhere in the world. In each country, Lamy's distributors and retailers want to choose the most effective promotional tactics for Lamy. Company X created Lamy's online shops in both English and Finnish as well as social media channels such as Facebook and Instagram. During the one year of opening stores in Finland, there have been many campaigns for example Back Friday, Back to school or one-year

anniversary which has offered 10 to 20% off of selected products. Company X also paid for promotion online in Instagram to spread the brand in online platforms.

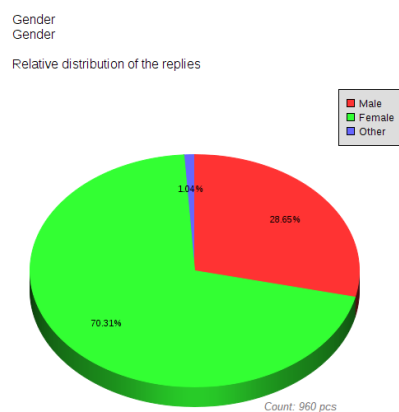
8. How LAMY's products are distributed to the customers.

As an official exclusive distributor for Lamy, Company X opened two Lamy Concept Store in Helsinki and with a strong connection to book stores, jewelry and watches stores, and designer stores.

**4.3.2 Consumer analysis**

In order to measure the consumer buying behavior today, when social media platforms are being used everywhere, every day all around the world. The writer decided to make a 24-hour survey. The survey opened on 20.11.2018 at 21:40 and closed on 21.11.2018 at 21:40 and received 960 answers from all over the world. The majority of the respondents are either Vietnamese (366 people), Finnish (236 people), Nepalese (28people), Indian (24 people), Russian (24 people), Bangladesh (18 people), Nigerian (17 people). Other nationalities will be listed in appendix.

Among the 960 respondents, 70.31% (675 people) are female, 28.65% (275 people) are male and 1.04% (10 people) are other gender.



**Gender**

Most of the respondents are 20 to 30 year-olds, which in takes 60.42% of the respondents. They are students, post graduate students, or younger generations who usually go online to social media channels. The second largest group are those who over 30 years old (29.27%). This group usually presents those who were not born in the era of internet, however, they have learned really fast and adapted themselves to the internet community. Proof for that is to use the internet, when being asked about their online shopping experiences, 98.23% of the respondents answered “Yes”, they have shopped online before.

When asked about online shopping frequency, 70% of the respondents said they shop online occasionally, 28.33% answered “often”. Often in this case means frequently.

After understanding that 70% of respondents go shopping occasionally, the next question is focusing on their online shopping behavior: **Do they go shopping when they want, when they see advertisements online or when they get influenced by others?**

The answers for this question are:

98.15% answered yes, they go shopping frequently or occasionally to buy what they want.

On the other hand, 90% answered that they go shopping frequently and occasionally when they see advertisements, usually random advertisements online. 63.12% answered they have decided to buy something because they were influenced by other people either frequently and occasionally.

Even though influencer marketing is a new marketing approach, according to the survey, 40.62% answered that they have bought something that influencers posted on their social media accounts and 59.36% answered no they have not bought anything yet.

By these responses, it can be seen clearly that even though people tend to buy what they want, however, many people be influenced by advertisements and by other people.

After the survey, the question that arose to the writer is: how to create the need for customers to buy designed writing instruments and not let them think that they get influenced by anyone?

### 4.3.3 Internal analysis

SWOT analysis is a strengths, weaknesses, opportunities and threats table that defines internal and external factors of an organization.

As Investopedia.com, “

- Strengths describe what an organization excels at and separates it from competitors.
- Weaknesses stop an organization from performing at its optimum level.
- Opportunities refer to favorable external factors that an organization can use to give it a competitive advantage.
- Threats refer to factors that have the potential to harm an organization.”

