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**FACEBOOK AS A MARKETING TOOL**

**Building a Facebook page for a company**

**Thesis**

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<p>The thesis main aim is social media marketing and the project is to create a Facebook page for a company that has no previous social media channels. The introduction presents the thesis, the company and how the thesis is built.</p> <p>The theory part consists of one theory part with marketing and one theory part with the social media channels and their marketing.</p> <p>The practical part shows in a creative way how the Facebook page was made, how the pre-work was done, how the page was kept alive and what the future looks like. There are print screens made of the page in order to make the thesis fun to read.</p> <p>The final part is a part consisting of a conclusion of the thesis.</p>		
<b>Key words</b> B2B Marketing, B2C Marketing, Facebook, Instagram, LinkedIn, Social media, Social media marketing, Twitter.		

## FOREWORD

I would like to begin with saying thank you to some important people that have supported me a lot during this thesis journey. My grandfather was always there for me. He was always supporting me in everything I did, even in his final weeks on this earth, at the hospital. He always asked how my studies were going, how my final thesis was progressing and always wondering about that the studies were in English. He was always happy for me when something went good for me. He was the biggest role model for me. He would also have wanted me to continue with my final thesis as soon as possible after his passing and so I did. I want to honor my grandpa with this thesis. Thank you moffa for everything, love you always/ Grandpas girl. My husband, my everything. Filip always listened to my thoughts during the process, both good and bad moments. He has been supportive during the whole process and helped me when I needed it. He helped me when I was stuck. He has always encouraged me to keep writing despite motivation loss. He and our cat Nelly has given me all the love I needed for writing this thesis. Love you! My dad is the manager for the company that I created the Facebook page for. He has all the time been there for me, but he also encouraged me to solve potential problems with the work on my own, which has helped me a lot. He has been by my side during this entire process and discussed with me when I wanted to. He has been supportive during the whole process and allowed me to work with the Facebook page when I have been at work. Thank you for loving me and for always being there for me daddy!

My beloved mother is the strongest person I know. She lost her father, my grandfather, a few months ago. She knew that his passing would affect my school work and my final thesis. She was her father's daughter, she knew how he would have wanted me to do. He would have wanted me to grieve but still go on with my life. She knew that my school and my studies was important to him. Therefore, she told me what he would have wanted and I followed that. I wanted to do what my grandfather would have wanted me to do. My mother is always caring and supportive to me, she has also been that during my studies and during my thesis writing. Love you mum! My little sister is two years younger than me, but we have always been best friend and really close. She has always been interested in my studies and in my final thesis. She has pushed me forward in this process and discussed with me if I wanted to. She has always been caring and still is. Love you sis! My teacher Sara has given me something to work on. She has always answered my questions regarding the thesis and the comments regarding my interim report was of big help. Thank you!

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## 1 INTRODUCTION

My final thesis will be a practice-based thesis with focus on social media marketing in a company. The company I talk about is the company where I currently work part-time. Both employers and employees at the company have both asked and discussed social media marketing for a longer period of time. Due to my big interest in the social media and marketing, the choosing of the topic for the thesis was not hard. Why I chose to use Facebook as a social media channel is because the major part of the company's target market is active there. The main aim with this work is to get more marketing to the company and to give the target market more knowledge and information both about the company and what that is going on there. The main aim with this is to help the company to enter the social media market area and to reach an even wider market.

The company is a famous and well-going plumbing/electric company, called ORS Service. The company is named after its owners, that is my father and two of his nearest co-workers from their former workplace. My commissioner is my father, that happens to be the managing director of the company and my boss. The main ideas with this Facebook page for the company is to create a page where the target market get information about the company, information about their projects and also a platform where the company can post job ads with new work positions in their company.

There is a lot of literature in this subject. My theory part would be about marketing in general, B2C marketing, social media in general and social media marketing. There are a lot of books in this area which makes it easier to write a good theoretical part. The first theoretical chapter will be about marketing in general. The marketing mix, which is used in a lot of marketing, is presented. In this chapter, core concepts of marketing will be presented in order to make it easier for the reader to read the thesis when it is finished. B2B and B2C marketing is a major chapter in the marketing area. In my thesis I will only touch a bit of it. As well as B2B marketing as B2C marketing is involved in social media marketing and the social media marketing I am planning for ORS Service. In the first theory chapter I will also present the marketing process as a whole. In the second theory chapter I will describe four different social media channels and their history. The four channels I will present are Instagram, Facebook, Twitter and LinkedIn. In the third theory chapter I will present the four different social media channels I just presented in a marketing context. I will begin with presenting the social media marketing in general.

I will divide the practical part into three different chapters. The first will be about the pre-work for the Facebook page, the second chapter will mostly be about the publishing of the Facebook page and keep it in shape and the final chapter will be about the result of the project, if it went as planned. The planning of the Facebook page is the main thing to make the marketing for the company as successful as possible. The creating of the Facebook page is done according to the research that was made when planning. Since the page will not be published for a long time before this final thesis should be handed in, the evaluation of the project will be about how the page has begun and how the future looks like.

## 2 MARKETING

The second chapter of my final thesis will contain theory about marketing. The first subchapter, “The marketing mix” contains the 4 P’s and the 4C’s. According to Kotler and Lane Keller (2016, 19) this type of marketing is called integrated marketing. In the second subchapter I discuss the main concepts, in other words, the core concepts in marketing management. The third subchapter in the theory chapter is a presentation and discussion of both B2B marketing and B2C marketing. Why I aim to discuss both marketing types is because they are both involved in the kind of social media marketing I am doing in this thesis. B2B marketing is used when the target market are other companies in the same plumbing area as the company I work for. B2C marketing is used when the target market for the company is private persons in need of help. In the fourth and last subchapter, the marketing process is presented according to Olsson & Skärvad (2007, 98-100); Parment (2018, 24-26.)

### 2.1 Marketing mix

The marketing mix contains the 4 P’s and the 4 C’s. The four P’s are product, price, promotion and place. The four C’s are customer solution, customer cost, convenience and communication. According to Kotler and Lane Keller (2016, 20) the four P’s are part of the particular marketing and they tell the sellers view of the different marketing tools that are available for the buyers. According to Kotler and Lane Keller (2016, 20) Robert Lauterborn said that the four P’s should be connected with the four types of C’s. Lauterborn is also said to be the one behind the 4 C’s. By combining these you will get the marketing mix that match the company’s’ marketing needs. According Olsson and Skärvad (2007, 121), is the active marketing about creating, putting price on and distributing the product and affect the market in the direction that it will be bought. Furthermore, a product could according to Olsson and Skärvad (2007, 122) be divided into three different levels; the physical product, the customer use of the product and the extended product.

Below is a figure of the 4 P’s and some explanation about what those four contains. It is much easier to understand the 4 P’s from the figure since it is clear and not contains that much of text.





**FIGURE 1.** The Four P' s of the Marketing Mix. (Pastori, 2014)

## 2.2 Core concepts

In this subchapter I will shortly describe the core concepts of marketing management. When you understand the core concepts of the marketing management it is easier to understand the subject. The subchapter will be divided into several parts in order to make it as clear as possible. The core concepts I will present in these sub-chapters are presented by Kotler and Lane Keller (2016, 24-26.)

