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EFFECTIVE DIGITAL MARKETING COMMUNICATIONS.
CASE COMPANY: URBANZEE, FINLAND

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With the rapid growth of technology, digital marketing communication (hereafter referred to as “DMC”) tools have been played a major role in helping companies build and develop their brands and images, improving their competitive advantages in the market. In other words, digital marketing is provided with powerful and advanced communication tools to support businesses in their strategy of understanding, interacting and satisfying their customers more effectively and actively.

Thus, this thesis is about DMC and the influence of its different implementation forms on the level of customer satisfaction and interaction. To be more critical, a Turku-based start-up UrbanZee, a company specialising in air quality measurement will be a case company to be analysed herein to support the thesis outcome. The objectives of the thesis were to investigate how customer satisfaction and interaction were enhanced by DMC tools and to conclude the effective DMC used by the case company

At the beginning of the thesis, the author pointed out the definitions, strengths, and limitations of digital marketing as well as DMC together with its tools and process. Also, to prove the study quality, in the empirical part, the author mentioned the UrbanZee’s achievements in DMC from the Internship experience. The empirical part was to answer the research question: “Which types of digital marketing communications UrbanZee should apply to increase customer satisfaction and interaction”

The research applied the quantitative methods to collect the data from the survey about which forms of DMC the Internet users interacted frequently and satisfied with the information most. To support the thesis outcome, the survey was designed based on the theoretical and empirical parts which covered the DMC tools of common contexts and the implementation by UrbanZee. The survey result was used for thesis and material for the case company.

Finally, thanks to the collected information and data the author could summarize the thesis with a realistic overview of the current topic. On the other hand, the survey findings could help UrbanZee and other marketers to understand which DMC tools should be utilized for surviving and winning in this competitive the market.

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1 INTRODUCTION

1.1 Thesis purpose and research question

When the Internet has developed and information is everywhere, businesses are getting aware of how vital digital marketing communication is to acquire and retain customers. Understanding such importance, this thesis will focus on analyzing the roles of digital marketing communication in corporate development as well as effective ways of applying its relevant tools to improve business. To be more critical, this thesis is written based on different academic sources and case study conducted at UrbanZee - a company where the author had chance to do internship. As a return to thank this opportunity, apart from all necessary theories, this thesis will be considered as a recommendation for UrbanZee because from here UrbanZee can have a general view on how effectively digital marketing communication is currently used and what should be improved to better finding, interacting and attracting its potential customers. The author hopes with this thesis, the research question **“Which types of digital marketing communications UrbanZee should apply to increase customer satisfaction and interaction”** will be answered.

1.2 Conceptual framework

Regarding thesis structure, after the introduction, research method and methodology used herein will be mentioned. Then, all theories relating to digital marketing communication and its role of improving customer satisfaction will be analysed. Case study – UrbanZee will be followed. Research findings and conclusion will be final parts.

In details, the process of working on this thesis is divided into two main parts, namely theoretical and practical parts. While the theoretical part consists of theories and

examples about digital marketing and its communication tools, the empirical is all about how digital marketing communication is applied at the case company. The theoretical part is started with the general concepts as well as the benefits and drawbacks of digital marketing. This helps clarify the basic and common knowledge of digital marketing before analysing further the ways of how to utilize it. Secondly, digital marketing communication (hereafter referred to as “DMC”) tools and process are mentioned based on the research and experience of the author. Thirdly, the influence of DMC on customer satisfaction and loyalty will be described.

In the empirical part, the utility of UrbanZee’s current DMC is highlighted along with the background of the company. Besides, to support the quality of theoretical and empirical parts, the quantitative survey is carried out, which gives a clearer understanding and real picture of DMC in reality. Finally, recommendations and conclusion to the company will be given based on mentioned collected data.

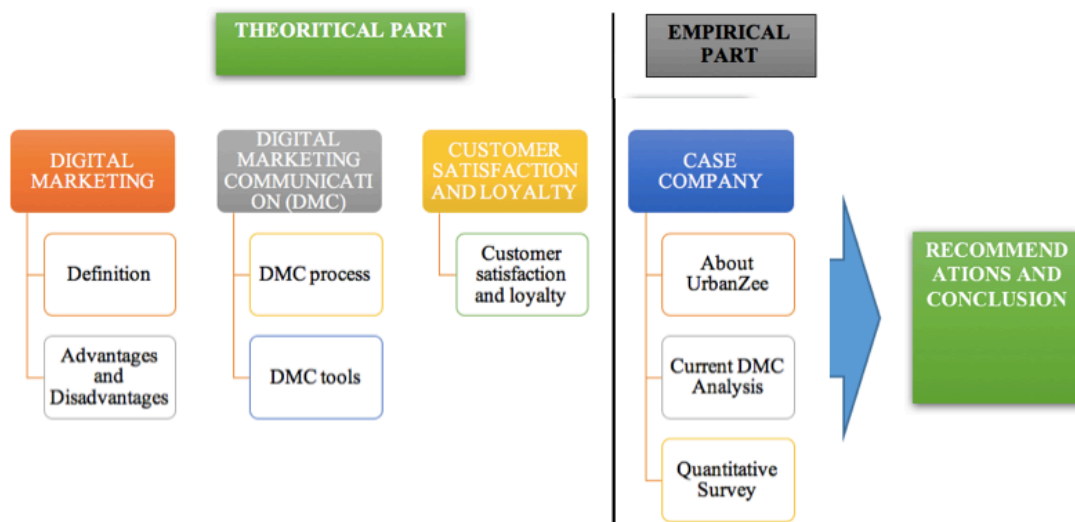


Figure 1. The process of the concepts and definitions in thesis

2 THESIS METHODOLOGY

Relevant knowledge taken from books, journals, newspapers, researches, or analyses

is important academic sources used in this thesis. In addition, the primary data collected from surveys plays a vital role supporting and improving the critical path of this thesis. The reason of using this method is with a wide range of questions, responses to the survey can help clarify better the problems and hence finding solutions become clearer and easier.

For survey designing, the ONION diagram which is created by Mark Saunders. (Mark Saunders, 2012, 130) will be used to design the survey.

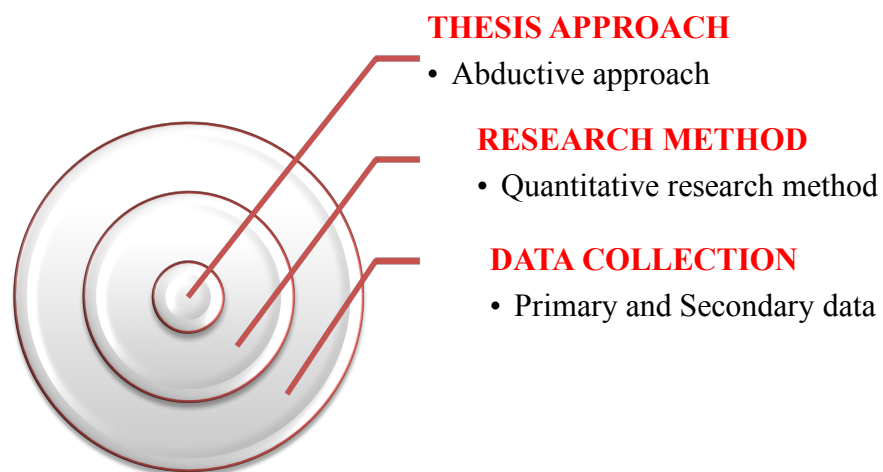


Figure 2. The research ONION diagram of the thesis (Saunders, 2012, 130)

2.1 Thesis approach

Abductive approach is deployed as a method to do the research for the business situation of UrbanZee who offers the services related to air protection and improvement. Abductive approach is the combination of deductive and inductive approach that the company can apply the quantitative and qualitative data, information and examples for situation evaluation. In some aspects, UrbanZee, World Air Quality Index project (aqicn.org), National Air Quality Testing Services (NAQTS) and Smart and Clean has offered the same service, therefore, UrbanZee can use the previous experiences, advantages and challenges of other companies to maximize the benefits and improve the weaknesses. This helps the new company create the opportunities to attract more customers and increase profit. Based on the data and analyses of previous companies, UrbanZee can build new strategies and plan for development of their service.

2.2 Thesis research method

The thesis was analysed by using the quantitative research method which offers the data and information related to quantity, units, numbers and percentages. This research type is used for responding to the questions: “What?”, “Where?”, “How much?” and “How often?”, which performs the phenomenon of numerical data. The result of the quantitative research evaluates the changes, gaps or differences of studied phenomenon which is described by the charts, graphs, figures and tables. (Website of Research Methodology)

UrbanZee needs the quantity of needs, customers and tastes to evaluate the business marketing communication situation. The quantitative research result can help the company to get effective marketing communication platforms to increase the customer satisfaction and interaction. Moreover, the company can have plans by the time and schedule of each customer group in order to bring the service to the right time and to the right customers. Thus, it is a strategic plan to save time, money and labour for a young entrepreneur as UrbanZee. Also, the achievements of high customer faith, interaction and satisfaction support and boost the long-term sustainable development. This survey possibly helps the company to get the feedbacks and opinions from all people. (Heikkilä 2008, 16 – 17)

2.3 Data collection

Collecting data and statistics is an important phase of the process in which literatures for the theoretical part can be collected. While the primary data are taken from the survey, the secondary one was taken from literature sources. In fact, the primary data source is evaluated more than the secondary one due to its reliability, and trust worth (Cohen, Manion & Morrison 2007, 193-194). Data and information will be collected as both primary and secondary sources for development of marketing strategies. The collection plays an important role because it helps the company get an objective look and viewpoint about their situation on the market. Also, the companies can have the basis and criteria framework to evaluate the plans/strategies. (Churchill & Iacobucci 2002, 138-191)

Primary sources

- Survey

Secondary sources

- Previous documents from company and academic materials
- News related to the Environment: Agreements, Policies, Actions
- Analyzed researched data
- Books, e-books, materials, researches.