Table 4 is the SWOT analysis table for Lamy brand, especially for Lamy online stores in Finland:

<p>Strengths</p> <ul style="list-style-type: none"> <li>- Welk-known brand found in 1930s in Germany</li> <li>- One of the market’s leader in Germany (lamy.com)</li> <li>- Well-known international brand</li> </ul>	<p>Weaknesses</p> <ul style="list-style-type: none"> <li>- New brand in Finland and does not have many advertisements to attract many groups of customers.</li> </ul>
<p>Opportunities</p> <ul style="list-style-type: none"> <li>- Minimalist products (Lamy 2000 – product from 1960s until now)</li> <li>- Lamy Concept Stores in Helsinki located on the very heart of Helsinki, where tourists and locals usually are.</li> </ul>	<p>Threats</p> <ul style="list-style-type: none"> <li>- Since Lamy products are designed pens, however, a lot of people tend to purchase cheap one -time use from book stores, therefore, not many people want to buy designed writing instruments.</li> </ul>

- New brand in Finnish market which is popular for fountain pens, Lamy will bring the back the trend that has been forgotten.	- Not many Finnish interested in buying designed pens but they are interested in local designed clothes.
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**Table 4. SWOT analysis**

According to study.com, “marketing objectives are goals set by a business when promoting its products or services to potential consumers that should be achieved within a given time frame. Factors such as increasing product awareness among targeted consumers, providing information about product features and reducing customer resistance to buying the product might also be included in the marketing objectives.” For setting marketing objectives, it is necessary for companies to build SMART goals to define specific marketing objectives, support company’s long-term goals. SMART objectives stand for specific, measurable, assignable (or actionable), relevant (or realistic) and time-related (or time-bound).

According to Wikipedia.com, “SMART method is:

- Specific: target a specific area for improvement
- Measurable: quantify or at least suggest an indicator of progress
- Assignable: specify who will do it
- Realistic: state what results can realistically be achieved, given available resources
- Time-related: specify when the result(s) can be achieved.

SMART mnemonic	SMART goals related to Lamy Finland
Specify	Increase brand awareness for Lamy brand in Finland, bring high quality fountain pens to Finnish market, increase monthly sales

	turnover in stores and online shop, finding more POSs to distribute Lamy in the whole Finland and other neighbor countries.
Measurable	Increase the sales amount to minimum 50% per month and the build relationship with online users, increase the Instagram and Facebook followers by 200% in the end of 2019.
Assignable	Increase sales turnover and brand awareness
Realistic	Unknown
Time-related	From 1.1.2019 to 30.6.2019

**Table 5. SMART goals**

#### **4.4 Marketing strategy**

If marketing objectives are the goals to achieve then marketing strategy is the details of how to achieve the goals. The details of process need to be shown to reach the marketing target. According to Philip Kotler, “the product manager now outlines the broad marketing strategy or “game plan” that he or she will use to accomplish the plan’s objectives. The marketing strategy is often presented in a list form: target market, positioning, product line, price, distribution outlets, sales force, service, advertising, sales promotion, research and development, and market research.”

Table below shows the marketing strategy for Lamy Finland:

Marketing strategy	Description
Target market	Online users in Instagram are the most first target customers because Lamy brand is still new in the market, second target group are teenagers and students who would visit the Concept Store in Eteläesplanadi Helsinki and get to know Lamy brand.

Positioning	New in market, have favorable location in the very heart of Helsinki, have potential to grow in the future
Product line	High quality, long lasting designed pens with price from 8.80 euros to 400 euros
Price	Higher than average price for pens in Finland
Distribution outlets	Favorable location, online and offline shops, exclusive distributor in Finland with many partners around Finland.
Sales force	Sales increased minimum 50% per month and the build relationship with online users, increase the Instagram and Facebook followers by 200% in the end of 2019.
Service	Friendly staff and good sales services and post sales services
Advertising	Unpaid influencer marketing
Sales promotion	In influencer marketing, each influencer will be given the codes based on their names/ social media accounts. Each person who use the promotion code will get 10% discount. The discount for influencers is 20%.

**Table 6. Marketing strategy for Lamy Finland**

#### **4.4.1 Marketing action**

Because this is the first-time of applying influencer marketing into a marketing campaign, Company X decided to use an unpaid influencer marketing campaign.