### 2.2.1 Needs, wants and demands

The needs, wants and demands needs to be understood by the marketer. The needs are what a basic human being needs, for example food and water. There are five different types of needs. These stated needs (the customer wants an expensive house), real needs, unstated needs (a customer expects good service from a person that normally does not give it), delight needs (the customer want for example a dealer to install something that is not included in a price) and secret needs (the consumer hides something for other people). The needs result in wants as the market wants a specific kind of hamburger. Demands are normal in today's society. The demands mean that a person really wants to buy an expensive car but cannot afford it. (Kotler and Lane Keller, 2016, 24-26.)

### 2.2.2 Target markets, positioning and segmentation

In order to get a suitable marketing, it is important that the marketer divides the entire market into different segments. By locating the greatest segment type, the marketers target market is found. The target market is what the marketer needs to focus on when doing her/his marketing. For each target market that is chosen, the marketer firm creates a market offering. The offering is then positioned in the minds of the minds of the entire target buyers. For example, Volvo market their cars as the safest in the world and therefore the customers also think that. (Kotler & Lane Keller, 2016, 24-25.)

### 2.2.3 Offerings, brands, values and satisfaction

An offering can be a combination of services, products and also experiences. Further on, a brand is a offering made from a source that is known from before. McDonalds is often as a brand connected with different minds, such as; hamburgers, fun, children, toys and fast food. As long as a company has a strong brand, it is successful. (Kotler & Lane Keller, 2016, 25.)



**FIGURE 2.** Quality figure. (Velior, 2012).

The value of something is often seen as a combination of quality, service and price. This is often called qsp, the customer value triad. Value increases with quality (q) and services (s) and goes down with price (p). Satisfaction reflects a person's view and reflections of a product. If for example a concert falls short, the satisfaction goes down and if a concert goes high, the satisfaction stays. If the performance is even better than expected, the customer is very satisfied or delighted. (Kotler & Lane Keller, 2016, 25-26.)

#### **2.2.4 Marketing channels**

In order to reach the target market, the marketers often use three different marketing channels; communication channels, distribution channels and service channels. Communication channels include newspapers, radio, television and mail to name a few. They deliver and receive message from the target buyers. When marketers try to sell or their physical product, they use distribution channels. The distribution channels include distributors, retailers and agents. Service channels are used to sell the products through other buyers. Examples on these are; warehouses, transportation companies and banks. (Kotler & Lane Keller, 2016, 26.)

#### **2.2.5 Supply chain and competition**

The supply chain represents a value delivery system. The supply chain goes all the way from raw materials further on to components and finally final products. The supply chain is with other word, a product's trip from the raw products, from the beginning to the customer, the end. (Kotler & Lane Keller, 2016, 26.)

Competition includes all potential rival offerings that a buyer might consider when buying something. There are also many different levels of competitors. For example, a phone manufacturer can buy its electronic parts from many different shops around the world. Each shop that is not used will become a competitor to the shop that is used. The phone manufacturer needs in order to succeed with its business look into the most suitable shop/business for them. (Kotler & Lane Keller, 2016, 26.)

### **2.2.6 Marketing environment and marketing planning**

The marketing environment consists of a task environment and a broad environment. The task environment includes the people involved in producing, distributing and promoting the offering. The persons involved in this is with other words suppliers, distributors, dealers and also the target customers. The broad environment consists of six parts; demographic environment, economic environment, physical environment, technological environment, political-legal environment and social-cultural environment. These environments can later have an impact on the actors in the task environment. The marketing planning is a logical progress that the marketers follow when doing their marketing. The marketing planning process is as following; analyzing marketing opportunities, selecting target markets, designing marketing strategy, developing marketing program(s) and managing the marketing effort. (Kotler & Lane Keller, 2016, 26-27.)

### **2.3 B2B and B2C marketing**

B2B is when products and services of business are marketed to other businesses. B2B decision making often involves more than one step since there many companies within one area of expertise. The final step, the final consumer in the B2C marketing is the customer. The actual process of the B2C sales is shorter than the B2B sales process. Within the B2C sales, the customer buys from the business (for example the shop) and then the process is closed. An industry can also use both B2B marketing and B2C marketing. An example is the book industry where an author writes a book and the publisher markets the book to booksellers, this is a B2B sales process. The B2C process is when the store sells the book to the customer. (Jensen 2018.)

B2B marketing is said to be the traditional way (the most used way) of marketing and B2C marketing is said to be the consumer marketing according to Parment (2018, 215). According to Carlsson (2010a, 108) it is often said that B2C marketing is more used with social media in companies than B2B marketing. Although, B2B companies often know their target markets better than B2C companies due to their ability to build new relations outside of the web according to Carlsson (2010a, 107.)

A website online has listed ten key factors that make B2B marketing special. The first factor mentioned is that B2B markets have a more complex decision-making unit. The decision-making unit is a high/low, risk/value combined. The second factor is that B2B buyers are more rational than B2C buyers. B2C

buyers are often less informed about the products and therefore they have a different kind of decision making. The third factor is that B2B products are often more complex. They require a lot more expertise than with B2C products. The fourth factor is that there are limited number of buying units in the B2B market. In the B2B market, people often buy one of each and not many. The fifth factor is that B2B marketers have less behavioral and need- based segments. B2B companies often have less but bigger customers (10-12 in some cases) meanwhile B2C companies might have thousands of customers. The sixth factor is that personal relationships are more important in B2B markets. B2B companies often have a longer working relationship than B2C companies. The seventh factor is that B2B buyers tend to be long-term buyers. There is a question of contracts, different working projects and so on. The eight factor is that B2B marketers' drive innovation is smaller than customer markets. The ninth factor is that consumer markets rely far more on the packaging of the products. The tenth and final factor is that sub-brands are less effective in B2B markets. (Hague, Hague & Harrison, 2018.)

## **2.4 The marketing process**

The marketing process contains of five different stages; marketing research, strategical marketing research, tactical marketing research, implementation and follow up. When doing marketing research, you intend to find the customer's needs, find and identify potential business possibilities. The second step, strategic marketing, is about segmentation, focusing and positioning. The third step, tactical marketing, is marketing in the short run. Tactical marketing contains all the measures that a company takes in order to sell the products. These are distribution channels, products/services, price and impact. The 4 P's (product, price, place and promotion). (Skärvad & Olsson, 2007, 98-100.)

In the implementation phase is all of the company's departments involved. Conflicts departments between often occur. In the follow up phase, the company follows up all the marketing contributions that have been made and then they see what needs to be improved and not. The follow up phase is important in order to make the future both for the marketing and for the marketing more safe and secure. (Skärvad & Olsson, 2007, 98-100.)

## **2.5 Marketing plan**

A marketing plan is a report that shows your marketing strategy for the following year. A marketing plan shows an overview of your business marketing goals, information about your business current marketing position, timeline about when tasks in your strategy will be completed and a description of your business target market and customer needs. (McGuire, 2019.)

There is also another definition of a marketing plan. According to BDC (2019) there is five steps to make a marketing plan; do a situation analysis (SWOT), develop a target market profile, set clear marketing objectives, create your marketing strategy and create a financial plan.