2.4 Survey Plan

The quantitative survey was made and carried out to study the digital marketing communication tools in raising customer satisfaction and interaction effectively. The survey had totally 17 questions related to the thesis topic without any limitations for respondents such as career, status, age or salary. Provided that the answerers could give their general and specific views on how and what made they feel interested in the case company, its information, sources and products. Besides, survey participants were encouraged to give their own opinions towards the digital communication based on their experiences through the open questions. The surveyor aims at understanding how people felt satisfied and interacted with the case company's latest news, activities and events through the Internet and digital marketing communication. All in all, this survey was designed to get all necessary information which is then used to improve effectively customer satisfaction and interaction through digital marketing communications.

The survey was sent to people from April 29th, 2019 as a link published mainly on Facebook, Gmail and WhatsApp. The link would be available up to 3 weeks along with the reminding messages which were sent in the weekends. For the quality of the thesis outcome, the author planned to collect at least 50 responses for the survey. In case the collected answers were less than 50 responses, the author would send the reminders to people by the same social media platforms. The survey result would be analysed in Chapter 7.

3 DIGITAL MARKETING

3.1 Definition

Under academic term, digital marketing is defined as a way of marketing used by companies through technology advances such as Internet Marketing, Web Marketing, Online Marketing, E-Marketing. (Website of Smart Insights 2016) According to Danns (2010, 11), digital marketing was any kinds of marketing activity that technological devices are means to carry out the implementation. Danns also believed that digital marketing was the collections of “mechanisms and approaches” tools with the support of technological tools to ensure and deliver the high quality of marketing implementations. (Dann and Dann 2010, 4) Similarly, digital marketing defined by Dave Chaffey and Fiona Ellis-Chadwick as the utilization of the Internet, and the well-connected application digital device in traditional marketing. (Chaffey & Ellis-Chadwick 2016, 11) With more practical thinking, Alexander thought that digital marketing included strategic tools which benefits to B2B, B2C and other business modes that the companies to be able to leverage the assets and ideas, strategies and tactics, and means of communications to approach the customers digitally. (Alexander 2016, 23-32) All in all, the digital marketing is used for the achieving and fulfilling the marketing visions and objectives of companies with the supports of digital device and tools. Besides, the perspicacious marketers can implement well the plans and strategies by an in-depth understanding of whole new trading environment and customer groups. (Website of Heidi Cohen)



Figure 3. Marketing Evolution (Website of Top Business Journal)

Regarding practical tools, thanks to recent technology development, the generations of wireless mobile communication technology (3G and 4G) and the improvement of integrated and portable device enable people to react and communicate online. Along with that, the social platforms such as the websites or applications create a virtual business world with high interaction and responsiveness. Companies can support their customers and deliver their messages, or information of their products or services through online advertising. The perspicacious marketers have more opportunities of sales and cost-efficient strategies when utilizing the digital marketing. The larger companies also apply more marketing tools such as direct mailing or printing along with TV commercials in order to cover the whole markets. With the companies having the limited financial budgets in marketing such as start-ups and small businesses, advertisements on newspapers, magazines or printing, even some direct mail and limited telemarketing are used to maximize the effectiveness. Generally speaking, optimizing the combination of traditional and digital marketing is a benefit for the small companies that they can cover the whole markets as well as engage the entire audiences and turn them into customers. (Website of Small Business Digest) The Internet revolution and evolution of marketing communication has boosted the success and bright future of companies' development in advertising and promotion in domestic and international markets. (Chaffey, D. 2016, 138 & 649)

3.2 Benefits and limitations of using digital marketing by companies

In the landscape of modernizing and digitalizing business world, people tend to observe and obtain all relevant information carefully before making any decision. In other words, the messages of products or services that companies deliver will directly have effect on their own business growth. A well-strategic digital marketing should create excellent performances in both online and offline markets which increase the quality and level of customer services in order that prospective customers can be transferred into loyal and key customers. The goal of digital marketing communication is to ensure the business messages and news to be delivered to the right place, right recipient and on time. That can drive their customers to purchase or raise the customer awareness towards the company and its products and/or services. (Berg-

ström & Leppänen 2009, 328) According to NCM Digital Marketing, companies get a wide range of benefits when applying digital marketing communications:


	Lower-Cost
	High Revenues.
	Higher ROI from the campaigns.
	Know All About competitors.
	Real-Time Results
	Earn People's Trust and Build Brand Reputation

Figure 4. The advantage of Digital Marketing (Website of NCM Digital Marketing)

Along with optimizing the advantages of digital marketing, the marketers also consider the limitations which can prevent companies from advertising as well as increasing the customer interaction and satisfaction. There are some typical limitations that the marketers have faced:

- Security risks and trust issues: nowadays, most people pay and shop online by providing personal information, bank cards numbers or important documents which are valuable to the thieves. Hackers can take advantage of the information shared on social media to sell to the companies.
- Online competitions are strong because online users highly demand the interesting and free offer if the companies want them to visit the official social networking sites such as homepage websites, pages or blogs.
- Strategies can be copied by other companies, for example, the pictures or images of products can be taken without any permission. These stolen photos or images are for misleading the customers.
- Risks of scammers make the Internet users use more ad blockers which directly prevent the companies from getting the customers.

(Website of Business2community)

4 DIGITAL MARKETING COMMUNICATION IN BUSINESS

4.1 Development of digital marketing communication

Before advanced technologies, traditional marketing was often misled as advertisement conducted through direct emails, broadcast and telemarketing such as print advertisements, billboards, flyers or pamphlets, TV, newspaper, radio, or others. At that time, companies tried to use “traditional marketing” to pull all good and sometimes fake information into customers and push them to buy products or use services. This is one-way relationship. (Marketing-Schools Organization) Customer expectation and experience were not seriously cared by the companies because their reviews on the products or services were not popularised widely. However, everything has been changing since the birth of social media. Opinions and feelings of customers must be heard and taken into account seriously by companies when providing services or selling products if they want to survive in this global competitive market. In the other way around, the rapid increase of digital technology and boom of Internet resulting in globalization has brought positive influences on business development. Companies now can easily approach their potential customers. As a result, marketing communication is getting more transparent and useful with the support of modern devices and becomes a “so-called digital marketing communications. (Website of Advanced Business Communications)

Comparing with traditional marketing communication, digital marketing communication has been a combination of transformed achievements of the traditional one and the utilization of various digital devices. There is a huge change in marketing communications such as messages to content and passive to active customer behaviors. (Fill 2009, 19-20) In digital marketing, companies introduce the values of the products and/or services and their functional benefits to the targeted customers via their online and offline sources. Customers nowadays can easily receive and feel the quality of the products and/or services together with their attractive prices. For marketers, according to Fill, communicating with the customers is seen as an audience-centered activity which is aim at engaging the interactions between parties and participants and keep up the conversations. (Fill 2011, 5) Similarly, from the view of

Kotler, the marketing communications are seen as the calling which is to persuade and reminds the customers towards what brands they are following. (Kotler et al. 2012, 776) Nevertheless, the global competitive market has driven the companies to more ambitiously striving business achievements. Therefore, the companies mostly take advantage of all marketing communication methods such as online and offline marketing, personal selling, public relation, events and sponsorship, sales promotion and others. (Shimp 2010, 7)

From business point of view, DMC partly encourages the small and medium companies to do the business in cost-efficient and productive way. By the combination of digitalization, the Internet and marketing, digital marketing has been utilized as the most powerful tool and trend of the businesses. According to the 2017 global report of the Internet usage in the world, there was a 10% increase in people using the Internet in 2017, compared to the statistics in 2016. The popularity of social media also had the rise which was 21%. (Website of Wearesocial) In Finland particularly, 93 percent of population has been using the Internet and having online activities and this number is predicted to increase in a very near future (2014-2021). (Website of Wearesocial).

With all understanding above, companies should take advantages of technologies to approach their potential customers and particularly use digital marketing communication to attract buyers or consumers. In other words, digital marketing communication should be included in companies' strategy as an effective tool to bring and advertise their products and services in the market, building their brands and images among their competitors.

With technological features, DMC will be a useful tool for companies because it helps:

- Identify needs and demands of the customers in the markets through the Internet and online network.
- Anticipate needs and demands of the customers through the information or history online purchases of goods and/or services. From there, companies can collect and analyze the data, which helps them to efficiently allocate their goods/services or carry out the strategies.