There are two main reasons for using this unpaid marketing campaign: for a start-up brand management company, it is economical to use micro influencers to promote an international brand like Lamy in the beginning. The other reason is that, for any SME company,



going from unpaid influencer marketing is considered less risky than going straight to paid influencer marketing.

Every influencer who agree to use Lamy either to take pictures or to buy Lamy from Lamy Concept Stores and online stores will get a 20% discount and will be given discount codes based on their names or social media account names for six months. The discount worth 10% of the total bill. Even though it called unpaid marketing, the influencers still get a discount and so do their followers.

The company's sales assistants will find potential micro influencers to contact. Micro influencers, as explained, are not celebrities and have smaller followers than macro influencers, but they usually have highly-engaged audiences. The list of influencers to contact is:

- 50 influencers in Instagram (at least 10 Instagram users are macro influencers and 20 Instagram users are micro influencers)
- 20 influencers who are bloggers
- 20 journalists from different presses online
- 10 CEO of SME companies in Finland
- 10 employees of SME companies in Finland

Regarding to Instagram influencers, 20 users who have an engagement rate of over 4%, colorful or elegant, or fashionable Instagram contents that are suitable for Lamy collections will be chosen to send invitation to. The invitation letters will be sent via email and phone calls.

Figure 7 is an example of macro influencer in Instagram platform:



**Figure 7. Mmiisas – Example macro - influencer**

Figure 8 is an example of micro influencer in Instagram platform:



**Figure 8. Mysuomifinland – Example micro - influencer**

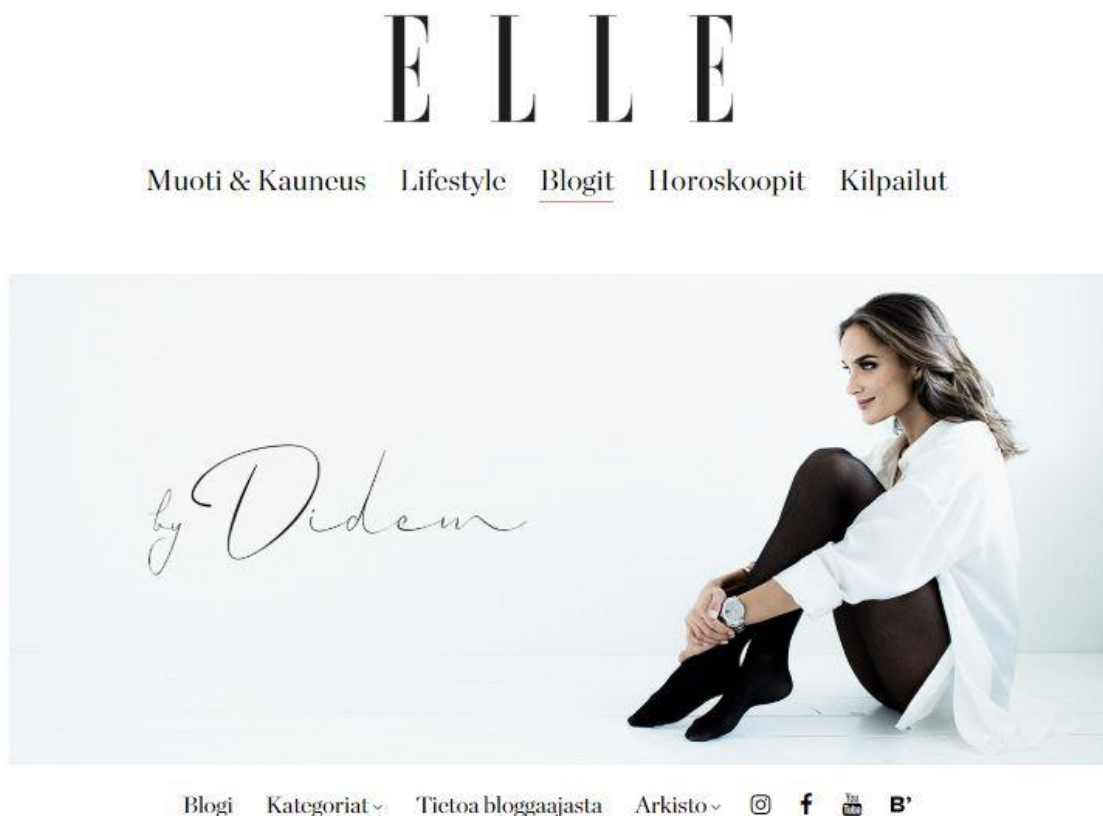
Regarding bloggers, 20 bloggers who have more than 10000 viewers per month and suitable contents for Lamy collections will be chosen to be contacted. There are two groups of bloggers who will be contacted, one is a group of bloggers who have their own websites and the other is a group of bloggers who have created their blogs in free blog platforms or blog-publishing services where users can register as bloggers and all together they create a community such as elle.com, blogspot.com, or similar.

