

Author(s) Md Razib Hasan	Type of publication Bachelor's thesis Page no 60	Date May 2019
Title of publication Digital marketing and its essential components: Case Study- Body and Balance		
Degree program Degree Program in International Business		
Supervisor(s) Okuogume Harrison		
Assigned by Bodynbalance athletics & skills trainer Oy		
<p>Abstract</p> <p>Modern way of living evolves constantly around technology. Technological advancement affects our purchasing behaviour. Therefore, business strategy is also changing accordingly. A smart integration of marketing strategy came to light which blended traditional and digital marketing together to maximise sales. In time, digital marketing has become a vital tactic. One should have enough knowledge about all essential components that digital marketing has for build an effective digital marketing strategy. The goal of this thesis was to gather all important theoretical information and data related to digital marketing as well as about its essential components to build a solid strategy that will be effective and helpful in organic search result in Google for the case company.</p> <p>The thesis formation was based on a deductive approach and focused on qualitative research due to the nature of the case company. The primary and secondary data can be both seen throughout the thesis.</p> <p>The research results are presented in the development task chapter, clearly stating how to appear on the top of an organic search result. A four-week marketing campaign is described at the end of the paper as a recommendation.</p>		
Keywords: SEO, SEM, URL, meta tag, title tag, backlink, organic search, development task		

Contents

1	Introduction	3
1.1	Background	3
1.2	Objectives, research questions and challenges	3
1.3	Theoretical framework, methodology and data collection	5
1.4	Thesis structure	6
2	Digital marketing.....	7
2.1	Definition of digital marketing	7
2.2	Importance of digital marketing	7
2.3	Digital platform as marketing tool.....	8
3	Search engine implication in digital marketing	10
3.1	Search engine optimization and its essential components.....	12
3.2	Definition of SEO.....	12
3.3	Importance of SEO in digital marketing.....	12
3.4	How does SEO work?.....	15
3.5	On-page optimization.....	17
3.6	Off-page optimization	20
4	Case Company body & balance	25
4.1	Introduction to case company	25
4.2	Digital presence of case company.....	26
5	Research Methodology.....	31
5.1	Research problem.....	31
5.2	Research methodology selection	31
5.3	Primary data collection	32
5.4	Secondary data collection	34
6	Development task.....	35
6.1	Goal	38
6.2	On-page optimization.....	38
6.3	Off-page optimization	43
6.4	Analysis	44

7	Recommended marketing Campaign	46
8	Conclusion	49
9	References	50
10	Electronic sources	51
11	Appendixes	56

1 Introduction

This is an introductory chapter that contains a brief information about thesis background, objectives and research question, challenges, theoretical framework, research methodology, data collection and thesis structure.

1.1 Background

Technology as we know, is changing at a rate of hyper speed. It is changing at a speed faster than it was predicted. Technological innovation and advancement are reshaping the aspects of our life also in the business environment. Companies might face extinction which are unable to smell the impact of an organization that might have due to a tiny shift of technology. Technology has revolutionized entrepreneurship and small business by building up an interactive communication bridge between producer and consumer (Wim & Adam, 2013). There was a time in the past that a smaller business place could not reach out to a larger number of audience but, in present days a small business has a better chance to compete against larger corporations in terms of attracting customer attention (Zahay, 2015).

The link between consumer purchasing behaviour and digital marketing effectiveness is an interesting one to explore. Identifying the essential link might create an opportunity to have a better digital platform launching for the case company “Bodybalance athletics & skills trainer Oy”. Body and Balance as a service company has inactive digital presence which requires a fresh digital marketing launching with no or the lowest cost due to its financial situation. This requires an extensive and intensive exploration as well as to study each option carefully that digital marketing has to offer inside its platform so that the commissioning company can start an execution planning for successful digital marketing launch.

1.2 Objectives, research questions and challenges

Research objectives are a short description of how and what has been done to reach the research' goal (Murray, 2011). Therefore, this research aims to provide a proper and smooth understanding of digital marketing as well as theoretical knowledge regarding this vibrant marketing platform. This

research contains information about the basic understanding regarding digital platform that can be harvested and fit within marketing strategy for any type of a small start-up business.

Digital marketing and its essential components which are relevant only to this research problem will be discussed. An execution plan will be introduced in a form of a development task. In addition, an online campaign will also be introduced to get an extra boost at the initial marketing stage. The research problem solving suggestion and proposing campaign idea will be supported based on a mixture of primary and secondary data which will be collected to support the suggested idea.

The research goal is to find applicable answers for the research questions which are very easy to be asked but requires an extensive study to find adequate matching and often answers of those questions are rather long. The main question of this research is as follows:

- How to make the case company's website appear at the top of the organic search result?

There are some additional sub-questions that will be answered in this research as well. These questions are as follows:

- What is digital marketing?
- Why is digital marketing particularly important for a small start-up and an entrepreneur?
- What is SEO?
- What are the essential components for operating cost-effective digital marketing?
- How to create a marketing strategy with no or the lowest possible cost?

The challenges are very common issues on the way of reaching the goal and this task is not an uncommon one. The main obstacle for the research was a lack of comparable primary data from the case company. The commissioning company is new and inactive with no previous record of any sales or consumers. Moreover, the commissioning company's operational location is not confirmed as the commissioner Stephen was forced to stop his operational activities due to a sudden rise of an inconvenient situation. At this point, commissioner Stephen is not sure about his operational location as well as about his target customer segment which could have been a vital information to produce an effective outcome.

1.3 Theoretical framework, methodology and data collection

A research approach is required to be selected in order to continue the thesis. There are three types of research approaches which are deductive, inductive and abductive research approach. Deductive approach starts with a premise which is the bigger picture and the premises leads to a certain conclusion. Deductive approach begins with a generalization, theory, hypothesis and then collect data to prove or disprove the theory that has been applied (Dudovskiy, 2016). Deductive approach is the most used research approach. On the other hand, inductive research approach is another choice and this approach leads to the opposite direction of the deductive approach which begins by data collection. The third type of research approach is abductive research approach which is rather complex. It begins with a small number of data collection and a small amount of theory. This type of research approach consumes huge amount of time and is similar to the inductive format (Dudovskiy, 2016). After analysing each of these approaches, deductive approach is selected for this research work.

The case company “Body and Balance” has an unstable situation which currently affects the commissioner Stephen and confuses him to make the final decision. The current unstable situation will be explained in the chapter 4.

Due to the nature of the current situation of the commissioning company “Body and Balance” and its owner, qualitative research method has been emphasised to have a deeper look into Stephen’s thought process. This paper largely contains secondary data as the case company does not have its own data.

1.4 Thesis structure

This research paper is built up on a simple structure which mainly is divided into three parts: theoretical section, methodological section and a development section including a suggested campaign section.



Figure 1 Thesis structure

Chapter one is about a general introduction about this paper and navigating through objectives of this thesis. The theoretical part starts from chapter two and continues until chapter three. Chapter four is not only an introductory chapter but also a detailed explanation about the case company. The methodological chapter explains the reason for choosing the selected research method and the following two chapters present the results but in the form of a development task and a recommended campaign.

2 Digital marketing

This chapter elaborates all the essential terms that are related and relevant, which are required to understand to operate digital marketing operation either in small or big business. It aims to provide a profound view into digital world to prospective marketers.

2.1 Definition of digital marketing

Marketing activities that are performed on a digital platform such as on website, e-mail, apps and social network, are known as digital marketing. These activities are often done through electronic devices such as smartphone, computer, game console and tablets. This platform offers now better communication with superior relevancy to the target audience (Singh & Singh, 2017). The term Digital marketing is also defined as mixture of 5D actions: digital device, digital platform, digital media, digital data and digital technology (Chaffey, 2018).

According to Kotler and Armstrong (2009), digital marketing is a rather direct form of marketing that enables the consumer to establish a systematic communication highway through real time interactive electronic media. The term interactive was first used in mid-90's to recognise the fact that marketing is no longer one way but two-way communication (Zahay, 2015).

In early days, few technologically advanced communications tools were first used for mind mapping customer's buying behaviour by collecting data over a relatively longer period. It was a mixture of limited tools compared to today and that's how digital marketing was introduced (Hundekar, Appannaiah, & Reddy, 2009).

However, today's digital marketing platform is a more complex mixture of technologically advanced communication tools and this combination is more efficient as well as effective (Zahay, 2015).

2.2 Importance of digital marketing

The term digital marketing was first introduced during 1990's. As time passed by, technology advanced and became complex and precise (Singh & Singh, 2017). Advancement in technology brought changes

in behaviour between consumer and marketer. Marketer and customer both are utilizing the grace of technology to benefit themselves (Hundekar, Appannaiah, & Reddy, 2009).

It is undeniable that the influence of digital world in marketing will certainly overpower the traditional approach and it is obvious in the present day's trend (Kotler, Kartajaya, & Setiawan, 2016). Digital marketing strategy is spreading despite of the business size due to its useful and instant measurable tools which assist a business to get a fair return on its investment (Dodson, 2016).

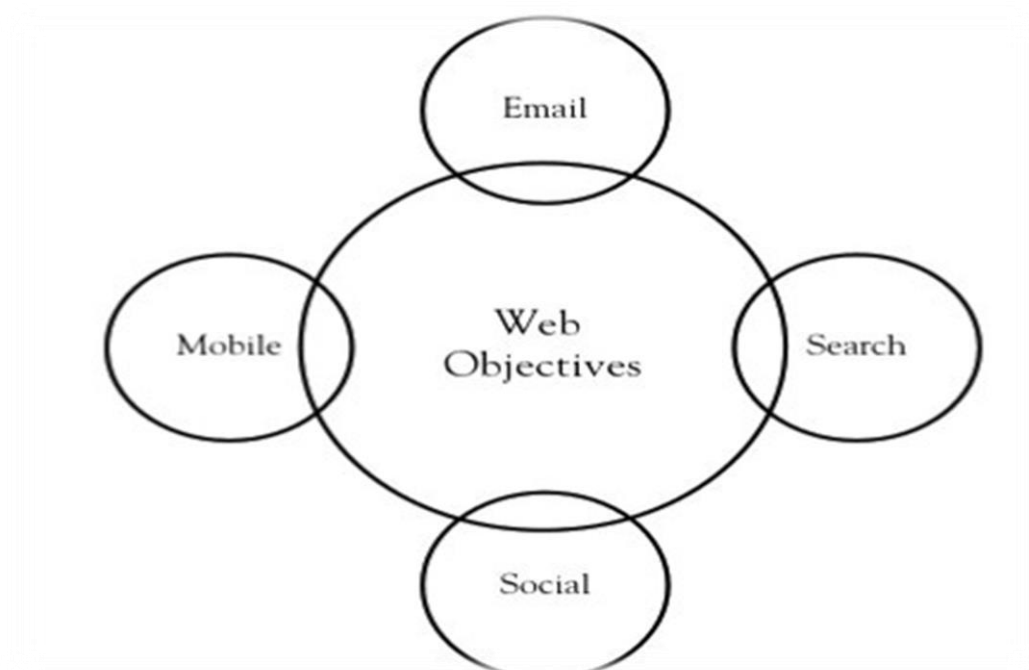
It is a true phenomenal event for those who had the opportunity to witness how technological advancement changed our communication over the last two decades from e-mail to today's social media. Today's consumers are more aware about their surroundings, they will invest their time and mind to do research about products prior purchasing them. This change has brought the shift of power which was once controlled by the marketer and now shifted to the customers. In present days, all companies recognise the power of customer's feedback and cherish the customer's ideas. Marketers analyse that information to develop and improve their products and services. Marketers are taking advantage of advance communication tools to establish an effective communication flow to benefits each other. Despite of the effectiveness of digital marketing, a study shows that 40 percent of marketers want to learn about digital marketing and how it affects the business. At the same time, it is alarming information that 60 percent of marketers do not possess sufficient knowledge on digital marketing (Zahay, 2015).

Digital platform is used for a research and development purpose to understand customer's shopping patterns as well as any changes in trends. Digital marketing helps smaller sized business in particularly by giving them a chance to fight against larger corporations. The target group become more precise which enables companies to do segmentation. Digital marketing offers tools that make analytics done within a moment. Digital marketing is indeed a mutual beneficial communication bridge between buyer and seller (SEAN, 2018).

2.3 Digital platform as marketing tool

Running a website is no longer considered as digital marketing anymore this platform is rather enriched with additional elements (Hundekar, Appannaiah, & Reddy, 2009). Debra Zahay (2015), has divided digital marketing into four fundamental parts: e-mail, social media, search engine and mobile marketing (Zahay, 2015).

Figure 2 Mixture of four fundamental key element of digital marketing



Source: (Zahay, 2015)

Different scholars have formulated a different digital marketing world with different influential tools and each winning formula varies from each other.

Figure 3 Influencing tools of digital marketing

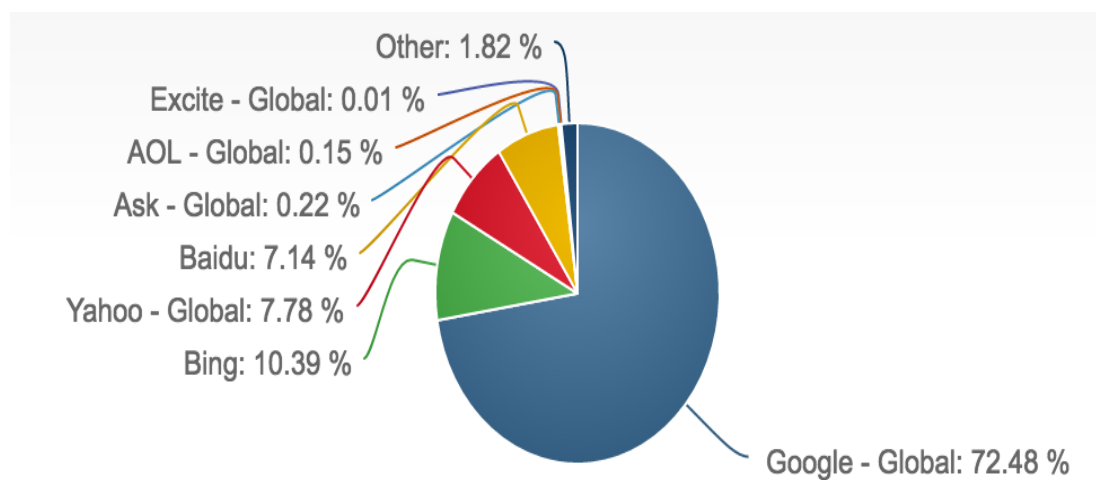


Source: (Cartwright, 2018)

3 Search engine implication in digital marketing

Nowadays, almost every purchase decision begins with the search of information about the products in the Internet (Zahay, 2015). Search engine by default is a gateway to the Internet. Search engine acts as a safeguard at the main door, it decides who goes where and how or what information to feed the searcher (Dodson, 2016).

