Facebook Marketing Plan For A Digital Sales Company – Case Havain

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This bachelor's thesis is a project commissioned by Havain Oy, a third-party design and marketing agency in Espoo, Finland. The final objective of the project is to create and to execute a one-month plan for Havain's Facebook platform. Thus, the commissioning company get the insights into digital marketing on Facebook.

The results of this project contained one the digital plan in a written form, the recommendation for development, a one-month period content calendar, and different contents such as blogs, graphics, etc. tailored made by the author for the project.

The thesis included five tasks, which are (1) defining the Facebook planning framework, (2) analyzing the current situation of Havain's Facebook page, (3) Creating the digital plan for Havain Facebook for one month, (4) executing the plan a with detailed content calendar, and (5) evaluating the results to get the recommendations for further development.

Firstly, the readers will be familiarized with the SOSTAC digital planning system. The author used the SOSTAC system to create the marketing plan for Havain Facebook. The system contained six fundamentals, which are: Situation analysis, Objectives, Strategy, Tactics, Actions and Controls. In addition, three social media marketing components (community, contents, and visual) were studied especially in the area of business-to-business marketing.

With the results from the SOSTAC system and an insightful situation analysis, the readers will be familiarized with the Facebook marketing system in general, Facebook insight, beneficial data related to Facebook KPIs, and useful digital tools. After the execution of the plan during a one-month period from 18 November 2018 to 19 December 2018, an evaluation and recommendations with helpful tips and tricks for future development of Havain's Facebook marketing in specific and Havain's digital marketing in general were produced.

| **Keywords** |
| Social media, Facebook, content marketing, B2B marketing, SOSTAC, branding. |

Table of contents

1   Introduction

This is the introductory chapter of a project-based thesis for a digital agency in Finland: Havain. The small size company decided to invest more to develop its Facebook page to attract international customers, gain awareness and promote the culture of the company.

In this chapter, the author will introduce the background of the company and the business environment, the project objective (PO), projects tasks (PTs), and benefits of all stakeholders.

1.1   Background

"I do not think Facebook is worth the time and investment" is a typical response among business-to-business (B2B) marketers. However, the viewpoint is being argued to be a misconception as time goes by. (Mighty Advertising 2017.)

When mentioning about B2B marketing, people often think about LinkedIn as the best social media channel to promote. Facebook, somehow, is being ignored and deluded that it is only good for Business-to-Consumers (B2C) firms. (Ironpaper 2018.) According to the new report of Hot Wire - The Global Communications Agency (2017, 15), marketers have found that Facebook now ranks the 1st as the preferred social media channel for B2B decision makers. Respondents stated that when looking for information on a purchasing decision, Facebook is the first link they click on. Interestingly, 36% of B2B marketers do not plan to use Facebook in their own B2B marketing. (Hot Wire report 2017.) Therefore, marketers are missing a significant number of leads by pretermitting Facebook as one primary social media channel.

After understanding the value and advantages of Facebook in the market, Havain has been experienced with a more significant challenge: "How to connect with audiences successfully through Facebook?". It is easy to create a page account on Facebook but leading and keeping followers is a difficulty. This thesis will map a plan, create the content for the thesis commissioner's Facebook for a month. Moreover, the author will also analyze the results, conduct tips, and recommendations for the further use of Havain. Both the author and Havain expect to build a solid foundation for the development of Havain's Facebook page and Havain's digital marketing. With the extension of social media of Havain, the company expects the growth of awareness, showing the company's culture and values, and promote its products and services.

The thesis, in general, strongly support the personal and professional development of the author. The author expects high-level skills in social media management and content creation after the project. This thesis is an excellent chance for herself to self-develop and completes her set of skills.

1.2 Project objective

The thesis is a project-based one with the ultimate objective of *successfully launch and run Facebook as a source of social media channel for Havain company.*

In order to make sure the project objectives are met punctually; the author must design and implement a set of project tasks in table 1 below:

Table 1: Project tasks

PROJECT OBJECTIVES	Launching Havain's Facebook successfully to gain awareness internationally
PROJECT TASK 1 (Chapter 2)	Defining the theoretical framework of the project. Facebook planning framework
PROJECT TASK 2 (Chapter 3)	Analyzing the situation of Havain Facebook
PROJECT TASK 3 (Chapter 4)	Creating the plan for Havain Facebook in one month
PROJECT TASK 4	Running the Havain Facebook in one month
PROJECT TASK 5 (Chapter 5)	Evaluating the results after a month of running Havain Facebook

All the tasks are linked closely together in order. In brief, the outcomes of the previous tasks are the theoretical frameworks of the next one. The author has to investigate the qualified and latest sources of information to choose the right method or framework for the plan in chapter 2. Then, in chapter 3, an in-depth analysis of the current situation of Havain's Facebook page are made. Based on the analysis and the data, the author can conduct a detail content calendar, create and distribute contents for Havain's page for one month in chapter 4. Notably, the author is also in charge of making requested contents like videos, graphics or blogs for the project. At the end of the project, the author will

examine the results and the key performance indicators (KPIs) to evaluate the project and form the recommendations for future uses in chapter 5.

1.3 Project scope

It is important to emphasize the scope of the project. Facebook is analyzed after one month only. The condition of Havain Facebook after the end date of the period will not be under the execution of the author nor considered for the success of the thesis project. The result is delivered as the form of contents on Havain Facebook page, and further developments are summarized in a written form in chapter 5 and 6

To avoid the discursiveness of the project, the author demarcated the project scope with the figure 1 below. Figure 1 will show which key concepts will be mentioned or covered in the thesis.
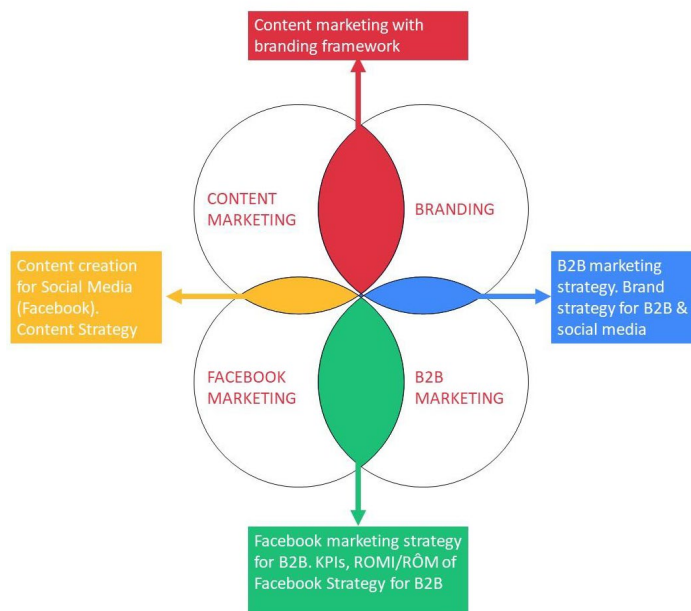
Figure 1. The project scope (adapted from Tran 2017).

Based on figure 1, there are many theoretical frameworks related to the project such as branding, content marketing, Facebook marketing, and B2B marketing. Each of the topics mentioned contains plenty of subjects. However, the author will only write about brand strategy for B2B company, brand strategy on social media, Facebook marketing strategy for B2B and relevant KPIs, the content creation and distribution process for social media.

1.4 Key concepts

"**Content marketing** is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action" (Pulizzi 2012). It is said to be the present and the future of marketing. Content marketing is now not only used by leading brands, but all of the firm who wishes to make a connection with their audiences.

Facebook marketing is a process of creating and managing a business page on Facebook platform. It includes creating, distributing contents to attract and connect with the audiences (Marketing Schools 2012). This is one part of social media marketing in general.

Business-to-business marketing (B2B marketing) is a marketing technique used by companies which have products and services sold to other businesses (Brafton Business 2019).

"**Branding** is endowing products and services with the power of a brand" (Kotler & Keller 2015). Branding is the process of creating and shaping a brand in audiences' minds. It includes all the marketing activities to convey their brand images and differentiates the company from competitors.

Key Performance Indicators (KPIs) are the metric the author uses to measure and analyze the performance of the project. In this case, is the growth of Havain's Facebook. The top 10 Facebook Marketing KPIs are audience growth, audience profile, audience engagement, content reach, engagement by content type, leads, conversions, response rate & quality, sales and negative feedback. (Kruse Control 2017.)

1.5 Case company

There are 35 million PowerPoint presentations are delivered in the world every day approximately. Moreover, presentations are said to be one of the most important communication channels in the business-to-business world. (Poll everywhere 2016.) For many industrial and manufactural companies, transferring all the "high-technological-language" to the "down-to-earth" one is a hard mission. Without the help of visually and easy-to-understand presentations, many companies will have struggled.

In 2013, Mr. Timo Sorri – as an experienced IT business management consultant, saw the gap of the market. At the end of the year, he founded Havain Oy with the mission to "deliver the best and effective presentations to the customers" (Sorri 2017). Havain Oy became the first presentation design firm ever in Finland. With its unique services, Havain has helped more than 270 different customers reach to their listeners, most of them are big and medium-sized industrial and manufacture companies in Finland. (Havain growth report 2017.)

At the moment, Havain has eight employees. The 2017 revenue is 621.000 euros with 40% of growth this year. (Havain growth report 2017.) Havain had a successful year in 2017 after re-strategy and rebranding the company as a Digital marketing agency in general with various services in presentation design/ graphic design/ digital marketing/ account-based marketing. The new strategy changed the whole image of Havain, brought it to the new level. (Sorri 2017.)

Before rebranding, 72% of the customers acquainted by face-to-face sales and personal relationship. 28% of the new customers have come from the reference of the previous ones. This year, Havain expected the growth to be more than 40% in general, finding its position in the marketing industry. (Havain growth report 2017.) The company decided to execute Facebook as a new social media channel to grow awareness and promote their services and culture.

2 Understanding the social media marketing framework

The beginning of the project is studying and defining step. This step helps the author have a clear view of the direction and choose the right framework for the project.

Initially, the author will acknowledge herself with Facebook branding and digital marketing planning frameworks. Along with these, social media elements and the content matrix will be studied to ensure the quality outcomes of the plan.

2.1 Understanding Facebook branding

In this section, the author will provide brief information on Facebook as a social media platform and the planning framework of the project – SOSTAC. After this section, readers will understand the enormous business opportunities of Facebook with its reach and have a quick view of the chosen digital marketing framework – SOSTAC. Later in chapter 4, the social media marketing plan will be written based on this framework.

2.1.1 Facebook in brief

First thing first, Facebook is one of the most well-known social networking websites on the planet. The platform gives the user the capability to interact with others by the comment, share, react, post links, chat and watch short-type videos. The history of Facebook began in February 2004 as a school social network for Harvard University. In 2006, Facebook opened as a channel for everyone older than 13 years old and rapidly become the most powerful social media site in the world Since 2010, the name of the website turned into a verb in the dictionary. (Nations 2018.)

Until now, Facebook and other services owned by the group such as WhatsApp, Messenger, and Instagram allow their user to access up to 3.79 billion users (Rouhiainen 2016).

More than ten years of development, the platform now even more potent by having many different features such as host 360-degree videos, chatbot in messenger, becoming a top news source, 24-hour stories, live events, etc. (Conley 2018.)

According to Statistics Finland (2018), it is predicted that Finland would have 2.79 million users on the Facebook platform. That estimated number will account for 50.7% of the entire Finland population which is 5.503 million at the end of 2017 (Statistic Finland 2018).

These impressive numbers are not just about people, but the amount of attention and opportunities that Facebook grand for its users. A business which can master the marketing of this platform will have a competitive edge against its competitors.

2.1.2 SOSTAC - Facebook marketing plan framework

Alan Lakein has a famous quote, which is "Failing to plan is planning to fail". Therefore, planning is an extremely vital part of the success of the Havain marketing process. There are many different sources and framework for digital marketing, but in this project, the author will apply the SOSTAC method as the critical framework for her Facebook marketing. In this chapter, the basic knowledge of the SOSTAC planning will be analysed, and the practicality of the framework will be explained later in chapter 4.

SOSTAC model or PR Smith SOSTAC model is the acronym which stands for Situation, Objectives, Strategy, Tactics, Actions, and Control. This model was initially formulated by Paul Smith in the 1990s and has subsequently been improved to apply in various commercial digital situations. It has been voted in Top 3 Business Models worldwide by the Chartered Institute of Marketing. The model now proves its strengths thanks to the simple and apparent logic, easy to understand and well-structured presentation. (Smith 2018.)

SOSTAC model integrates a wide range of different business models such as Marketing Mix 6P's, RACI, PEST, SWOT, SMART, 5 P's Model, etc. Therefore, for marketers, it is highly recommended to build a successful digital strategy. (Dave 2019.) "The SOSTAC planning system is one of the most powerful planning models ever developed. Simple yet extremely effective, it contains all the vital elements for the perfect marketing plan."- said Stuart J Davidson (2015).