## **3 SOCIAL MEDIA**

In this theory chapter I will present four of the major social media channels according to literature in the area also it will be presented how the channels work in marketing. The four different channels I will present are the following: Instagram, Facebook, Twitter and LinkedIn. I choose these four on the base of their popularity in the social media genre. According to Carlsson (2010b, 217) social media are web-based services for among other things networking where the users are the co-producers. These activities combine social interaction and technology. According to Carlsson (2010b, 14) it makes it possible for the social media users to create content, participate in conversations, take part in other people's information, share information and tie and keep connections.

### **3.1. Social media and social media marketing**

What is meant to be the best with social media in general is that you can by yourself decide what is the best and how you want it. The talk on social media is equal to a conversation at a café on in the coffee breaks at work. In this chapter I will present the theory behind why people use social media, social media and law and also social media at workplaces. The chapter is divided in order to make it easier to read.

#### **3.1.1 Why people use social media**

At the social media channels, we often do small talk and the talk is not that serious. People use social media for looking for people you have not seen in a long time, show up material (text, video, sound and opinions to name a few) in order to hear other people's opinion and comment on other people's work. People also "like" the pages/people they want to follow. By liking pages, they can keep up with when the pages are updated. (Carlsson, 2010b, 18 –19.)

People also get to choose who to follow. By choosing who to follow, their feed gets just like they want it to be. It also okay to unfollow as they want to. People often follow different people in different periods of the year or in what mood they are in. (Carlsson, 2010b, 19-20.)

### **3.1.2 Social media and law**

Law and social media are not an easy match. The legal aspects of social media are different from case to case, a legal judgement needs to be done in each case. Examples of materials that is illegal to post online are posting materials that are not allowed to be posted without permission, posts that encourage to crimes, baiting against an ethnic group and posts that can be experienced as a threat about a criminal act. As mentioned in the beginning, each of these cases need to be evaluated separately. (Carlsson, 2010b, 22-23.)

When using social media, it is about using common sense. It is not allowed to use or publish children pornography. That is one of the most serious crimes that you can do online. It is not legal either to encourage to any kind of criminal action. It is not legal either to insult another human being. (Carlsson, 2010a, 132.)

### **3.1.3 Social media at workplaces**

Social media is often used at work places. There are different kind of aims with having social media at a company. One is that it might become easy for a seller to notice what kind of communication that his/her target market needs and what kind of communication that works best in the selling situation. One other aim is that a recruitment consult might easier finding new co-workers. The staff at the customer service also have a possibility to make the support errands more efficient. In the work life, the meetings where people need to be present, are now replaced by online meetings. (Carlsson, 2010a, 21.)

Social media is a part of the bigger whole. Social media marketing is not working in a one-way communication but can be put in. Social media marketing is not used so much within campaigning but is very much used when it comes to long-term relationship making. What kind of marketing and social media marketing you use on your company depends on organization type, resources, aim, target groups and so on. Nothing can replace the personal meeting with two people, but social media can be a very good tool to use beside it. (Carlsson, 2010a, 86.)



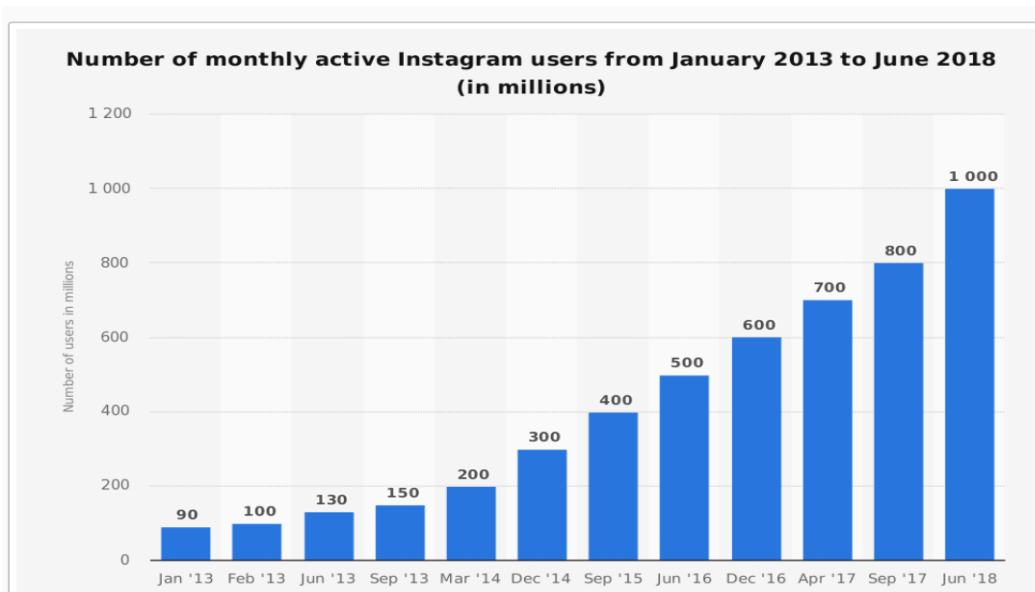
Social media marketing is important since human beings are social of the nature itself. For a company is social media marketing an important part since it is a possibility for them to reach out to their target market with information. Social media is a natural part of our day and therefore it also becomes a natural part of a company's market communication. (Blomberg, 2018.)

## **3.2 Instagram**

In this part chapter I will present Instagram, its eight-year-old history and how popular Instagram really is today. The part-chapter will in order to make it as clear as possible, be divided in to two smaller chapters. Instagram is today with Facebook on the new side of social media innovations for apps.

### **3.2.1 Instagram and its history**

At Instagram, the users can simply update a picture on their account for example for interaction with other users. When companies use accounts, they can share their products and services with their target market. When using Instagram at your company, you market your company in a modern way. Instagram is a well-known social media channel. In July 2010, the first picture on Instagram was posted by Instagram's co-founder Mike Krieger. On the same day, the other co-founder of Instagram Kevin Systrom posted a picture of a puppy. Instagram was presented officially to iPhone users in October 2010. Instagram has in the past eight years grown from a newly started company to the eighth most popular social networking with over 100 million unique and monthly visitors from around the entire world. (Socialproof, 2017.)



**FIGURE 3.** Number of monthly active Instagram users from January 2013 to June 2018 (in millions). 2018.

The figure above shows how the number of monthly active users has risen in five years from 90 million to over a 1 000 million. The biggest step was from September 2017 to June 2018 where Instagram got over 200 million more monthly active users in a period of nine months. Instagram is a social media marketing tool that has grown bigger for each year that has gone. (Statista, 2018.)

People often get attached to Instagram. 51 per cent of the active users visit the site daily and 35 per cent of the active users say they use Instagram more than once per day. Instagram has in total 700 million monthly active users. Over 95 million photos or videos are shared each day on Instagram. 70 per cent of the users also have tried to make Instagram a platform for their products or their company. It is important that you create the platform in a friendly way for other users. (Collins, 2018.)

In 2011, the famous hashtags on Instagram began their journey. By using hashtags, it is easy for people that are interested to follow the hashtag and your account for example. In 2013, videos were available for Instagram users. Three years later, it was possible to create a 60-second-long video. In the same year, 2016, the Instagram Stories were introduced. The Instagram Stories are more used now than ordinary Instagram posts. The Instagram Stories an account user puts up automatically disappears after 24 hours. (Socialproof, 2017.)