Figure 4 Worldwide search engine market share



Source: (Ratcliff, 2016)

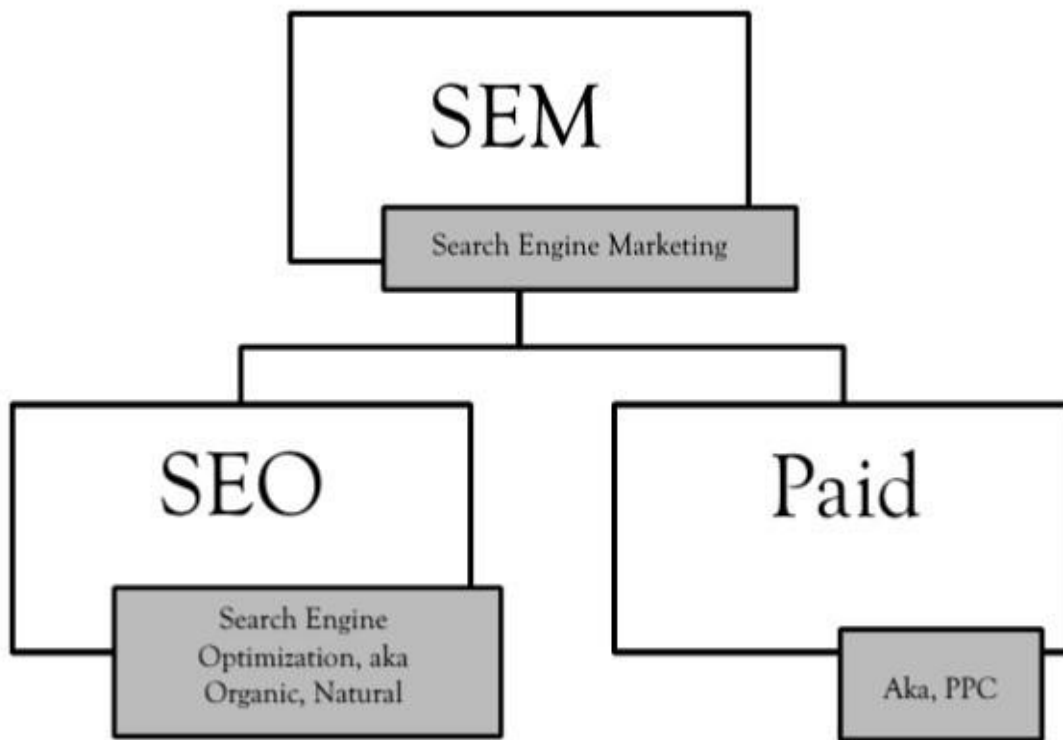
There are many available search engines out there to choose from but Google, by far is the most popular search engine throughout the world according to the statistics shown above (Ratcliff, 2016).

Therefore, this thesis is primarily focused on how to manipulate Google algorithm to be at the top of the Google organic search.

However, the marketing process that is conducted inside the search engine is called search engine marketing or SEM in short (Zahay, 2015, p. 45). We try to find data that we want, it happens too fast, too quick to notice, even if we miss-spell some word, it understands and corrects us. All this happens as it is a magic (Spraul, 2015). An interesting fact about search engine is that 93 percent of online journeys begin with a search engine (NINE STATS, 2017).The main goal of the SEM is to increase the visibility of products and services as well as their related information in the web (Tim & Fodi, 2009) .

Search engine marketing is divided in two section which are paid search and search engine optimization (SEO) (Zahay, 2015).

Figure 5 Type of search engine marketing



Source: (Zahay, 2015)

Search engine marketing is proven to be more beneficial for a smaller business as well. Search engine marketing requires less investment on marketing, and it is easily accessible for local and small businesses. SEM helps start-ups and local businesses to gain quick brand recognition because it offers amazing tools to target a precise target group. It offers immediate measurement tools which enable the marketer to identify the success of a marketing campaign or make marketing budget estimation plan (Silva, 2018).

The following chapters do not contain much information regarding paid search because this thesis aims to find answers for the main thesis question: how to appear at the top of the organic search result? Therefore, the following chapter emphasises the components that have an influence on the organic search result.

3.1 Search engine optimization and its essential components

In important scale, SEO is the most important and the most powerful part of digital marketing. It does influence every tool that digital marketing has to offer. SEO's influential power in digital marketing is too great to measure for those who do not possess fundamental knowledge of search engine optimization.

3.2 Definition of SEO

SEO in short, stands for search engine optimization. The process of optimization of search engine is known as SEO. The absolute purpose of the SEO is to be seen by the target audience and improve quality as well as quantity of traffic in organic search result.

It's a combination of various optimization activities that are performed to bring desired traffic to the website so that a company's website appears on the first page at the top of organic search when someone search with relevant key word (Grappone & Couzin, 2011).

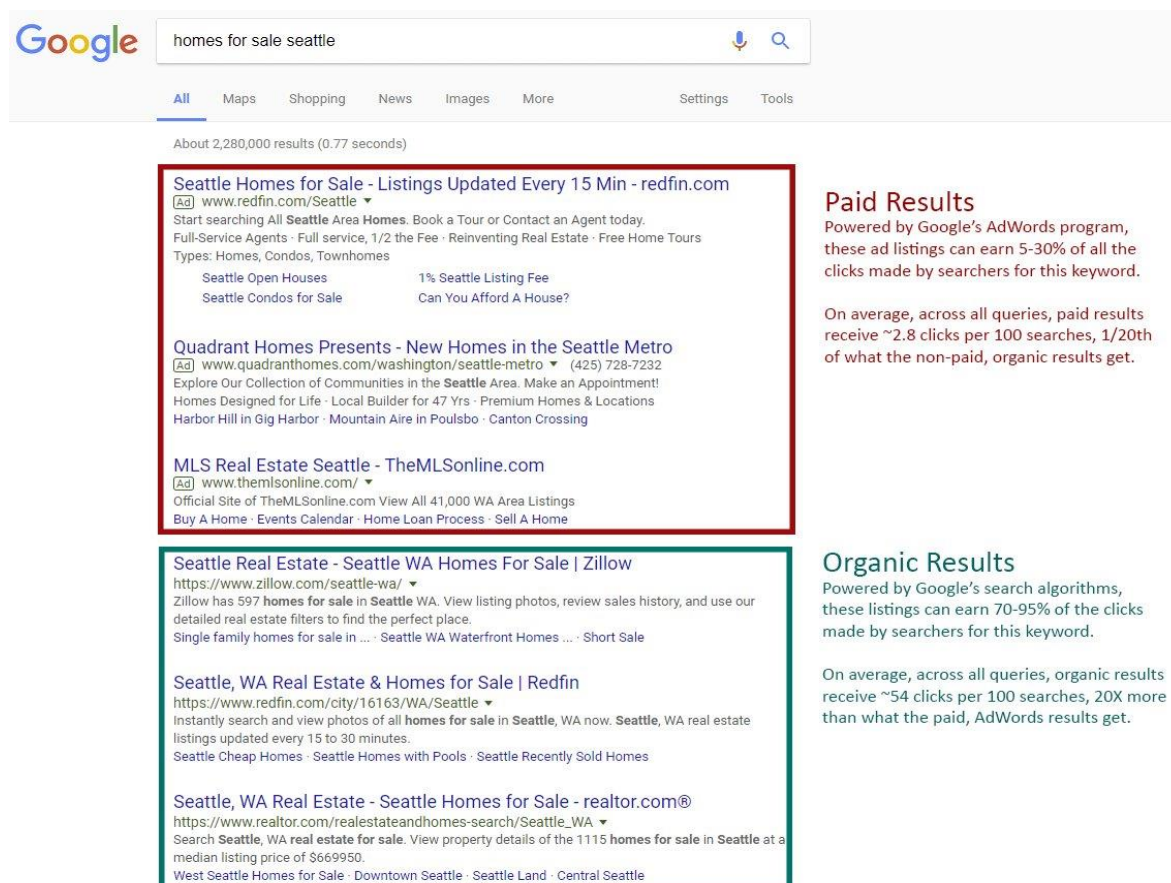
3.3 Importance of SEO in digital marketing

Search engine optimization well known as SEO; it is very significant term for the digital business world. In today's technologically advanced competitive business environment, SEO is more important than anyone can realize (CHRIS, n.d.). In order to understand the magnitude of SEO in the digital business environment, one should understand its importance. A business securing web presence does not necessarily secure its success in digital platform. A website to be seen by the targeted consumer makes its original purpose served (Hollingsworth, 2018).

However, Google search result shows up in two form which are organic search result and paid search result. "Organic search is most often the primary source of website traffic" (Hollingsworth, 2018). Study shows, organic result that shows on the first page of the search result, it manipulates user's

mind to get 40 percent traffic while 30 percent of the organic result on the first and second page do not get traffic at all. Figure 6 Paid result and organic result.

Figure 6 Paid result and organic result



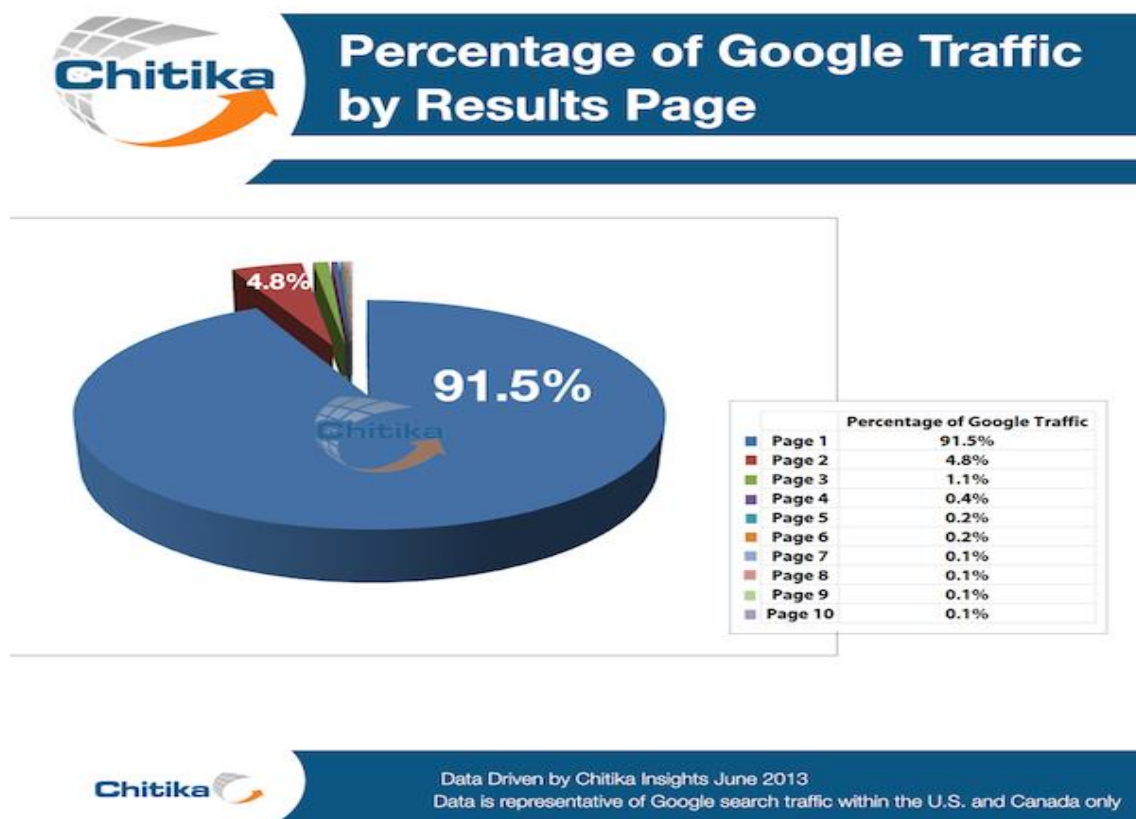
Source: (Biggart, 2018)

Figure 6 shows that how effective is organic search which brings 70 to 95 percent traffic to website which generates 54 click for every 100 searches (Biggart, 2018).

A study conducted in 2014 revealed that more than 67 percent click received by the top five listing organic search result. Similar study also showed that first page of the search result manages to get 95 percent of the traffic and remaining 5 percent traffic tend to go beyond the first search page to find their desired result (Jacobson, n.d.). Surprising facts is that 75 percent user does not bother to go on

second page to seek for this answer while 70 to 80 percent user absolutely ignore paid ads (NINE STATS, 2017). As a result, it is crystal clear that If a website does not manage to appear on the first page in either in organic or paid search result, that website as good as death in search engine marketing platform (Jacobson, n.d.).

Figure 7 Study conducted by Chitika, 2013



Source: (Lee, 2013)

Similar study published a year earlier in 2013 by Chitika in figure 7, showed that how dramatically from second page traffic’s percentage dropped. It was found from the same study that first organic result gets 33 percent more traffic than second organic result on the same first page (Lee, 2013).

On the other hand, there is an option to be on the first page at the top which is paid search. Figure 5 shows from where paid search are generally appears, but it also can appear in the right side of the

first page vertically (Biggart, 2018). Paid search comes with lots of tools that allows marketers flexibility.