- Satisfy the needs and demands of the customers

(Website of NCM Digital Marketing)

4.2 Digital marketing communication process

For the highly effective and interactive marketing communications and also due to the diversity of tools and types of customers, a complicated planning process is supposed to be used. However, in a simpler term, Lasswell summarised marketing communication which was planned and built comprehensively based on understanding of “Who say What to Whom in Which Channel with What Effect?” (Fill 2011, 33), and the process consisted of 8 steps:

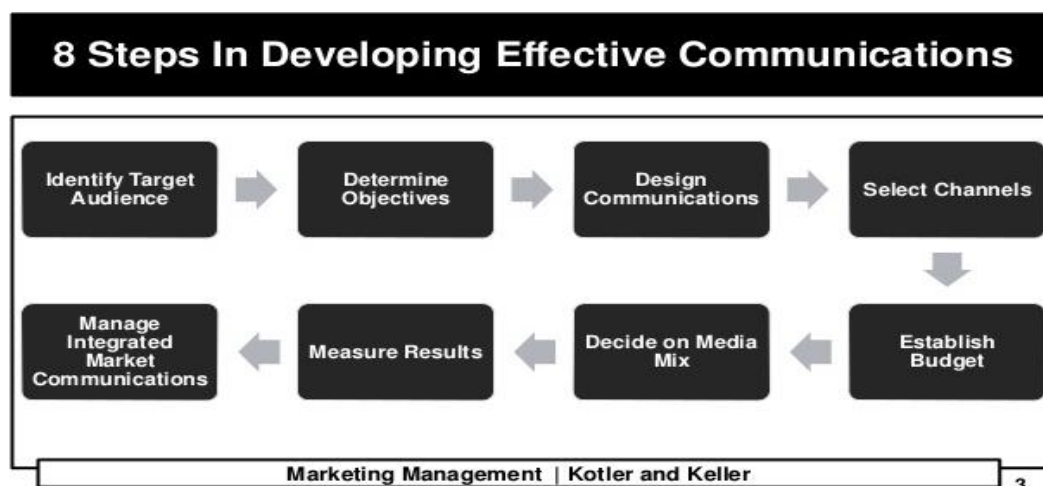


Figure 5. Marketing communication planning process (Mathur 2014)

Step 1- Identifying Target Audience is the first step to direct to the decision in marketing communication strategies and plans. Any strategic marketing communication decisions are made based on the expectations and demands of new, current and potential customers, even the influencers in customer purchasing behaviors. (Kotler et al. 2012, 782) What is more, positioning the brand at this initial stage helps the company to ensure the targeting decisions to be developed and implemented corresponding to the positioned brands. (Shimp 2010, 22)

Step 2- Determine objectives: the communication objectives are set and carried out clearly and suitably for the result measurements how and what they should be

achieved. The objectives are from short and long-term impacts, from general to specific level, customer acquisition or customer retention. (Shimp 2010, 22) In addition, there are no limitations to set the marketing communication objectives for the company. (Kotler et al. 2012, 783)

Step 3- Design communications: there are three main factors for delivered messages require “what to say, how to say it, and who should say it”. The model AIDA contributes and pushes to design the messages. (Fill 2011, 376) The message’s requirements:

- Message content (Rational Appeals Emotional)
- Message structure (Draw Conclusions, Argument Type, Argument Order)
- Message format (Headline, Illustration, Copy, & Color Body Language)
- Message source

(Kotler et al. 2012, 783-789)

Step 4- Select channels: the channels are researched and selected suitably for every targeted group: Personal and Non-personal communication channels. (Kotler et al. 2012, 789)

- Personal communication channels (face-to-face, telephone, and email)
- Non-personal communication channels (sales promotions, events, and public relations). (Fill 2011, 16)

Step 5- Establish marketing communications budget: the decisions in this step are made based on the company’s budget. The budgets are considered as an important factor to the process’s success which means utilization the availability and reducing the unneeded costs such as Affordability method, Percentage-of-sales method, Competitive-parity method, Objective-and-task method. (Shimp 2012, 166-170; Kotler et al. 2012, 793-794)

Step 6- Decide on the marketing communication mix: advertising, personal selling, sales promotion, public relations, direct marketing. (Kotler et al. 2012, 777) The company selects or mixes the promotion tools to approach the customers and provide the services based on targeted markets (B2B or B2C), market evaluation, stage of

product lifecycle and customer behaviour understandings. (Kotler et al. 2012, 798-800)

Step 7- Measure result: After the purchasing and/or communications stages, the company can use the interviews or give questionnaire surveys to collect the feedbacks from the customers or targeted groups. The measurements are related to recognition, recall, attitudes, behavioural changes which can drive the company move forwards by improving the weaknesses. (Kotler et al. 2012, 800)

Step 8- Manage integrated marketing communications: the company take into account every message delivered to their customers. Thus, the integration and ordination of the marketing communications are for message consistency which ensures the quality and professional of brands on all the channels. (Shimp 2010, 26)

4.3 Forms of digital marketing communication

Nobody can deny the power of social media marketing where millions of users can communicate, chat, discuss, review and give feedback about the services and products they used. There are some popular social platforms such as Facebook, Twitter, Instagram and Pinterest which are described as the most powerful place for doing business. The social media marketing helps the business enhance the relationships and interaction with customers virtually at low costs but high efficiency along with increasing visibility in search engines. (Thomas 2011, 108) Marketing activities on social media are mainly the announcements, latest news, trends or changes, dealing or publishing. They are performed on blogs, videos and audios. In fact, companies mostly utilize all kinds of social media tools to engage and attract the customers more effectively with the aim of the most ROI. However, with the nonstop improvement of social webpages, the pages such as Twitter, Facebook and LinkedIn profile can be connected and linked to each other. In this case, the ROI is completed automatically.



Figure 6. Multichannel digital marketing strategy (Website of Sagittarius Agency)

4.3.1 Branding

“Branding is endowing products and services with the power of a brand.” (Kotler & Keller 2015, 136) According to Chiaravalle & Schenk, a brand theoretically is a promise that performs “who you are, where you are from and which advantages you are going to deliver”. In addition, the promise is reinforced to fulfil the needs and requirements every single time the customers connect to you or your company. (Chiaravalle & Schenk 2007, 21) Brand is used to distinguish a company or groups of sellers to their competitors, moreover, brand consists of letters and/or symbols which is designed differently from others. (Aaker 1991, 7) On the other hand, brand is also defined as “name, term, sign, symbol, or design, or combination of them”, which is to identify and distinguish the products/services. (Keller 2013, 30)

For the companies, branding is to build and develop the communication methods effectively which help to draw a sharp distinction from other companies. With a strong brand awareness and brand image in customers’ minds, the companies can keep their brand improvement and lead it to brand equity. The brand positioning is to make a brand and its values, qualities and objectives different from the competition. (Geelhoed, Samhoud and Hamurcu 2013, 125) Brand positioning takes these characteristics as a basis for building a brand which is well perceived by people as well as clearly distinguished from other brands.

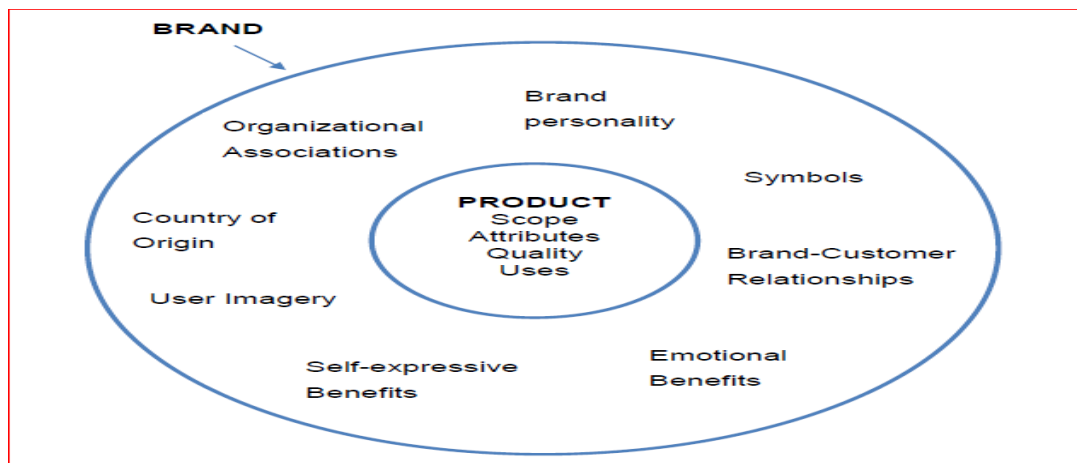


Figure 7. A brand is more than a product (Aaker 2002, 74)

Not only is a brand a name or a logo, but it is also an experience. Brand experience is about the feelings, cognitions, and interactions of the customers to the products and/or services. (Brakus, Schmitt and Zarantonello 2009, 53) Today, most companies have utilized various methods for branding (building, developing and expanding). For the achievements in branding, the companies can:

- Advertising and communications
- Product and packaging design
- In-store experience
- Pricing
- Sponsoring and partnerships
- The visual identity of the brand (logo, website and colors, are just some examples).