The model contains six fundamental facets of marketing: situation, objectives, strategy, tactics, action, and control. The content is illustrated clearly in figure 2 below.
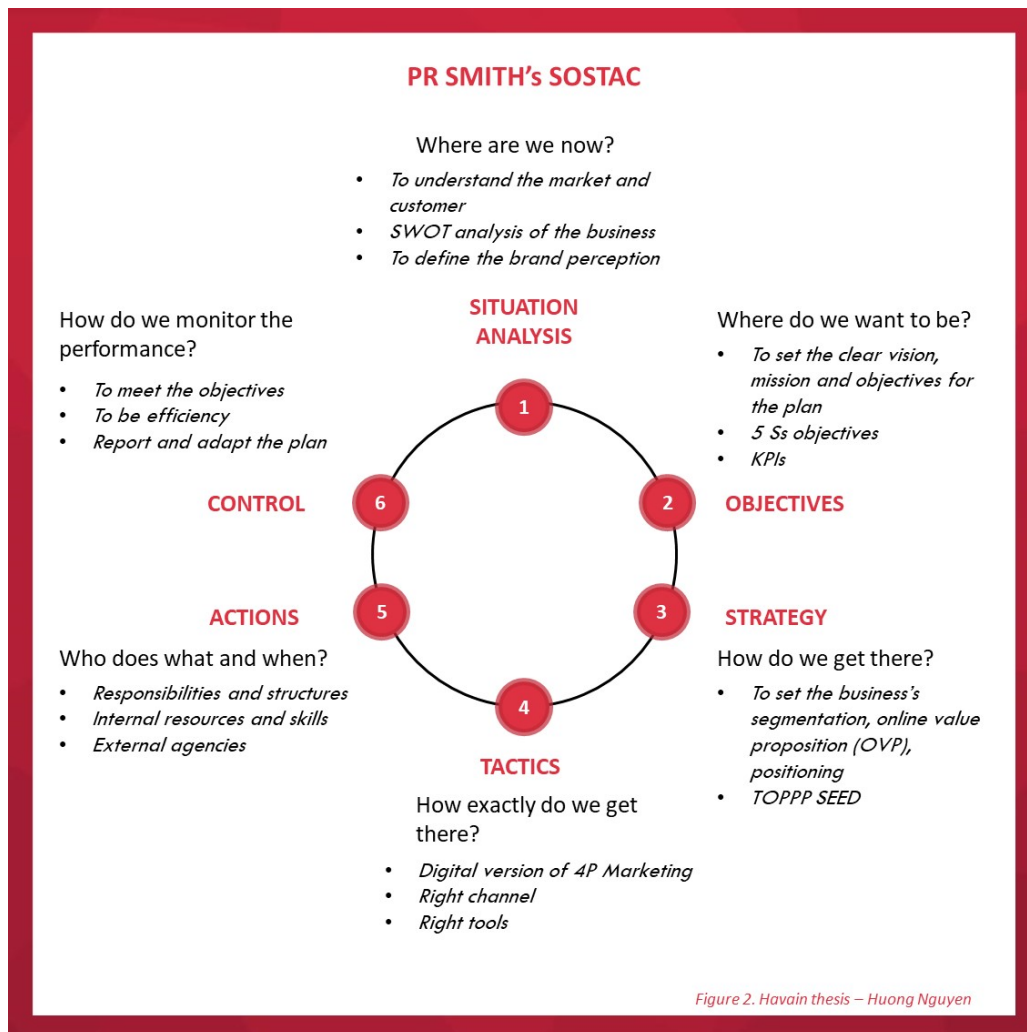
PR SMITH's SOSTAC

Where are we now?
- To understand the market and customer
- SWOT analysis of the business
- To define the brand perception

SITUATION ANALYSIS — 1

How do we monitor the performance?
- To meet the objectives
- To be efficiency
- Report and adapt the plan

CONTROL — 6

Where do we want to be?
- To set the clear vision, mission and objectives for the plan
- 5 Ss objectives
- KPIs

OBJECTIVES — 2

ACTIONS — 5

Who does what and when?
- Responsibilities and structures
- Internal resources and skills
- External agencies

STRATEGY — 3

How do we get there?
- To set the business's segmentation, online value proposition (OVP), positioning
- TOPPP SEED

TACTICS — 4

How exactly do we get there?
- Digital version of 4P Marketing
- Right channel
- Right tools

Figure 2. Havain thesis – Huong Nguyen

Figure 2. PR Smith's SOSTAC (adapted from Smith 2018).

As stated above, there are six key facets of SOSTAC models which link closely together.

S- Situation Analysis: In Confucius, there is a famous idiom: "To know oneself is true progress". Consequently, understanding strengths and weaknesses will gain more competitive advantages for the business. This stage will provide an overview of the business, to show who the business is, what does the business do and how it digitally interacts with other factors. SWOT is one well-known method used in this stage to study the strengths, weaknesses, opportunities, and threats to the business. Besides that, this stage also emphasizes customer insight to understand digital customers and audiences and competitor analysis. (Smith 2018.)

O-Objectives: The second stage of the SOSTAC framework is to understand "where do the firm want to be?" In this stage, the applier needs to define the mission, vision and relevant KPIs based on the Situation Analysis. This step provides a crystal-clear path for

the firm to set the strategy and actions later. With a direction to head to, the organization will be motivated to achieve. (Smith 2018.)

S-Strategy: "How do we get there" is the central question of the Strategy section. This chapter should cover the segmentation, targeting and positioning of the business, also measuring the online value proposition (OVP). Pr. Smith (2018) mentioned in his book SOSTAC Guide that there are nine main components of Digital Marketing Strategy, which are: Target Markets, Objectives, Positioning, Processes, Partnership, Sequence, Experience, Engagement and Data, acronym as TOPPP SEED. (Smith 2018.)

T-Tactics: "Tactics without strategy is the noise before defeat" – Sun Tzu, The Art of War. Therefore, it is understandable that Tactics is the next step follow up the Strategy, also answer the deeper question "How exactly do we get there?". Tactics in SOSTAC is the digital mix between traditional 4P Marketing Mix with the touch of digitalization and technology. With the right tools and channels, marketers can give practical decisions and actions. (Smith 2018.)

A-Actions: To sum up, this part will be the detailed plan of who does what and when. There are three main things to consider internal and external to maintain smooth actions: Communication, Motivation, and Training. This step ensures that the actioners have skills, knowledge, and motivation to implement the plan. (Smith 2018.)

C-Controls: After one period, for example, a month or a quarter, the team need to monitor the performance. Based on the Key Performance Indicators (KPIs), this Control section of the plan will measure the results and re-customize the objectives and tactics for a better period of performance. (Smith 2018.)

2.2   Social media branding

Even though Facebook was chosen as the only social media channel for this project, branding on Facebook will still following the basic concept of Social media branding. According to the book of Stephanie Diamond (2013) – The visual marketing revolution: 26 rules to help Social media marketers connect the dots, three main elements closely linked to each other to create a strong social media branding. They are the community, the visual identity, and the content. Figure 3 below will show the connection between these elements.
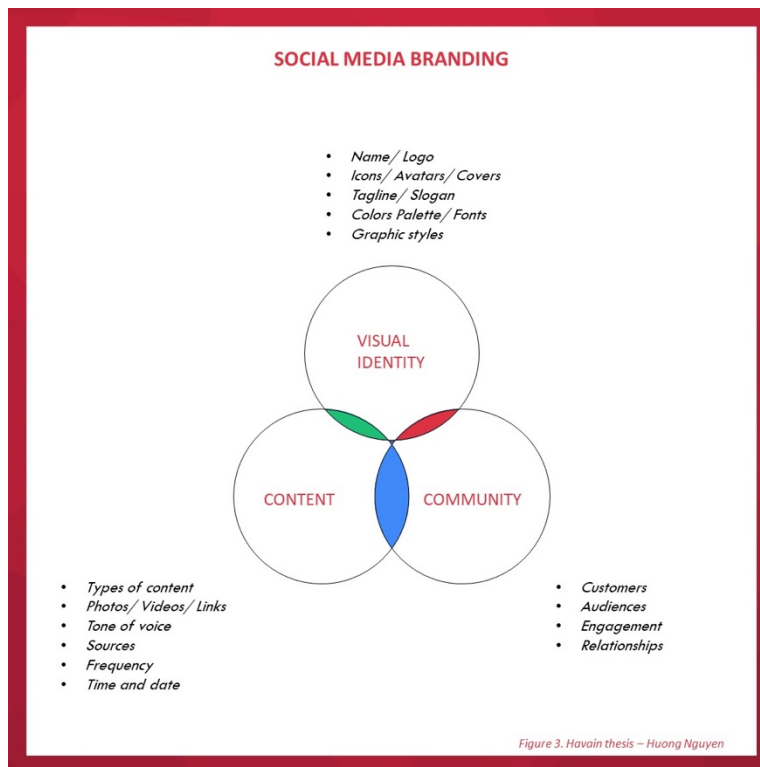
SOCIAL MEDIA BRANDING

- *Name/ Logo*
- *Icons/ Avatars/ Covers*
- *Tagline/ Slogan*
- *Colors Palette/ Fonts*
- *Graphic styles*

VISUAL IDENTITY

CONTENT   COMMUNITY

- *Types of content*
- *Photos/ Videos/ Links*
- *Tone of voice*
- *Sources*
- *Frequency*
- *Time and date*

- *Customers*
- *Audiences*
- *Engagement*
- *Relationships*

Figure 3. Havain thesis – Huong Nguyen

Figure 3. Main elements of social media branding (adapted from Stephanie 2013).

In chapter 3, the author will study the visual identity, along with the already published contents, and the audience (the community) of Havain and its Facebook page. Based on the study, the author will acknowledge herself with the current situation and plan better tactics.

Visual identity of one company is the very first thing to define the brand and differentiate itself. The name, the logo, type of icons, fonts, tagline, color palette, graphic elements, etc. are included in the visual section. Human brain consumes the visual elements 60,000 times faster than the text content. Moreover, 90% of information transmitted by visualization. (Standberry 2017.) Therefore, all the visual identity of a brand will affect and shape the perceptions of the audience towards that brand. This is why it is essential to follow the brand guidelines to create the alignment and consistency of the audience's feeling. When the eyeballs of the audience and attention are caught, it will lead to engagement and action in purchasing funnel and pass on the brand message. (Meyerson 2015.)

Secondly, Contents is the true powerful king of social media. There are many different types of content which are suitable for different social media channels. Choosing the right type of content to share surely support the brand. It has the power "to make or break the social media marketing campaign" – said Sherman Standberry (2017). The content of one

brand can be created with the AIDA model. The marketing formula AIDA consist of attention, interest, desire, and action. The process stated clearly in figure 4 below. The content needs to capture the audience's attention, raise the interests, create the desire for example to learn, to buy, to engage more. From there, the audience will take actions on social media such as like, share or buying. (Miles 2014.)
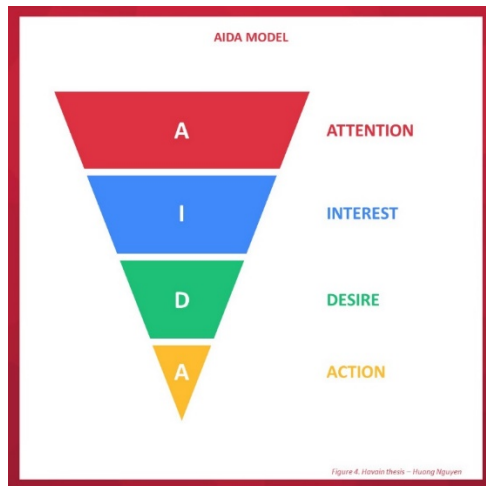

Figure 4. Aida model (Miles 2014).

Lastly, the last chain of the process is community – the audience. In figure 3, the community includes followers, customers, influencers, engagement, and relationships. "Customers are the followers, but followers do not have to be customers" – said Tran (2016). Understanding the community means choosing the right target audience and planning the tailored actions with the limited resources towards them. Engagement and recognition will only come if the needs of the audience are fulfilled. The needs included solving the audiences' problems, wants or desire to collect, or desire to belong. (Miles 2014.)

2.3   Content marketing matrix

In the previous subchapter, the author mentioned that content is the king of social media. "Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and engage with a clearly-defined audience – and, ultimately, to drive profitable customer action" (Content Marketing Institute 2019).

To create and distribute valuable content, the content marketing matrix of Bosomworth is highly recommended as the framework. There are four categories in the matric of Bosomworth which equivalent to four ultimate purposes of the content marketing: to

inspire, to entertain, to educate and to convince. Besides, there are two sets of the condition of the matrix which are: from awareness to purchasing and from emotional to rational. Based on the decision of the content marketers, the contents can be the visual form of content (image, infographics, videos), the written form (blog posts, guides, e-books) or the verbal form (events, webinars). Figure 5 below will show the actual content matrix. (Bosomworth 2014.)

CONTENT MARKETING MATRIX

Figure 5. Havain thesis – Huong Nguyen

Figure 5. Content marketing matrix (Bosomworth 2014).

3 Understanding Havain Facebook

In this chapter, the author will apply the first stage of the SOSTAC model – Situation Analysis to understand Havain's Facebook condition. By investigating the interactions, current followers, types of contents, the author will have profound data on Havain's Facebook strengths and weaknesses.