### **3.2.2 Marketing with Instagram**

Marketing your company on Instagram has become more popular in the latest years. There are ten steps to market your company on Instagram successfully. The first step is to switch to a business account on Instagram. It is easier and more suitable when marketing your company. The second step is to use free Instagram tools. With the free Instagram tools, you can follow your follow rate, view rate and so on. The statistics of your Instagram account is interesting for you as a company to follow. By following the statistics, you see who follows you, what age they are in, gender and so on. The third step is to post product teasers that will make people more eager to buy your product. The fourth step is to create sponsored ads. The cost of these ads can be controlled by your own budget. It is up to you to decide how much you want to spend on them. The fifth step is to use Instagram stories. The stories that you post will disappear after 24 hours but can be really effective. The sixth step is to partner with influencers in order to make a wider reach. When working with an influencer you reach your audience even more since the influencer often has a lot of followers. The seventh step is to collect and gather user submitted photos. The eighth step is to come up with a hashtag that could work for your company and your product. This hashtag should be something special since it needs to reach out to people with its name. The ninth step is to think about when you post, to do it at the right time. There are certain times for one day that most people visit Instagram. One other important rule is also not to post too much. The tenth and final step is to track the right metrics for your account and area of business. (Neilpatel, 2018.)

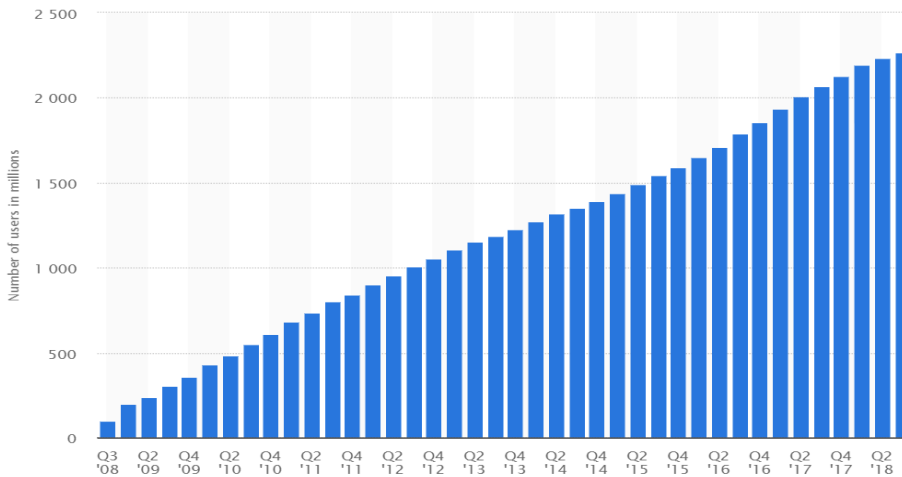
## **3.3 Facebook**

This chapter will be divided into two separate sub-chapters. The first sub-chapter contains information about Facebook in general and statistics. The second sub-chapter focuses more on marketing with Facebook.

### **3.3.1 Facebook history**

Facebook is a well-known meeting platform for people online. It is a big network of information that eight years ago had over 500 million active users. Facebook was founded in 2004 by Mark Zuckerberg in the United States. Facebook can be used both privately and within a company for marketing. Facebook can fill a lot of functions for each person. Which language to use on Facebook is your choice to make.

It is easy to change whenever you want. When you choose to start an account, you connect your email with your name. When being a member on Facebook, you can write statuses, join groups, start events, upload pictures and post links that can be read and commented by other Facebook users. In groups you can discuss topics, show your opinion and get information. (Carlsson, 2010b, 31-32.)



**FIGURE 4.** Number of monthly active Facebook users worldwide as of 3rd quarter 2018 (in millions). 2018.

In the second part (quarter) of 2018, Facebook had 2.23 billion active users around the world. In 2012, the amount got over the one billion line. Since Facebook was founded in 2004, the amount has risen by each quarter. (Statista, 2018a.)

A Facebook page is described as something between a blog and a microblog. The communication is in short format but can be more communication friendly because it is easier to follow the comments of a status. Before publishing any kind of pictures or videos online, it is necessary to read the Facebook user rights. Facebook has for example right to publish all kind of material a user post online. Why it is so good to have a Facebook page is because of the possibility to reach a big audience within a short period of time. (Carlsson, 2010a, 86.)

### 3.3.2 Marketing with Facebook

Being on Facebook as a company has a lot of pros. You can be where your target market is and get closer to your own customers. At your company's Facebook page, you can present new from your company,

tell about some new product your company has and so on. Your Facebook page is also suitable for marketing, hiring new people, support and customer service. It is a way to get a better communication with your customers. By liking your Facebook page, your customers and potential customers can follow the company. At a company's Facebook page, there can be more than one administrator which gives more people on the company access to post on the page. (Carlsson, 2010b, 65-67.)

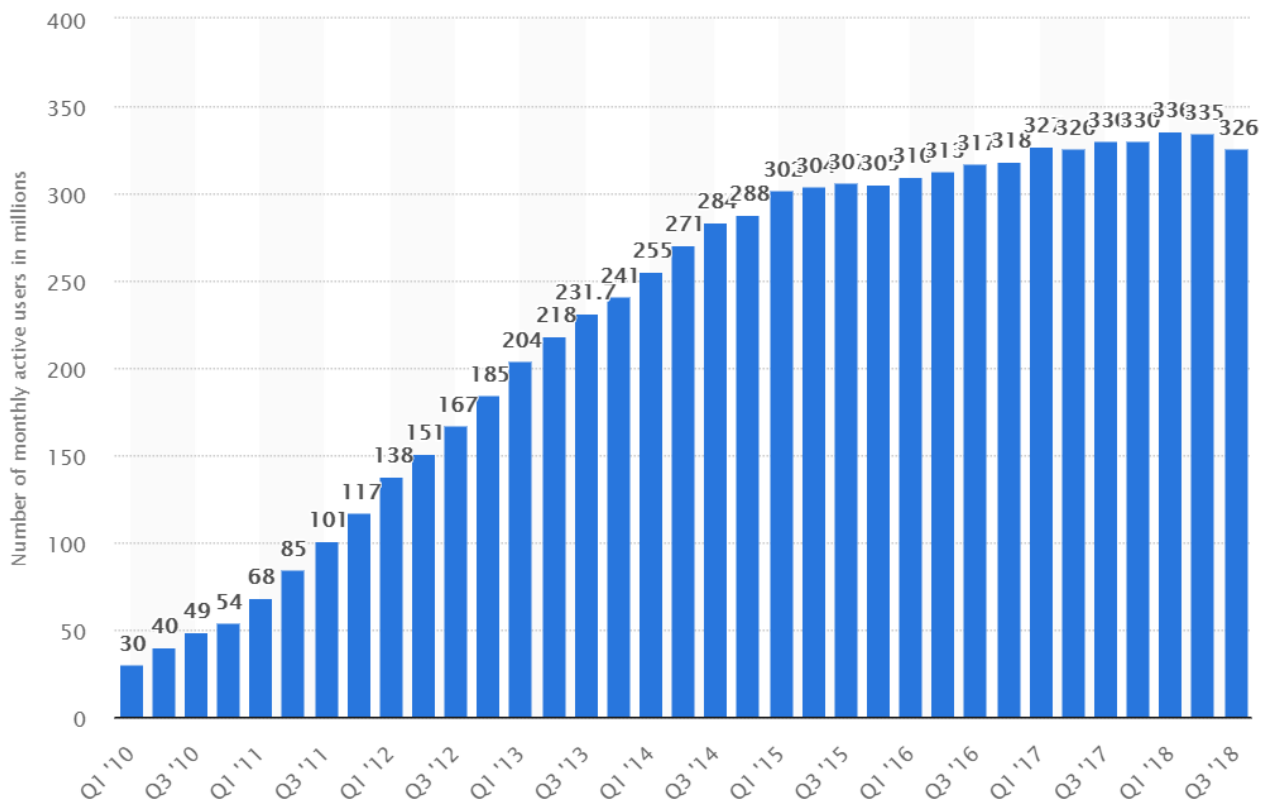
There is a nine-step plan for how to create a marketing plan for Facebook. In order to market on Facebook, it is easier when you have a marketing plan. The first step is to define your audience. To find out among other things their age, gender, the demographic part and how much they really use Facebook. The second step is to set the goals for the marketing. By following the SMART goal setting framework, it is possible. S stands for specific, M stands for measurable, A stands for attainable, R stands for relevant and T stands for timely. The third step is to share and go through your content mix. For example, you can divide it in 80-20. 80 per cent of the posts are used to inform on Facebook and 20 per cent on promoting your brand on Facebook. The fourth step is to create a Facebook business page. The important things here is that you have a search friendly name and the key information on the start page. The cover and profile photos need to match your brand in order to make your page as successful as possible. Step number five is to start posting on Facebook. The different posts you can make are text posts, photo posts, video posts, live videos, linked content posts and pinned posts. Step number six is ramp up your Facebook likes and followers. You need to make it easy for people to find your Facebook page. Your content that you post should be highly shareable in order to make your page as visible as possible. The key word for this step is reply. You always need to reply to comments and messages. The seventh step is to consider creating a Facebook group. By creating a Facebook group, you and your followers can get together and share information. The eight step is to incorporate Facebook ads. By posting ads, your followers and new potential followers can see your posts more often. The ninth and final step is to track, measure and refine. You need to track your audience engagement and adjust your Facebook page to what that seems right. (Newberry, 2018.)