(American Marketing Association (AMA))

4.3.2 Content Marketing

Content marketing is about information and an essential marketing technique of the company. (Ruffolo 2017) The valuable and relevant contents related to the products and services are created, shared and published, and distributed to the community and especially to the target online people. Marketing is useless without content. Content is what the marketers utilize to engage the customers and what value the customers

want to receive. (Taylor 2017, 35) The “valuable” in the contents has currently changed that includes various pieces of content in the marketing content campaigns. With any pieces of content applied into the product or service campaigns, they have the way to convey the unique messages for every group of people. Thus, the company can seek the effective content pieces out by grading how many people are attracted to consume the products and service rather than avoiding or ignoring them. The content is divided into small pieces based on how people want to receive and perceive the products/services information which are able to persuade these people become customers. (Website of GTV SEO)

With the benefits to the business development, content marketing plays an important role of digital marketing strategies. The method leading to the effective digital marketing is the way how the company engages and interacts with the prospects and business customers. The most important thing is that the company has to work as an expert who provides the useful, relevant and reliable source of content to the business customers. Then, based on the support, the business customers can develop and increase the sales, revenue, and image of their own businesses, at the same time, they will position the company as a strategic partner and expert that they can rely on. Therefore, B2B content marketing is used in order to broaden the network of business customers, improve brand affinity, and finally, attract the leads and potential customers and increase sales through other businesses. (Website of GTV SEO)

The quality of content created and distributed effectively is when being improved and generated by the optimization of Content Marketing Matrix (CMM). With the marketers, it is a powerful planning tool which helps them draw the ideas and implement the suitable contents for every target audience. In addition, the matrix shows the elements which encourage the marketers to ideate the content planning for the marketing activities. The matrix has four elements of entertainment, inspiration, conviction and education which are based on the researches of audience perspectives. The lifecycle of the target audiences affects and decides the quality of the content where the audiences are specified and improved from the Awareness stage to Purchasing stage on the timeline. Besides, in order to set the plan in another case, the content needs to be improved more emotionally rather than rationally. (Bosomworth 2014, 300-350)

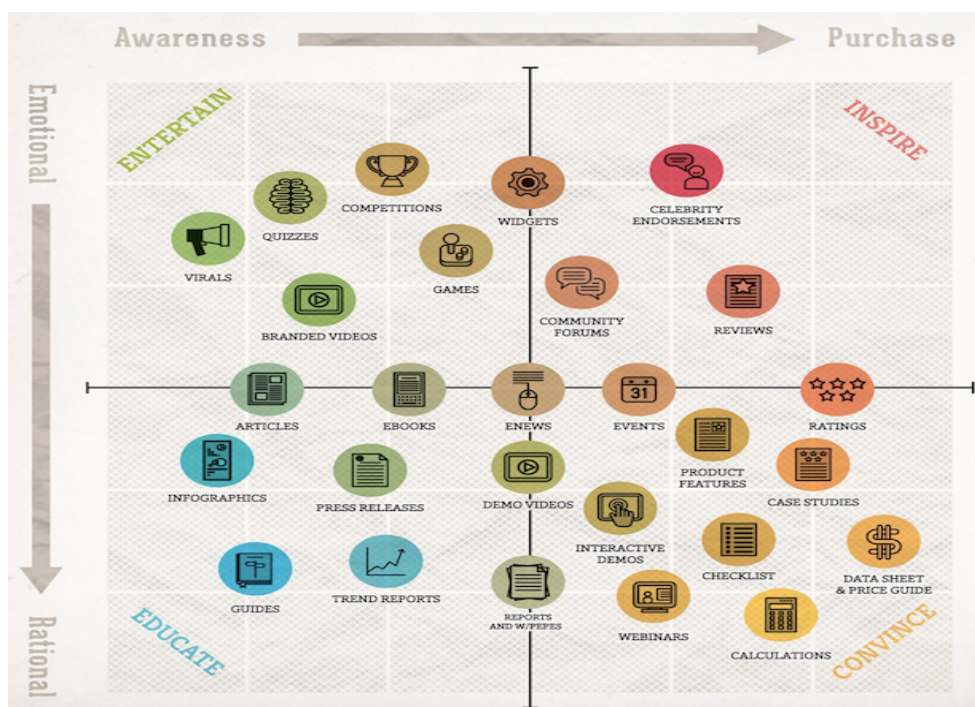


Figure 8. Content Marketing Matrix (Website of Smart Insights)

The best advertisements and marketing approaches are always the best way to hook and catch the customers' attention by the conversation and catchphrases. The advertising strategies of National Football League Super Bowl are typical examples of successfully conveying their messages to the viewers in the United States. It is because game and sport spirit are the most favourite programme in this country, together with that, the discussions toward what commercial impressed them most are mostly topics on the following Monday. Thus, different from other advertising campaigns, "They are good and expensive" is what these commercials performed through Super Bowl show is all about. The messages are simple and broadcast during this live sporting event, which can catch the audiences' attention many times and make them remember the event line. The audiences are now savvy to pass the advertising performances; however, along with the interference of devices such as DVR recording and others, the viewers can skip or cut the commercial breaks. (Website of Content Marketing Institute)

Inbound marketing is often taken as synonymous with content marketing which is to create the valuable information and experiences positively influence on people and the company. The content marketing is seen as a powerful inbound marketing tech-

nique which can drive people to the products and services via various forms of pull marketing. They are blogs, webpages, search engine optimization, social media marketing, whitepapers and other content forms (Halligan & Shaw 2010, 29-33) which are to build the brand awareness and new customer network. The relevant and interesting contents published through these digital marketing communications, the prospects and new customers are attracted and ready for having interactions with the company. The content includes the messages addressing the problems and demands of the ideal customers. Next, the customers are engaged by the conversations through e-mail or chat with the company for the future values. Finally, working as an empathetic advisor and expert creates or increases the trust and credibility for your business in the customers' mind. In contrast to inbound marketing, outbound marketing tends to invest in paid channels with the aim of attracting larger and more diverse people. The methodology of inbound marketing is to establish and develop the trust, credibility and momentum for value added in every phase of customer's journey.

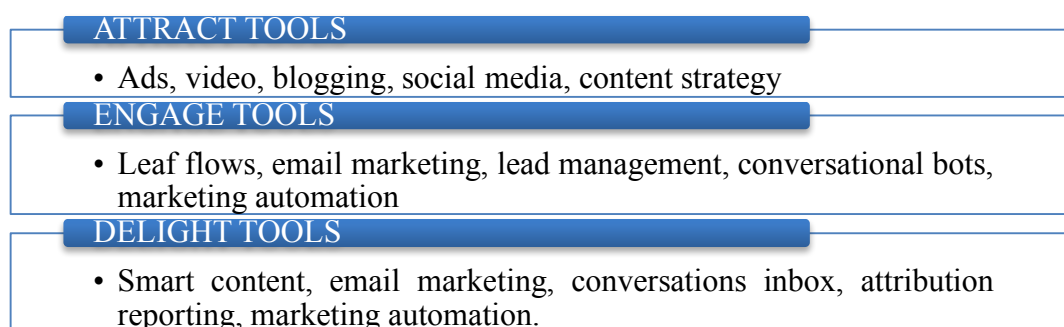


Figure 9. Inbound marketing methodology (Website of Hubspot)

The content can be in written, verbal, auditory, or visual performance which is performed based on the situation of the campaigns. Visual form is popular in designs, infographics, and banner images, videos whilst Verbal materials are about webinars or podcasts. Written content is something as blog posts, e-books, guides, whitepapers, quizzes, contests or social media updates. (Website of Content Marketing Institute) Today, the marketing content is improved through the social media; however, it can be still effective performed without the social media. On the contrary, the social media becomes useless without the content due to lack of the interesting, interactive or humorous engagements.

Content marketing and its quality are indispensable elements of marketing mix which decide how successful the campaign or advertisement. Typically, social media marketing is the content marketing strategy is created before the social media strategy while SEO is to drive the companies to the quality and consistent content. PR strategies is successful when focusing on what issues people care about and great content boosts the process of PPC. With inbound marketing, content is the main factor to generate the inbound traffic and leads and content strategy is a main part which contributes to the successful content marketing strategies. (Website of Content Marketing Institute)

4.3.3 Email Marketing

Email marketing is known as a form of direct marketing which is basically used for the promotions of products or/and services. While the traditional email marketing is mostly completed by postal service, messages in digital definition are delivered electronically via email. The information or data which have been sent to the potential or/and current clients/customers through emails, are seen as email marketing. Moreover, this means of communication is also an effective tool to improve and strengthen the connections and relationships between the company and the customers (The balance small business). Among the digital marketing plan, email marketing has proven itself as one of the most proactive hacks which is always state-of-the-art and never out of date. It is because people hardly change their email address often without any reasons, moreover, thanks to the digital device such as smartphone, computers or tablets, people can access to email whenever and wherever they want. (Website of Optimizely)

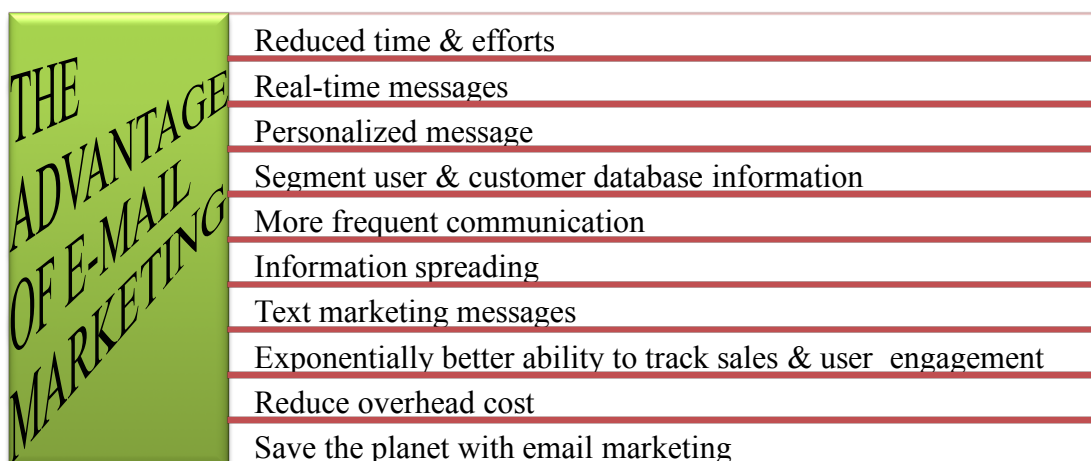


Figure 10. The advantage of E-mail marketing (Website of NCM Digital Marketing)