Havain's Facebook account was created on November 21st, 2017. The human resources investment for social media of Havain was not high. Therefore, after a year, the page only had 67 followers. There are times that the company made no interactions or any posts. The total silence of this channel happens typically around the beginning of the year when the staffs are busy with customer's projects. In the following chapters, the author will examine three aspects of Havain's Facebook: visuals, contents, and community.

In general, Havain ranked 57 out of 100 points on Likealyzer. The detailed ranking will be shown in the appendix attachment. In comparison to other similar services in Finland on Facebook, Havain belonged to the top 30%. All the action points like the length of a post, the average reach of posts and quality are pretty average. (Figure 6.) Our plan's purpose at the end of this project is changing this ranking to prove the development of Havain Facebook page.

In figure 6 below, the author also gets a deeper understanding of the engagement rate and activity rate. This information will be analyzed later in subchapter 3.2 and 3.3.
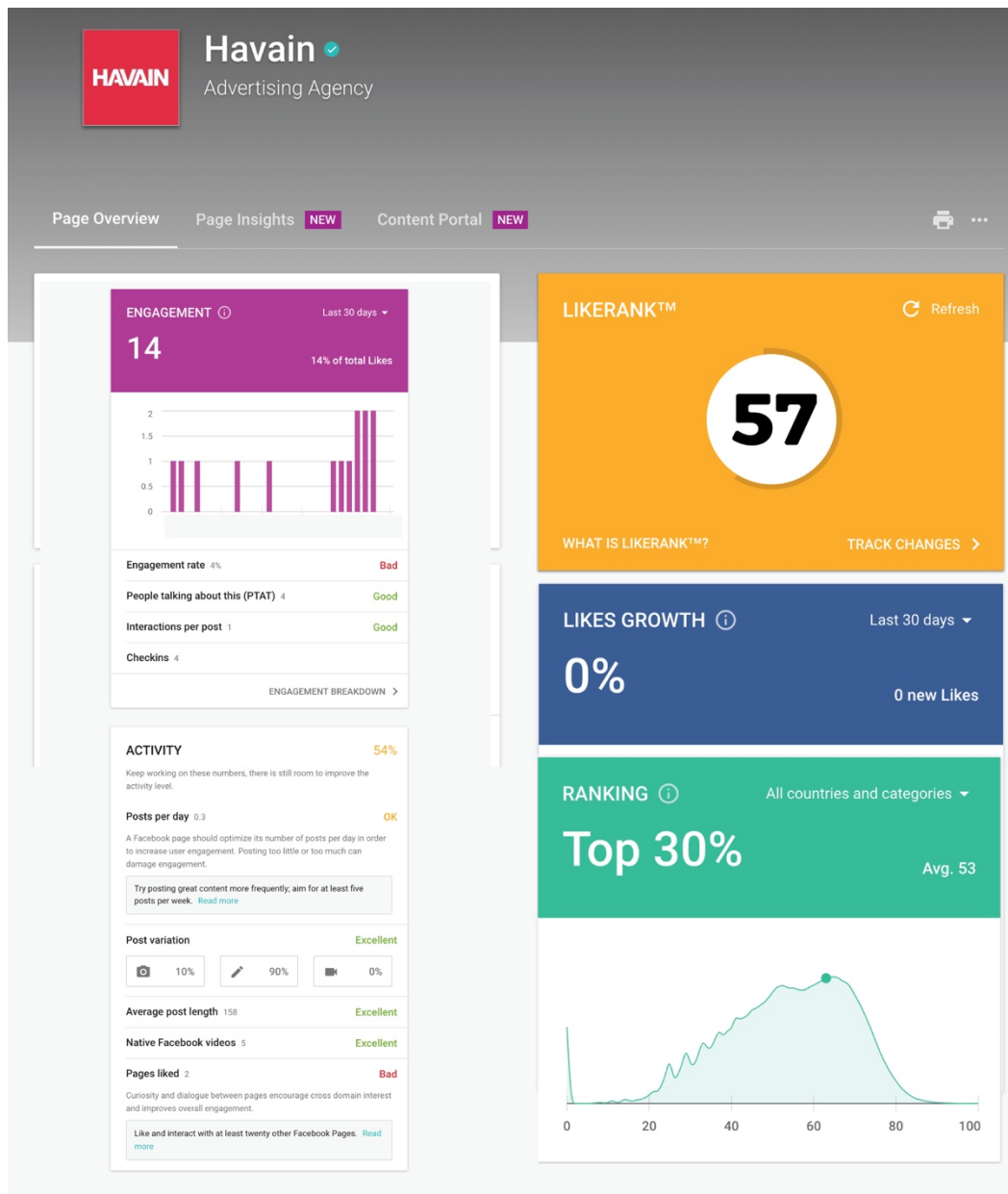
Figure 6. Likealyzer of Havain's Facebook on 10th November 2018 (Likealyzer 2018).

3.1 Havain's Facebook visuals

In general, Havain is just a small start-up, and it is a 3rd party digital and design agency for medium and big industrial companies. Thus, Havain developed consistent and robust branding guideline. The visual identity of the company appears clearly with its logo, fonts, color code and tone of voice on the social media channels. Figure 7 below will demonstrate the visual identity of Havain.
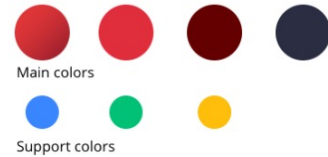
Figure 7. Havain's visual identity (Havain Graphic guideline 2016).

It is easier to recognize Havain's visual identities on its Facebook with the red color as the primary color. Logo in white is chosen to be the avatar. The cover photo of Havain Facebook is a hand drawing by one of its designers (Figure 8).
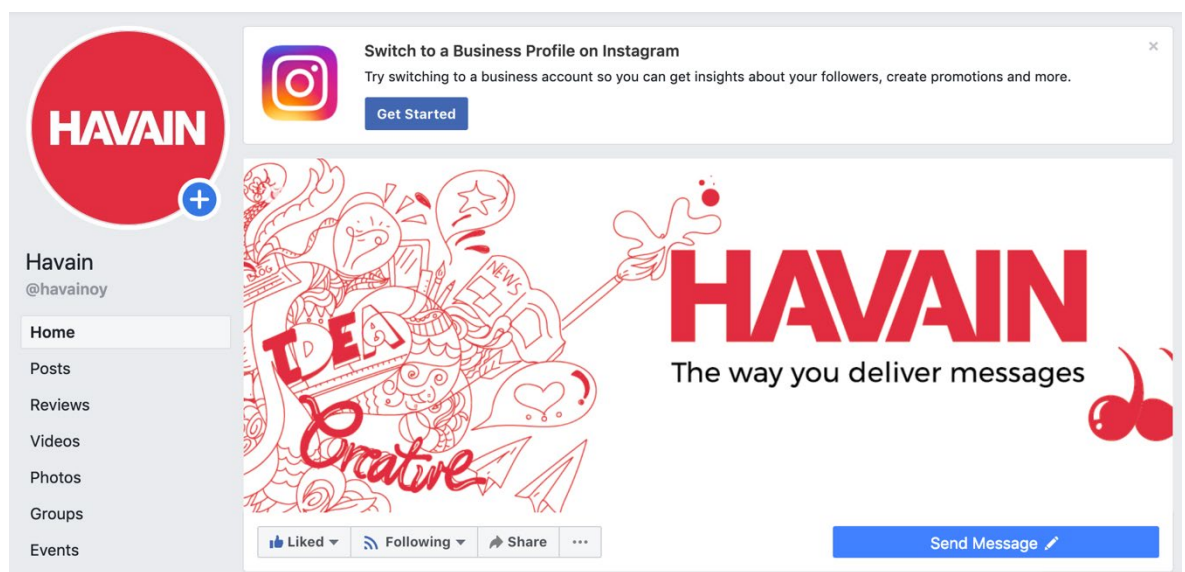
Figure 8. Havain's Facebook appearance on 17th November 2018 (Havain Facebook 2018).

There are 46 photos on Havain's Facebook page. Four Fifth of its are linked images from Havain blogs, external links, lead pages. It has not clearly shown the consistency or showing the services of the company. The links related to lead pages have an average reach around 15 people only. However, the images related work life office, events have an average reach 97 people (Figure 9).
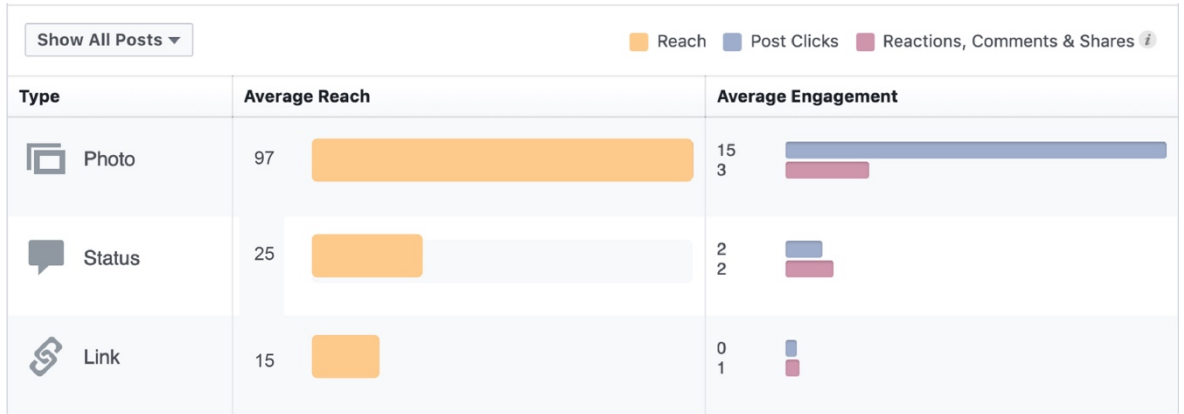
15

Figure 9. Content analysis of Havain Facebook page (Havain Facebook Insight 2018).

What a huge gap! The gap among different is because the visual identity is more attractive and illustrated clearly on these photos. Besides that, the logo and cover have not been changed since the first day. For a visual and design company, Facebook cover and avatar are an opportunity as a showreel of their works. Facebook is giving the ability to set a video as a cover (Facebook 2017). Also, videos attract 67% more attention than a still image (Mawhinney 2018). Therefore, there are rooms for development here on the visual identity of the page.

In the aspect of human resources, Havain has two experienced designers who can take turn create authentic and unique designs for the company. However, due to the vast responsibility for customer's tasks, none of the designers has had the chance to devote to the growth of Facebook.

In conclusion, Havain visual strengths and weakness sum up in table 2 below:

Table 2. Strengths and Weaknesses of Havain Facebook visuals

Strengths	Weaknesses
- Beautiful and attractive colour	- Too many irrelevant linked images.
- Stylist fonts	- No consistency
- Well edited event photos	- Cannot show off the work and services
- Unique designs	- Have not use the resources well
	- Have not updated with the new trends such as video cover

3.2 Havain's Facebook content

Secondly, the author will analyze the content's situation of the company on its Facebook page. It is easier to see that Havain used both Finnish and English as two main languages. According to the Facebook Insight, Finnish posts have an average reach of 13 while English posts reach up to 67. There are no direct or indirect interactions with Finnish posts on the page. Direct interaction is when the followers like, share or comment directly on the page, while indirect interactions will count the total impressions, likes, shares, and comments on the personal pages of the people who shared it.

Moreover, according to Likealyzer analysis of Havain at the beginning of the project, the content of Havain ranked 54% out of 100%. The post variation is not balanced with average post length ranked "Ok" point only. (Figure 10.)

ACTIVITY   **54%**

Keep working on these numbers, there is still room to improve the activity level.

Posts per day 0.3   **OK**

A Facebook page should optimize its number of posts per day in order to increase user engagement. Posting too little or too much can damage engagement.

> Try posting great content more frequently; aim for at least five posts per week. Read more

Post variation

| 📷 | 5% | ✏️ | 95% | 🎥 | 0% |

Average post length 102   **OK**

Native Facebook videos 2   **OK**

Pages liked 0   **Bad**

Curiosity and dialogue between pages encourage cross domain interest and improves overall engagement.