### **3.4 Twitter**

Like the sub-chapters I wrote about last, this chapter will contain two separate sub-chapters in order to keep it as clear as possible for the people to read. The first chapter contains information and the newest statistics about Twitter. The second sub-chapter contains marketing tips when using Twitter.

### 3.4.1 Twitter history

Twitter was founded in 2006 by Jack Dorsey as an experiment and the formal Twitter Inc. started in 2007. Internationally, there were in total 100 million Twitter users in 2010. Twitter is a kind of microblog that is free for its users. It is a kind of blog that allows users to write short statuses of 140 signs in total. The small messages are called tweets. On Twitter you follow people instead of friending them as you do on Facebook. Twitter can be used from both a computer and a mobile phone. On Twitter you are able to follow friends, known people and experts within your areas of interest. Twitter is seen as less private than Facebook due to the difficulty to keep your tweets private. You are able to lock your tweets in order to keep them at least more private. There is a possibility to write direct messages, pointed to another users and messages that everyone can read. (Carlsson, 2010b, 166.)



**FIGURE 5.** Number of monthly active Twitter users worldwide from the 1st quarter 2010 to 3rd quarter 2018 (in millions). 2018.

In the first quarter of 2018 was the number of active users 335 million around the world. In the quarter before, quarter three of 2017, the number of active users was 336 million. The number of active users has changed both up and down in each quarter. The biggest change was between quarter three in 2013

and quarter one in 2014. The amount had risen from 255 to 271 million in just one quarter. (Statista, 2018b.)

Twitter is, as mentioned, a microblog. Twitter is used to give the surrounding world quick information, open up to dialogue with customers, spread news about your company, get more famous, get the possibility to communicate in a time and cost-efficient way. How often you update your channel on Twitter is up to yourself. Some update their Twitter multiple times per day and some are happy with only a few tweets per weeks or per month. (Carlsson, 2010a, 82.)

### **3.4.2 Marketing with Twitter**

Twitter is a good social media marketing channel when it comes to find new employees. Since you can tweet and re-tweet as much as you want, you can also reach out your target market easily. When being on Twitter as a company, you need to be active. You need to be available for your customers and answer the questions they have. It is also possible for the user/the company to reach out to their target market with potential emergency situations. They can also give news about the company, information and offerings. The business page is available and open for everyone which makes it possible for more potential customers to visit the page. In order to get a wider range, it is possible for the company, to retweet other people's tweets. By having hashtags, the company can also keep their posts gathered. (Carlsson, 2010b, 167-174.)

There is a nine-step strategy on how to use Twitter effectively and in order to grow your brand. Step one is to start and build up a Twitter strategy. Second step is to create Twitter profile according to your strategy. Step three is to understand how to use the hashtags. The hashtags need to be strong enough in order to reach out to the maximum amount of people. The fourth step is to know when to post on Twitter. Like with Facebook, there are certain times when there are more people logged in during a day. The fifth step is to remember to engage your audience and target market. By engaging your target market, your account gets more viable. The sixth step is to develop a human side for your Twitter account. The seventh step is to use different kind of multimedia to boost your account. By using different kind of media for your account, the range gets wider. The eighth step is to monitor your performance. By monitoring your performance, you easy see what has gone good and bad. The ninth and final step is to experiment with new tactics. By constantly changing and discussing new tactics, it also makes your account more viable and bigger. (Carter, 2018.)

## **3.5 LinkedIn**

This chapter will like the others have two different sub-chapters. One chapter that contains information about LinkedIn and one that contains how to market with LinkedIn.

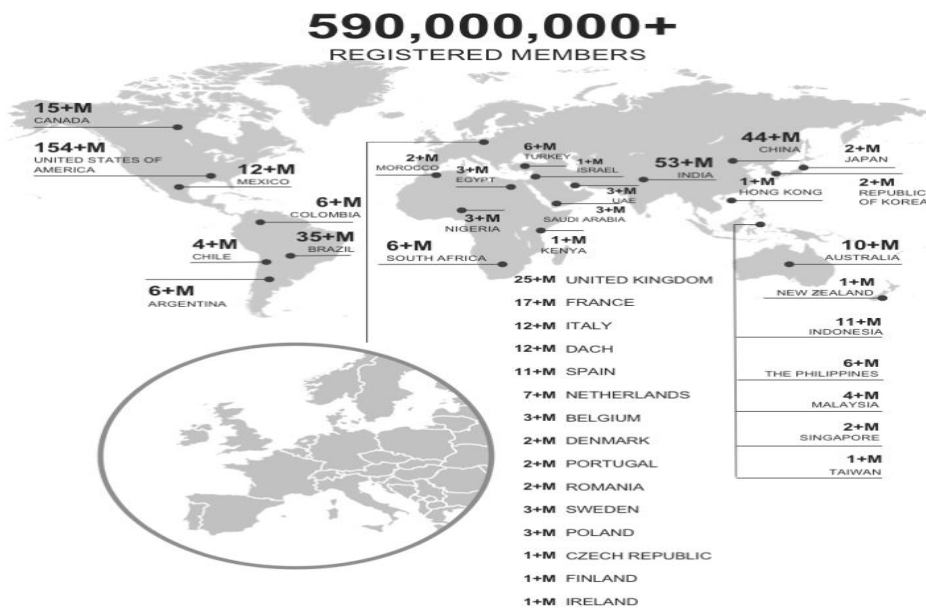
### **3.5.1 LinkedIn information**

LinkedIn is built for networking among companies and different kind of business areas. According to Carlsson (2010a, 154) it is a community that is foremost linked to carrier- and business-related network building. According to Carlsson (2010b, 84), LinkedIn gives you the possibility to have contact with colleagues that you already have, former co-workers and other business familiars.