In order to reach the customers effectively, the growth hackers or digital marketers mostly utilize the list of the customers' emails which are sourced or collected by the tools. Typically, nowadays, it has been easier to get the list of new emails more than ever before by the Internet platforms such as subscription bar or exit-intent popups. However, if the marketers over utilize the emails by sending a lot of emails at the same time to sell or promote the products, they will face matters that their advertising emails can become spams or annoyances to the customers. What is more, the receivers can feel negatively towards the brands, image, products, and services of the companies. This is an experience that every marketer should remember to avoid bothering the customers. (Website of Optimizely)

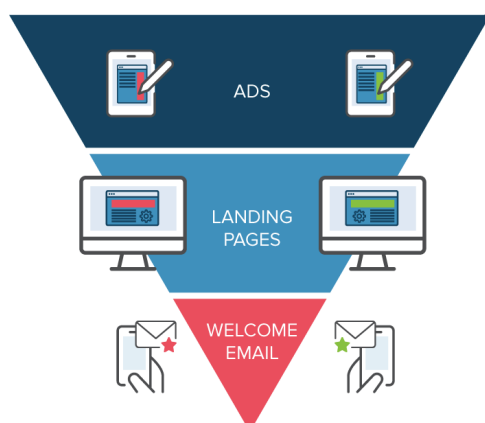


Figure 11. The process of email marketing (Website of Optimizely)

The process of email marketing is explained by the upside down triangle based on how important every step is. Firstly, people are usually attracted by the ads having attractive features on Google and social media platforms which drive them to click on these ads. After clicking these ads, people are led to the websites and sign up in order to get more information. Obviously, compared to the real ads viewer amount, the amount of people who have been led to the landing pages directly is lower. Therefore, the power of the ads creates and brings the impressions to the customers to the landing pages even if the audiences find it not attractive or not involved in their favours, needs or preferences. Once signup stage is done, people will receive the automatic welcome email immediately for confirmations or first newsletters. They are called Hubspot or Mailchimp. (Website of Neilpatel) This kind of email interaction through newsletters helps the customers receive the latest news periodically, weekly or monthly. (Website of Optimizely)

4.3.4 Social Media Marketing

“Social network are the fastest growing phenomenon on the Web”, said Brian Sheehan. (Sheehan 2010, 108) The changes of marketing approaches and communications has influenced positively on the businesses’ development. The contribution of digital and smart device increases the amount of online users which encourage them to connect, work and communicate online. The changes have given the marketers more opportunities and high quality business space more than ever before. In developed countries, the number of people using social networks was recorded as 80% which developed three times more than the Internet did (Sheehan 2010, 108). Moreover, according to Pew Research Center (2016), the influence of social media communications continues increasing in the future.

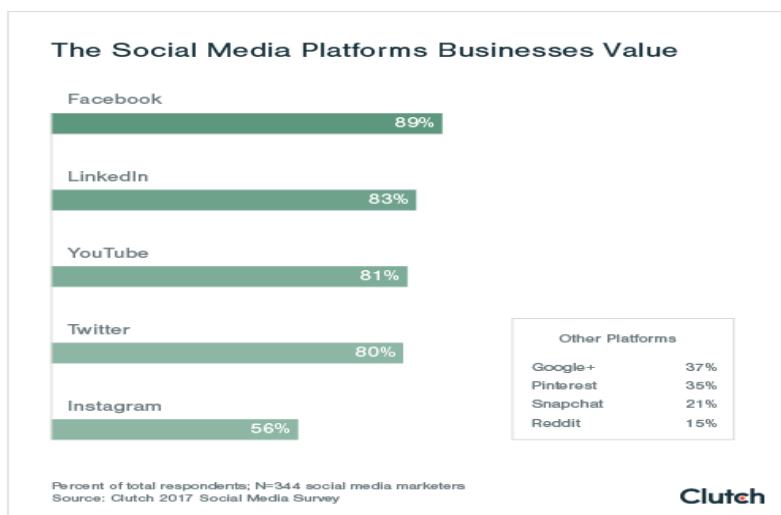


Figure 12. Social Network Platform (Website of Omnicore).

Social media channels

Although Facebook, Twitter, Instagram and LinkedIn are not non-profit businesses, they create a business world which not only is unlimited and free but also builds broad and diverse markets and business network. In the 21st century, efficient utilization of digital marketing communication is a great opportunity for small, young and SMEs and even large businesses who want to own larger market shares. With the combination of social media platforms and excellent marketing content, the companies can organize the business events or activities to introduce the products and services throughout the world. On the other hand, the high interactions and experiences shared by the customers and non-customers help to increase the reliability and reputations of the company. It is true provided that the companies are well-interactive and active to them in return. The connections and relationships are concrete and long-term, therefore, the companies are required to update day-by-day and seriously consider the customers' needs and changes of the world. The appearance of various online can lead to the saturation in online business, however, the more both competitive the market is and interactive contents are, the more profit the companies get. (Website of Omnicore)

LinkedIn and Twitter

Today, more than 57% of businesses have used LinkedIn as a tool of marketing communication method thanks to the commercial advantages to the businesses. With the slogan "Relationships matter", LinkedIn becomes the place which provides the

effectiveness to the users' daily works and opens doors to enormous opportunities. Especially, the opportunities are free and various that the platform allows the users to utilize and connect their available professional relationships they have already created (Joel 2011, 9). In addition, the users can connect with business partners, professional colleagues and organizations, enterprise clients and customers and others. (John and John 2011, 200-250) The best benefit of LinkedIn is the high concentration of professional connections and networking which consist of people who have business and work purposes. On the other hand, the recommendations are sent randomly based on your background, history or connections. This helps the users expand the networking and relationships wider inside and outside their companies. For the smaller and start-up companies, LinkedIn is an advantage in business connections and contacts, networking expansion, talent recruitments and other benefits which can drive them to success. (John and John 2011, 240-280)

With Twitter, the new and potential customers are able to come across the company's homepage and activities by tweets, shares and mentions. Day-by-day, the users can remember the products and/or services in their minds. With the world of digital device fulfilment, by reacting, communicating, engaging and interacting with the users, the company can turn them into their customers and loyal customers. Furthermore, the company can expand the customer networking through the available and current ones so that there are some necessary costs can be saved. (Okeke 2015) By tweeting about the actualities and what is currently happening, the company can share part of their business activities to the users which constrains the working process of virtual world. Twitter's users are allowed to comment and retweet the posts they are interested in while the owners' posts can interact and reply the communication directly. This benefit helps the company get the positive interaction rate with the users provided that the contents are seriously and highly invested in. The high quality posts which have hashtags, pictures and interesting can attract the people that the company can advertise their products and/or services effectively. (Website of Twitter, 2018)



Figure 13. Twitter's homepage of UrbanZee

Facebook

It is true to say that Facebook has played a dominant role in social world which had over 1 billion users (according to Facebook's public statement in 2012.) The number of active users significantly increased in 2016 having 1.4 billion registered accounts (Dodson 2016, 158), which becomes a free and open world for marketers. Facebook allows people to do all types of business, advertise and access to the account 24/7 without any restrictions. However, the users are recommended to do business by creating business pages or groups rather than their own personal profiles. (Dodson 2016, 159; Sheehan 2010, 108) It is because the business pages allow users to "like", "follow" and "subscribe" which help the get the latest and news streams instead of forcing to "add friend". The advantages of business pages offer (1) no limitation of "likes" and connections, which means that the people can continue the posts as soon as they click "Like". At the same time, by clicking "like", the users also help (2) to introduce the companies because the posts they liked will also pop up on their friends' timelines. On the other hand, the businesses can easily create the hashtag (#) campaigns such as #wecareforair or #urbanzee that the name of the businesses can be found easily (SEO). Besides, the genders, occupations, locations and others are collected and analyzed in order to improve the performance of companies' pages. (Dodson 2016, 159)