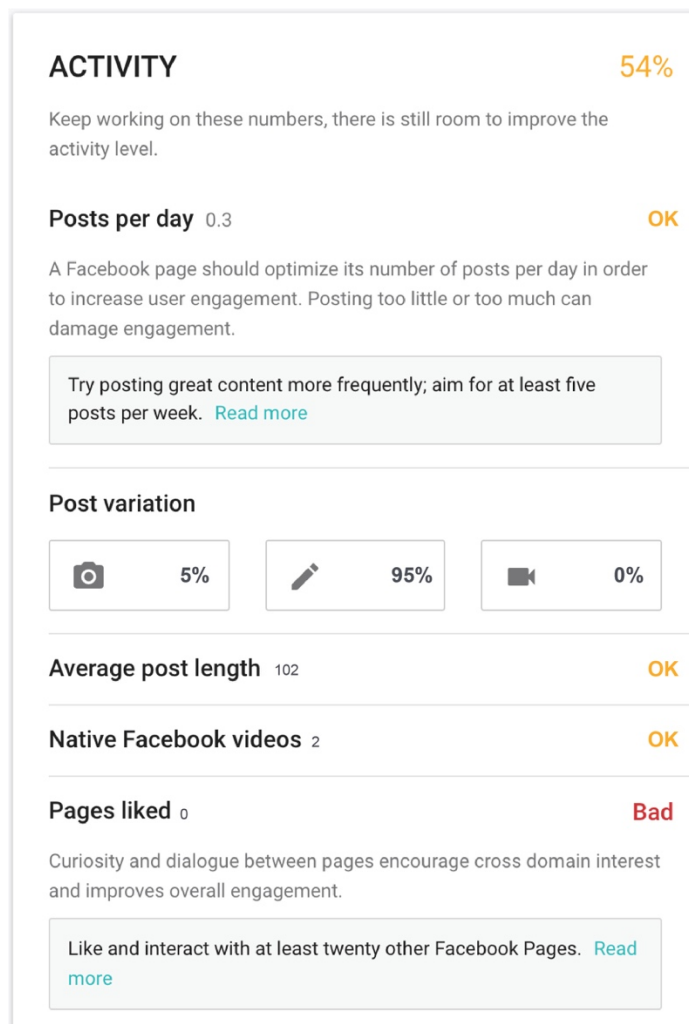> Like and interact with at least twenty other Facebook Pages. Read more

Figure10. Likealyzer content analysis (Havain Likealyzer 2018).

To sum up, the table below will demonstrate the strengths and weaknesses of Havain's content.

Table 3. Strengths and Weaknesses of Havain Facebook content

Strengths	Weaknesses
-The company has many good blog posts which is totally shareable and valuable for the reader. -English and Finnish was used smoothly	-Lack of storytelling. -Has not had "hook content" -Not yet share valuable contents for the reader

3.3 Havain's Facebook community

Finally, the last facet of the content marketing will be analyzed – community. As said above, people came to social media such as Facebook because of the opportunity it brings. The opportunity here is nothing if the page community is zero or if it has too many irrelevant followers who cannot bring back any return of marketing investment.

At the time of this chapter is November 7th, 2018, Havain page has 67 followers. There are 78% are Vietnamese, 12% are Finnish, and 10% are others. Interestingly, most of the Vietnamese followers of this page are in Helsinki (68%). Therefore, the reach level of Havain page still has the highest number in Finland. The posts tend to catch more attention of women a little bit more in comparison to men (55% vs. 44%). The age ranges from 18-34 and especially from 18-24. If language is used to be the metric, Vietnamese (317), English (276) and Finnish (246) are respectively three major languages of the website.

After investigating, the author found out that the Vietnamese followers who located in Helsinki are mostly friends with two designers of the company. In December 2017, Lacey Nguyen – one of Havain designers, shared the newly created website on the community group of Vietnamese students in Finland. On that day, there are more than 40 new followers who were led by that social group.

The customer target market of Havain is not in the current group. Therefore, the marketing investment here will eventually turn into wastefulness. However, the purpose of using Havain Facebook is not for searching new leads but gaining awareness of people about our services and the impact of our services. Therefore, it requires different strategy and methods for it.

At the end of this section, the author will recap the strengths and weaknesses of Havain's community.

Table 4. Strengths and Weakness of Havain Facebook community

Strengths	Weaknesses
-Vietnamese, or Asian community actively share the information and react which valuable, and raise the reach level	-Lack of Finnish followers -Lack of interaction between page and the community. -The community has not been making any ROI.

4   Havain Facebook marketing plan

The last chapter studied the current situation of Havain's Facebook page thoroughly. According to the SOSTAC framework, chapter 3 acts as the Situation part. Therefore, in this chapter, the author will introduce all five steps of the marketing plan. Moreover, the reader will be provided with a section that analyses all types of contents and explanations of how and why we have that type of content.

4.1   The basic of Havain Facebook marketing plan

As said above, because the situation section was mentioned before in the previous chapter, in this section, objective, strategy, tactics and actions and control plan will be delivered as the outcomes.

4.1.1   Objective

The second step of the SOSTAC frame is Objectives. The highest purpose of the Objectives section is to answer the question "where do we want to go?". In other words, it is the goals of the plan to see if the plan is profitable or worth the resources or not. There are some arguments about what is the most important goals for a business such as revenue, margin or brand value, etc. However, Smith (2018) take it in a different view and start with Mission and Vision and then the typical KPIs. (Smith 2018.)

According to Havain guideline, the company mission and vision respectively are:
> -Mission: To help all the business create impacts on professional sales materials.
> -Vision: To be the number one presentation design and account-based marketing company of Nordic.
> (Havain report 2017)

After Mission and Vision, the goals will be set based on the KPI Pyramid which developed by Pulizzi in 2013 (Smith 2018).
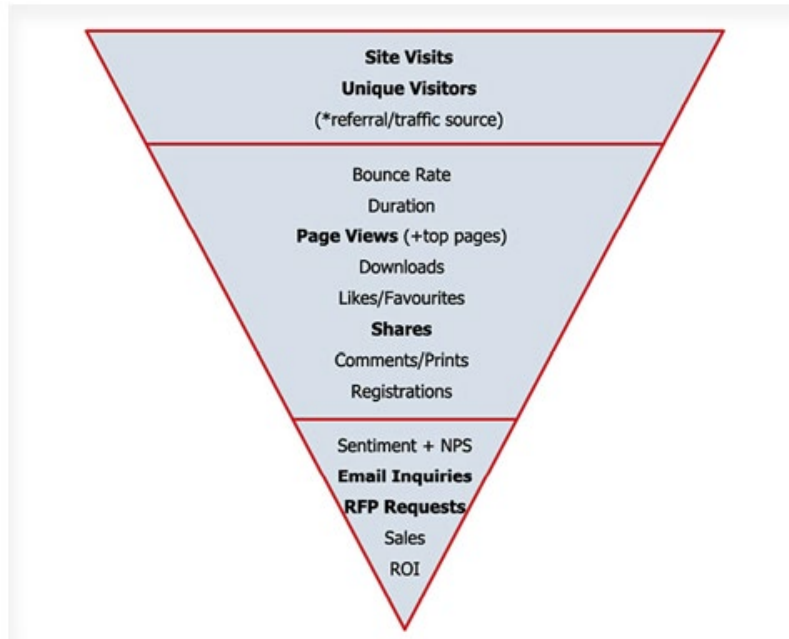
Figure 11. KPI Pyramid turned upside down becomes a Sales Funnel (adapted from Pulizzi 2013).

According to figure 11, Key Performance Indicators Pyramids can be shown upside down to turn into the sales funnel. Starting from the number of visitors and then analyze the engagement of them and see how many percents can be turned into sales objectives. (Smith, 2018.) However, as the CEO of Havain has mentioned in the interview, they do not expect the sales which are coming directly from Facebook. Facebook marketing will be a channel to promote company services and cultural. Therefore, KPIs objectives will be slightly different based on Havain' objectives.

The table below will show the list of common KPI Objectives used online by Smith (2015). Depend on table 5 below, the author has clear goals to reach. After one month of executing the plan, Havain expects to gain 100 followers, raise the average reach level of posts from 20 to 100 reaches. Moreover, the engagement rate which includes reactions, comments and share are expected to soar after the project. Lastly, it will be helpful if at least 5% of the reach link to other platforms such as LinkedIn, Twitter and Havain's website.

Table 5. KPI objectives (adapted from the example table of Smith 2018.)

KPI objectives	Current performance	Period 1 (1 month)
Engagement rate (Likes, Reactions)	4	15
Engagement rate (Comments)	1	10
Engagement rate (Shares)	1	10
Followers	67	100
Reach level	20	100
Linked to website or other social media channels	0%	5%

The KPI objectives of table 5 are picked base on the Facebook growth percentage of Seedi Group Oy. Therefore, the company will have realistic expectations of the growth and clear direction.

4.1.2 Strategy

After mapping out the goals for the next month, Strategy part will summarize "how do we get the goals?". In the 3rd chapter of the book "SOSTAC + Guide to your perfect digital marketing plan, 2018" edition of PR Smith, the author mentions nine key components to consider when building a digital marketing strategy. Nevertheless, it is said that marketers do not need to fully use all nine facets as they can make the selection from the components. (Smith 2018.)

Smith (2018) called nine components as TOPP SEED, which are: Target Markets, Objectives, Positioning, Processes, Partnership, Sequence, Experience, Engagement, and Data. Based on the Strategy template by Smith (2015), the author with the support of Havain CEO state the company online marketing strategy as the following.

To increase from 65 followers to at least 100 followers in one month, especially aim for Finnish followers or staffs of the industrial B2B companies. Havain positioned as the number one service provider in Account-Based Marketing services and presentation and sales firm in Finland. From this positioning, we promise to deliver (1) customized marketing plans towards customers and (2) world-class presentation design which enables better sales. Havain will use Content Marketing matrix to place themselves and raise the OVP- online value proposition. During the time of the marketing plan, Havain will partner with Seedi and Taito United closely to share and engage the information.

4.1.3 Tactic

This subchapter is the fourth stage of SOSTAC planning, which give the specific answers to the question "How exactly do we get there?". In general, this is a detailed plan of Strategy. It can include a marketing mix, ten tactical tools to increase a better customer lifetime journey and even more specific about which tactics when to use them for the top results. One of the most suitable tactics to use for platforms like Facebook is Owned, Earned and Paid Media format which is introduced by Chaffey and Chadwick. (Smith 2018.)
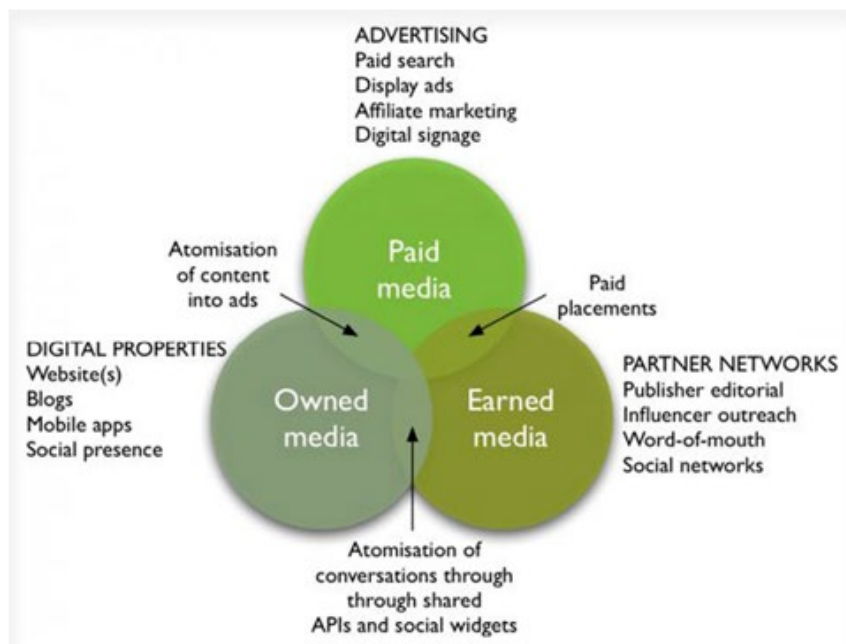
Figure 12. Owned, Earned and Paid Media (Chaffey and Chadwick 2013).

In this case, Owned media includes the Havain website, Facebook, LinkedIn and Twitter. Earned media is the reactions and engagement from the audiences with Havain owned media and contents. Lastly, paid media is advertisements, paid search. (Chaffey & Chadwick 2013.) For the platforms as Facebook, to influence more numbers of followers, a vast number of fans or big community are needed. In some cases, the company even need to use paid media to integrate pay per post or click to increase a broader scope to existing followers or friends of followers and more. (Muellner 2013.)

Havain tactics for social media campaigns are focusing on creating and sharing quality and valuable contents for followers with give-away gift monthly. The tactics mix will be used for owned media and earned media. Paid media will be considered if the marketing plan has achieved the goals and for long term investment.

4.1.4 Actions

Strategy gives directions, and tactics are the specific plan of strategy and action are the details of the tactics. This section ensures that the marketing plan has gone smoothly and achieve KPIs. Excellent execution of the marketing plan will be guaranteed with this step. This section answers the question "who does what, when and how?". The responsibility will also be divided the systems and the processes. (Smith 2018.) In the book, the author (Smith 2018) even provided checklists and guidelines in the book for marketers to follow.

For the human resource factor, the commissioning company agrees that in one month, Havain Facebook page will be 100% managed by the author. The content will be published mostly in English. Atte Salamo – SEO manager of Havain, will be in charge of translation some particular contents in Finnish.