LinkedIn is a kind of social networking. There are two separate memberships. Basic is for free and premium has a monthly cost. The entire information is in English and a few other languages. As a member, it is important that you from the beginning chose which language you will write in. LinkedIn was found by Reid Hoffman, Allen Blue, Jean-Luc Vaillant, Eric Ly and Konstantin Guericke in 2003. Internationally, there are over 80 million users in 200 different countries. When you are a member you have your own profile where you fill in information about your work places, education, areas of expertise and other interests. You also have a presentation page on your profile. If you are looking for a work place, it is easier if you keep your profile open for potential work hires. As you follow other people, you get a constant updated flow of the people you follow. (Carlsson, 2010b, 84.)

The total number of LinkedIn active users in 2018 were in September 562 million around the world. The total amount of monthly users was in September 2018 260 million. The percentage of the users that use LinkedIn daily is only 40%. (Omnicare, 2018.)





**FIGURE 6.** LinkedIn users around the world. (Igal, 2018.).

As a member you can also join groups to discuss with people that share the same interest as you do, publicize your own news and look for different kind of co-workers. Employers are able to look for interesting profiles and publicize place ads in groups. (Carlsson, 2010b, 85.)

### 3.5.2 How to do marketing with LinkedIn

In order to make your LinkedIn page as social media friendly as possible, there are a few things that you need to remember. You need to inform about the company. You also need to be available for questions that you might get from your followers or potential followers. There is a special kind of profile that can be created, the company profile. The company profile is user based and it contains a lot of statistics and information. By being able to study the statistics, you can later on adjust your company profile according to your followers. A company logo is necessary due to the trustworthiness of the company. By having a logo, the company's page becomes more viable. You also need to keep your LinkedIn company profile updated in order to keep the page as viable as possible. (Carlsson, 2010b, 86-109.)

There are two steps that can make your LinkedIn profile more outstanding. The first step is to build brand communications. You need to create a brand identity for your company and also put up some images there in order to keep your company profile up to date and to get more followers and potential customers. The second step is to identify what kind of social media that you can use in your LinkedIn

profile. What that is suggested in this webpage is Twitter, SlidShare and Youtube. Twitter is for combing Twitter and LinkedIn by sharing tweets on LinkedIn. SlidShare is for sharing presentation that you have made and for co-operation overall. Youtube is for sharing videos that you have made or that you like on LinkedIn. (Arruda, 2018.)

## **4 THE WORK FOR THE COMPANY**

This chapter is the formal practical chapter. It consists of an introduction where I tell about the company, how I worked and why I decided to create this Facebook page. The second subchapter will be about the pre-work for the page. The pre-work consists of a lot of research and thinking. The third sub-chapter is the chapter where I tell about how I created the page and kept it going. I did not create the page in five minutes, I needed more time than that. Keeping the page going is not as easy as it sounds. You need to think about everything so write and publish on the page since it is official and the company's face on social media. The final sub-chapter is the evaluation part where I discuss how the whole process went, how I could have done it differently and if the Facebook page was a success for the company or not. Why I chose to have Facebook as the social media channel for the company was as I earlier said due to the target market. Facebook is also the most suitable channel because it is not a must to update every day to keep your followers. At Facebook it is not necessary to post pictures. At LinkedIn and Twitter, it is a must to be very active and post almost every day. At Instagram, it is about posting pictures and be active and due to the privacy rules, it does not work for the company.

### **4.1 Introduction of ORS Service**

The company is, as I earlier mentioned, a well-known plumbing company in the Jakobstad area. It was founded in 2004 by Stefan Björkman (my father), Roger Sundstedt and Ole Cederberg. The name of the company, ORS Service, comes from the first letter in each of the owners first names. At this moment, the company has 15 employees plus the owners themselves. The company has no previous social media channels. They have a well-built webpage and a good economic situation which has led to no need of any social media at all. The company often do works at industries and therefore it is often a B2B company but now and then they also do some work to private people (B2C). Why I decided to build a Facebook page for them was because a couple of the employees came and asked me if I could create a Facebook page. They thought it would be good since many of the companies in the same area already are on Facebook. Since I had thought about it before I decided to give it a chance and create the page as the final thesis.

I made a pre-work for the page since it is important to reach out to the target market, later I created the page. The page was not created in five minutes and I kept it unpublished in order to make it as good as

possible. As I published the page, I also published a post there and shared it on my Instagram and Facebook page in order to reach as many people as possible. As I published the page close to Christmas, I published the company's Christmas and New Year wishes on the page and it reached hundreds of people. Now the time will show how the page will turn out.

## **4.2 Marketing plan**

Since I will be the one taking caring of the Facebook page, a one-year marketing plan would be in order. Since the page is new, I would evaluate the page after each month in the first quarter. How many likes that have been made, have anyone made any comments and so on. From that I would keep going in the same direction if it works and change it someway if needed. After time, I would put in some pictures from some of our projects. The project pictures need to be authorized by the chief at the company. After the first quarter I would evaluate the page each quarter the year out. The work that I present in this thesis covers the first quarter of the year, the remaining quarters will be outside the thesis.

At this moment there will be no further distribution channels. The company's target market is mainly at Facebook and because the company has not been at social medias before. There will be no budget needed for the first year since there will be no ads made.

## **4.3 Development for the company**

Since the first step for the company to get in to the social media world was to get a page on Facebook, the page needs to work in order to move further on. The Facebook page will be alive even after this thesis has been send in. I will be working at the company for at least one more year and during that time I will continue working on the page and post pictures that has been approved by the managers. I believe that pictures from the company's projects interest the target market better than just a status. When I don't work at the company anymore, I will hand over it partly to the managers but also update status if needed.

I do not on the other hand believe that the company will have a future on Instagram for example. Instagram demands that you post pictures and in order to keep the account alive and keep your followers, you

need to post pictures there quite frequently. Since the company don't take that many pictures from the field due to privacy matters, it is hard to keep an Instagram page alive.

#### **4.4 Pre-work for the Facebook page**

Creating a Facebook page for a company is not an easy thing to do. At first, I did some research by checking similar companies in the area in this city to see what kind of Facebook pages they have. By studying their statistics and look of the page, it was only to start developing the page for the company. Before creating the Facebook page, I needed to discuss with the managers how they wanted the page to look like, what kind of pages they would like to have there and so on. The pictures are a tricky question since the company often are at different customers. There is a matter of privacy questions. Therefore, the managers send me the pictures I can post there. Then I do not need to wonder if the pictures are suitable for the Facebook page or not. There was also a question on whether I should create a separate Facebook account for the company or if I should create the page from my private account. Since I and mostly the one handling the Facebook page and also will be in the near future, the page was created from my account. The username and password were given to my father so that he can access the company's Facebook page whenever he wants.