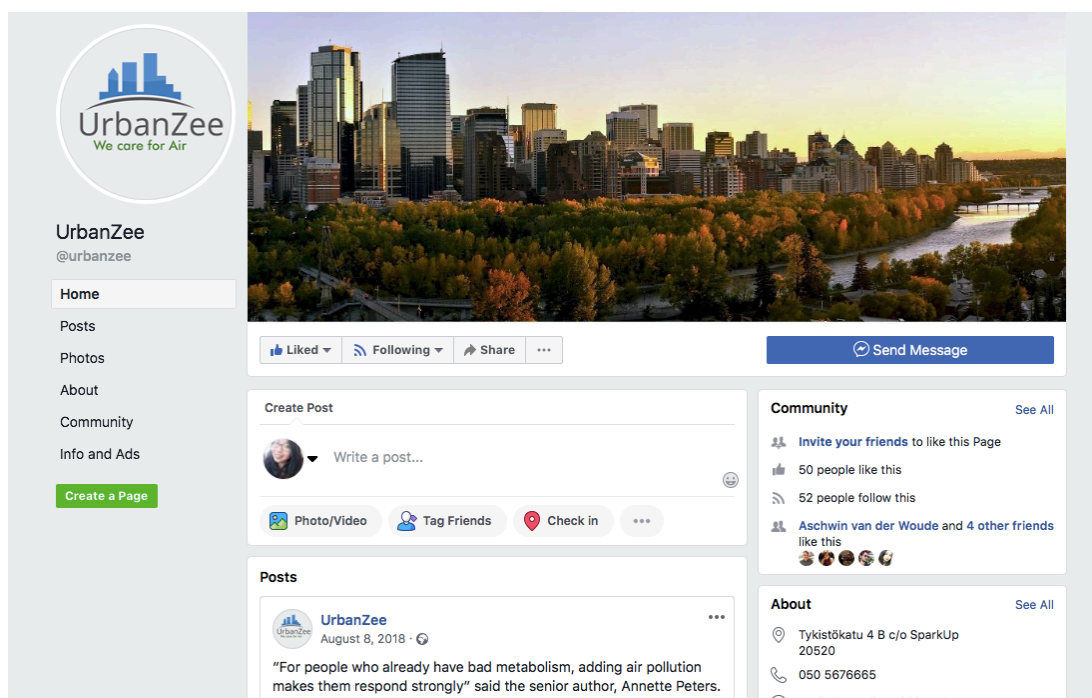


Figure 14. Facebook's homepage of UrbanZee

Instagram

As stated by Instagram Press, there are over 300 million people daily accessing to Instagram and more than half a billion active accounts. As a part of Facebook, Instagram also owns the mutual interactivity, clear theme and interface, and supportive functions together that the users can share the pictures and videos with the captions with other people on these two webpages and applications. According to Market Domination Media, people are mostly paying attention to the visual information more than the normal and written information. (Website of Market Domination Media 2014) Therefore, Instagram is an ideal and horrific means of digital marketing communication where gives the companies plenty of opportunities. The visuals are produced and designed 60,000 faster than the text are. (Website of Buzzoid 2016) There are other reasons that Instagram is a land of promise, opportunities and wealthies:

- The amazing year-over-year record of customer engagement growth is 53% thanks to the highly interactive posts. For example, the companies can share the photos of “behind the scene”, office facilities or activities, which helps to build and increase trust and personality from the customers. This also helps the companies appear more professional and trustworthy.

- Hashtags or geographic location tracking systems are used to find posts. At the same time, the posts related to services or products can be easily found. (Long 2016)
- The Instagram business market keep popular but not as competitive as Facebook or Twitter
- No advertisements and promotions costs for products and/or services. (Istvanova 2014)

4.3.5 Websites

Today, website is defined as the performances and face of a company. For attaining the attractive and professional characteristics, the websites designed are covered the four basic elements which are content, usability, structure and aesthetics. These elements impact on how the customers experience and expect to the company. (Eve 2011, 84)

Content

It is required the attractive and professional contents in designing business websites which are managed completely by the companies. Differ from the content in social media platforms, the website content performance shows the level and situation of a company. Therefore, the companies should take into account and put effort in the proper and well-interactive information displays which need to be simple and condense. Consequently, the customers can acquire and feel the values of the companies which are different from their competitors. The most important thing is that the website structure is easy to use and follow. (Eve 2011, 84-85)

Usability

The usability and accessibility are the essential elements for prolonging the survival of websites. There are various websites offering the same services and/or products, people will leave the websites immediately because they have more choices. To avoid the less website interactions, the companies should plan their websites which is easy to read, follow, relevant and interesting and especially can show the values of companies. (Website of the Nielsen Norman Group 1998-2014)

Structure

Coherent and logical structure is a contribution of usability success. Company's homepage is what people want to access to first because the purposes, goals and most important information are briefly shown in one-sentence tagline or summaries. At the same time, the more detailed information will be presented in separated parts, which helps to reduce the letters or unnecessary information on homepage. The homepage is seen as the face of the company to the world which has to be impressive and easy to follow. (Website of the Nielsen Norman Group 1998-2014) For example, the most important topics and information must be at the top of the page, additionally, the information is categorized from the broadest to narrowest scales. (Eve 2011, 84-85)

Aesthetics

Aesthetics is necessarily required for the websites and an umbrella term which is related to graphics, color, style, layout and typography. These elements are utilized together to develop the communication of the company. (Chaffey & Smith 2013, 311) Each element is a contribution to the websites and company's communication achievement. For instance, the graphics should focus on the important information and condense contents such as values or objectives of the company rather than decoration. Thus, the users can be impressed as soon as they access to the websites. (Website of the Nielsen Norman Group 1998-2014) The website style can be information-intensive or graphics-intensive which mean one is for the concentration of text and other is for text. Based on the company's objectives, the style will be chosen for the right purpose provided that the style helps users easily follow the information. (Chaffey & Smith 2013, 312)

5 CUSTOMER SATISFACTION AND LOYALTY

"67% of customers mention bad experience as a reason for leaving. 91% will go without letting you know why." as said by Esteban Kolsky CEO of THINKJAR.

Marketing communication has played an indispensable and decisive role which leads the companies succeed in customer relationship management. The communication

makes the contributions to support the experience and strengthen the impressions to the customers at every single phase of purchasing process. The customer loyalty towards a company is created, remained and developed thanks to not only “performance and accountability” but also “familiarity and reputation”. These goals are attained thanks to the tireless efforts and strivings in the marketing communications of a company. The effective communication methods along with interpersonal skills lead the high interactions in two-way communication process. The effective marketing communication achieved is when the relationship dialogs achieved. That companies communicating with the customers for the mutual understanding improvements in collaborations to reach the goals. It means that the related parties are encouraged to listen, respect and discuss with each other to adapt to the mutual benefits and expectations. The requirement of current marketing communication is that the companies are not the only ones talking and the customers are not supposedly assigned to be listeners. (Fill 2011, 202)

The broader customer networking is; the more benefits companies gain. The businesses have been more ambitious in success more than before, therefore, every single step to the success is well-planned. All the communication aspects and situations within the interaction process are utilized and derived in order to make the marketing communication plans in practice productively. It means that the plans are required to evoke the motivation for connecting and engaging the clients. (Grönroos 2010, 278-281)

Customer satisfaction is defined as the level of how the customers feel happy and satisfy with the products and/or services they experienced and how the customers repeatedly buy or use the products and/or services of the companies. (Schierholz 2007, 8) The high customer satisfaction makes the major contribution to the organizational efficiency, revenue and sustainable development. (Schierholz 2007, 8) By the means of digital technology, not only do the companies find easier to know and increase the customer interests, but they also can understand the customer needs to provide the products/services. (Schierholz 2007, 9) In accordance with the safe and convenient transactions and payments, the today companies can set up and improve a variety of payment methods to the customers such as banking or mobile pay in lieu of cash or cheque. Not only does it help to fulfil the customer satisfaction, but the

companies also can expand the customer network and open various markets. (Schierholz 2007, 12)

There are mutual connections and interactions between the quality of products/services and overall level of customer satisfaction. The on time products/services supplies along with the high quality lead to the growth of customer experience and satisfaction. Furthermore, the customers who has satisfied the products/services will continue experiencing and supporting the companies. This motivates the companies to the success by the way shown in the below process. (Allen 2004,1)

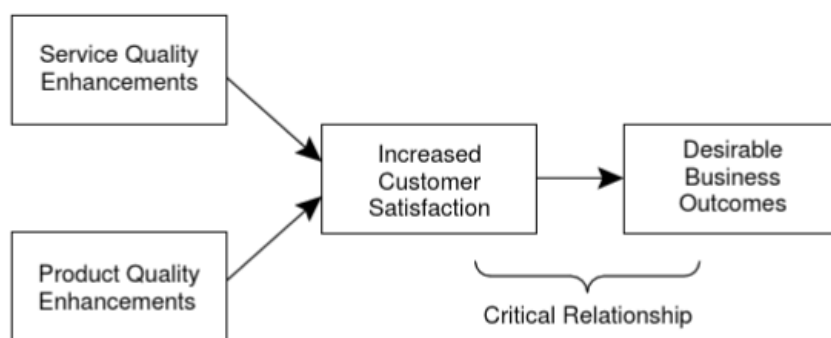


Figure 15. Fundamental assumption driving customer satisfaction measurement (Allen 2004, 2)

For a business, the achievement of high customer satisfaction level is an advantage for their both current and future development, for example, the company can assist their customers by sending latest news of restocking items which were out of stock through the regular communication methods. (Schierholz 2007, 18)

Today, the companies mostly make profits from the competitiveness and high customer satisfaction and loyalty. For the sustainable company's development, customer orientation needs to be considered as an important part. Customer orientation which is for achieving the customers' long-term demands, wants and expectation, is seen as a method to increase sales and customer relations. With the effective orientation, the customers can continue supporting the company in case there are any changes from the company. For example, most people have no complaints or negative feedbacks towards the increased prices if they receive the good services and in-

teraction with the company. Even the customers will never turn their back on the company when they have small scandals or difficulties in order to support other companies. (Raab et al 2010, 15) On the other hand, the customers can turn their back right after they have had no any supports or interactions or receive the low quality products from the company.

The perceived quality is highly recognized if the expectations of customers are met and vice versa. The achievement of high perceived quality is the achievement of effective combinations of marketing and customer service departments. It is important that the company optimizes and improves the services which help them achieves their own levels of good perceived quality. The contributory factors of marketing communications are advertising, direct sales, sales promotion and campaigns or online and offline communications. Business image is as same as the reputation of a company which plays an important part influencing on customer perception of service quality. (Grönroos 2015, 98) The power of “word of mouth” is never out of fashion and remains effective until now, along with today social media, they can promote the business image further. The excellent services/products meeting the customers’ expectations values to the company’s development.