Time management is the next factor to be considered. There is no perfect calculation for the best posting time on Facebook. However, researchers have done quite many studies related to the topic to find the "golden hour." According to the Pew Research (2018), the best time to post on Facebook is from noon to 3 pm on Monday, Wednesday, Thursday and Friday. Interestingly, weekend posts are also highly recommended as the click-through rate is high from 1 pm to 2 pm. Besides, it is said that 8 pm on Thursday is also a good time for Facebook reach. (White 2018.) The hours might be varied between countries and target market. Therefore, the best option is looking at the current analysis on Facebook Insight (Figure 13).
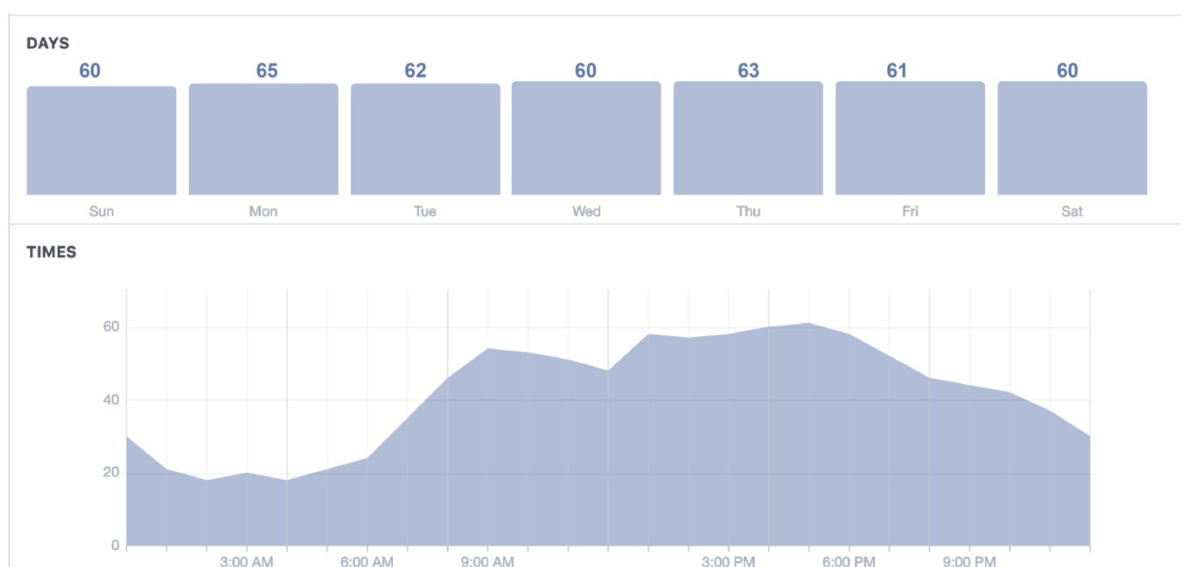
Figure 13. Facebook Insight Photo for posting time (Havain Insight 2018).

As figure 13 clearly shown that the average time for posting is from 12 pm to 3 pm also. 6 pm is also a good time to reach because it is an off-peak, after work hour. Interestingly, while the Pew Research (2018) found that Tuesday is not a good day for businesses, the table below shown that on Tuesday, 65 out of 65 followers are online, thus, Tuesday cannot be ignored. In the weekend as Saturday and Sunday, the time is a little bit different from the studies as 4 pm and 6 pm shown the highest online rate.

Thanks to the Facebook Insight, the author will have an in-depth view on what time is the best and the most suitable for Havain's audiences. In addition, the frequency of the week is also a significant factor. A research done by buffer (2018) – a well-known service for publishing and analyze social media posts stated that it is the best to have about 5 to 10 posts per week or 1 to 2 post per day only before followers start to feel like being spam. The second posts tent to receive only 57% reactions and 78 % comments. The following posts in a day usually suffer a dramatic drop. (Lee 2018.)

Additionally, HubSpot studies also shown that the number of posts depends on the number of followers also. If the page has less than 10000 followers, one or even fewer times per day is suggested. Each of the next posts gets 60% fewer clicks per post than the first one. (Kolowich 2017.)

Mentioning in the SOSTAC guideline, the Rule 4-1-1 from Pulizzi (2013) of the Content Marketing Institute is also famous among social media marketers. To be successful with the marketing, business needs a balance point between selling and engaging. The 4-1-1 rule is four new content posts which are up-to-date and relevant to the audiences, one re-post that business share from other social media users to engage the relationship and lastly is one self-serving posts which are announcements, website links or promotions. (BioFoot Digital 2018.)

Another famous social media rule is the 5:3:2 which has been proven for the impact on drawing the audience's attention. Five here represents curation, which is sharing relevant posts from other sources. Three should be creation – the content made by the company. The last two are humanization posts whose purpose is to create a good company image. (Byrom 2018.)

Lastly, mention in this action chapter is social media etiquette. Roach (2014) published an article which was mentioned in SOSTAC guideline about the policy which everyone will understand while posting on social media. To sum up, the rules highlight the polite and friendliness, kindness, and humble communication; notably, sharing, teaching and helping

is more effective than just posting; no disparage of the company or share private or confidential information are allowed. (Roach 2014.)

At the end of this chapter, the author can answer the question "who does what, when and how?" for the marketing. With the polite, mindful tone of voice, creative contents, high engagement, and partnership, the author will apply the rule 5:3:2 or the 4:1:1 formula along with hours insight from Facebook for the marketing plan.

4.1.5   Controls

The final stage of the SOSTAC model is Controls. This section replies to the question "did we get there?". Based on the objectives that have been mapped before, the marketer can measure the performance. The control plan lists the relevant KPIs which are measured daily or monthly, also who will be in charge, the time and the cost. All the metrics at the end of the period will be helpful and become resources for the first step of the next period: Situation Analysis. From the "Situation Analysis," marketers can set specific objectives. (Smith 2018.)

Smith (2018) declared in his book about "measuring the KPIs" is one of the main acts for Control section. KPIs (Key Performance Indicators) here can be varied as sales, finance, marketing leads, awareness, etc. For a social media platform as Facebook, Havain agreed with the objectives to gain up to 100 followers for the Facebook page in 1 month and raise the engagement level to 70 average reach per post. This can be measured after the project with the followers, the reach and the post analysis. To fulfil this task, Buffer, Likealyzer and Facebook Insight are three tools used for measuring the performance.

4.2   Type of contents and examples

Even a good plan cannot save a marketing campaign if the content is not worth it. The author, with the help of SOSTAC guideline, has created a vision for the project. However, content is king. The only thing to hook and keep the customers, audiences, and followers stay and engage are relevant and valuable contents.

Content Marketing is an art of creating and distributing, at the right time, with the right type that helps followers to achieve their goals (Smith 2018). There are three types of contents that Facebook generate: Photos, Linked, and Videos. In this section, the author will give suitable examples for each type of contents.

4.2.1 Photos

The author mentioned on chapter 5 that Photo and Video are the two types of content which highly catch attention on Havain "In the age of digitalization, an average person is bombarded with the equivalent of 174 newspaper data every day." (Nguyen 2017). Therefore, visual content is saving both creators and audiences. On Facebook, 87% of posts shared interactions are from photos, while status only accounts for 2% (Barnhart 2018).

Average reach of a photo on Havain page is 90, with average post clicks is 31. The average reach of a photo is almost triple from the reach of a video. Notably, the photos which have the most engagement are original photos which showing people, cultural and product of Havain (Facebook Insight 2018). Therefore, the Facebook page will have more photos related to these topics. Moreover, the original photo of Havain will have a logo in the corner for eventual consistency. Style can be various, but the High Definition (HD) quality is compulsory for all photos. Example style and colors can be found in figure 14 below.

Infographics will be created with Canva- an ultimate website for free illustration. Lightroom, Illustration, and PowerPoint are the three main tools to support the content creation process of the project.

Figure 14. Example of photo type created by Illustration and Canva (Havain Facebook 2018).

4.2.2 Linked

No matter the 4:1:1 or the 5:3:2 will be applied for the project, it is undeniable that sharing links is essential to catch the attention of the followers. The links can be from the company's owned media as blogs or content creations on other platforms. However, it can be relevant and exciting information from other creators. Facebook users share 26 billion links a year on the site (Gollin 2018), and at the very moment the author typing this, 209916 links are being shared (Coupofy 2018). In the vast sea of information, the business needs to adapt its contents to float on the surface of the searchers.

Since August 2017, Facebook updated its algorithm to prioritize the fast-loading links to develop user experience. Moreover, one of the most notable trends for digitalization now is shifting to the mobile platform. Therefore, marketers need to test the links before sharing. (Wen & Guo 2017.)

Engaging the thumbnail images to the link is one good tip for marketers also. According to Facebook Insight research, links in the link post format gain clicks almost as double as links in photo captions. (Ayres 2018.)

With the help of these studies, the author will use Buffer – a service platform for scheduling, posting and saving links for social media. In the section of "Explore" in Buffer, Havain marketing teams already added the commonly used websites which contain relevant information with Havain services. The author can pick the link from that library and then schedule for the future posts, see figure 15 below.
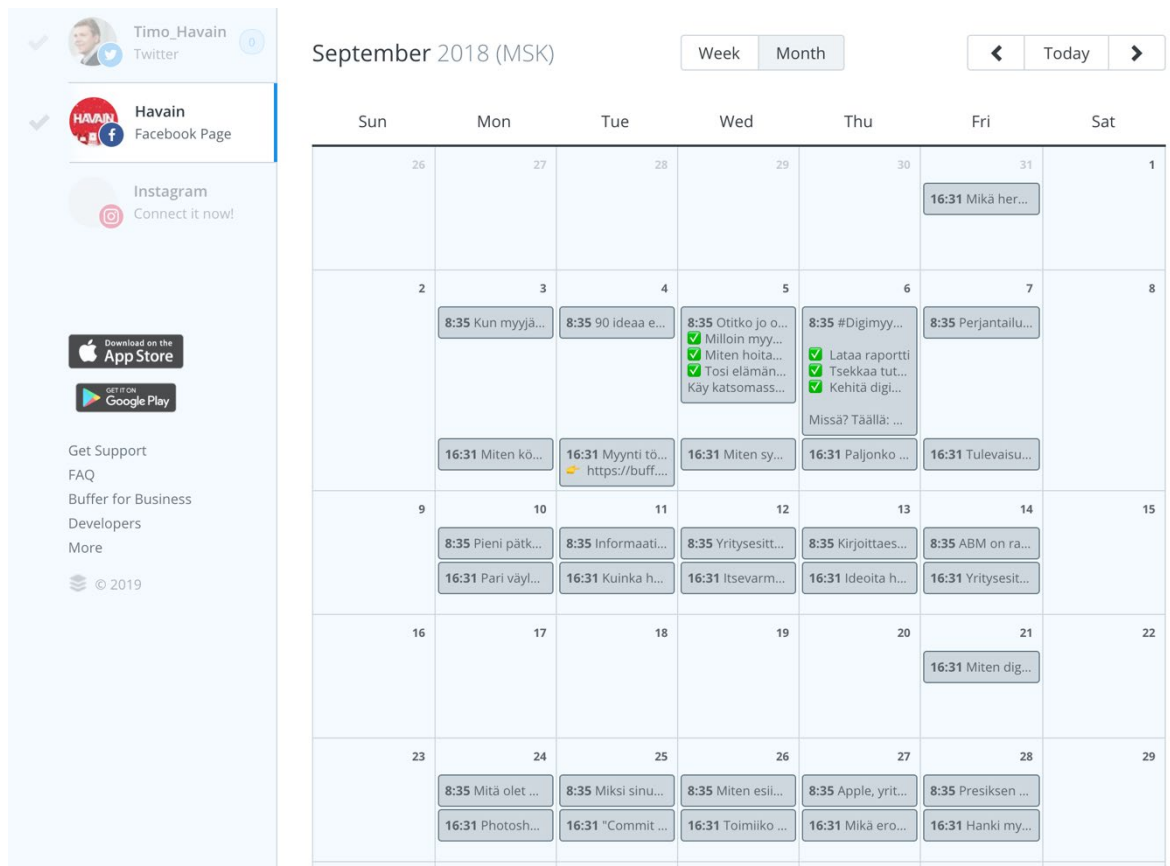
Figure 15. Example of posts and links scheduled with Buffer (Buffer 2018).

4.2.3 Videos

According to Pulizzi (2016) – founder of Content Marketing Institution and his research about B2B marketing, 62% of B2B marketers agreed that video is the most effective content marketing tactic. Facebook, in 2018, has become the second leading source of video content (67%), after YouTube. Remarkably, mobile usage is still the most important section as in the last two years, there are 10 million minutes viewing day to day on mobile. (Meeker 2018.)

Though, compared to photos and links, videos tend to require more resources. Only original videos are prioritized by Facebook. Shared links from YouTube or any other sources are not as productive as the authenticable content. (An 2018.) The creation of one video requires normally 10-15 working hours. So, what type of video is good for Havain?

The answer lay in the Facebook Insight which shows that live video and educational video almost triple the level of reach in Helsinki and Finland region for Havain. Figure 16 will show the example of a video type that Havain Facebook page already created. Therefore, they will be two main contents of the video.

Figure 16. Example of video type on Facebook page (Havain Facebook 2018).

5 Project result

The last chapter of the thesis included a brief content calendar for Havain Facebook page. The detailed information related to the content calendar will be provided in Appendix 1. The author records the key data related to the followers, engagement rate and posts analyses daily. Based on the data, the performance of the project can be easily measured. Lastly, the author will conduct the tips and lesson learned for the future use of Facebook for Havain. The author believes that Havain will be beneficial from the project's takeaway.