#### **4.5 Creating the page and keep it going**

In this subchapter I will present how I created the page, potential problems with creating it and how I kept it going. I will divide them into two different chapters in order to make it as clear as possible.

##### **4.5.1 Creating the page**

Once I created the page, I did not publish it right away. I created a name, published a profile photo and a cover photo. Right now, the cover photo is of the company's logo and the profile photo is of the company's cars parked outside the headquarter in Sandsund. Print screen of the page below.



**FIGURE 7.** Print screen of the company’s front page.

Once I had posted a profile page and a cover photo on the page, it was time to fill in the information needed for the readers and followers to see. The information I filled in was the phone number to the company, a mail address so that the customers could reach the company, the web address for the company’s home page, what kind of area of business the company is in, the open hours of the office, a few lines about the history of the company and last but not the least, the address of the headquarter. The address of the headquarter is marked on a virtual map which makes it easier for the visitor to locate the office. It was at first difficult for me to find the information I had create on the page. I tried to move the information sector to the front page but failed until I noticed that everybody except from me, the creator, did see the information sector. I put a lot of time in trying to locate the problem when I should not have. I later got the information from the company’s “marketing” company how I should do and then it worked. The information sector is now on the front page and there is also information on whether the office is open now or not. In the print screen below, the information board is marked with an arrow (right side). I also created a user name for the firm. According to Carlsson (2010b, 67) the customer can easier find the company if it has a username. The username is also then available in the web address field.



FIGURE 8. Print screen of the information sector.

Once I had finished the information part, I started pre-posting some post on the page. I wrote a welcoming post with a short story about how the company was founded in 2004. I also wrote a post that I pinned (put in top of the feed) on the web address of the homepage and what is in there. Below there is a print screen on the pinned post. The blue pin in the upper right corner makes the post a pinned post.

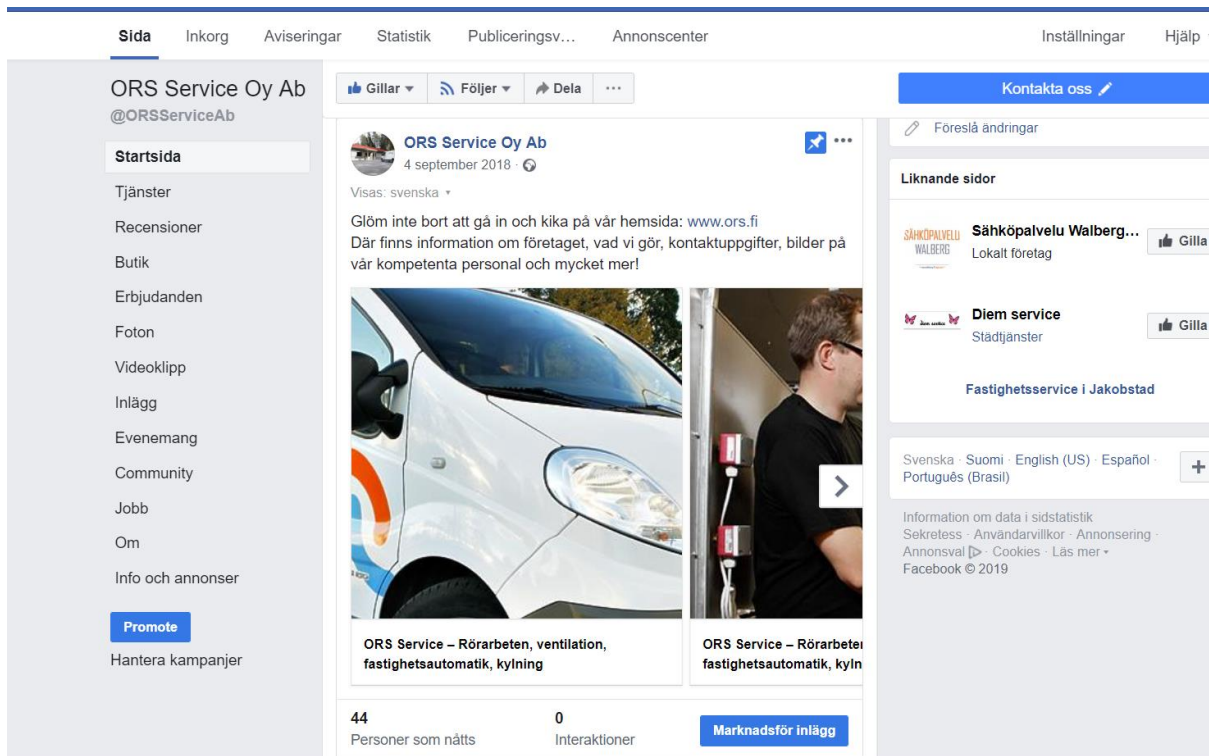
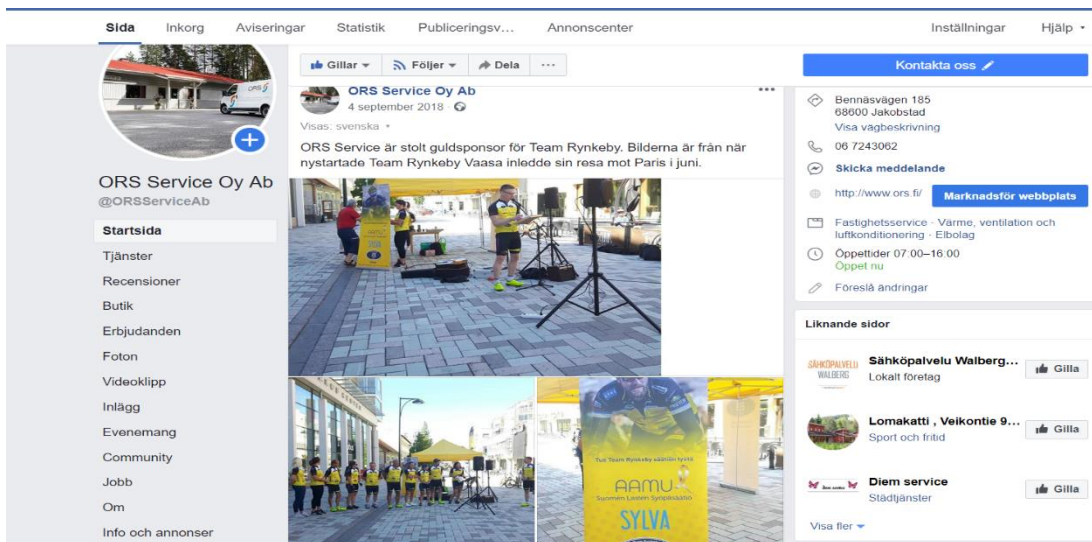


FIGURE 9. Print screen of a pinned post.