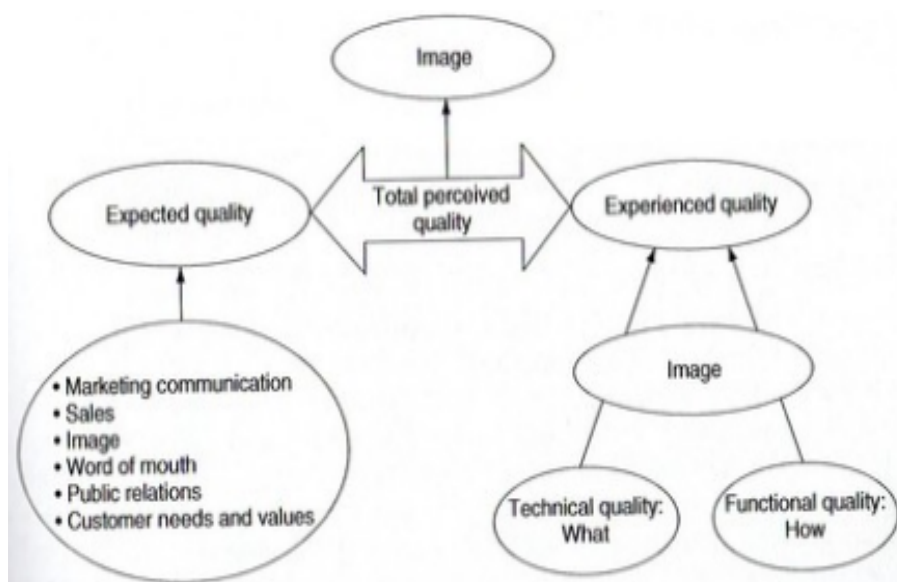


Figure 16. Total perceived quality (Grönroos 20015, 99)

As long as the customer satisfaction to the products/services is remained, the customers become loyal to the company. Loyalty is defined as the customer attitudes

towards the quality of a company's services/products supplies. Along with this, loyalty is also which leads the customer retention and how long the relationships between the customers and company are. (Allen 2004, 14) The higher the customer satisfaction and loyalty to the business are, the more the profits increase. (Kumar, Petersen, Kumar & Petersen 2012, 3) The quality of products/services has influenced on the customer satisfaction and retention, which shows how professionally the company performs. (Kumar et al 2012, 64) For the achievement of customer loyalty, the businesses are required to support the customers effectively and sufficiently which encourages them to continue purchasing the services/products. (Kumar et al 2012, 68) There are two dimensions of customer loyalty: Affective drivers and Cognitive drivers which are the factors of customer attitudes to the products/services. While the affective drivers related to the emotional attachment (company' brand and image, staff), the cognitive drivers are involved in the assessments, reasons and relationship (quality, price, resolution or distribution systems). (Allen 2004, 16-17)

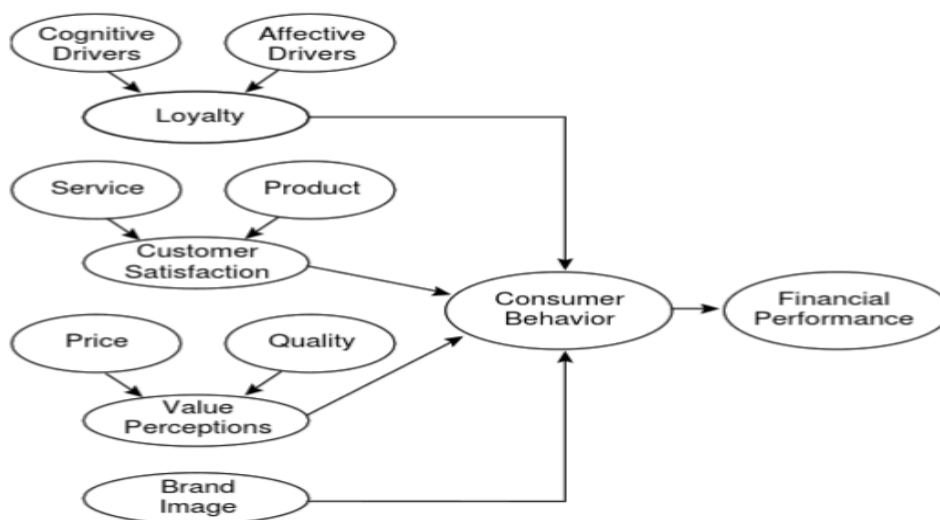


Figure 17. Quality and its effect on customer retention (Allen 2004, 17)

6 DIGITAL MARKETING COMMUNICATION USED BY URBANZEE

6.1 Case company - UrbanZee

Finland is a famous example for the country creating and protecting the natural environment by the conservations of the beauty and nature of the scenic, forests and clean environment. Thanks to the achieved significant level of technological skills along with the detailed and reliable data, the policies and plans of environmental protection are well-formed and implemented effectively. Besides, being one of the well-industrialized countries, Finland's efforts are not only to the economy and industries, but also the environment investments.

- Sensitive northern environments
- Green and spacious cities
- Finnish track record

(Putkuri, Lindholm & Peltonen 2013, 42-52)

UrbanZee, a Turku-based start-up, is a “Localised social platform for city-wide air quality information and change.” (Website of UrbanZee) The company is specialising in providing customers with hyper-local details of air-quality information in a specific area. Its mission is to help people make informed decisions to improve health and air quality.

UrbanZee faced difficulties of using digital marketing communication approaches to increase customer satisfaction and interaction when starting the business. However, thanks to the well-planned strategies and serious efforts, the company has achieved the business targets day-by-day. This study describes the digital marketing communication tools used by UrbanZee, moreover, the result of the survey is for increasing knowledge and contributing for company's future development in marketing.

In addition, UrbanZee has carried out writing a Freemium mobile application which is used to help users understand more about their habitat, environment and the way how to check and keep their surroundings clean and fresh. Due to the young and new

company, the company has implemented the Marketing strategies: traditional and digital marketing to attract the customers and companies who care for the air in the world. Therefore, all the citizens of the city are their main target groups, however, the services and data will be delivered differently based on their requirements and demands.

Table 1. Targeted customers of UrbanZee (Website of UrbanZee)

CONCERNED CITY CITIZENS	REAL-ESTATE COMPANIES	LOCAL GOVERNMENTS
<p>With the citizens who want to own the clean and healthy residences, these data will become a useful support for them. Because of them, the company provides:</p> <ul style="list-style-type: none"> • Hyper-local information on air quality (e.g. which parks are the cleanest or which schools have the safest air) • Request local measurements (e.g. if your house is far from the nearest sensor) • A product channel to buy local products that improve the personal situation (e.g. electric scooters or air purifiers) 	<p>The collected information will be delivered to the companies, especially real-estate companies, to help them have in-depth overviews before they make the decision on the investments of buildings, houses, or parks. Because of them, the company provides:</p> <ul style="list-style-type: none"> • Reports based on a snapshot measurement (e.g. the neighbourhood of a property) • Continuous monitoring with online reporting • Web-integration of air quality information 	<p>With the governments, the data can help them to know the current limitation and level of air by the own measurement device. The device is used to collect the change of the air quality in the city or a specific area. For them, the company provides:</p> <ul style="list-style-type: none"> • Cost-effective and continuous city-wide measurements • Measure and report on specific areas of a city • Forecasts on air quality • Active daily air quality management (e.g. redirecting traffic around highly polluted areas)

The company is currently carrying out the ideas and projects which help to reduce the significance of air pollution in cities which is large and polluted seriously. By the collected measured data of the city, UrbanZee provides the services for visitors and residents of the cities to make the right decisions on their activities and plans by proper information and support. With the aim of being a connective and active company, they create the social platform that the data and information related to the measured air quality in the chosen areas are well-performed. The air quality data will be measured and presented on the specific areas of a city or country, which will be utilized or predicted for the changes in the future. The measurement is conducted in cost-effective and continuous methods.

6.2 UrbanZee's digital marketing communications

6.2.1 Branding and Slogan

UrbanZee had been established to work for the healthy world and improvement awareness towards the environment before the issues got worse. For example, global warming and uncontrolled emissions and harmful smokes exhaled everyday become topical issues that people are currently coping with.

The slogan "**We care for air**" is implemented as the main business concept of UrbanZee that the company concentrates on the air quality and issues related to the air. Air is human property and something all people share globally and together, as a result, the issues related to air quality are concerned by all of people and countries. According to UrbanZee's CEO Aschwin van der Woude: "**Air pollution is currently not a technological problem as technology already exists, the problem is inherently social.**" (Website of UrbanZee) The company has promoted the solutions and services that every citizen can check and evaluate the air quality around the residences by themselves. In addition to the service and information, the company are providing the helpful supports and getting people closer to create the healthy environment the people deserve. Furthermore, UrbanZee encourages people to actively and seriously take into account their places such as workplaces, residences, schools or housing investments based on the air quality. The most important point within UrbanZee's objectives is to enable people to create the social waves for environment protection which can persuade the worldwide governments to work for pollution decrease.

The company creates the platform that people can connect and reach other people also concern about the air quality. Besides, UrbanZee welcome other partners who are interested in the company's projects, plans and ideas. There is a relationship between the concepts, definitions and examples mentioned in my thesis. As Figure 18, the name of the case company, profile, key photo along with slogan "**We care for Air**" are published with the unity on all types of DMC.