5.1 Evaluation of content calendar

As stated above, the detail content calendar of Havain is attached as the appendix 1.

First of all, the author applied social media rule 5:3:2 for her project. It is beneficial to repeat here the rule is after five relevant posts from other sources, then comes three creation of new content and the last two are ethical aspects of creating good company image. This rule is applied thoroughly for the whole month. For example, the first ten posts of the project have three new contents which are made by the author: one new blog about photography, one set of new avatar and cover with Christmas theme, and one under 1 min video also related for typography. Two promotional posts related to the organization contribution towards society. The rest five are the related topics about animation and typography in design in general and PowerPoint presentation specifically.

Most of the shared links are from Visme, Creativebloq which are well-known websites and partners in the design industry. However, the author reused the previous content of Havain effectively. Havain has monthly blogs for educational purposes, a series of "How-to" for presentation design. With the help from the SEO team of Havain, the author accessed to the Google analytics of Havain blogs. From that, five most clicks blogs have been chosen to re-share on social media. This tactic helps driving the traffic of the audiences back to the main website and raise the engagement of Havain posts.

There are three main types of posts on Facebook as mentioned in the previous chapter, and the Havain content calendar mixed the types continuously to keep the high engagement rate with the audiences. According to the data insight from Likealyzer (figure 17), Havain's page post variation reaches the Excellent score. Moreover, the average post length and the native Facebook video score are also excellent.
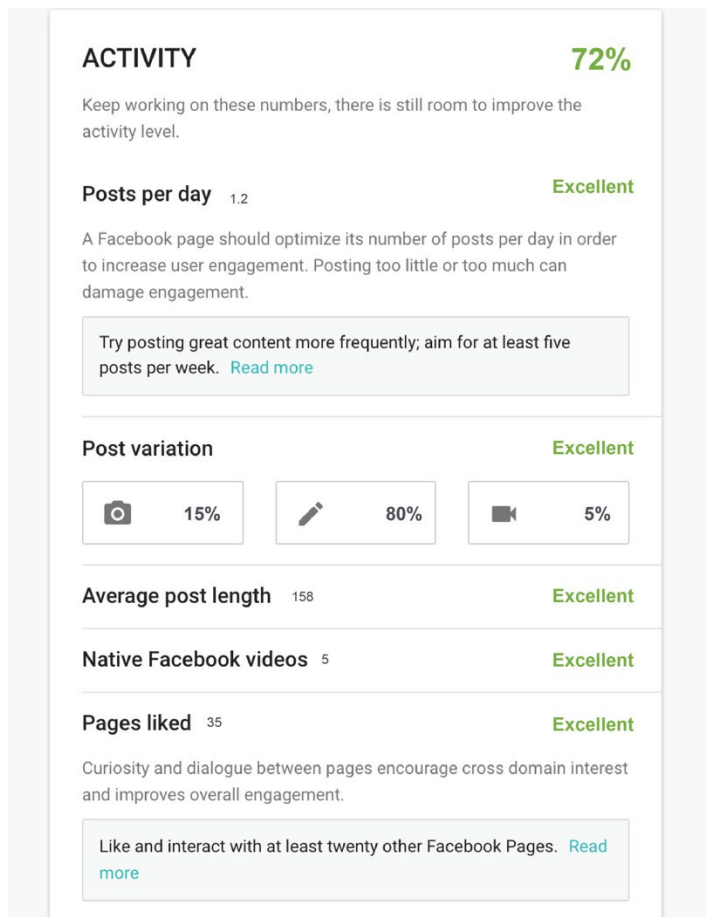
Figure 17. Likealyzer analysis of Havain content at the end of the project (Likealyzer 2018).

The posts are scheduled mostly by Buffer website – a useful tool of e-marketers. By using Buffer, the author can easily schedule the time, the header image and the content of each post. With Buffer, the shareable link will be shortened automatically into bit.ly version instead of the standard www. Link. The bit.ly version of the link is proven to increase the effectiveness of reach double the regular link. (Barnhart 2018.) According to the plan, the content is published from 12 pm to 3 pm during the weekday. Weekend option is available, but it is not necessary. Besides, Havain is a small size company with followers under 100. Therefore, the author will follow the frequency rules mentioned in the SOSTAC plan: 5 to 10 posts per week and the maximum number in a day are two posts.

English is the only language used during this period under the management of the author. With a friendly and delightful tone of voice as agreed, the author mentioned and linked post closely together. For example:

On Monday, Havain posted a link of their previous blog about typography with the caption: "Our new blog will be published tomorrow. While waiting for it, please check out the

previous blog of our designer - @Nguyen Hoang Mai about Typography. The basic terms of Typo 101 were covered in the blog. Stay tuned for our upcoming posts! #Havaintips #Presentationdesign #typography". (Havain Facebook 2018.)

Figure 18. Havain post 1 (Havain page 2018).

The day after, the new blog was published as: "We are back with new and fresh content of this month. @Huong Nguyen – our designer has overcome her fear with typography thanks to these 7 basic and simple rules for beginners. Now she is happy to share that with you #Havaintips #Presentationdesign #typography". (Havain page 2018.)

Figure 19. Havain post 2 (Havain page 2018).

At the end of the week, the author created a video related to Typography terms and post it with the caption: "Have you read our new blog about basic rules o Typographic? You can check out with this link: https://bit.ly/2DR5GZJ. But first, we are happy to introduce our inspirations - @The Futur". (Havain page, 2018.)
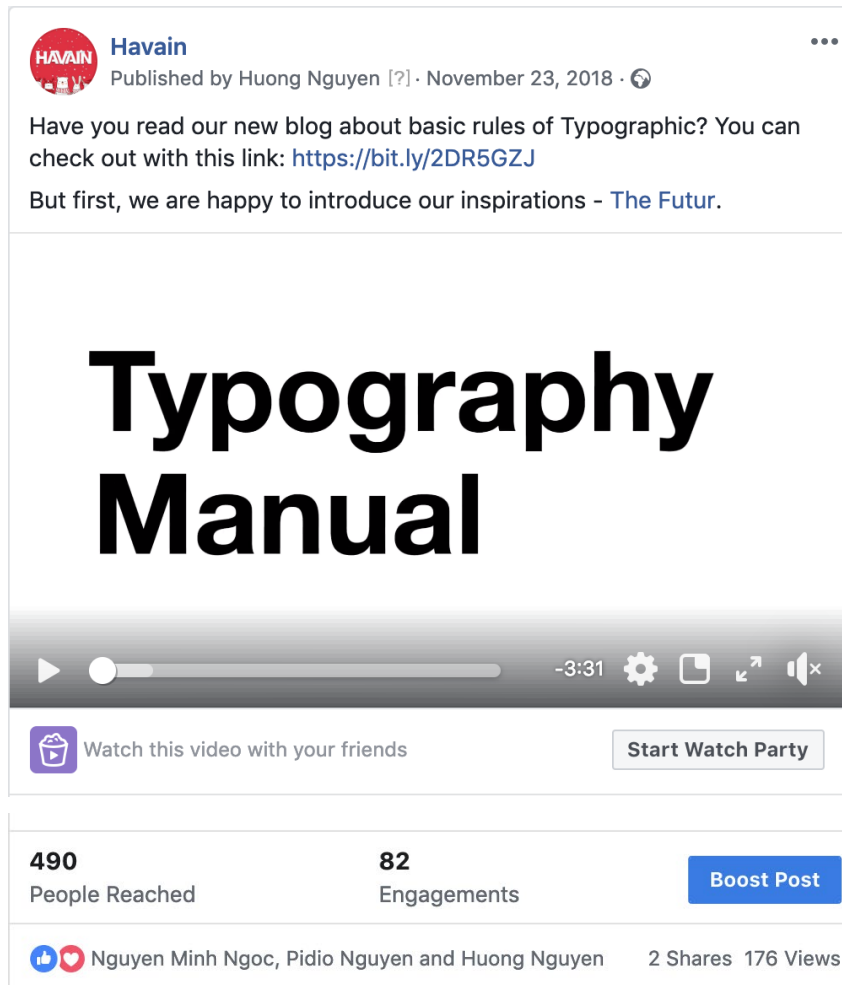
Figure 20. Havain post 3 (Havain page 2018).

Three example posts above have clearly shown the tone of voice and the connection between posts. The author always tries to aim for the actual clicks to the link which leads to Havain website. With the hashtag created as #Havaintips and #typography, audiences can easily find the relatable topics and increase the reach level to whoever was interested in this topic. Besides hashtags, the relevant names or pages are mentioned or tagged with @- sign. The results will show that the indirect reach also overgrows. Icons are also being used, but it did not appear in every post. The caption which contains icons are mostly social relatable but professional terms to create just enough the friendly atmosphere for the page

In the content calendar, Havain also shared five posts to highlight the harmony, working culture and environment of the company (Figure 21). These highlights such as the Christmas party, announcing the event and the achievement are strongly recommended because it sharpens the human facet of the company.

Figure 21. Havain post (Havain page 2018).

The caption is short enough, with excellence length (Figure 17). The author aimed for more engagement; thus, she is using questions to increase the comment rate and share rate from the audiences. The response rate is also quick and effective with 72/100 score (Figure 17).

Moreover, the appearance of Havain also got fresh air and updated with season-themed avatar and cover. The Figure 22 below shows the new set of cover and avatar in compared to the one at the beginning of the project (figure 7) is much more "loveable and lively" - said Timo (2018).

Figure 22. Havain page in the end of the project (Havain page 2019).

The post related to animation and the new look of cover and avatar draw the attention of the audiences. It is proven by figure 23 and figure 24 below the effect of themed avatar and cover on the reach. The reach number of the cover animation is 500 - the highest reach index the author got from the project, and the avatar post also soared the reach and the engagement actions up to 177 and 21.
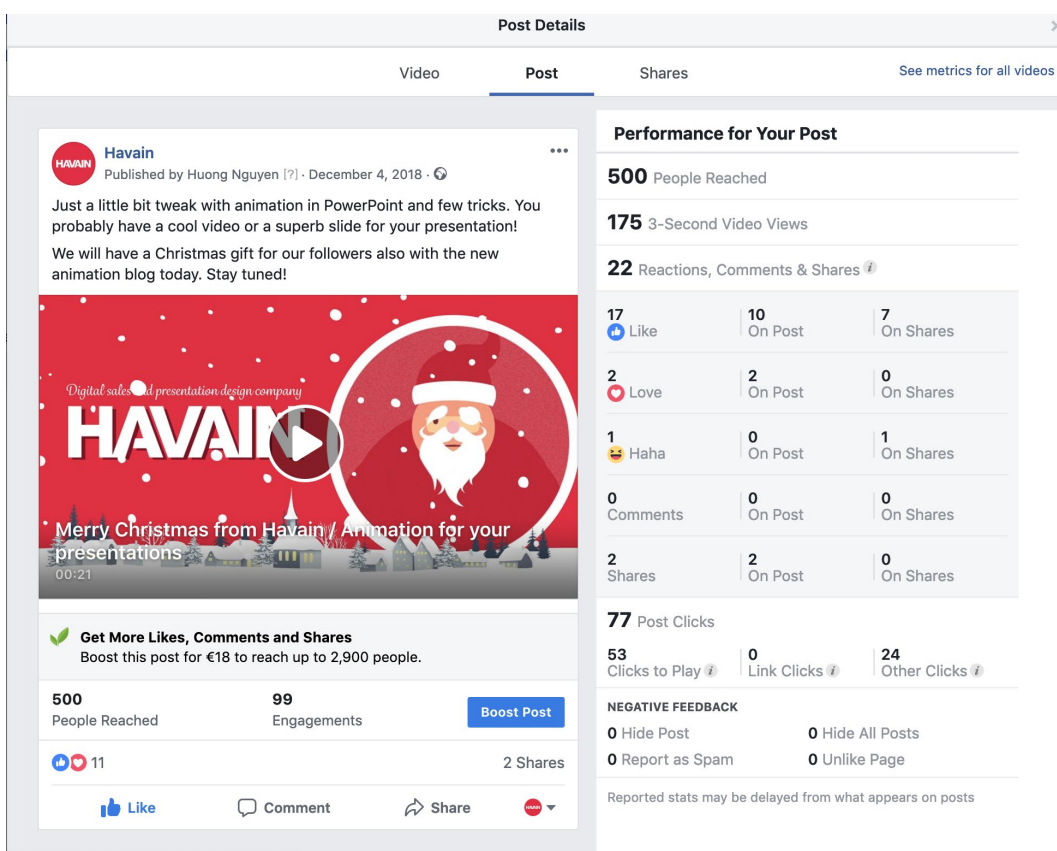