Figure 9 is an example of bloggers who use their own website is aamukahvilla.fi:



**Figure 9. Aamukahvilla – Example of bloggers who have their own websites**

Figure 10 is an example of bloggers who use blog platforms:



**Figure 10. by Didem – Example of bloggers who use blog platforms**

Examples of journalists from online newspapers are, for example: Yle.fi and digilehdet.fi, kotimaa24.fi.

Along with influencer marketing, other promoting campaigns such as paid advertisement in Instagram and Concept Stores are still running at the same time.

Because the campaign is completely unpaid, therefore, it might not be possible to control the actual contents of every influencer. However, influencers are encouraged to post at least one post or picture about Lamy pens, for example how they use Lamy's products in everyday life, how can Lamy's pens be their accessories. According to Constant Contact, it is better to post one post per day in Instagram and two posts per day in Facebook. According to the survey, 67.92% of the respondents answered they use Facebook the most, 23.96% answered they use Instagram the most, 2.08% answered they use Snapchat the most and 6.04% answered they use other social media platforms the most. Therefore, influencer marketing campaign for Lamy will focus on Facebook and Instagram channels.

The reason for choosing 50 influencers is because according to the survey, only 26% said that they do not follow any influencers, 46.46% said that they are following 1-10 influencers, 13.33% respondents are following 11-20 influencers, 4.31% following 21-30 influencers and 9.69% answered they are following more than 30 influencers. The number of influencers is raising, and some actually take influencers as their job title.

## **4.5 Implementation**

According to Brown and Fiorella, in order to complete an influencer marketing campaign, The Four M's concept is a perfect guideline to drawing specific focus, goals and metrics for the business. The four M's consists of make, manage, monitor and measure.

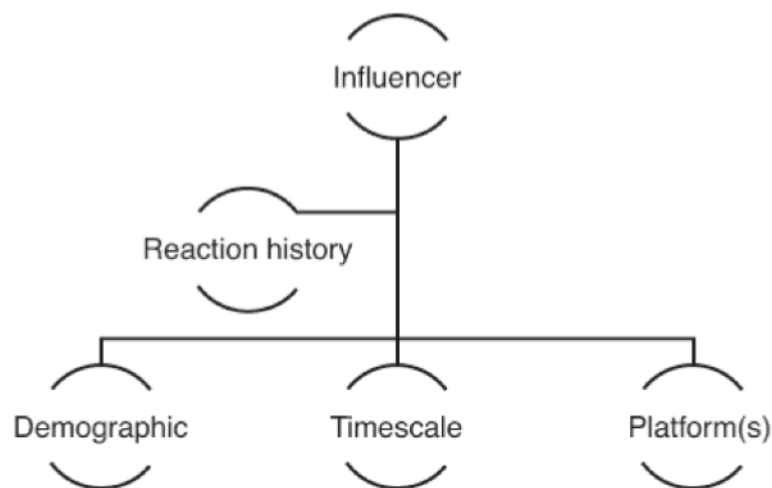
### **4.5.1 Make**

The first step "make" is the process where the company should do a research about the influencers, gather information and plan how to build contact with them. "Make" is divided into two parts: identify and activating.