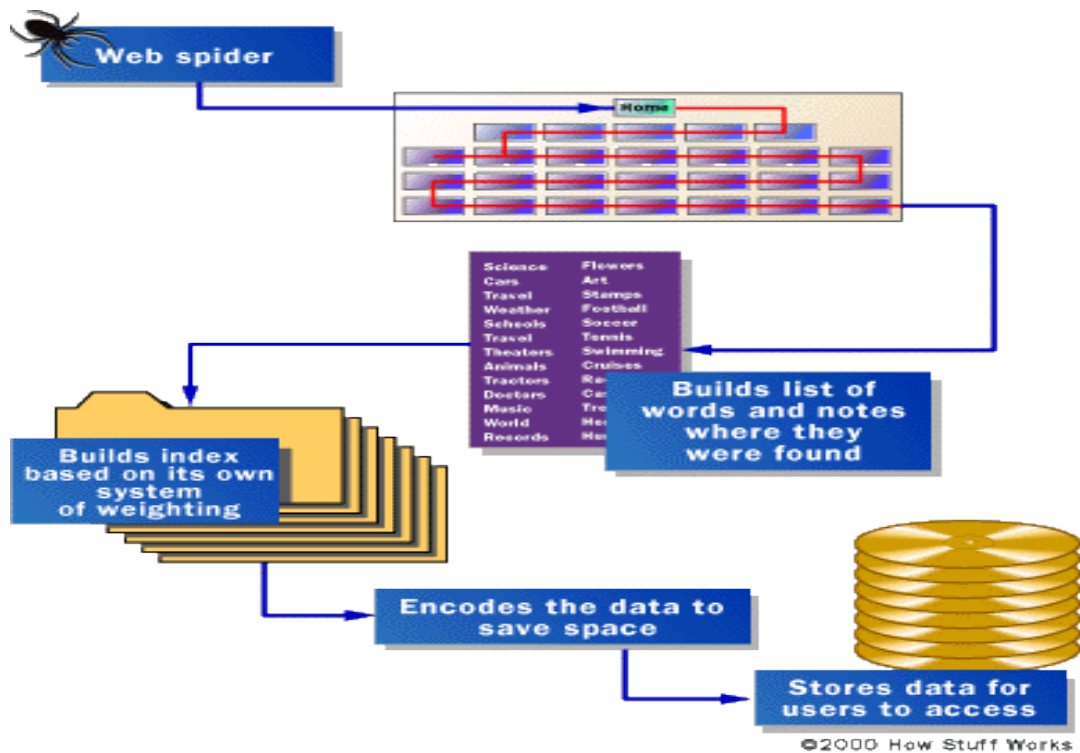
3.4 How does SEO work?

If someone wants to know how to make SEO perform better, it is highly recommended to understand how search engine works. One of the key elements in SEO, web crawler was first introduced back in 1994 (Pinkerton, 2000).

“A system that uses automated techniques, such as robots (a.k.a. spiders) and indexers, to create indexes of the Web, allows those indexes to be searched according to certain search criteria, and delivers a set of results ordered by relevancy to those search criteria (Perkins, 2001).”

Search engine has its own way sorting problem. Search engine use specially designed software to operate and if someone wants to find something via search engine, searcher is required to type certain keyword. When someone types any keyword, search engine sends this information to the spiders. Spiders carry typed information and crawl down into vast index where hundreds of million indexes are connected and this crawl down process is known as web crawling. Different type of search engine has different way of ranking page (FRANKLIN, 2000)

Figure 8 "Spiders take a Web page's content and create key search words that enable online users to find pages they're looking for" (FRANKLIN, 2000).



Source: (FRANKLIN, 2000)

In today's world, Google is the most used and popular search engine which controls 75 percent of the search market followed by Yahoo and other search engine that makes remaining 25 percent (Hollingsworth, 2018). This significant statement makes logical for marketer to understand how Google search engine works (Tim & Fodi, 2009).

Google use multiple spiders to make the process faster and efficient. Google spiders look for the site depending on the keywords. Google use multiple spider at the same time and dispatch them with different task. One spider looks through the contains of the page whether its relevant or not, while another spider checks into backlink from the page and to the page. On the other hand, other Google spiders verify the HTML, words within the page and page title. Spiders also investigate site security, how popular is the site, user's feedback, page's reputation and webpage's interface (FRANKLIN, 2000). At the end, spiders feed this information to the Google search engine's algorithm. Google algorithm decides the ranking depending on the information received from spiders (Shopify, n.d.). According to

Dodson (2016), optimization can be done in two way which are on-page optimization and off-page optimization.

3.5 On-page optimization

On page optimization refers to those action that can be taken from within the website to improve website's ranking in the organic search result and those actions are like keywords, page title tag, page heading, page url, Mobilegeddon, site security, backlink, webpage's interface and page's contain (Zlatin, 2018). On the other hand, page reputation gives extra boost to on-page optimization (Browning, 2013).

Keywords is the primary action to on-page optimization. Keywords means a word or a phrase that related to the main concept of the website. For example, if a company selling air ticket, that website should contain relevant keywords such as ticket, cheap flight, sunny destination, economy class, business class, New York to London etc. These are the words relevant and related to the airline industries. Quite often user will type few words or phrase concerning his desire search. If he/she is looking for plane ticket, he/she might type "cheap flight" because user might be concern about the price. Other user might not be concern about price but concern about his/her comfort, he/she probably type "business class flight". Some search might happen depending on the destination name such as "New York". More accurate is the relevancy, more traffic will be generated by keywords (Dodson, 2016). Study found that number one website in organic search generally have about one thousand relevant keywords (Baker, 2018).

Page title is also known as title tag in SEO which appears in bold front in search result. A relevant title of the page significantly effects a webpage in its organic search appearance as Google spider identify the page title before crawling down into the main page. Page title can be considered as a part of keyword, but it just appears in different location than the normal keywords. Google allows 50 to 60 alphabets to display on the page title when search result appears (Dodson, 2016).

Figure 9 is a demonstration how page title tag appears in Google search result. Each page title tag is unique in the organic search result and they do not match each other but at the same time all they keywords on the page title are relevant (Rank Today, n.d.)

Figure 9 Page title tags



Source: (Rank Today, n.d.)

Page title tag is the most powerful keywords as search engine spider normally first look for relevant page title. Page title tag should be picked very carefully and must avoid duplicating. Copying title tag like other website brings bad reputation for the webpage and this surely affect the webpage ranking in organic search result (Rank Today, n.d.).

Another important element in SEO is backlink. Backlink can be generated from within the hosting website referring to other website as well from different website referring to the hosting website. Backlink generated from within the website is part of on-page optimization. Backlink is something when someone click on it and it brings user to the different referring page which gives lots of credibility to the website. For example, Mr John Doe is a writer who wrote an article and Samantha Smith is another writer who wrote article about same topic, but Samantha Smith does not agree on some opinion that John Doe mentioned in his article. As a result, Samantha Smith links John Doe article within her article which generates backlink for John Doe's web page. At the same time as Samantha Smith links her page with John Doe, thus Samantha Smith gets on-page backlink credibility and draw traffic to the page (wpbeginner, n.d.). At the same time, placing irrelevant backlink within the page

lower page reputation which divert Google spider while crawling for information to feed Google algorithm (Dopson, 2018).

Figure 10 Example of good and bad URL

- 1 digitalmarketinginstitute.ie/courses/type/postgraduate-diploma-in-digital-marketing/
- 2 http://www.abcdefghi.ie/index.php?option=com_content&view=article&id=13&Itemid=43

Source: (Dodson, 2016)

Maximum optimisation of URL is highly recommended because by default, URL may contain special characters such as “&?-=” which would make user confuse. Figure 10 demonstrate example of good and bad URL. If second URL is shared to someone, user gets confuse as URL does not carry any information of the page’s contain. On the other hand, first URL in figure 10 shows important clue about the web page what it contains. User gets very clear hints because it has a very systematic description. A systematic orderly URL always contribute in generating traffic to the site (Dodson, 2016).

Website design refers to website’s layout. User friendly layout gives a pleasant experience to user. If a website easy to navigate through, it usually generates and attracts a large volume of traffic. Statistics shows that 79 percent user do not return to revisit the site due to unpleasant user experience and at least 44 percent of the user will report back to one of their acquaintances about the bad experience. Nowadays, people do care about review from other people and about their experience. Study finds that 80 percent of people check reviews carefully on a business website. A bad reputation certainly damages a business future by up to 70 percent. In present days social media is very powerful and information can spread through at a lighting fast speed which contributes another 50 percent of the user to escape from the website. A website with drop down bar, easy return to home page, scale down, feedback option, live support or live assistance, menu bar and easy to navigate makes the website very attractive to Google algorithm (Strandberry, 2018).

Mobilegeddon is a term that web developers use to refer mobile friendly website. In February 2015, Google announced that they are planning to release an additional feature to the Google algorithm on 21st April which algorithm would evaluate to rank website in the organic search (DeMers, 2015). Due to the fact, that rise in smartphone user, Google finally released as they planned and announced on

21st April (Search Engine Land, n.d.). It is estimated that by 2021, there will be 3.8 billion smartphone users across the globe. This number already reached to over 3 billion at the end of 2018. Smartphone related activities are drawing lots of cash flow. In 2018, \$92.1 billion was spent only apps related activities alone and the growth expected to be \$106.4 billion by 2021. On the other hand, world had 39 percent of smartphone user in 2018 and this number expected to rise to 48 percent by 2021. Therefore, it is legitimated to summarise that if anyone do not consider Mobilegeddon while search engine optimization, that webpage failing to target 3 billion active smartphone user (Takahashi, 2018).

3.6 Off-page optimization

The optimization process which done and happened outside of the hosting website in order to influence and improve page ranking in organic search is known as off-page optimization. (Beal, n.d.) There are various way off-page optimization happens such as backlink generated from other page to the hosting page or within from one page to another page, though social media, writing though blogs video, creating useful content and online campaign (Dodson, 2016). Off-page optimization can be performed in many other forms which is demonstrated below in figure 11. But in this thesis, prior mentioned activities will be discussed in the following paragraph under the off-page optimization section so that thesis commissioner can harvest preliminary knowledge for his necessary utilization for search engine optimization purpose.

Figure 11 Different form of off-page optimization

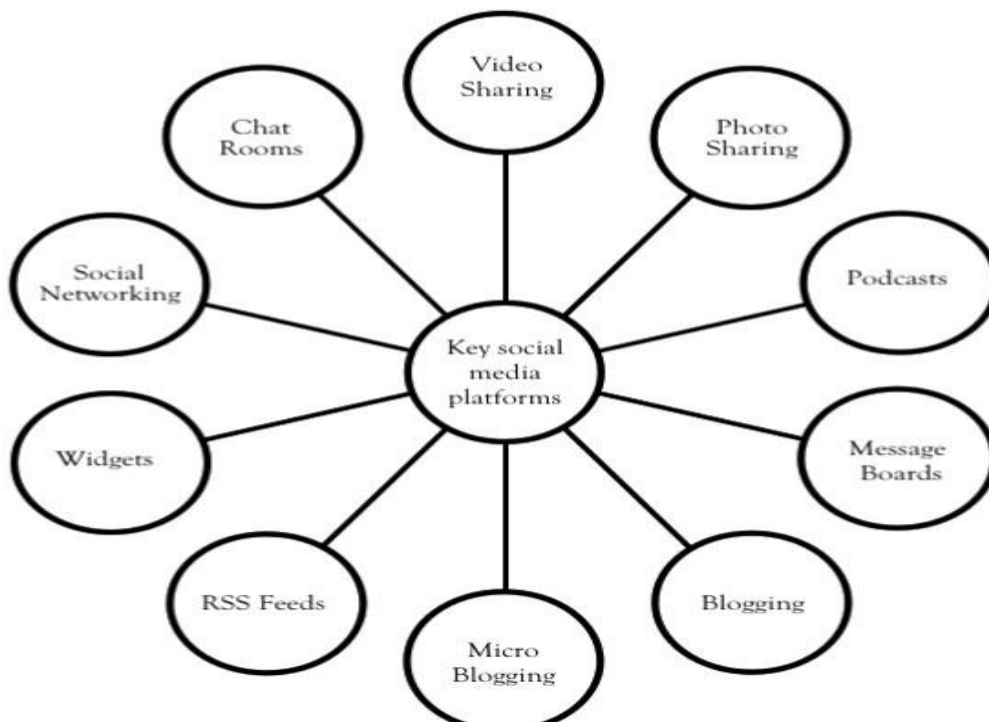


Source: (Fiverr, n.d.)

Backlink can be generated in two ways. One way to generated backlink is from the hosting page to another page and another way to generated backlink is from another page to the hosting page. Incoming backlink that originated from a reputed website certainly gives boots in terms of organic search result. Similarly, incoming backlink originated from untrusty website harms hosting website's reputation and Google spider feeds this information to Google algorithm. As a result, it effects website ranking in Google organic search. Off-page backlink can be originated from the same website but directing to the different webpage within the same website. There is a dark practice of buying backlink to boost SEO ranking, but prior buying always should be careful that backlink must be originated from relevant and reputed source. Some backlink may not be either useful or harmful to the website and those links are known as no-follow-link because they generally originates with no follow tag (Johnson, 2018).

E-mail marketing is another essential element of digital marketing (Zahay, 2015). E-mail can be used to send web link to target people which helps to generate inbound backlink which is known as backlink. Integration of e-mail marketing in SEO with its other component makes it more effective (Brul, 2018).