Figure 23. Analysis of Havain's cover performance (Havain Facebook Insight 2018).
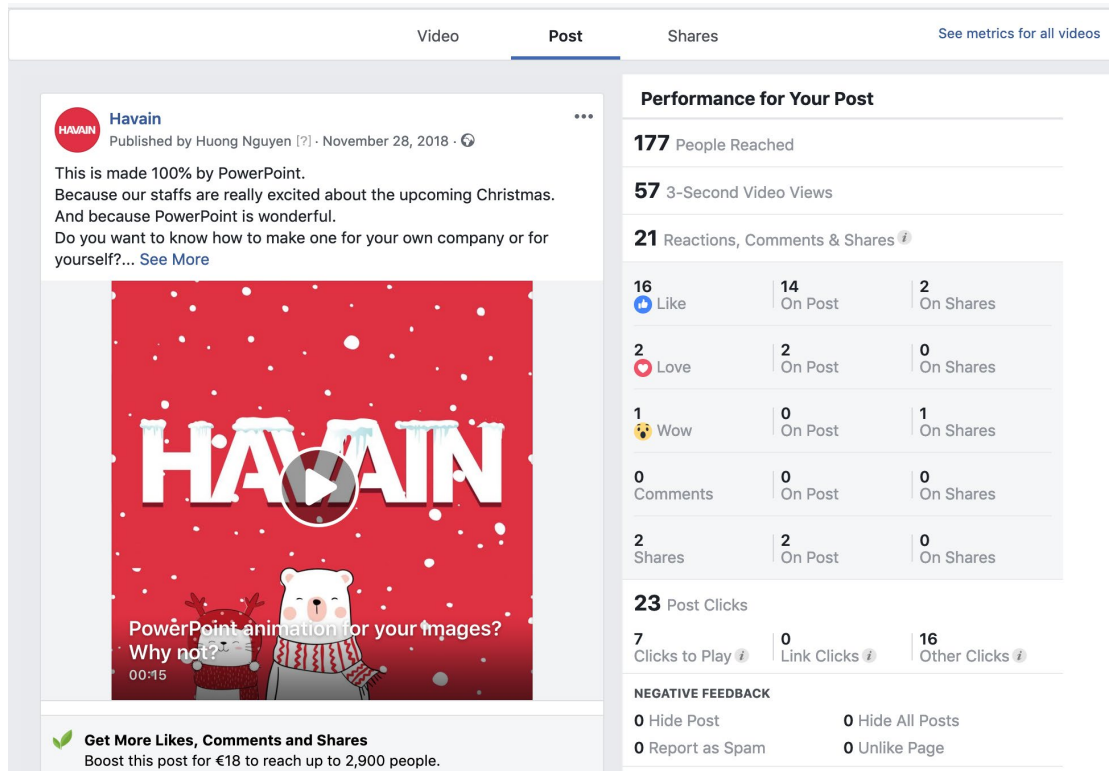
Figure 24. Analysis of Havain's avatar performance (Havain Facebook Insight 2018).

The details table of the content calendar with captions, types, engagement, and reach will be attached at the end of the thesis (Appendix 1). In the end, the content calendar is successfully followed the SOSTAC planning framework with the tips and support from different marketing channels and tools.

5.2 Evaluation of KPIs

The answer to the question: "Whether the project is successful or not?" lay here after the study of Key Performances Indicators (KPIs). Observation is subjective, but numbers are always objective. Therefore, we will base on the planned objectives in SOSTAC to value the performances and results. From that, making changes and adaption for upcoming periods is easier.

It is beneficial to repeat the KPIs we made before in the table below.

Table 7. KPI objectives (adapted from the example table of Smith 2018).

KPI objectives	Current performance	Period 1 (1 month)
Engagement rate (Likes, Reactions)	4	15
Engagement rate (Comments)	1	10
Engagement rate (Shares)	1	10
Followers	67	100
Reach level	20	100
Linked to other social media platforms	0%	5%

At the end of the period, the author successfully managed to raise followers from 62 to 100. The average reach level raises 479% to 143. Breaking down to the different type of post, video type reach raises four times to 291 on average, making it be the highest average type of reach instead of the photo. Photo type's reach slightly increases 15% more to be 109. Notable, Link type triple its number from 22 on average to 71. Most of the links from the page are Havain sources which lead directly to the website. Therefore, the sign of soar in link-click rate also equal to more lead to the Havain website. According to the Insight from Havain page, the average reactions rate, comment rate, and share rate respectively are 17.5, 10.3, and 12.7. In conclusion, all the listed KPIs in the Objectives part of the SOSTAC has achieved.

Even though the quantity aspect of the project was reached, what make sure the quality level of those numbers? The author analyzed the changes in the followers from the date November 7th, 2018 to December 19th, 2018. The reason why the start date is 7th of November is that this is the date mentioned in the Havain community section of this thesis. At that time, the page has 67 followers, mostly Vietnamese. At the end of the thesis project, the Finnish followers level raise from 12% to 38%. The age ranges are pretty much the same. However, the new followers tend to fall mostly into the 25-34 age section. English became the most speak language instead of Vietnamese. All of these numbers proved that the quality of new followers had been raised. According to Paulina Ullner – a sales director of Havain. There is one new customer that contacted Havain thanks to the connection from Facebook and other social media, which is Pontos – a private funding company based in Finland. The value of the new project estimated to be around 10.000 euros. Therefore, Havain is satisfied with the unexpected result from this channel.

In general, Havain pages raised from rank 57 in Likealyzer at the beginning of the project, in the top of 30% of the similar page in Finland to 77, rank in 15% of the notable site of

similar product and service (Figure 25). This took three months of commitment and devotion in creating, distributing and analyzing contents on Havain Facebook.

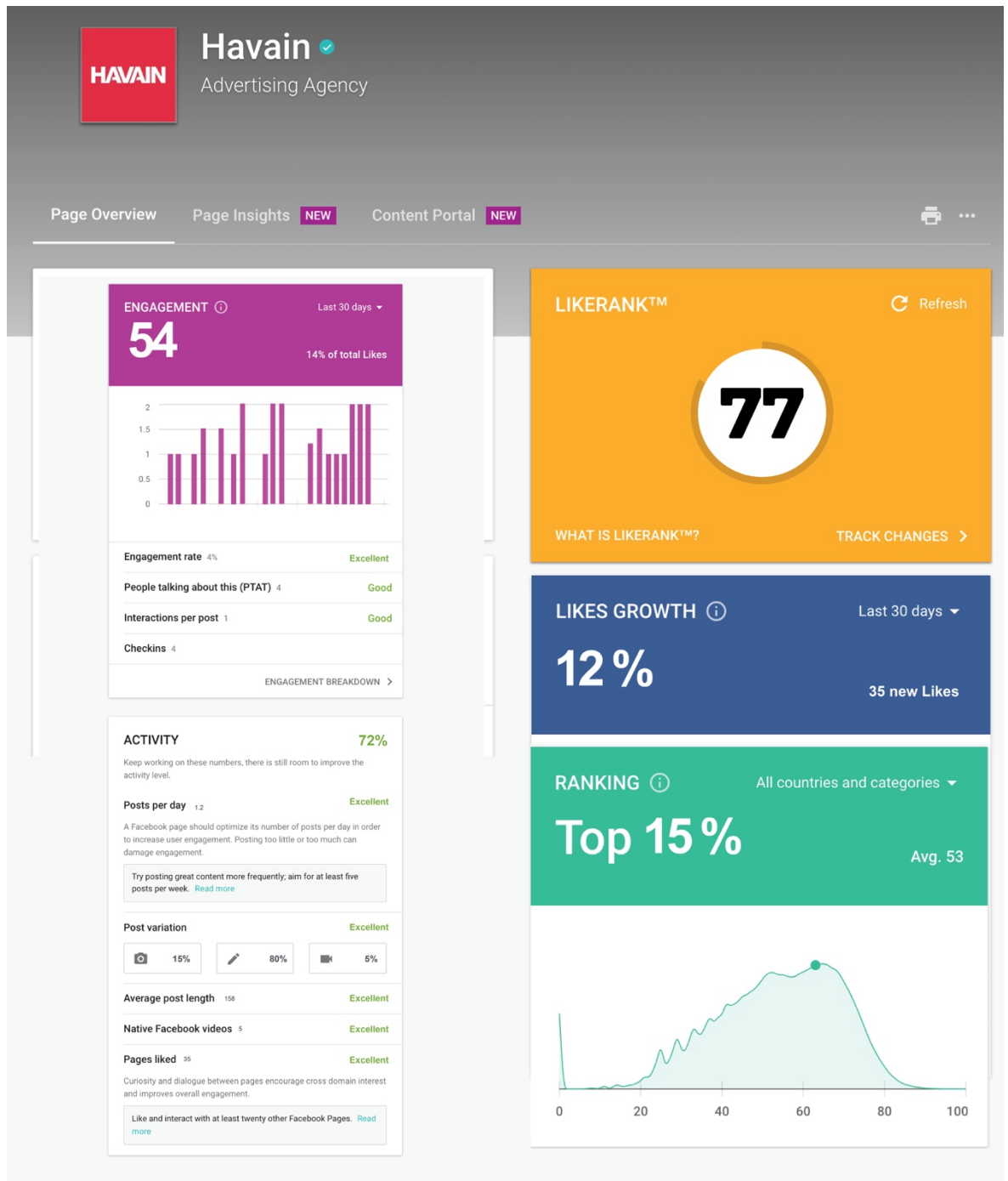Figure 25. Havain Likealyzer evaluation at the end of the project (Likealyzer 2018).

Compared with figure 6 at the beginning of chapter 3, the positive results are visible. The engagement rate changed from "bad" to "excellent" in one month. The likes growth rate is 12% with 35 new Likes. The activity rate raised from 54% to 72% and maintain an "Excellent" score in all of the sections related to content and posts. (Figure 23.)

6 Summary and conclusions

The last chapter of the thesis gives a brief summary of the whole project. Moreover, the suggestions for further development of Havain's Facebook in specific, and Havain's social media in general, are provided. Lastly, the author lists the critical lessons for herself after the end of the project.

6.1 Summary of the project

At the beginning of this subchapter, the author repeats that the primary purpose of the project is to maintain Havain Facebook Page in a month successfully. From that develop a future for this channel. In order to do that, there are three steps that the author had to develop: creating a digital marketing plan for the project, creating particular contents for the project and evaluating the results for the development of recommendations.

To prepare the first step, the author decided to use the SOSTAC planning framework for social media of PR Smith. The framework includes analyzing the Situation, mapping the Objectives, Strategy and then creating details Tactics, taking Actions and then controlling the results. Moreover, the author acknowledged herself with the Content marketing matrix and the analyzation behind Havain Facebook page's visuals, community, and content. Thanks to that, she mapped a suitable content calendar.

The second step involves graphic design and content creation of the author. Besides sharing previous blogs and contents from Havain and other relevant sources, the author made fourteen different photos and graphics, two new blogs, and three different videos for the thesis project. The list of authentic and original contents made by the author is attached in Appendix 2.

In the 4th and 5th chapter of the thesis, the author finally got the critical lessons from the project, evaluated the KPIs, content calendar and making recommendations for Havain.

6.2 Suggestion for future development.

It is easy to set up an account on any social media channel but maintaining the page effectively is another story. The challenges for that are various and requires a profound understanding to overcome. After one month of being in charge of Havain Facebook page and creating content for the company, the author finally came up with the recommendations for a better plan and fruitful results.

Firstly, the objectives need to be critically based on the Control part of SOSTAC planning. Irrelevant or unreachable objectives will demotivate the staff in all means. Therefore, setting a growing percentage is around 20% every period is acceptable (Smith 2018).

Secondly, there are different using tools to create content and manage or measure Facebook. There are lists under here for content creation:

- Adobe Lightroom: The photo will have the watermark as the logo of the company if needed.
- PowerPoint: the main powerful tool for video and animation creation as the showreel of the company
- Canva: the source to create quick graphic design, infographics which is free and super effective
- Epidemic sound: the source for free loyalty music

To manage and measure:
- Buffer: This website will shorten the link, manage the relevant contents, so it is easy to share with a click. Buffer set up and link all type of social media channel together. Facebook posts can be scheduled easily in advance with this tool
- Likealyzer: This useful tool will compare, rank and point out the advantages and disadvantages of the page daily. Therefore, Likealyzer can be as a trustworthy source for evaluation.
- Facebook page app: This is a must for an online manager because it updated and report weekly. Moreover, the app is handy for the manager to distribute and edit contents and engaging with audiences as soon as possible.

Thirdly, the type of 5:3:2 rule of posting on social media is recommended. According to Facebook Insight (2018), the golden hour for Havain business is 12 pm to 3 pm weekday (Figure 26). However, data should be updated daily and be flexible during holidays or special occasions.
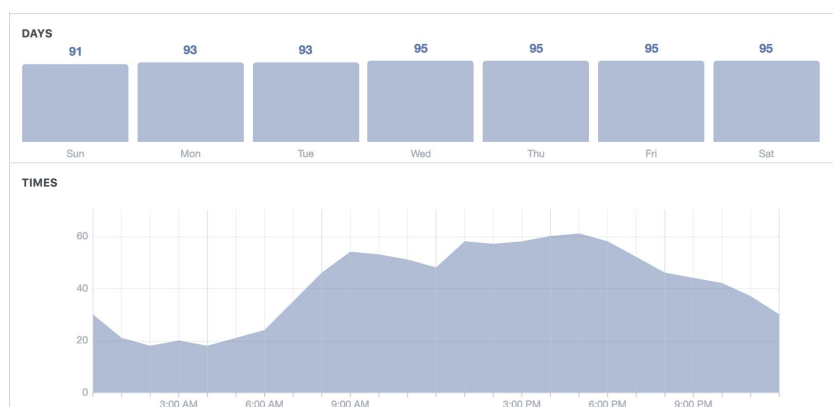

Figure 26. Facebook Insight for the time to post on Facebook (Facebook Insight 2018).