First, in the Identifying section, before sending any messages to influencers, the following key information must be completed:

- Who influencers are we will reach out to
- When will they be available online
- Where and which social media platforms are they using
- Which topics are they interested in
- How can they create their contents in their social media accounts

Secondly, the action will move onto “activating”. After identifying the influencers who can create the need for consumers, who can affect buying decisions, the following filters must be taken into account:



**Figure 11. Filter for choosing influencers**

According to Brown and Fiorella

- Demographic: Target groups for Lamy Finland, who would be Lamy’s fans in the future. This step will consider customer range that fit to three Lamy’s collections. The customer groups will be selected based on their school years and purposes of using pens. For example: Lamy Young Collection focuses on young users such as students as well as Lamy’s fans who love colorful but simple design writing instruments. Lamy Modern Collection focuses on officers and professional artists,

writers, etc. Lamy Premium Collection focusing on those who hold higher positions such as presidents, directors, managers, etc.

- Timescale: to make the campaign more effective, the period will be 6 months starting from 1.1.2019 to 30.6.2019. The time can be longer than that when the company collaborate with office advertisements such as television or pop-up advertisements online, because the campaign is unpaid, and it is not easy to get in touch with influencers if not through influencer marketing agencies.
- Platforms: As the result of research survey, Facebook and Instagram will be used the most, blogs and in journalist's social media accounts will also be considered as well as employers and employees. Companies and schools are two other places where the connection between others is really strong.
- Reaction history: this step considers when are contents in influencer's social media affects consumer buying decisions. The marketer should gather information of customer reactions on social media platforms towards influencer's post in a certain time of the day to determine when is the best time to post advertisement. However, with influencer marketing campaign designed for Lamy Finland, this step is difficult to control, because the company cannot guarantee when influencers will post pictures or contents about Lamy's products.
- Influencer: The marketer should make a list of micro and macro influencers who has good manner and choose from the list who would be interested in designed writing instruments for example who love writing, or drawing.

#### **4.5.2 Manage**

Since this is an unpaid campaign, the only way to manage contents of influencers is to build good relationship with influencers. The aim is to not only understand influencer's style, interests, hobbies, etc but also keep contact with them by commenting and reacting to their post with positive comments and listen to their feedbacks and opinions.

#### **4.5.3 Monitor**

According to Brown and Fiorella, *awareness, reaction and action* are three essential factors to measuring the result of influencer marketing.

*Awareness* includes for example how many influencers participate, social media posts, shares, and comments.

*Reaction* includes traffic on Lamy Finland websites, followers on Instagram and Facebook, peer recommendations.

*Action* includes the sales online and in stores with and without discount codes from influencers, a greater number of new influencers contact Lamy and similar.

#### **4.5.4 Measure**

There are two core metrics with few criteria in this last stage: the first metric includes measuring investment metrics, resources, product; the second metric includes ratio, sentiment and effect. The first metric includes:

- Investment metric considers the pre-campaign cost, in this case is phone bills and other costs for example coffee, travel cost, etc. because if reaching influencers by emails is impossible, the second option is to call them and set up an appointment with them.
- Resources: there are at least two people who will participate in the campaign, this is the biggest investment.
- Product: there will be a discount for influencers (20%) and their followers (10%), all the discount costs will go to overall financial investment.

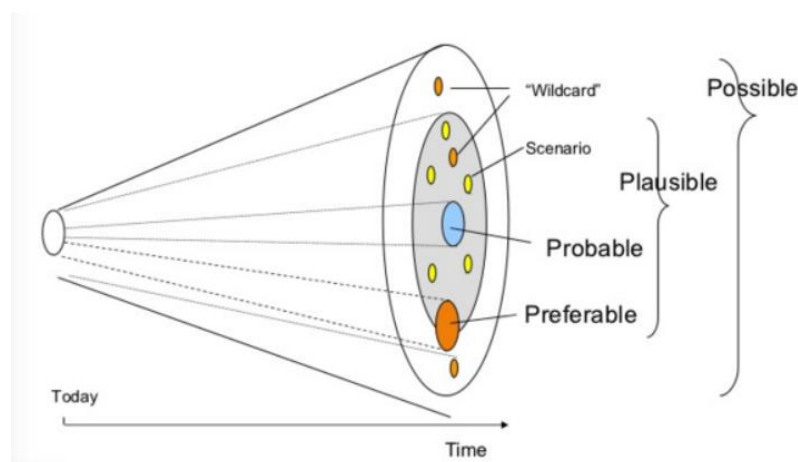
The second metric includes:

- Ratio: the marketer will calculate every reaction in total from influencer's posts about Lamy over the total followers, this step needs to apply daily engagement rate (ER day), engagement rate by post (ER post) and engagement rate by reach (ER reach)
- Sentiment: marketer should calculate the buy-in of audience and calculate the percentage of customer target groups who get influenced by influencers posts. By calculating the codes that are given to the influencers, marketer will know which influencers get the most buy-in audiences and identify customer target groups.

- Effect: to measure the effective of the campaign, the traffic in online store and in stores as well as how many people recognize Lamy, how many new followers there are, the product life cycle that even when the campaign closes, customers still remember about Lamy.

#### 4.6 Scenarios

According to smartinsights.com, when making scenarios about the future, 4P's eventualities will be taken into account:



**Figure 12. Scenarios**

- Possible: things that might happen in the future
- Plausible: things that might happen but unlikely
- Probable: things that likely happen
- Preferable: things that you want it to happen

Table 7 presents the scenarios and action towards each of them:

	Scenarios	Plan of action
Possible	Not many influencers would agree to collaborate with Lamy Finland as predicted	Contact more influencers that the plan so we always have more influencers to contact.



	Some influencers do not remember what they posted before and suddenly they update their new post and the content against Lamy's products	Treat every influencer who participate in this campaign carefully and give them the best service, they can ask anytime they want and keep in touch with them, also, their manner would be consider first before contact anyone.
Plausible	Influencer's image would be damage if they post or do something inappropriate, audiences would turn their back to them	Analyze all of their social media platforms in order to make sure they have good manner and get positive feedbacks from audiences.
	Since marketer cannot control influencer's posts, some influencers would post negative comments about Lamy Finland to their social media platforms	Analyze all of influencer's social media platforms in order to make sure that they would interest in designed products or writing instruments
	Nobody would like to cooperate with Lamy Finland	Actively contact with the influencers, the first step to do is to give comments to their posts under marketer's name and use that name to contact them, they would remember.
Probable	Many followers would be influenced by influencers and buy from stores, it is likely for the stores to run out of stock in few days and it takes time to	Keep the online stores updated, take off products that low in stock in online stores.  Fill up the stock before the campaign

	order from Germany and ship to Finland.	
	Many followers would ask before deciding to buy, online under old posts and sometimes sales person cannot see and answer, it would leave a bad impression to audiences.	At least one person would in charge of social media accounts and answer comments and emails, if it is not enough, sales assistants will also help to answer questions from audiences.
Preferable	The sales would increase more than what marketer predicted and more influencers want to work with Lamy Finland in this campaign.	If there are more influencers that predicted during the campaign, the condition will be more strict and if the influencers are not in the list, marketer should analyze the influencer's social media platforms carefully before the agreement.

**Table 7. Scenarios and action plan**

## 5 CONCLUSION

Influencer marketing is the a marketing approach, which started to become popular when Youtube, Facebook, Instagram and other social media channels came out. However, with interesting content and attractive pictures and videos, influencers – including celebrities and famous social media users are slowly becoming widely. For big companies and international groups, it is easier and faster to get into a new market by cooperating with celebrities, who usually are for example famous singers, actors, actress, or sponsors for television shows. and then pay for offline advertisements at the same time. However, for SME companies, it is more economical to collaborate with social media users who already have thousand followers to market their products in the social media channels in order to get more attention for their products.

When the contents are appealing and practical enough to audiences, the marketing posts will automatically create a need for consumers to purchase. The fact is already showed in the survey, as many people answered that they would buy after the seeing the advertisements or being influenced by famous people, if the advertisements are actually interesting and it is reasonable for them to buy the products advertised.

The research survey got 960 responses, therefore the data collected is enough to measure how people view influencers and whether influencers can change consumer behavior in the future. The influencer marketing campaign can be applied for the case company in the future because of its realistic results.