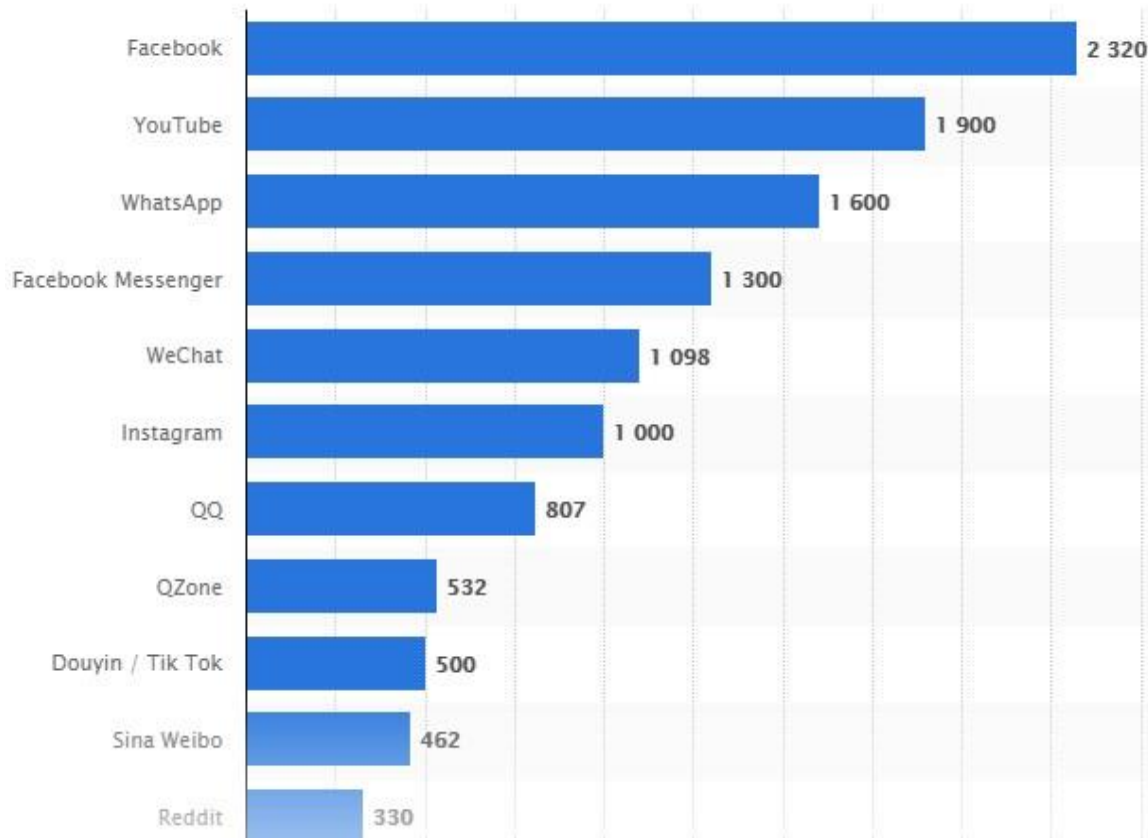
Figure 12 Various way of engaging target customer



Source: (Zahay, 2015)

Normally, companies use social media to understand customer by collecting feedback and engage by providing relevant content (Zahay, 2015). Social media is one of the most powerful platforms in terms of off-page optimization (Divitto, 2018). Social media is a great platform to promote content (Zahay, 2015). Company can share their link in the social media with useful interesting content and an magnetic content heading generally gets click which generates inbound link to main web page from social media platform (Divitto, 2018). Study found, there are 3.48 billion active social media users so far in 2019 which comes with enormous potential to utilize this platform for various reason (Kemp, 2019). Another study found a surprising fact that there are 2.32 billion active Facebook users as of April 2019 (Statista, 2019). Figure 13 is a demonstration of most popular social media platform. This chart was prepared by statista based on latest data as of April 2019.

Figure 13 Most popular social media site as of April 2019



Source: (Statista, 2019)

According to Zahay Debra (2015), blog is part of social media activity and great content sharing as well as backlink producing platform. Sharing short video with relevant content in the social media page is a striking advantage that makes the page more attractive and engaging to the targeted audience. Result of various research about short video sharing in social media are very impressive as well surprising. Research finds that one-minute short video as powerful as 1.8 million words in text format. Video is generally easier to compact with large amount of words. Facebook user throughout world spend 100 million hours watching videos each day and video has been credited for 135 percent for more interaction than posting a normal post or an image (Hooper, 2019). Webpage containing video increase conversation rate by 80 percent as well as predicted that 80 percent web traffic to be video driven. Google spider gives extra advantage to the page consist of videos in it while crawling down to make index for search result for any search request (Hoben, 2018).

Content marketing is a strategy which is used by the marketer to produce and distribute relevant, valuable, suitable content through various platforms to draw reader's attention and engage them to influence in their decision-making process. Integrating content marketing with digital marketing components make it an effective weapon from the SEO point of view. Content can be created in various form such as in text, image, video, blog post, e-mail etc (Odden, 2012).

4 Case Company body & balance

This chapter contains basic information about the case company as well as information about their presence in the digital platform. At the end of this chapter, there will be some information about the importance of digital presence for the case company.

4.1 Introduction to the case company

The commissioning party for the thesis is “Bodynbalance athletics & skills trainer Oy”. The company was registered on 31st January 2019, but it went into partly operational in term of business from February 2019. The company was started by a young entrepreneur who is a former student of the sports department and graduated from Kajaani University of Applied Sciences in 2018. Bodynbalance athletics & skills trainer Oy has one employee and the employee is the same person as the entrepreneur. The name of the entrepreneur is Stephen who is also known to me prior this thesis collaboration initiated. I have known the thesis commissioner for almost four years, and I found that he is an athletic, sporty and positive person.

Bodynbalance athletics & skills trainer Oy began its journey aiming to provide fitness training assistance to prospective people in Kajaani. The case company reached an oral agreement with Liikku Kuntokeskus to collaborate. The agreement stated that “Bodynbalance athletics & skills trainer Oy” can have access to Liikku Kuntokeskus’s premises but, customers of “Bodynbalance athletics & skills trainer Oy” will need to pay usual membership fees to Liikku Kuntokeskus. Liikku Kuntokeskus is a fully operational gym based in Kajaani city. This oral agreement gave Stephen an access to Liikku Kuntokeskus and a possibility utilize their existing equipment to provide fitness training to “Bodynbalance athletics & skills trainer Oy” customers. It was a smart agreement as the client Stephen did not have enough financial backup. On the other hand, it would not be a smart decision to invest lots of money on tangible resources rather it was a great way to test his business idea whether it works or not.

Unfortunately, Liikku Kuntokeskus felt insecure from a business point of view that their customers might divert and depend on Stephen completely. Liikku Kuntokeskus expressed their concern to commissioner Stephen. Therefore, Liikku Kuntokeskus took them-selves out of the agreement. As a result, commissioner and trainer Stephen lost the existing place with necessary equipment which he needs desperately to operate his fitness training activities to run “Bodynbalance athletics & skills trainer Oy”.

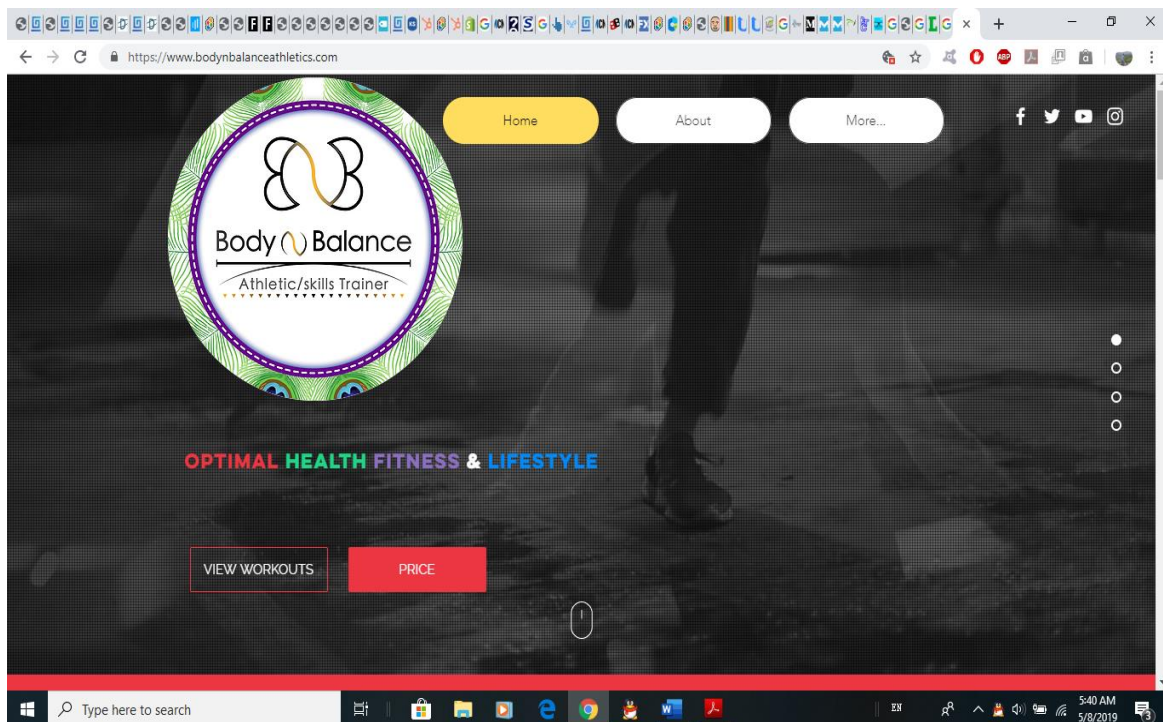
He approached an official for legal advice and legal action, but he was refused due to the fact of not having a written contract. Therefore, commissioner Stephen is considering moving his business operation from Kajaani to Helsinki where he believes to find similar place with similar contract but, preferably a written contract.

However, the client Stephen is still eager to have this digital marketing thesis to be continued and be completed. It is obvious that commissioner Stephen has a lack of previous academic knowledge about digital marketing and he aims to learn how to put his company in a better position in digital platform which is extremely important for him.

4.2 Digital presence of the case company

As mentioned earlier that “Bodybalance athletics & skills trainer Oy” is a new company which started its official journey in the very early beginning of this year January 31st, 2019 and began business activities in the month of February 2019. “Bodybalance athletics & skills trainer Oy” owner and thesis

Figure 14 Body and Balance "Home" page

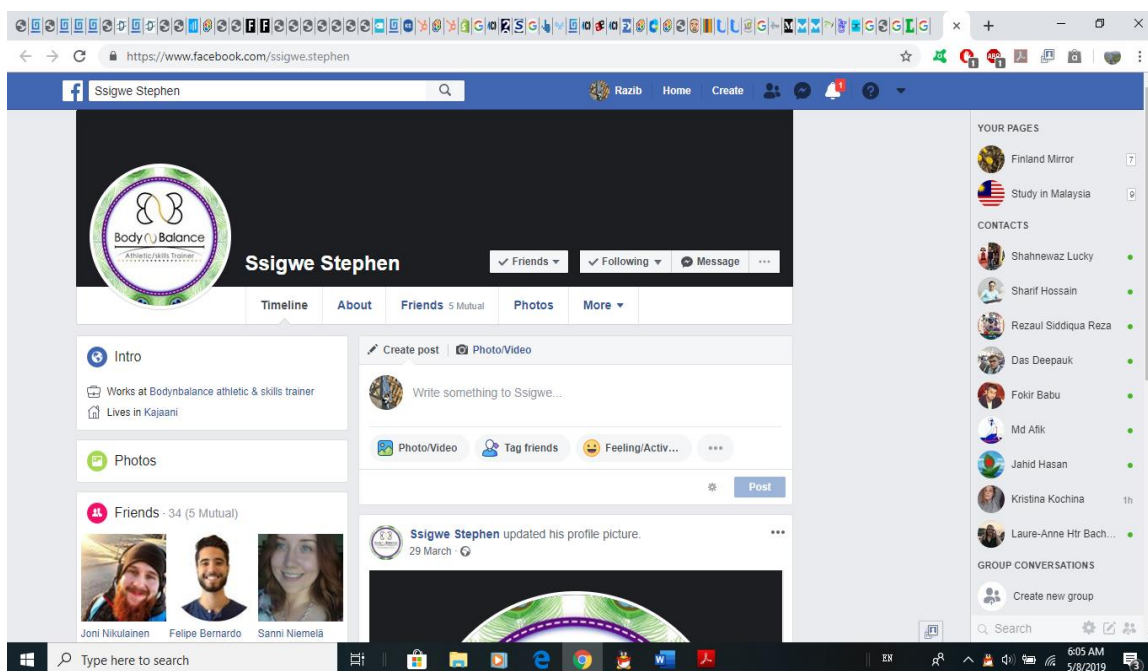


Accessed on: 08.05.2019

commissioner has only a basic website for his company as well a social media page on Facebook.

Figure 14 shows the current website of “Body and Balance” with basic dropdown menu with social media links on it. Unfortunately, the social media link brings to domine host’s website. Therefore, those social media link do not generate a legitimate backlink which highly is valued by Google algorithm.

Figure 15 Facebook Page of Body and Balance

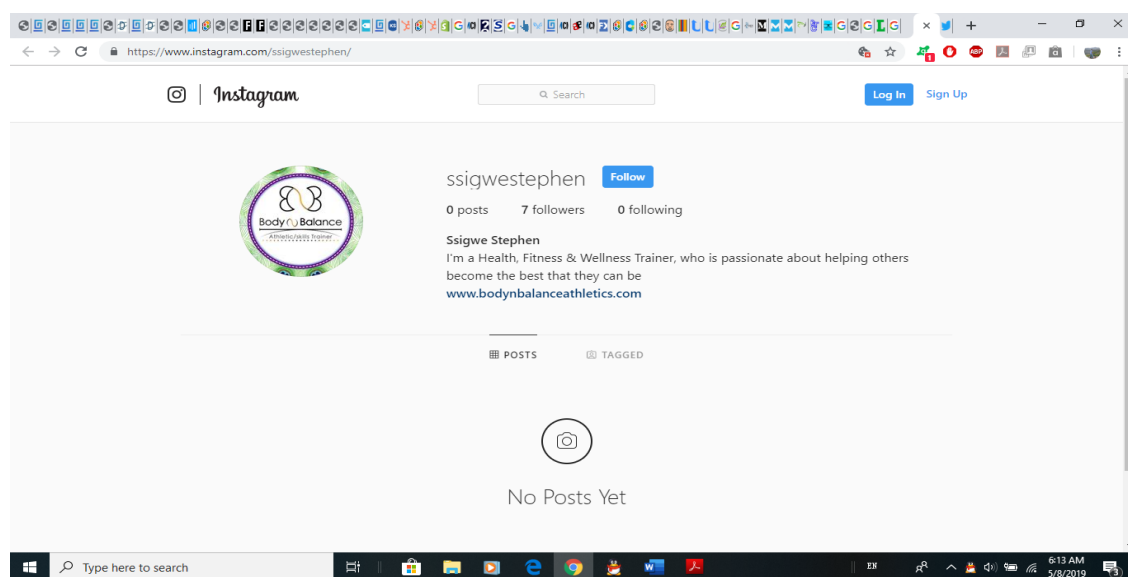


Accessed on: 08.05.2019

Figure 15 shows the Facebook page of Body and Balance and the latest post was made on 29th March 2019. Facebook offers a different interface for different purposes, such as a profile of an individual is different than a public figure. Similarly, a business or an organisation’s profile interface is different than an individual. However, everyone starts Facebook through his/her personal profile and every personal profile has an ad account which is normally used to promote and run advertisement in Facebook a through different page but still connected to the main profile. Unfortunately, sometimes this ad account can be either locked or blocked for various reason. As a result, it becomes necessary to

reopen a personal profile to get a default ad account to run an advertisement or promote page which can be problematic to a prospective entrepreneur. Therefore, it is highly recommended for serious entrepreneur to open an business manager account which have multiple ad account, if any ad account locked or blocked, entrepreneur still able to operate his promotion or advertisement activities from different ad account that linked with the same page without reopening a whole new page which means starting from the very beginning (Vahl, Haydon, & Zimmerman, 2014).