Why I choose to post print screens here in the thesis is because it makes it easier for the reader to follow and the thesis becomes more real. The thesis also becomes more viable and funnier to read. Although, the print screens are in Swedish, my explanations will make it clear for the reader. What to mention is also that I write each post in both Finnish and Swedish since the target market speaks both Finnish and Swedish. By choosing to write the posts in two different language in the installations, the visitor can choose whether they would like to read the post in Finnish or in Swedish. Since Swedish is my mother tongue, I double check every Finnish post I make and ask for help when I need it.



**FIGURE 10.** Print screen on post of Team Rynkeby event June 2018.

Since the company is a sponsor of a few clubs and groups I also posted about one of them on Facebook before publishing the page as a whole. The company got sponsor to Team Rynkeby a few years ago. At first to Team Rynkeby God Morgon Jyväskylä and a few years later, last year, to the newly founded Team Rynkeby God Morgon Vaasa. To tell quick about these two teams. They bicycle all together to Paris in July every year. They bicycle to give money to sick children. They pay every expense themselves. Last year before setting of to Paris, they arranged an event here in Pietarsaari. The city director gave a speech, the founder of Project Liv (association for long term sick children) gave a speech and the audience got to talk to the group involved. As a gold sponsor, the company's managers and I attended the event. I created a post about the event and posted some pictures from there. A print screen of the post is above this text.

At this moment I had everything I needed for making the page official and publish it. Before publishing the Facebook page, I had my father who is the head of the company to look through the page and make



sure the page was good to publish. In late December, a few days before Christmas I published the Facebook page. Because it was so close to Christmas, I also posted the Christmas wishes from the company the same day. I also shared this post at my own private account to get a bigger audience. By re-posting this post on my private account, I reached over 200 people. Below is a print screen of that post.



**FIGURE 11.** Print screen of Christmas wishes.

#### 4.5.2 Keep the page going

Once I had made the Facebook page official, it was interesting to see what kind of response it would get. At this moment (January 10<sup>th</sup>), I have only made one update on the page. That was that the Facebook page had now been linked from the webpage. It makes it easier for the visitor on the webpage to visit the Facebook page. The page will be updated now and then with pictures from different projects. As I mentioned earlier, the project photos will be sent to me from the managers in order to keep it as easy and professional as possible.

A problem that appeared soon after start was that no one except from me were able to put the page as their working place. I tried for several hours to fix the problem but then I gave up and mailed the company's marketing and website developer. They looked in to the problem in a short notice which I was very grateful for. The problem could according to Carlsson (2010b, 70) have been that the page is so new and has too few followers to be registered.

During the first month published, the Facebook page has only received 22 likes but gotten to over 200 people. I have reached out to the ones who work at the company in order to get them to like the page. Some did and some did not. The next step would be to create an ad at Facebook in order to get some more followers and reach out to the target market. According to Carlsson (2010b, 77) you can with specify the target markets age, gender, interest and demography before placing the ad out. You pay for the ad. The payment rises as you want to reach more people. I think it would be a good idea for everyone who has started a Facebook page for a company and that has not got a good start.

A few days after I wrote about the possibility to create an ad to get more followers and reach out to more people, I decided to send invites to some of my Facebook friends to like the Facebook page. I invited about 20 people and already in a few hours, five of them had liked the page. That means that the page now has over 25 followers and therefore the Facebook page is now registered and people can find it by typing the name of the company in the search field. This makes it much easier for very Facebook user to find the company's page. It is no longer in a hurry to create an ad.

## 5 CONCLUSION

When starting a project, you need to set goals. When you have goals, you have something to reach to. When I started to think about my project, I set some goals for it. Those goals were to get the company out on the social media market, the second goal was to get an ok start with enough followers the first weeks. The third goal was to get a positive vibe from the followers. The fourth and final goal was to get a look in how it works to create a Facebook for a company. The next question is then if all of the goals succeeded. I feel like I have not got out on the market yet. Why I think that is because the page only has 25 followers at the moment. I wanted an ok start, but I did not get it. My plan now is to create some ad within a short period of time. The ads can with two euros per day reach about a thousand persons per day. An ad can be made exactly for a company's target market. Gender can be specified as well as area of living, age, area of business to name a few. Therefore, the ad can reach the ones that the page is meant for. The only thing that I need to discuss with the manager is for how long we should keep the ad online and what kind of budget we have. Getting a positive vibe is not easy with so few followers. I have got a few likes on posts, but I hope to get more likes and comments as the number of followers get higher. The fourth goal I had was to get a knowledge in how it works to build a Facebook page. There I learned by doing. I ended up with lots of problems during the process and no one could solve them except from me. I needed to ask people for help and I needed to accept the fact that I did not know everything. I am still not an expert in how to create a proper Facebook page for a company, but I am much wiser than a couple of months ago when the whole process begun.

A few things went as planned. As I created the page before publishing, it was actually ready when I published it. Apart from creating the page, I also pre-posted some posts to make the page more viable and ready for the followers. Due to different installations online, it was possible to change the date for when the posts had been made. This made that the page looks much newer than it was. I needed time to look through the page and make it perfect before publishing it. Before publishing the page, I wanted to look through the final details. It is the details that makes a Facebook page more attractive. I have one pinned post on the page. That most contains a link that goes directly to the contact page on the company's webpage. That makes it easier for the followers to read more and find out about the company more. I also created a contact button on the main page of the Facebook page. The contact button also leads straight to the contact page on the company's webpage. It is important for the followers to easy find the contact information needed for them to contact the company. Of course, did not everything go as planned, as I earlier wrote. I did first of all not get as much followers from the beginning as I would have wanted. Still I have not given up since there are a lot of options left. I could create an ad, made from the

ground especially for that kind of target market and I could also have the employers to actively share the Facebook page to their followers. I also got a very slow start with the pictures. I still have not had the possibility to post any pictures that are taken out on the field where the work actually happens. The next step to take there is to talk to the manager on how to move forward with it. It is difficult to post any pictures taken from the field due to the privacy protocols.

The theory part became quite large with two main chapters and several sub-chapters under them. At first, I had written four main chapters but then after the Interim report presentation and the comments I got there, I put chapter number three and four to one big chapter. Why I chose to listen to the audience and change this was because the chapters looked too similar to be two different main chapters. I had difficulties with finding chapter titles from one main chapter to the other. Since the theory chapters do not allow any own comments or opinions, it was important to find sources that were reliable and fresh. With fresh I mean sources that are new and that support today's social media literature. In the first theory part I presented marketing; its core concepts, B2B marketing, B2C marketing and the marketing process. In the second theory part I presented the entire social media part. Both the history behind the four channels I decided to present and how you do marketing with them. I also presented some statistics and short information about them, just to give a brief presentation to the readers. I think that the theory part became just like I planned it to be. I wanted to present the marketing part with today's literature, with what that is happening within marketing right now in an easy way. When I read the part right now, I believe I succeeded. In the social media part, I wanted to give the readers the newest information about social media, the I decided to present the newest statistics for each channel to let the readers know where the channels are right now. In the practical part I wanted to present the journey in a practical and creative way. I often posted a print screen of the Facebook page with a presentation of it. I wanted the steps that I made to be viable for the readers and fun to study. I could just have described how I made each step, but it would have been harder to understand and not so fun to read.

Writing this thesis has been quite a journey since it has taken a long time to write but it has also been really fun and interesting since I have been given the opportunity to create something for a real company, a project that will continue for a long period of time.

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