## **6 SUGGESTION FOR FURTHER STUDY**

Firstly, paid and unpaid influencer marketing were mentioned in the thesis and being applied in marketing campaign for Lamy. However, the results are still unknown. Therefore, suggestion for future research would be to analyze paid and unpaid influencer marketing, which method is suitable for SME companies and which method are more effective.

Secondly, since the topic in this thesis is about the plan for a foreign brand to apply influencer marketing to get into the Finnish market, further study would be applying influencer marketing method in other markets but not in Finland. Also, this thesis is not mentioned about using influencer marketing through influencer marketing agencies, therefore, in the future, the research topic would describe a campaign when the company cooperate with influencer marketing agency to marketing for their products.

The purpose of using influencer marketing or any other marketing methods is not only to spread the brand to people, but also to build connection with audiences, to keep in touch with consumers and open up new target groups, to drive traffic and increase sales and to be the number one option in customer's buying decision. Therefore, marketing is an open topic for anyone to write about.

## LIST OF APPENDICES

### APPENDIX 1. Survey Questionnaires

Form is timed: publicity starts 20.11.2018 21.40 and ends 21.11.2018 21.40

1. Gender: Male, Female, Other
2. Age: <20, 20-20, >30
3. Nationality
4. Online shopping experiences:  
Have you ever bought anything online? Yes/No
5. Online shopping frequency:  
How often do you shopping online? Often, Occasional, Never
6. Online buying behavior:  
I buy when I want: Often, Occasional, Never  
I buy when I see advertisements: Often, Occasional, Never  
I get influenced by others: Often, Occasional, Never
7. Advertisements online:  
Where do you usually see advertisements? Influencers, Radom advertisements online, Random in the streets, Others
8. What social media accounts do you have? Facebook, Instagram, Snapchat, Others
9. Social media platforms:  
Which social media channels do you use the most? Facebook, Instagram, Snapchat, Others
10. Influencers marketing  
How many influencers are you following now? None, 1-10, 11-20, 21-30, >31
11. Online shopping experiences:  
I get influenced by influencer's posts: Yes/No
12. Influencers influenced buying decision:  
Have you ever bough something influencers posted on their social media accounts? Yes/No
13. If you get influenced by others, whom? My online friends, Advertisements online, I see advertisements from famous people, Others.

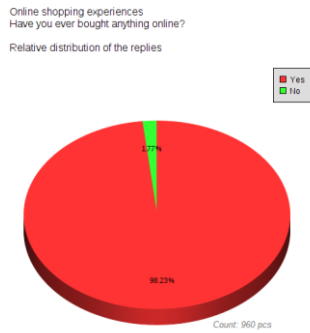
## APPENDIX 2. Survey respondents

Afghan	1
Albanian	3
American	10
Arnorian	1
Bangladesh	18
Belgian	2
Brazil	1
British	8
Cambodian	1
Cameroonian	9
Canada	9
Caucasian	2
Chilean	1
Chinese	9
Colombian	3
Costa Rica	1
Czech	2
Croatian	2
Danish	1
Dutch	6
Estonian	9
Ethiopia	5
Filipino	13
Finnish	236
French	8
Gambian	2
German	7
Ghanaian	1
Greek	4
Hungarian	5
Icelandic	1
Indian	24
Indonesian	5
Iranian	3
Iraq	5
Irish	3
Isarel	1
Italian	9
Ivorian	1
Japanese	1

Kenya	9
Latvian	1
Lebanes	1
Lithuanian	3
Malaysia	1
Martian	1
Mexican	4
Nepalese	28
Nigerian	17
Norwegian	3
pakistan	12
Polish	2
portuguese	1
Romanian	4
Russian	24
Scottish	1
Serbian	1
Singaporean	2
Slovak	1
Somali	1
South African	2
Spanish	3
Sri Lankan	2
Swedish	3
Syrian	3
TANZANIA	1
Thai	3
Turkey	3
Turkish	5
Ugandan	1
UK	4
USA	8
Ukrainian	1
Vietnamese	366
Zimbabwean	1
unknown	4
	960