Figure 16 Instagram page of Body and Balance

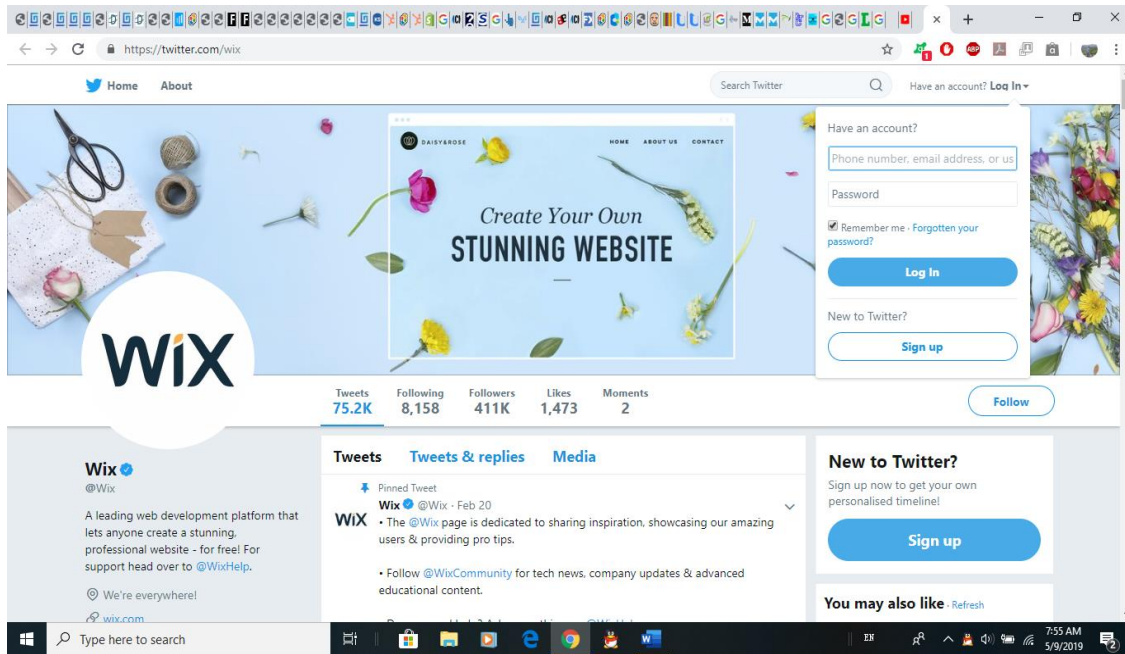


Accessed on: 08.05.2019

Figure 16 shows the Instagram page of Body and Balance and this page does not have any activity posted on it. Facebook bought Instagram on April 9th, 2012 (Shontell, 2013). Therefore, they have almost identical tools to operate marketing. Instagram also has ad account by default which can be used to initiate any marketing activities. Similarly, Instagram has wide range of customisation tools which can be used to target prospective customer by gender, age, location etc.

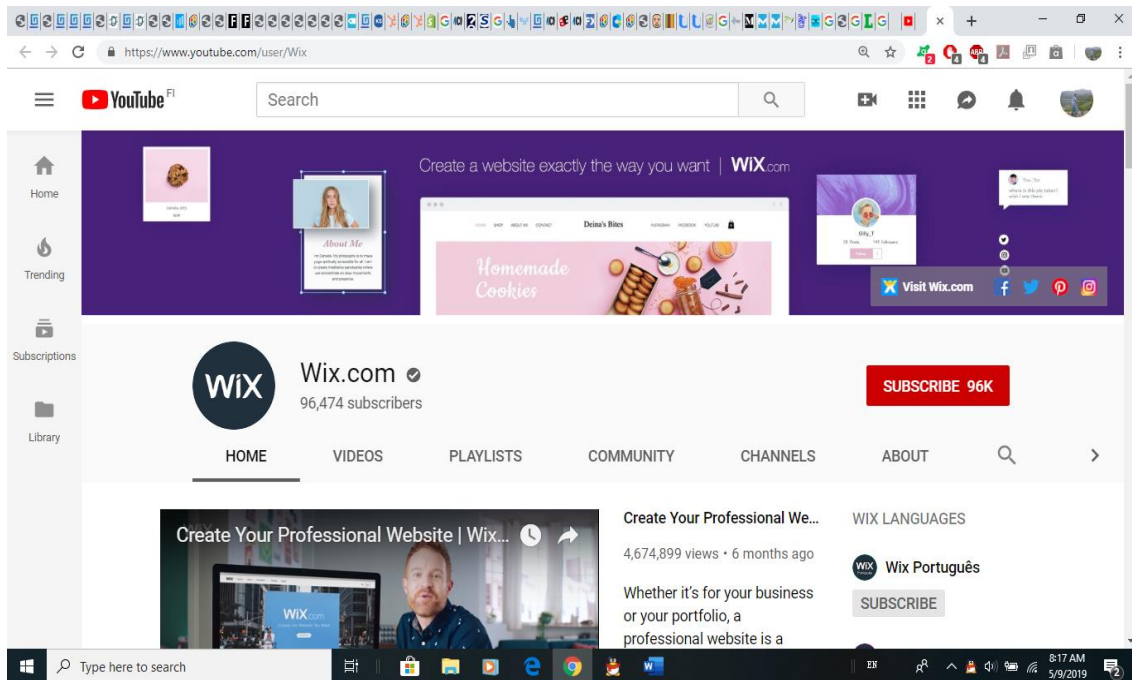
Thesis commissioner and entrepreneur Stephen mentioned in his interview that he has not done anything toward to digital marketing to promote his company “Bodynbalance athletics & skills trainer Oy” due to the difficulties that he has been going through.

Figure 17 WIX twitter page



Accessed on: 09.05.2019

Figure18 Wix.com YouTube page



Accessed on: 09.05.2019

Body and Balance's website has Facebook, Instagram, twitter and YouTube icon with hidden embedded backlink for those pages but unfortunately, clicking upon twitter icon, it leads to WIX's twitter page as well as clicking upon YouTube icon, its beings to WIX's You Tube page. Figure 17 and 18 show WIX's twitter and You Tube page which are irrelevant backlink in terms of SEO rating and ranking. Google algorithm does not entertain such irrelevant backlink but, it rather generates negative impression to Google algorithm (Dodson, 2016).

Therefore, it can be concluded that commissioning company does not have sufficient digital presence in the digital platform to influence Google algorithm. But, "body and Balance" has less than basic presence in the digital platform. Considering current circumstance of "Bodybalance athletics & skills trainer Oy", it has no possibility to appear even on the 5th or 10th page let alone to being on the first page.

5 Research Methodology

The goal of this thesis is to find out a convenient solution depending on the current situation of the case company. It has already been visualised case company's current status and financial limitation in the case company introductory chapter. This chapter is about taking deep into the matter and selecting appropriate research method and data collection to find out solution.

5.1 Research problem

Body and Balance is a new company that was registered in January and started operating in February 2019. Unfortunately, commissioner Stephen had to stop his business operation due to lack of physical training facility. Entrepreneur and commissioner of this thesis Stephen is considering to move this business operation to Helsinki from Kajaani. Commissioner Stephen requested to create an opening digital marketing strategy on the behalf of his fitness company as he did not have any prior marketing knowledge. He has desire to have such a strategy that can be executed with either no or limited budget. But most importantly, he would like to have a strategy that will help his company's website to appear at the top of organic search.

Therefore, main research question is: how case company can appear at the top of organic search result on Google search?

5.2 Research methodology selection

Research method is typically divided in two part which are qualitative research and quantitative research method. Similarly, data collection is divided in two section primary data collection and secondary data collection. This thesis mainly used qualitative research and used mixture about both primary and secondary data collection method. Research data collection is done through interview which is known as primary data collection. On the other hand, there are use of secondary data which are collected from the various books, blogs and websites. This research method chapter will be following an unusual approach. This chapter will follow data collection type as navigation tools to explore through (Hox & Boeije, 2005).

Utilization of both methods help to measure the situation and come to a reasonable conclusion that resulted to find a convenient initial digital marketing strategy and plan which would potentially sever the purpose of this whole study.

5.3 Primary data collection

Primary data can be collected mainly through two systemic way which are through qualitative research and quantitative research. These two research methods are mostly used in scientific research paper to identify the problem and to find out solution of that particular problem (Hox & Boeije, 2005). Qualitative research is a discovery, observation oriented, prior thought, and well planned orderly empirical problem-solving method (Silverman, 1998). Qualitative research brings up an inside view of participant's thought process and elements that influence the thought process rather than observing the numeric changes to conclude a problem (Juliet & Anslm, 1990). Qualitative research does not respond to those question that seek answer of such questions like how many, what causes and relationship between variable (Rosaline S, 2008). The type of questions qualitative research tries to answer that stars with "how" and "what". It is an exploratory research method as well as finds details view of a research problem (John W, 1998).

On the other hand, quantitative research is another often used research framework for conducting research which is known to be one the two research method in primary research category (Hox & Boeije, 2005). Quantitative research method response to those questions that seek answer of how many, what causes and relationship between variable (Rosaline S, 2008). Quantitative research seeks for solution based on numeric observation (Hox & Boeije, 2005). Quantitative research develops and apply mathematical framework, theories and hypotheses based on numbers (Maggie & Chris, 2016).

Primary data is generally collected through face to face interview or via electronic conversation based interview, through surveys either though electronically or traditionally, based on focus group, social monitoring and visiting prior planned location (Wolf, 2016).

As, it was previously stated that case company is a very new company with no statistical history of anything and was closed operational activities temporary. Commissioner Stephen faced problem which can be related to social obstacle and this particular issue influenced his thought process to change his decision about changing his business operational location. According to Juliet & Anslm (1990), qualitative research method should be applied to have an inside look in someone's thought process and find out the influencing elements. Qualitative research method was used in this thesis to

gather primary data. Commissioner Stephen has been interviewed multiple times in a face to face interview. There was multiple question that were asked in the interview as follow:

- When did you register your company?
- When did you start your operation?
- What kind of service do you offer?
- Who are the target customers?
- Does your company have any current paid customer?
- Why did you stop your business operation?
- Do you have any plan to resume your business operation?
- Why do you want to move your business operation to Helsinki?
- Have you finalised your decision?
- When you will finalise your decision?
- What are the factors that will influence your thought process to finalise your decision?
- What kind of digital marketing plan do you want?
- Do you have any marketing budget?

Commissioner Stephen was interviewed in several occasion as given bellow:

- 21st of January 2019
- 19th of March 2019
- 26th of March 2019
- 26th of April 2019
- 06th of May 2019

Interview was conducted in professional manner in face to face interview to understand and to draw a future marketing plan.

5.4 Secondary data collection

Secondary data is second-hand data that was collected by others which had already been used and was not prepared for this research purpose. Secondary data generally found in government website, trade association, business website, journal, article, news and in budget form. Most popular source of obtaining secondary data is from online source. Government websites are most trustworthy source and often accessible for free of charge but there are other web sources that will require to pay to obtain exclusive secondary data. Moreover, it is much easier to have access to secondary data and it saves lots of time. Primary data can be time consuming and costly but secondary data acts as opposite (Wolf, 2016). There are use of secondary data in this thesis to support the theoretical part.

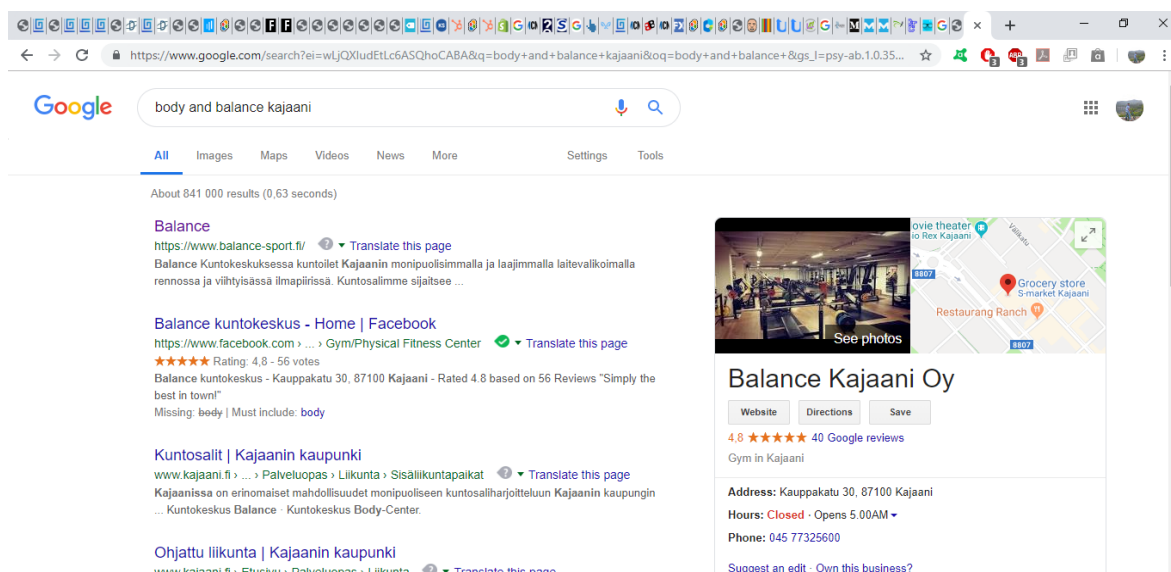
6 Development task

This chapter will gather the appropriate finding and recommend suitable solution from the above that fits with the current situation with the commissioning company “Bodybalance athletics & skills trainer Oy”. This chapter aims to find out such solution for commissioner Stephen that will cost no or least amount of money to execute. This chapter will provide answer for this thesis problem which is: how to execute a digital marketing that will help to bring “Body and Balance” website at the top of organic search?