Last but not least, the content is still the king. Therefore, the quality of the content must maintain high and valuable to attract audiences. Changing seasonal themed avatar and cover, starting to use features like live video and story frequently, showing more works and tutorials as a wish from audiences are last tips and tricks the author recommends for Havain.

In conclusion, as a small company with scare resources on human, the tips and tricks and the list of tools mentioned above will save Havain time on making and distributing contents with higher effects.

6.3   Reflection on self-learning

For Havain, this thesis created a foundation for them to develop marketing activities. 70% of Havain customers are return customers (Havain growth report 2017). Acquiring new customers coming from LinkedIn are considered to be more severe in the network. However, Havain has restructured company as a marketing agency for more than a year. The company wants to prove its ability to launch and control whatever desired channels from the customers. Therefore, successfully running a Facebook page will raise the credibility, awareness and brand image. (Sorri 2017.)

During the making of the project, the author has acknowledged herself with digital marketing, social media, and content creation. Moreover, she is continuously sharpening the graphics and content creation skills for future positions. The author now has a piece of more profound knowledge about tools and analyzing Facebook Insight as well as other social media channels. Interestingly, the author had an opportunity to check all the theoretical knowledge that she got from Haaga-Helia and updated with useful and up-to-date information. All of the sources and data are latest published in 2014.

Making this project also gave the author the chances to make and connection with many digital marketing and social media managers in the Havain network. The company is happy with the result that both parties agreed on longer commitment after the author's graduation. As the promise from Havain, the author will sign the contract to become a full-time employee for Havain under the position of social media marketer right after the finish of the thesis.

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Appendices

Appendix 1. Detailed content calendar with KPI

CONTENT CALENDAR FOR HAVAIN

No.	Day	Date	Time	Type	Content	Status	Likes	Share	Comments	Total Engagement	Reach	Followers
1	Monday	11/19/18	12.02	Photos	change avatar, change cover photo to animation	We decided to light up the gloomy Monday with our new Christmas themed avatar. How do you feel about it? Fun fact: Each character in the photo is one of our cool staffs. So let's celebrate this happy month together	29	2	23	54	490	
2			14.55	Link	Reshare the blog of Mai about typography	Our new blog will be published tomorrow. While waiting for it, please check out the previous blog of our designer - Nguyễn Hoàng Mai about Typography. The basic terms of Typo 101 were covered in the blog. And stay tuned for our upcoming posts!!! https://www.havain.fi/basic-typographic-terms/	13	0	0	13	28	71
3	Wednesday	11/21/18	15:13	Link	How to brainstorm the Perfect Logo or your Business	For all new businesses and entrepreneur out there. Don't underestimate the power of brand identity. Here is a superb interesting post to help you Brainstorm the Perfect Logo for Your Business from Visme- one of our favorite educational sources. Check this out! 👌▭	9	0	5	14	36	76
4	Thursday	11/22/18	14:44	Link	Share the blog of Lacey about typography	We are back with a new and fresh content of this month. Huong Nguyen - our designer has overcome her fear with typography thanks to these 7 basic and simple rules for beginners. Now she is happy to share it with you "First thing first, I am also a beginner in typography. I followed a few groups of designers on social media and I always wowed when I saw how amazing the creators can arrange texts together. However, deep down, I am always afraid of making typography. Maybe the idea of "being bad at typography" encumbered my own ability. So after few years of trying to be good friends with typeface and fonts in general. I am here to share with you the basic rules that have saved me every time." https://bit.ly/2DR5GZJ	20	2	0	28	288	76
5	Friday	11/23/18	15:35	Video	Typography manual - 10 Golden rules	Have you read our new blog about basic rules of Typographic? You can check out with this link: https://bit.ly/2DR5GZJ But first, we are happy to introduce our inspirations - The Futur.	9	2	6	24	41	76
6	Saturday	11/24/18	13:37	Link		The animation in PowerPoint is now much more powerful and effective than we have ever imagined. For a refresh Saturday, you can check out this article from VISME to get tips, tricks, and inspirations for your next presentations at work or at school. The animation in PowerPoint is now much more powerful and effective than we have ever imagined. For a refresh Saturday, you can check out this article from VISME to get tips, tricks, and inspirations for your next presentations at work or at school.	4	0	0	8	33	77
7	Monday	11/26/18	14:18	Link		Good day everybody. Are you looking for new ideas to please your teachers, customers, or audiences with your presentations? Check out this article with 100+ creative presentations from VISME It is actually easier than it seems, do you want us to make tutorial videos? https://blog.visme.co/creative-presentation-ideas/	6	0	0	9	33	78
8	Wednesday	11/28/18	14:57	video (Gif)	PowerPoint animation for your images	This is made 100% by PowerPoint. Because our staffs are really excited about the upcoming Christmas. And because PowerPoint is wonderful. Do you want to know how to make one for your own company or for yourself? Thumbs-up for the tutorial video :)	21	2	0	54	160	79
9	Thursday	11/29/18	15:24	Link (reshare)	Taito United victory sharing	Do we have to repeat how proud we feel to work with you guys in the same office? Big congratulations to the Taito United team for their victory, again!	7	0	0	7	41	80
10	Monday	12/3/18	11:58	Link	Morph in PowerPoint - The ultimate game-changer for your presentation! (part 1)	Written by Nguyễn Hoàng Mai - our PowerPoint genius, the first part of "Morph in PowerPoint - The ultimate game-changer for your presentation!" is one of our most-viewed blogs. With Morph, PowerPoint extended the new creative horizon for presenters with the smooth and amazing animation. Part 2 is coming real soon this week. So, refresh your week with the 1st part here https://bit.ly/2zC4964	10	0	2	26	140	82
11			14:30	Image		We started the Christmas month with an act of care for our staffs. Thank you for the "flu shot" on Monday morning ❤️	12	0	4	33	85	
12	Tuesday	12/4/18	11:20	Video	Merry Christmas animation	Just a little bit tweak with animation in PowerPoint and few tricks. You probably have a cool video or a superb slide for your presentation! We will have a Christmas gift for our followers also with the new animation blog today. Stay tuned!	22	7	2	168	500	86
13	Wednesday	12/5/18	18:13	Link	Morph in PowerPoint - The ultimate game-changer for your presentation! (part 2)	The 2nd part about the most innovative PowerPoint effect - MORPH is published on our blog. Nguyễn Hoàng Mai uses different examples and gif to perfectly visualize the effect. We guarantee that MORPH is the game-changer for your next presentations! Check this out! https://bit.ly/2SsDiAj	23	0	8	52	93	87
14	Friday	12/7/18	15:07	Video	Living Coral is Pantion's 2019 Color of the year	Every year, Pantone announces "Color of the Year" which will influence the 2019's all areas of design. And this year, LIVING CORAL is the queen of this year. Pantone cited that this color symbolizes the "optimism and joyful pursuits". How do you feel about this decision? We really want to hear about your opinions!	16	0	2	159	444	88
15	Saturday	12/8/18	15:22	Link	6 of the biggest graphic design trends for 2019	2018 is coming to an end. Last week, Pantone announced that LIVING CORAL is the color of the year. And to start this week, Creative Bloq published the article about "6 graphic design trends for 2019". Check out this link for more inspiration for your company and your work! https://bit.ly/2QkuYWw	4	0	0	34	47	88

#	Day	Date	Time	Type	Category	Content						Score
16	Monday	12/10/18	12:45	Image	Corporate video	Our staffs are happy with the "rewarded lunch" today. We are proud to announce that team #Havain now all have certifications in Demandbase solutions and Account Based Marketing. With excellent scores, all of us couldn't wait for the 🏖	14	3	1	40	87	89
17	Tuesday	12/11/18	15:14	Image		Our little greens continue growing strongly even though the weather is dark outside.	9	0	0	11	57	89
18	Wednesday	12/12/18	14:51	Link	Reshare company blog	Let's spice up your presentations with the power of PLACEHOLDERS! Click this link to read our blog and learn how to do these slides in the thumbnail with just a few steps. https://bit.ly/2S0OHqY	13	1	0	25	114	97
19	Thursday	12/13/18	12:41	Image		Christmas is a giving season. And this year, 2018, each of us in Havain has donated a Venner Christmas food bag to underprivileged families. #MerryChristmas everyone! For more information, you can also give away one Christmas box through the link: https://venner.fi/	7	0	0	8	48	97
20	Friday	12/14/18	14:30	Video		Last Christmas, our team had the opportunity to work on the Finnish Baby Aid Kit project with Logonet. The project helped bring the Baby Kit package and the concept behind it to African mothers and children! The Kit & concept has the ability to be a true game changer just like the maternity package has been for Finnish mothers and babies, especially when our conditions still used to be very similar to the conditions in developing countries today. So if you are also thinking about giving away this Christmas, give one box for one mother out there and give the good start for the mother	9	1	2	17	100	98
21	Monday	12/17/18	15:18	Link		"People remember 10% of what they hear, 20% of what they read, 80% of what they see and do. Apparently, visual content will stay longer in their minds." So don't hesitate to start building your visual content from now on. Check out this blog, which was written by Huong Nguyen and get 90 awesome ideas for your visual content!!! https://bit.ly/2EEWt74	2	0	0	7	53	98
22	Tuesday	12/18/18	12:52	Image		Thank you for a wonderful year together ❤️ Merry Christmas, team #Havain Ratkaisutoimisto Seedi Taito United NeonAudit Neadvice 🎄🎁🎁	7	10	1	25	71	99
23	Wednesday	12/19/18	15:19	Image		Our team truly wish you a successful year ahead. 2018 was a wonderful year for us. We were happy to help many customers from different sizes and industries gain benefits from Sales Presentations or Digital Campaigns. Maybe this year, we will have opportunities to work with you. Happy New Year	Hyvää uutta vuotta	4	0	0	11	54	100

Appendix 2. The author's content creation for Havain project

1. **Graphic:** Havain's Christmas-themed cover

2. **Graphic:** Havain's Christmas-themed avatar

3. **Graphic:** Havain's Spring-themed cover

4. **Graphic:** Havain Spring-themed avatar

5. **Video:** Animation of Facebook cover

Merry Christmas from Havain / Animation for your presentations

👍 Like   💬 Comment   ↗ Share   ⋯

6. **Video:** Animation of Facebook avatar

PowerPoint animation for your images? Why not?

Havain

👍 Like   💬 Comment   ↗ Share   ···

❤️👍 16   2 Shares

7. **Video:** Pantone 2019 color

Living Coral is Pantone's 2019 Color of the Year

Havain

👍 Like   💬 Comment   ↗ Share   ···

👍❤️ 3   2 Shares

8. **Infographic:** 90 Awesome Ideas for your visual content

HAVAIN

90 Awesome IDEAS FOR YOUR VISUAL CONTENT

Image

1. Famous quote
2. Inspirational quote
3. Artistic image
4. Behind the scene
5. Photo of customer
6. Photo of product
7. Screenshot of review/feedback
8. Photo of your company activities
9. Customer quote
10. FAQ&A

Video

11. Live-event recording
12. About us
13. Slideshow
14. Tutorial
15. Sequences marketing videos
16. Presentations
17. GIF
18. Cinematograph
19. Trailer/Preview
20. Hyperlapse
21. Timelapse
22. Process recording
23. Q&A
24. Ted-talk style
25. Behind the sceces
26. Video testimonial
27. Screencast
28. Explainer video

Meme & Comic

29. Funfact
30. Trends
31. Hot topics
32. Controversial topic
33. Sarcasm
34. Meme
35. Short comic
36. Sketch
37. Doodle
38. Watercolour
39. Graphic design

Infographic

40. Mindmap
41. Planner
42. How-to
43. Flow charts
44. Comparisons
45. Maps
46. Visual articles
47. Timelines
48. Data visualizations
49. Step-by-step tutorial
50. Statistic number visualization
51. Rules
52. Fact sheets

PDFs

53. Ebook
54. Booklet
55. Guide
56. Lookbook
57. Magazine
58. Checklist
59. Instructions
60. Template

Brand image

61. Ad
62. Brand style guide
63. Banner
64. Badge
65. Adworks image
66. Cover image
67. Avatar
68. Blog post image
69. Social media image
70. Physical product image
71. Sticker
72. Stock-style image
73. Lifestyle image

Print

74. Business card
75. VIP card
76. Thank you card
77. Holiday card
78. Postcard
79. Bookmark
80. How-to card
81. Discount card
82. Poster
83. Flyer
84. Invitation
85. Brochure
86. Letterhead
87. Notepad
88. Challenge
89. Declaration
90. Swing tag

or contact

HAVAIN

and we do the rest for you

9. **Blog post:** 7 basic and simple rules of typography in design for a beginner

10. **Blog post:** The magic of Placeholder in PowerPoint