## Question: Online shopping experiences

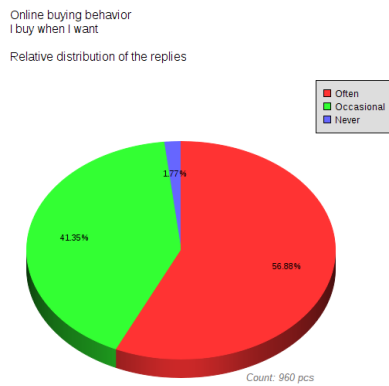
### Answers:



## Question: Online buying behavior

### I buy when I want

### Answers:

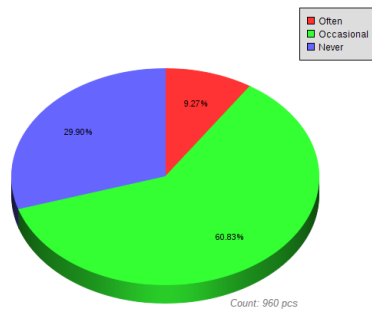


### I buy when I see advertisements

### Answers:



Online buying behavior  
I buy when I see advertisements  
Relative distribution of the replies

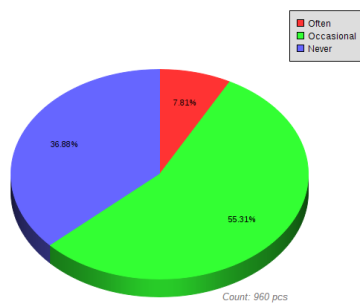


ChatDirector (unregistered) from www.advsolffeng.com

## I get influenced by others

### Answers:

Online buying behavior  
I get influenced by others  
Relative distribution of the replies

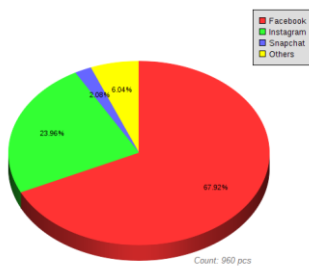


ChatDirector (unregistered) from www.advsolffeng.com

## Question: Which social media platforms do you use the most?

### Answers:

Social media platforms  
Which social media channels do you use the most?  
Relative distribution of the replies

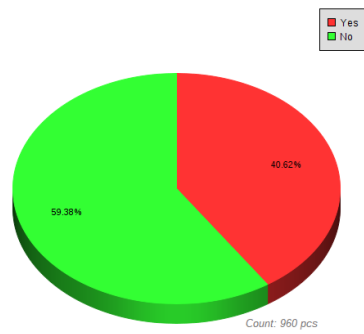


ChatDirector (unregistered) from www.advsolffeng.com

Question: Have you ever bought anything that influencers posted on their social media accounts?

Answered:

Influencers influenced by buying decision  
Have you ever bought something influencers posted on their social media accounts?  
Relative distribution of the replies



ChatDirector (unregistered) from www.advisofteng.com

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**Thesis passport** (to be given to the supervisor for filing after the thesis is finished).

Name of student \_\_\_\_\_

Group \_\_\_\_\_

Contact information \_\_\_\_\_

Topic of thesis \_\_\_\_\_

Client \_\_\_\_\_

	At latest	Date	Signature
1. Introduction to thesis and related assignments completed	_____	_____	_____
2. Approval of topic	_____	_____	_____
3. Thesis plan approved	_____	_____	_____
4. Interim seminar presentation held	_____	_____	_____
5. Contents of thesis approved	_____	_____	_____
6. Layout and language approved	_____	_____	_____
7. Abstract in foreign language accepted	_____	_____	_____
8. Thesis submitted to the opponent	_____	_____	_____
9. Participation in presentation seminars - excluding acting as an opponent and own presentation			
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____
5. _____	_____	_____	_____
6. _____	_____	_____	_____
10. Presentation of own thesis held		_____	_____
11. Acting as an opponent (title/student)		_____	_____
_____		_____	_____
12. Maturity test accepted		_____	_____
13. Written version of the thesis submitted to the supervisor		_____	_____
14. I hereby assure that I saved my thesis in electronic form into the Theseus at the address			

Address

Signature of the student