According to Dodson (2016), four steps to successful SEO guideline will be used to navigate through in order to have a successful execution in digital marketing platform. Components that SEO has inside it’s functionality, those are the most powerful in terms of influencing organic search result in Google search.

All Google best practice SEO components will be explained separately into two sub chapter inside on—page optimization and off-page optimization (Google, 2019). But, before starting development task process, it is essential to evaluate the current stage of “Bodybalance athletics & skills trainer Oy” website.

Figure 19 Search result of key word "Body and Balance Kajaani"



Accessed on: 07.05.2019

Figure 20 Available 10 search result pages



Accessed on 10.0.2019

Figure 19 shows Google search result of first page after searching with the key word “Body and balance Kajaani”. Body and Balance’s website does not appear on the 10th search result page let alone showing up on the first page, and that is shown above in figure 20. According to Jenn Villa (2018), there could be one of the following reason why a webpage does not appear on first page on Google search which are:

- The business has not been registered with Google business at all.
- Website’s optimization process is being done badly for Google algorithm.
- Company does not use paid advertisement.
- Company does not utilize social media platform to interact in relevant content.
- Consumers are not happy and left disappointing feedback.
- Website fail to generate legitimated and relevant backlink either inbound or outbound.
- Website contains irrelevant key words and phrases.

Start-up small companies like “Bodybalance athletics & skills trainer Oy” is required a systematic well-planned digital marketing execution plan. This chapter will introduce four step systematic optimization execution plan as solution.

Figure 21 Four steps to optimization for better digital marketing



Source: (Dodson, 2016)

According to Dodson (2016), four steps to optimization is an artistic way to accomplish digital marketing goal. But there are three principles that has been emphasis to understand well to be successful in digital marketing. Three principles are initiate, iterate and integrate.

Initiate principle emphasises that core of everything is customer. Everything starts by listening customer what they really want, and everything finish at customer as well by satisfying their need. Sharing irrelevant content through digital channel does not help a business to achieve its digital goal (Dodson, 2016).

Iterate refers, the understanding of measurement tools and measure them, utilize the measurement result on next campaign depending on when customer engaged and customers reaction because customers are better explaining about the product what they really want. Iterate possess great value in every digital marketing channel (Dodson, 2016).

According to author Dodson (2016), integration process can be done in two way. First, utilising one channel information to improve another channel. Secondly, using those knowledges that gained from digital channels and apply those knowledges to improve traditional marketing.

6.1 Goal

First, it is legitimate to know why even goal is part of the digital marketing process. Goal assist to set an execution plan, direction, daily task schedule and most importantly, setting up goal helps to get motivated to reach desired destination (Dodson, 2016). The worst things marketer can do, is that initiating the digital marketing process without setting up a proper goal which is going to lead them nowhere costing time and valuable other resources (Bird, n.d.).

Dodson (2016) , suggested three key elements to take into consideration while drawing goal achievement layout and those are as follow:

- Studying the business well so that business needs can be identified.
- Including those needs in the goal layout plan and turn them into distinct goals.
- Including key performance indicators (KPI) in the goal plan to measure whether digital marketing activities heading on right direction or not.

This commissioning company “Bodybalance athletics & skills trainer Oy” is a start-up company with limited resources to invest on digital marketing and that makes more important not to exclude any of goal defining layout mentioned above. Commissioner Stephen stated on face to face interview date on 07.05.2019 about his desired outcome from initial digital marketing activities is, to be seen often and appears on the top in organic search. Commissioner Stephen also added in same interview about his financial limitation and other resources. Therefore, following on-page and off-page optimization recommendation will be suggested depending on his resource limitation.

6.2 On-page optimization

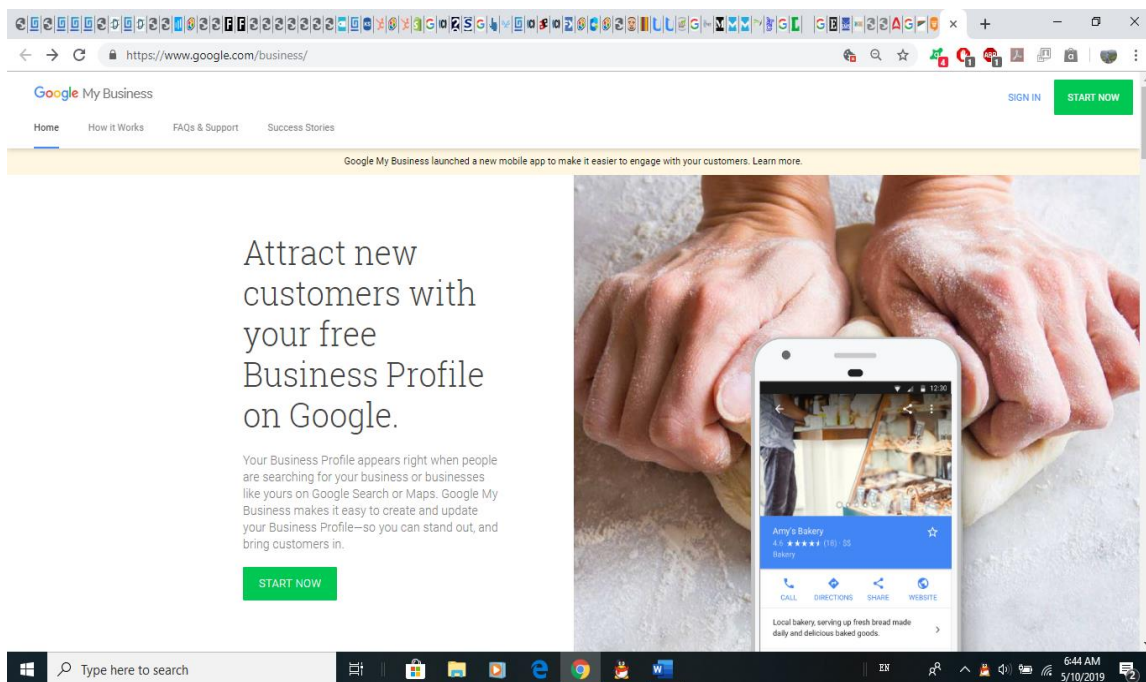
On-page optimization is something that commissioner Stephen can do from “Body and Balance” website page to feed good impression about his website to Google algorithm. There are many types of on-page optimization can be done which not going to cost extra penny such as creating magnetic

keywords, producing relevant and regular contents, customising url, title tags and user friendly design etc (Brown, 2018).

According to McCormick (n.d.), most important among all on-page optimization is registering company website as business in Google registration page which is very simple but very first step in on-page optimization and this process free of charge. Following the simple steps need to perform to complete the registration process:

- Creating a Google account/ signing in with an existing account
- Need to visit [Google.com/services](https://www.google.com/services) and click on “Google Place”.
- Need to click on “Add a new business”
- Must fill up business’s phone number and Google will automatically find rest of the information such street address, company name etc but if it does not find, this information should be typed manually.
- Submit the form by clicking “Submit” button
- Google will send PIN/ code number to verify the claim of physical business place and avoid possible fraud claim.
- PIN/ code will be sent on selected option either through phone SMS or e-mail.
- Received PIN/code number must be entered to login and it might take up to 12 hours for listing activation.

Figure 22 Business place registration page in Google



Accessed on: 10.05.2019

However, this process can be done even if the company does not have an official website (McCormick, n.d.). Figure 22 is the demonstration page for registering a business in Google. The information found out from the interview with commissioner Stephen that the website his company “Body and Balance” is not registered as business place in Google and this could be one of the huge reasons for his company’s website for not appearing on Google organic search page while searching with the keyword “Body and Balance Kajaani”.

Creating magnetic relevant keywords is widely known and recognized as the first step of on-page optimization even though on-page optimization already started with registering company as business place with Google (McCormick, n.d.). Popular and often searched health fitness related keywords are as follow: planet fitness, gym, fitness, bodybuilding, la fitness, pilates, 24 hour fitness, exercise, health, how to lose weight, fitness first, workout, diet, nutrition, lifetime fitness, personal trainer, aerobic, men health, fitness world, lose weight, fitnessstudio, crunch fitness, athletic club and health tips. Most search keyword ‘planet fitness’ had search volume of 2,240,000 times, gym had search volume 1,830,000 and fitness had search volume of 1,500,000 times (Wordstream , n.d.). But, in the recorded audio interview dated on 07.05.2019, commissioner Stephen clarified that his main target group is

local Finnish people. As result, he will require to offer his website in Finnish langue which is currently available only in English. Changing language requires to find matching powerful relevant Finnish key- words and outsourcing interpreter is the obvious solution.

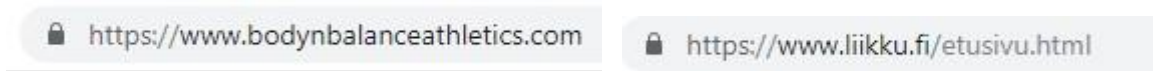
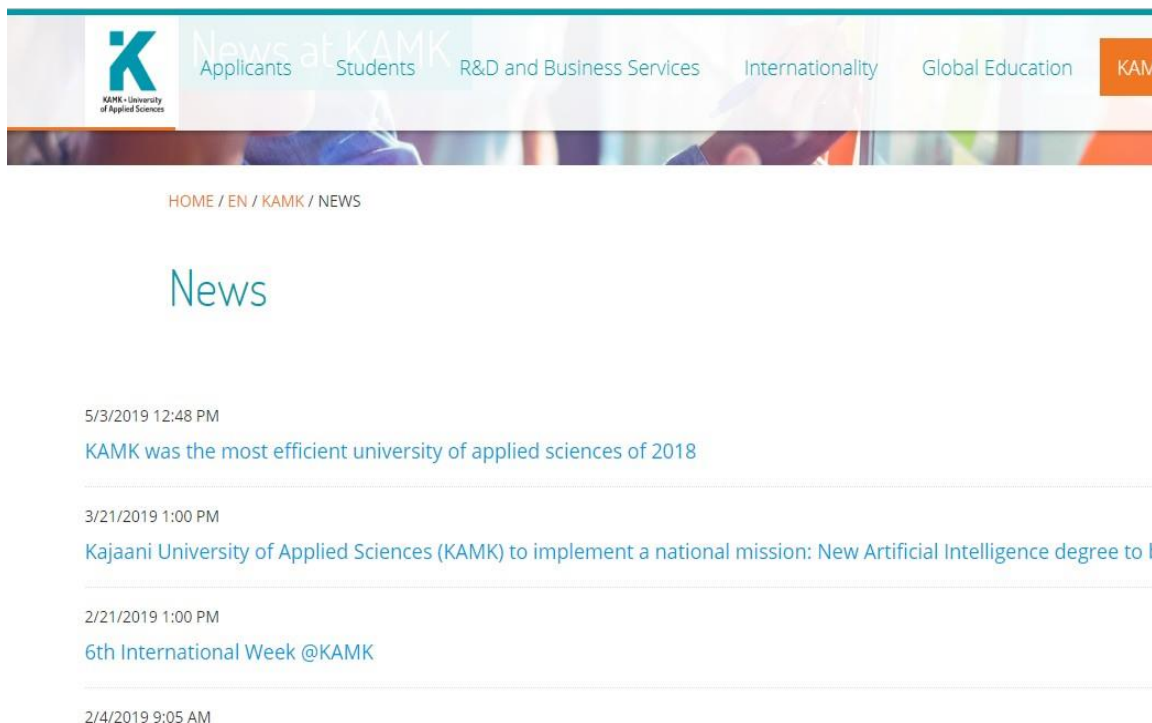


Figure 23 Comparison between "Body and Balance" and "Liikku" gym Kajaani website's url

Figure 23 is shown above to display the difference between two weblink. There are few differences between these two url. Body and Balance website’s url customisation language is in English while Liikku gym website’s url is in Finnish. On the other hand, “Body and Balance” website’s domain name extension is .com while “Liikku” gym website’s domain name extension is .fi. According to a website named Aetherdigital.com (2015), .com domain name extension represents the whole world while .fi domain name extension means that this company’s operation based on Finland. However, customisation of domain extension based on country increases traffic to the website.

Figure 24 Publishing relevant content

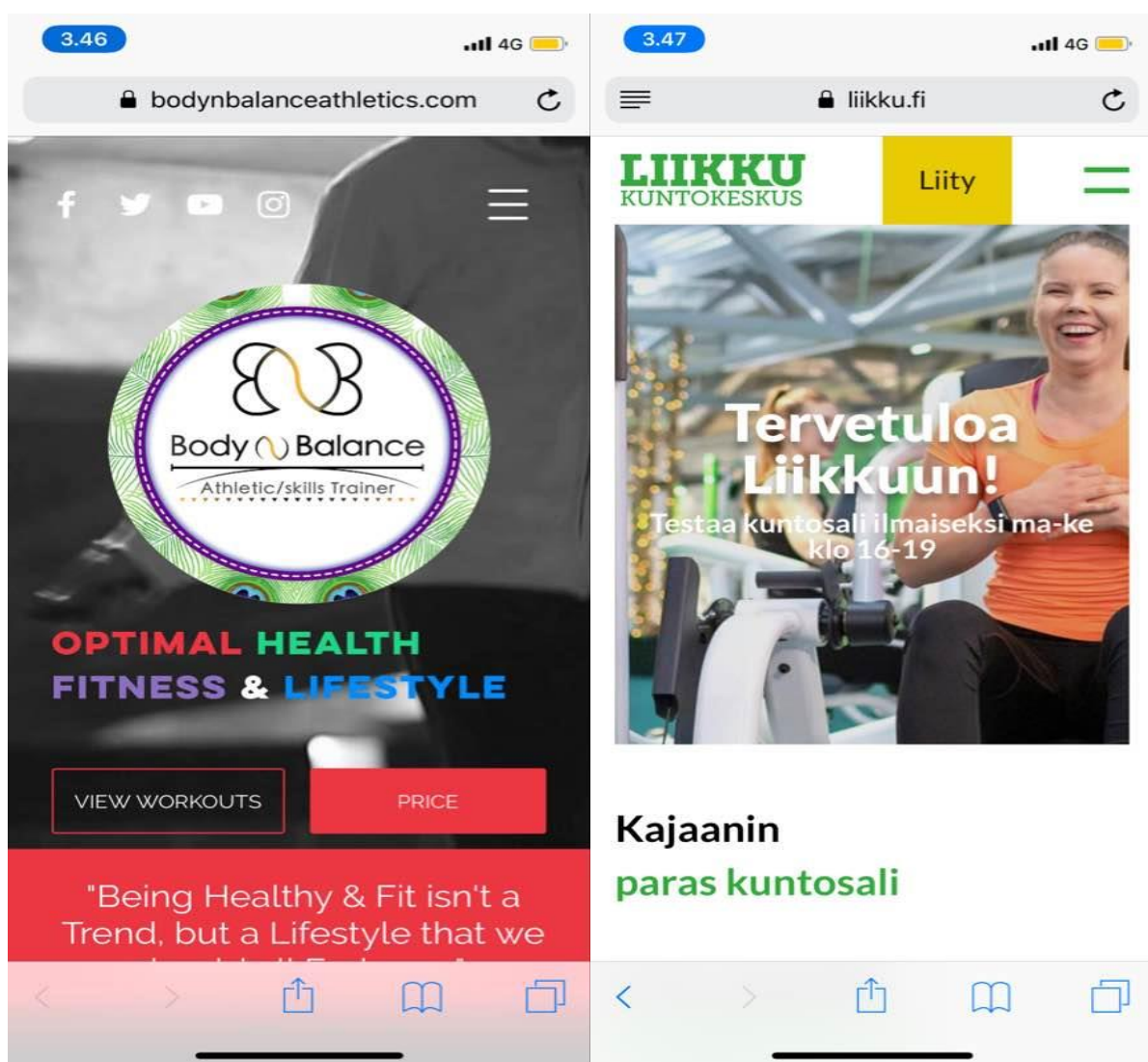


Accessed on: 11.05.2019

Figure 24 is a demonstration how to create relevant content on-page in news format. Adding short video with relevant content is also part of on-page optimization. According to Hoben (2018), webpage containing relevant video generally gets higher SEO ranking by Google algorithm.

Relevant content and video that are shared in webpage, those can also be shared in other pages as part of off-page optimisation.

Figure 25 Example of mobile interface



Accessed on: 11.05.2019

Website design or web interface is a vital part of on-page optimization. The interface of Body and Balance website does not have attraction power due to lack of attractive contents sharing. On the other hand, mobile interface design placement flaw. Figure 25 shows and compare the current state of two mobile interface. On the right, Liikku gym says about free tanning and on the left, Body and Balance says paid workout. Figure 25, two different interfaces give two different impression about two different company. It is obvious that people see free offer and it will make them interested to dig further. According to Enge (2019), 42% online sales came from mobile device and 58% user visited desired website through their smartphone device in 2018. This is a strong statement to note for thesis commissioner Stephen so that he can always be careful about how “Body and Balance” website appear in smartphone devices.

6.3 Off-page optimization

Any activities that can be done outside of assigned website to influence Google algorithm to have better ranking in organic search is off-page optimization (Beal, n.d.). Such as writing a fitness, diet and training related blog, maintaining social media account properly, writing and sharing fitness related contents, posting relevant image and video and building links (Lincoln, n.d.).

Off-page optimization is different than on-page optimization and it requires different type of skill. It requires someone being less technical but more being proactive, competitive and opportunistic (Dodson, 2016). Writing quality content in blog post linked with main website and later it can be shared in social media to get inbound link (Lang, n.d.). Similarly, blog post can be shared in the main website as content but most importantly, identical paragraph should not be copied and pasted which could lead extremely bad SEO rating because Google algorithm always able to identify copied content (Quicksprout, 2019).

Social media is simple to operate but, it is yet a powerful weapon that can engage large audience. Regular engagement either through relevant content sharing or through feedback, it's a great direct communication tool that helps small business to grow and be connected with prospective customer. It also helps in growing awareness. Most importantly, it is cost effective and helps in SEO ranking (Dobhal, 2018). Body and Balance is a small start-up and it has limited resources. Therefore, social media is one of the most appropriate tools to utilise depending on current situation.

Another suggested activity that should be on the to do list, is making a short video with relevant content. It can be shared through social media as content as well as in the main website. A page containing videos gets higher SEO ranking. One can express more with a video than any other things. In fact, 1,000 pictures and words combine are worth 30 second video and a 60 second video is worth 30,000 words. It is estimated that a small video is worth 1.8 million words which is about 3,600 pages (Shipp, 2018). Commissioner Stephen can share health tips, fitness activities, diet plan, and workout in video format which he can upload in different social media platform to gain attention. On the other hand, this way video sharing automatically will contribute to content marketing.

An online marketing campaign is also a very good option for off-page optimization which helps to gain attention within a short period of time. A marketing campaign generally does not last for very long period. Commissioner Stephen can initiate his digital marketing activating by launching campaign for example, the first 15 people who register through the website will be awarded a 10% discounted price. Marketing campaign is about a unique discount or a unique offer such as first 15 people but 10% can be repeated as promotion but the first 15 will not be repeated. According to Keppel (2012), marketing campaign is more a brand awareness activity.

6.4 Analysis

This is the final stage of this chapter. According to Dodson (2016), every activity requires a proper measurement to analysis in order to find out its contribution percentage in reaching goal which is also known as KPI or key performance indicators. It is highly recommended for self-educating about the measurement tools offered by the digital platform such as Google analytic and it is totally free of charge. These free available tools help to identify where the traffic came from. There are other popular analytic services offer by Moz and HubSpot. It is recommended to analysis the performance data weekly in beginning but once situation stabilizes, analysis can be done monthly. Using three KPI measurement tools will answer three vital question as below:

- Position: what is the ranking number in search engine's organic search? Google search console or Moz can be used to measure website positioning. This can show website's ranking in the organic search and what activities are influencing search position.
- Traffic: Google analytic offers traffic tool that helps to visualise the amount of traffic coming to the site, conversions calculation, traffic sources, visitor number and effective keyword.

- Conversion: conversion tool finds out the organic search conversion rate. Conversion tool related with relevancy and volume of search traffic. Google analytic conversion tool does immediate measurement of sales, leads and inbound calls.




Measurement analysis helps to save time by not wasting more time on something that not effective all. At the same time, it also helps to focus one something that has potential growth and save time.

7 Recommended marketing Campaign

This chapter is about some additional recommended least paid activity that will boost organic search.

Marketing campaign is a strategy that helps a company to boost in sales, generate brand awareness and accelerate toward in terms of attracting prospective customer (Keppel, 2012). This chapter is going to introduce a marketing campaign which is affordable. Agreed marketing campaign duration is four weeklong which will enable to understand and observe customer reaction based on social media and Google analytic. This recommended and agreed marketing campaign will start from social media platform. This campaign aims to achieve more awareness and inbound link for the main website of case company “Body and Balance”. It is obligatory to choose the right type of social media platform for most effectiveness in order to begin social media campaign. Facebook has an image being the most effective in terms of B2C business expansion.

Figure 26 Most effective social media platform

						
Main Industry Impact	B2C	B2B / B2C	B2B	B2C	B2C	B2C
Social Media Site Focus	Sharing of news, content, stories	Sharing of news, content, stories	Sharing of company and industry news/discussions	Sharing of news, content, stories	Sharing of informative and entertaining videos	Sharing of interesting products / websites
Company Brand Presence	Facebook Business Pages	Profile Page / Enhanced Profile Page	Company Pages Products and Recommendation's Industry or Networking Groups	Google+ Page	Brand Channel and Custom Brand Channel	Boards
Viral Brand Exposure Opportunities	"Likes" or Comments on Content	Re-tweets of Follows	"Likes" or Comments on News, Group Discussions or Company Follows	Shares, Comments, +1's and Add to Circle Activity	Subscribe and Share Activity	Likes, Comments, Repins
Impact on Website Traffic	Direct links from content posted, eCommerce Store Apps	Direct links from content posted	Direct links from content posted	Direct links from content posted - Google+ Activity Influences Google Search Results	Direct links from content posted	Direct links from content posted
Advertising Opportunities	Facebook Ads Premium Ads Sponsored Stories	Promoted tweets Promoted Trends Promoted Accounts Enhanced Profile	LinkedIn Ads	n/a	Video Ads Reach Ads Display Ads	n/a

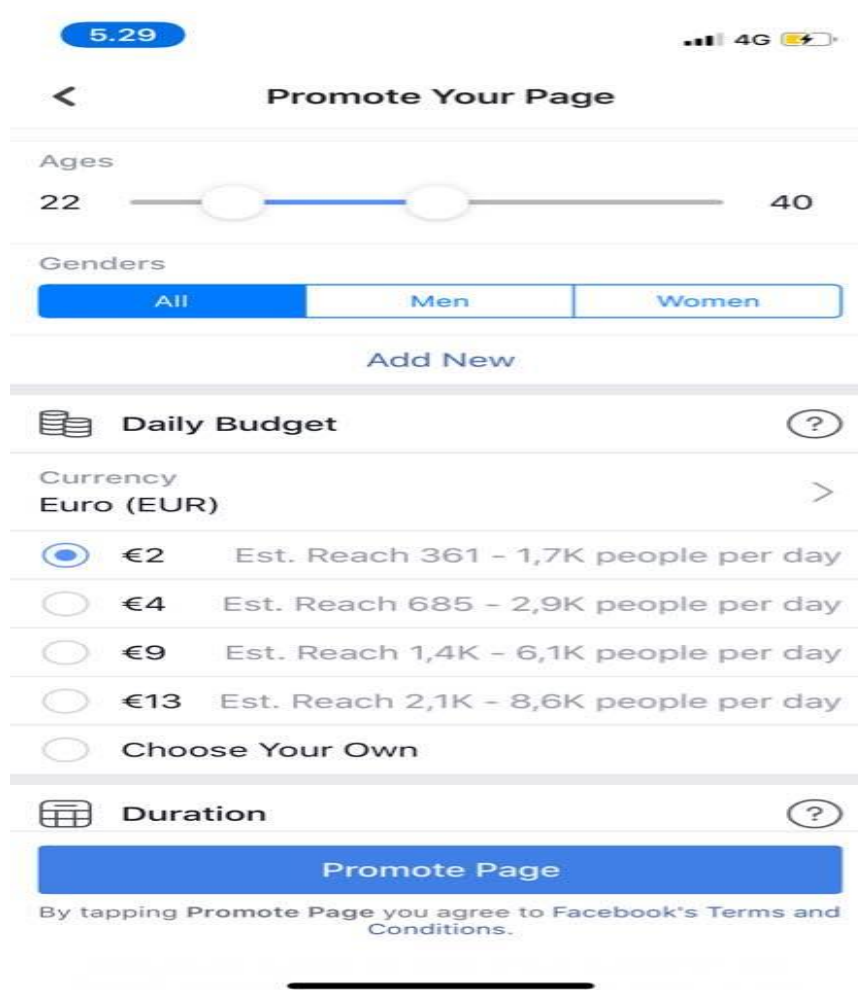
Source: (Small Business marketing tools, n.d.)

According to Facebook (2019), it offers various type of way to reach prior set campaign goal. Under the ads option, Facebook offers these services and those services are as follow:

- Set up an ongoing promotion
- Get more website visitors
- Promote your page
- Boost your post
- Get more calls
- Get more customer contacts

Promoting page is cheapest way to achieve this campaign goal. According to Facebook (2019), Choosing option “promote your page” helps to gain brand awareness, local awareness, reach target audience, gain inbound traffic, prospective consumer engagement, lead generation and conversion.

Figure 27 Promoting page



Source: (Facebook, 2019)

Figure 27 shows available customisation to choose from and combine them according to campaign need. This option offers a flat rate €2 per day at selected age group between 22 to 40 years old for men and women. This rate valid for any region in Finland. A four-week campaign will cost case company about €56 and promise to be seen by minimum 361 to maximum 1.7K people in the targeted area daily.

Any inbound links come from this campaign, can be seen via Google analytic measurement tools because Google analytic offers tool that can identify and pinpoint origination of those inbound link.

8 Conclusion

This thesis mainly emphasises the elements that have influenceability over organic search result. The research was conducted based on a research problem and the main research question was used as a navigation tool to complete the thesis paper. The main research question was: what are the mandatory steps or activities that should be performed by the case company to appear at the top on the organic search result in Google search based on the current situation of commissioner Stephen? The research question was answered in format of a “development task”. Chapter two dedicated on familiarizing digital marketing concept to reader while chapter three presents the components that have an absolute dominance ability over the organic search result.

The evaluation process of the collected data and information was conducted reliably due to the authentic data. The vital information that led to conclusions was collected from Google’s own website and no other author or website can provide accurate information related to SEO other than Google itself. Therefore, the results and solutions found and provided in the development task are valid.

Technology changes faster than anything and affects our surroundings. It is extremely important to keep eyes open to see any new changes of influential components and it is suggested to adopt immediately to any new change that comes in future. A skilfull blend of all useful elements of digital marketing can turn into one single strong digital marketing strategy which is extremely helpful for those companies that have a similar situation such as “Bodybalance athletics & skills trainer Oy”.

9 References

- Dodson, I. (2016). *The Digital Marketing Playbook : The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*. John Wiley & Sons.
- Hox, J. J., & Boeijs, H. (2005). Data collection, primary versus secondary. *Data collection, primary versus secondary.*, 593-599.
- Hundekar, S., Appannaiah, H., & Reddy, P. (2009). *Principles of Marketing*. Global Mdeia.
- John W, C. (1998). *Qualitative inquiry design choosing among five tradition* . London: Sage Publication Ltd.
- Juliet, C., & Ansm, S. (1990). *Basics of qualitative research*. California : Sage publications.
- Kotler, P., & Armstrong, G. (2009). *Principles of marketing* . Pearson education.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2016). *Marketing 4.0 : Moving from Traditional to Digital*. John Wiley & Sons.
- Maggie, W., & Chris, A. (2016). *Indigenous Statistics : A Quantitative Research Methodology*. Routledge.
- Murray, R. (2011). *How To Write A Thesis*. McGraw-Hill Education.
- Odden, L. (2012). *Optimize : How to Attract and Engage More Customers by Integrating SEO, Social Media, and Content Marketing*. John Wiley & Sons.
- Perkins, A. (2001). *The Classification of Search Engine Spam*. Silverdisc.
- Pinkerton, B. (2000). *WebCrawler: Finding What People Want*. Washington.
- Rosaline S, B. (2008). *Introducing qualitative research*. London: Sage publication.
- Silverman, D. (1998). *Qualitative Research*. London: SAGA Publication Ltd.
- Singh, O., & Singh, K. (2017). Formulation of value proposition for digital marketing strategy in startups. *National Journal of Multidisciplinary Research and Development*, 45-52.
- Spraul, V. A. (2015). *How Software Works : The Magic Behind Encryption, CGI, Search Engines, and Other Everyday Technologies*. No Starch Press, Incorporated.
- Tim, M., & Fodi, Z. (2009). *The internet as a marketing medium: an introduction to search engine optimization*. Mekkeli: Kopijyvä Oy.
- Vahl, A., Haydon, J., & Zimmerman, J. (2014). *Facebook Marketing all-in-one for Dummies*. John Wiley & Sons.
- Zahay, D. (2015). *Digital Marketing Management : A Handbook for the Current (or Future) CEO*. Business Expert Press.

10 Electronic sources

- Hooper, S. (2019, 02 04). WHY WEBSITES WITH VIDEO CONTENT DO BETTER IN SEO. Retrieved from infront webworks: <https://www.infront.com/the-blog/search-engine-optimization/the-blog/video-content-do-better-in-seo>
- NINE STATS. (2017, 05 08). 9 Shocking SEO Statistics of 2017. Retrieved from NINE STATS: <http://www.ninestats.com/9-shocking-seo-statistics-2017/>
- Zlatin, G. (2018, 11 15). Differences between On-Page and Off-Page SEO. Retrieved from DigitalThirdCoast: <https://www.digitalthirdcoast.com/blog/on-page-off-page-seo-difference>
- Wordstream . (n.d.). Popular keywords main page. Retrieved from Wordstream : <https://www.wordstream.com/popular-keywords/health-fitness-keywords>
- wpbeginner. (n.d.). What is: Backlink. Retrieved from wpbeginner: <https://www.wpbeginner.com/glossary/backlinks/>
- Wim, N., & Adam, S. (2013, 09 08). Technological Innovation, Entrepreneurship, and Development. Retrieved from The European Business Review: <https://www.europeanbusinessreview.com/technological-innovation-entrepreneurship-and-development/>
- Wolf, A. (2016, 05 05). Primary Data vs. Secondary Data: Market Research Methods. Retrieved from marketresearch: <https://blog.marketresearch.com/not-all-market-research-data-is-equal>
- Villa, J. (2018). 8 Reasons Your Business Doesn't Appear on the First Page of Google Search. Retrieved from impulsecreative: <https://www.impulsecreative.com/blog/8-reasons-your-business-doesnt-appear-on-the-first-page-of-Google-search>
- Statista. (2019). Global social networks ranked by number of users 2019. Retrieved from Statista: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>
- Strandberry, S. (2018, 08 07). Top 10 Reasons SEO Web Design is Important for Business Success. Retrieved from LYFE Marketing : <https://www.lyfemarketing.com/blog/seo-web-design/>
- Takahashi, D. (2018, 11 11). Newzoo: Smartphone users will top 3 billion in 2018, hit 3.8 billion by 2021. Retrieved from venturebeat: <https://venturebeat.com/2018/09/11/newzoo-smartphone-users-will-top-3-billion-in-2018-hit-3-8-billion-by-2021/>
- Search Engine Land. (n.d.). Google: Mobile Friendly Update. Retrieved from Search Engine Land: <https://searchengineland.com/library/Google/Google-mobile-friendly-update>

Shipp, A. (2018, 12 14). SEO INSIGHTS. Retrieved from seranking:
<https://seranking.com/blog/videos-impact-seo-rankings/>

Shontell, A. (2013, 05 09). Tech. Retrieved from Business insider:
<https://www.businessinsider.com/its-been-1-year-since-facebook-bought-instagram-for-1-billion-heres-how-co-founder-kevin-systrom-spent-it-2013-5?r=US&IR=T>

Shopify. (n.d.). What is SEO Marketing? Retrieved from Shopify:
<https://www.shopify.com/videos/ecommerce-seo-101/what-is-seo-marketing-tutorial>

Silva, C. N. (2018, 05 09). Why SEM is Important: 15 Reasons to Tell Your Clients. Retrieved from ACQUISIO: <https://www.acquisio.com/blog/agency/15-reasons-why-sem-is-important/>

Quicksprout. (2019, 03 26). Should You Repost Your Blog Content on Other Websites? A Data-Driven Answer. Retrieved from Quicksprout: <https://www.quicksprout.com/should-you-repost-your-blog-content-on-other-websites/>

Rank Today. (n.d.). How does changing page title affect SEO. Retrieved from Rank Today:
<https://ranktoday.com/how-does-changing-page-title-affect-seo/>

Ratcliff, C. (2016, 08 08). What are the top 10 most popular search engines? Retrieved from Search Engine Watch: <https://searchenginewatch.com/2016/08/08/what-are-the-top-10-most-popular-search-engines/>

SEAN. (2018, 06 15). The Importance of Digital Marketing: Top 10 Reasons You Need It. Retrieved from LYFE Marketing: <https://www.lyfemarketing.com/blog/importance-of-digital-marketing/>

Odden, L. (n.d.). Digital Marketing . Retrieved from Top Rank:
<https://www.toprankblog.com/2014/07/digital-marketing/>

McCormick, M. (n.d.). Small business. Retrieved from Chron:
<https://smallbusiness.chron.com/register-business-Google-3047.html>

Small Business marketing tools. (n.d.). Comparison Chart for Choosing Between Top Social Media Sites for Marketing. Retrieved from Small Business marketing tools

Lang, P. (n.d.). Social media marketing vs content marketing. Retrieved from uhurunetwork:
<https://uhurunetwork.com/social-media-marketing-vs-content-marketing/>

Lee, J. (2013, 06 20). No. 1 Position in Google Gets 33% of Search Traffic [Study]. Retrieved from Search Engine Watch: <https://searchenginewatch.com/sew/study/2276184/no-1-position-in-google-gets-33-of-search-traffic-study>

Lincoln, J. E. (n.d.). 25 Off Page SEO Strategies That Can Generate 1,000+ Links. Retrieved from ignitevisibility: <https://ignitevisibility.com/off-page-seo/>

- Kemp, S. (2019, 01 30). DIGITAL 2019: GLOBAL INTERNET USE ACCELERATES. Retrieved from wearesocial: <https://wearesocial.com/blog/2019/01/digital-2019-global-internet-use-accelerates>
- Keppel, C. (2012, 04 19). Sales & Marketing . Retrieved from phorest: <https://www.phorest.com/blog/what-is-the-difference-between-a-marketing-campaign-and-a-marketing-promotion-and-why-this-matters-to-your-salon/>
- Johnson, G. (2018, 08 24). What Is the Role of Backlinks in Off Page SEO? Retrieved from Qdexi Technology: <https://www.qdexitechnology.com/what-is-the-role-of-backlinks-in-off-page-seo>
- Jacobson, M. (n.d.). How Far Down the Search Engine Results Page Will Most People Go? Retrieved from Leverage Marketing: <https://www.theleverageway.com/blog/how-far-down-the-search-engine-results-page-will-most-people-go/>
- Fiverr. (n.d.). I Will Do SEO Off Page Optimization To Rank Your Website. Retrieved from Fiverr: https://www.fiverr.com/princeperson/do-seo-off-page-optimization-to-rank-your-website?from_service_type_box=true
- FRANKLIN, C. (2000, 09 27). How Internet Search Engines Work. Retrieved from howstuffworks: <https://computer.howstuffworks.com/internet/basics/search-engine1.htm>
- Google. (2019). Search Console Help. Retrieved from Google: <https://support.google.com/webmasters/answer/7451184?hl=en>
- Grappone, J., & Couzin, G. (2011). Search Engine Optimization An hour a day. Wiley Publishing, Inc.
- Hoben, N. (2018, 08 24). 10 Rules for Video Marketing & SEO Success. Retrieved from Search Engine Journal: <https://www.searchenginejournal.com/10-rules-for-video-marketing-seo-success/266405/>
- Hollingsworth, S. (2018, 04 13). 12 Reasons Why Your Business Absolutely Needs SEO. Retrieved from SEJ: <https://www.searchenginejournal.com/why-seo-is-important-for-business/248101/#close>
- Dopson, E. (2018, 07 26). SEO Backlinks: 4 Reasons Why Link Building Is Important in SEO. Retrieved from monitorbacklinks: <https://blog.monitorbacklinks.com/seo/why-backlinks-are-important/>
- Dudovskiy, J. (2016). The ultimate guide to writing a dissertation in business studies: a step-by-step assistance. Pittsburgh, USA. Retrieved from Research Methodology: <https://research-methodology.net/research-methodology/research-approach/deductive-approach-2/>
- Enge, E. (2019, 05 11). Mobile vs Desktop Traffic in 2019. Retrieved from stonetemple: <https://www.stonetemple.com/mobile-vs-desktop-usage-study/>
- Facebook. (2019). Retrieved from Facebook: www.facebook.com

- DeMers, J. (2015, 05 11). 5 Lessons We Learned From 'Mobilegeddon'. Retrieved from Forbes: <https://www.forbes.com/sites/jaysondemers/2015/05/11/5-lessons-we-learned-from-mobilegeddon/#25427b781903>
- Divitto, A. (2018, 09 13). The Importance of Social Media in SEO. Retrieved from Manrketing & Growth Hacking : <https://blog.markgrowth.com/the-importance-of-social-media-in-seo-adee2225c364>
- Dobhal, R. (2018, 11 28). Digital Marketing. Retrieved from digitalmantra: <https://digitalmantra.in/social-media-marketing-the-most-powerful-weapon-for-businesses/>
- Brul, A. (2018, 11 06). How to Use Email Marketing to Improve Your SEO Results. Retrieved from Sendpulse: <https://sendpulse.com/blog/seo-and-email-marketing>
- Cartwright, H. (2018, 07 30). The Winning Formula For Successful Digital Marketing in 2018. Retrieved from MULTICHANNELMECHANT: <https://multichannelmerchant.com/blog/the-winning-formula-for-successful-digital-marketing-in-2018/>
- Chaffey, D. (2018, 08 07). What is Digital Marketing? A visual summary. Retrieved from Smart Insights: <https://www.smartinsights.com/digital-marketing-strategy/what-is-digital-marketing/>
- CHRIS, A. (n.d.). What Is Search Engine Optimization And Why Is It Important. Retrieved from reliablessoft.net: <https://www.reliablessoft.net/what-is-search-engine-optimization-and-why-is-it-important/>
- Beal, V. (n.d.). off-page optimization. Retrieved from webopedia: https://www.webopedia.com/TERM/O/off_page_optimization.html
- Biggart, A. (2018, 01 08). Paid vs. Organic Search: The Story (Right Now). Retrieved from Conductor: <https://www.conductor.com/blog/2018/01/paid-vs-organic-search-right-now/>
- Bird, M. (n.d.). How And Why You Should Set Goals For Your Digital Marketing. Retrieved from More business online: <https://www.more-business-online.com.au/blog/how-why-you-set-goals-for-digital-marketing>
- Brown, J. K. (2018, 08 10). SEO. Retrieved from Practical Ecommerce: <https://www.practicalecommerce.com/10-do-it-yourself-seo-tips-to-save-money>
- Browning, B. (2013, 01 14). SEO training and services that position you to generate leads and grow your business. Retrieved from Discover Your Customers: <http://discover-your-customers.com/5-ingredients-for-successful-seo/>
- Aetherdigital . (2015, 11 27). Advice-Web Design. Retrieved from Aetherdigital : <https://www.aetherdigital.com/the-difference-between-domain-name-extensions-com-co-uk-uk-org-net/>

Baker, L. (2018, 12 17). How to Do Keyword Research in 2019 for Maximum Traffic. Retrieved from Search Engine Journal: <https://www.searchenginejournal.com/keyword-research-maximum-traffic/283247/#close>

11 Appendixes

Interview: -

- When did you register your company?

Answer: Company was registered on 31st January 2019.

- When did you start your operation?

Answer: Operation started partly from February.

- What kind of service do you offer?

Answer: offered services are fitness training, diet planning, single training planning etc

- Who are the target customers?

Answer: So far local people around Kajaani but at current condition forced me to stop everything

- Does your company have any current paid customer?

Answer: There are no paid clients at this moment due to not having physical training place.

- Why did you stop your business operation?

Answer: Kajaani Liikku gym had an oral agreement with "Bodybalance athletics & skills trainer Oy" but later Liikku gym felt threaten and fear of losing their existing clients. This is why Liikku gym took them self out of this agreement. As it was not a written agreement between two parties. Therefor, "Body and Balance" could not reach for any legal help. Lawyer suggested to be careful in future about such agreement and recommended to make it written.

- Do you have any plan to resume your business operation?

Answer: There is plan for resuming this business but shifting business location from Kajaani to Helsinki might make things easier

- Why do you want to move your business operation to Helsinki?

Answer: There are no existing gym facility that can be used for this business here in Kajaani. But there is one public gym facility in Kajaani which can be used but its timetable is too difficult to match.

- Have you finalised your decision?

Answer: Not yet, it's still on consideration level and there are many things that will influence in the decision-making process.

- When you will finalise your decision?

Answer: Not sure now but hoping to have another meeting with the public gym.

- What are the factors that will influence your thought process to finalise your decision?

Answer: Existing gym facility and without that business operation cannot be run. But there could be many other more.

- What kind of digital marketing plan do you want?

Answer: Marketing that does not cost any more for now. Money can be spent when situation is stable but at this moment, no or least cost strategy is only welcomed

- Do you have any marketing budget?

Answer: At this point not willing to put money on marketing as business location and business is not operational.