Figure 18. UrbanZee's Slogan

6.2.2 Sign-up and Subscription

As a start-up with a strong ambition and professional experience to achieve the goals, UrbanZee owns the prospect for gaining big records in fields of environment and technology; however, the company has strong ambition and passion to pursue and achieve the goals. Because no availability of customer network and well-known brand, the company has taken advantage of sign-up bar for the people to subscribe and get the newsletters from the company (Figure 19). Today, all of people can sign up or register anything by their email address easily with the private information security. Besides, UrbanZee's firstly chosen customer areas are in Finland and then some developed countries in Asia in which the majority of people know and use email address every single day. Thus, the sign-up page is a solution to draw the attention and collect the contacts of the residents or people who care about the environment. It is an easy and useful tool to simplicity the process of approaching customers that the customers can get and receive the news, data and information. Instead of accessing to by passing the complex process with many steps, the customers just write their email address on the sign-up bar then can get what they are looking for.

Figure 19. Sign-up bar on the UrbanZee's landing page (UrbanZee, 2015)

After signing up, the users will receive the "Please Confirm Subscription" mail from UrbanZee as a warm welcome and to confirm humanity. On the other hand, under the subscription part, the company also encourage people to introduce to their communities through their social media platform such as Facebook, Instagram, Twitter and other platforms.

6.2.3 Social media marketing communications

As a new member of business world, UrbanZee utilizes the strong influence of social media to advertise the company and deliver the business messages. The company uses Twitter, Instagram and Facebook as main marketing communication platform along with the hashtags and the slogan as keywords. This helps to build the connections and relations between the social media platforms. The contents related to the environments will be considered, updated and published by UrbanZee frequently. The posts can be news, agreements, changes, statistics, events and activities of environment and air pollution and solutions. Besides, the company has carried out their own researches and measurements in some places in Finland, therefore, the company can ensure the quality of the information which is published on social media. The objectives are shown by the hashtags with slogans are "#wecareforair" or "#urbanzee" or "#care4air"



Figure 20. UrbanZee's Twitter "Did you know..." campaign

UrbanZee takes advantage of Whatifs strategy with the hook "Did you know..." (as figure 20) to deliver the messages or news to the community as same as the content marketing. The "Did you know..." is a good way to publish news in short in which the simple design, colour and short sentences can easily attract people and the meanings can be caught right after being seen. On the other hand, this strategy also increases the awareness about the environment and its current and future problems, moreover, it can be shared widely and searched easily in social media. The contents for the campaign "Did you know..." are the emphasis of the latest news or messages what is happening in the world, moreover, they can be advices or recommendations for environment protection.

UrbanZee is a startup specialized in IT and technology, therefore, for successful business the marketing and communication are departments needed to be developed. It is so that the company can broaden their vision and inspire the people around the world towards the conservation of environment. At the beginning, the company had difficulties in marketing communication due to the small network and young marketing group, however, the situation is getting better and stronger day-by-day. For instance, UrbanZee tended to try Facebook, Instagram, LinkedIn and Twitter as main

communication channels together with some traditional marketing communications. As a result, Twitter and Instagram have had the high interaction rates among marketing communications. What is more, retweeting the posts from well-known pages on Twitter is a way to create and develop the connection and interaction with the global environment organizations and people. On the other hand, by this approach, the company can increase the interaction rate and following rate effectively and professionally.

❖ Instagram

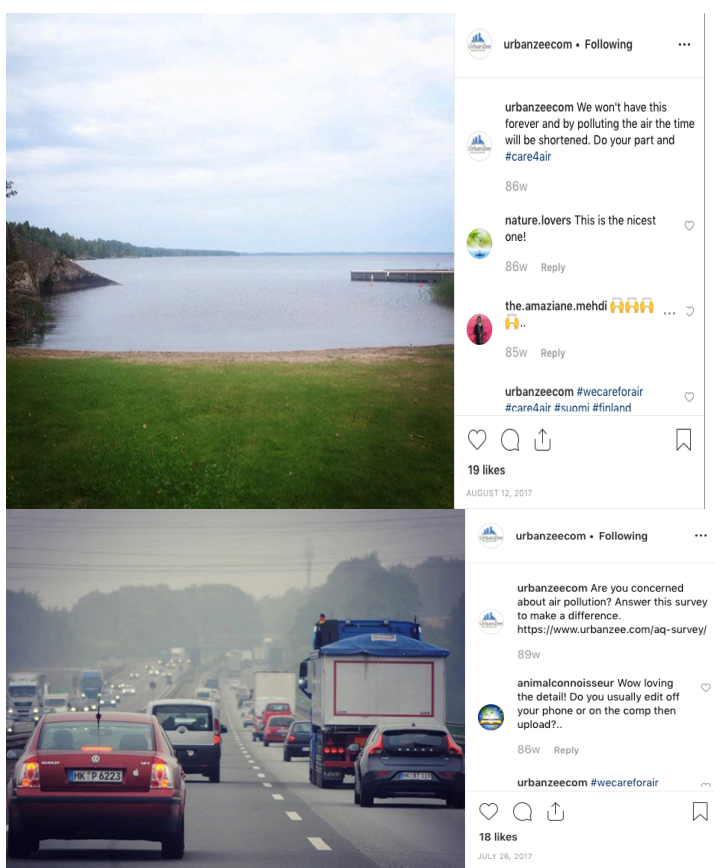


Figure 21. UrbanZee’s Instagram page

Table 2. The conversion rate of Instagram ads leads people to homepage of UrbanZee

	Impression	Reached and potential reach	Viewed	Direct to homepage
Retargeted ad 1	430 (100%)	261 (60%)	200 (46.5%)	27 (6.27%)
Retargeted ad 2	651 (100%)	597 (91.2%)	473(72.7%)	98 (15.1%)

Comparison (Ad 2 compared to Ad 1)	33.94%	56.3%	57.7%	72.4%
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❖ Twitter



Figure 22. UrbanZee's Twitter page

Table 3. The conversion rate of Twitter ads leads people to homepage of UrbanZee

	Impression	Reached and potential reach	Viewed	Direct to homepage
Retargeted ad 1	636 (100%)	466 (56%)	329 (51%)	86 (13.5%)
Retargeted ad 2	846 (100%)	534 (63%)	487 (57%)	254 (30%)
Comparison (Ad 2	24.82%	12.7%	32.4%	66.1%

compared to Ad 1)				
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❖ Facebook

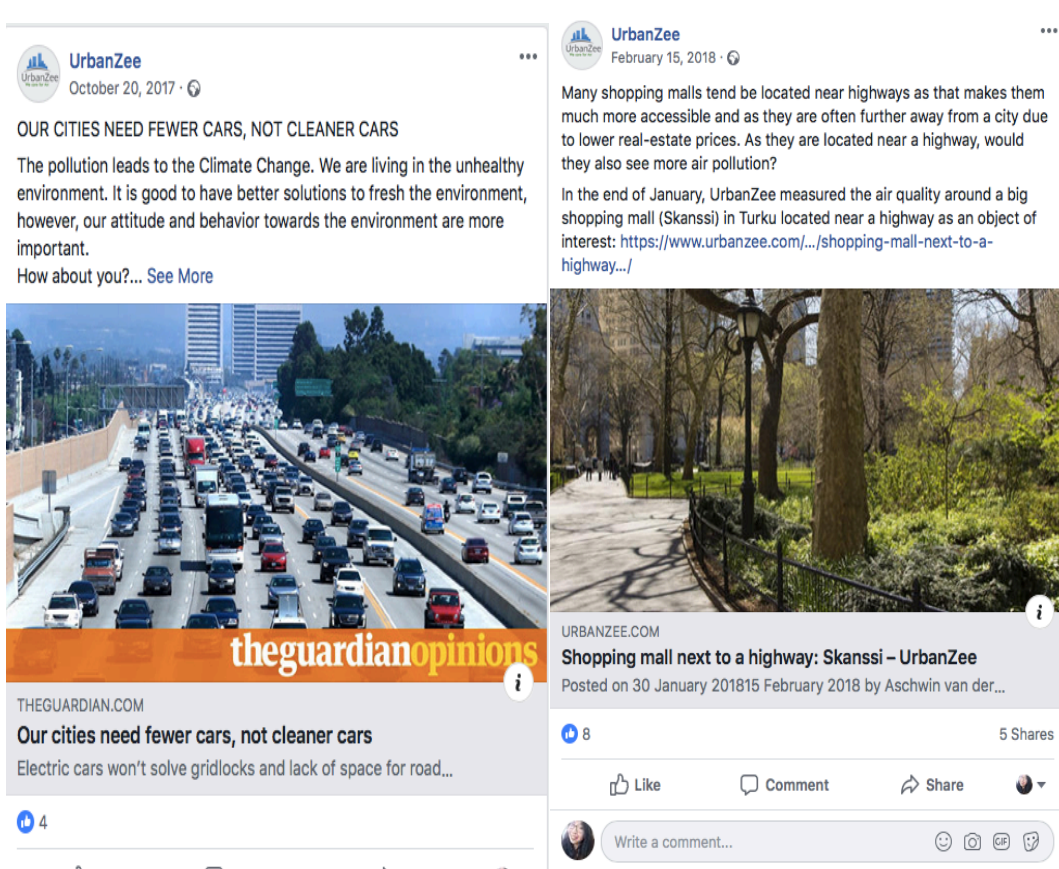


Figure 23. UrbanZee’s news.

Table 4. The conversion rate of Facebook ads leads people to homepage of UrbanZee

	Impression	Reached and potential reach	Viewed	Direct to homepage
Retargeted ad 1	580 (100%)	388 (66.9%)	201 (34.7%)	27 (4.66%)
Retargeted ad 2	649 (100%)	599 (92.2%)	403(62.1%)	138 (21.3%)
Comparison (Ad 2 compared to Ad 1)	10.63%	35.2%	50.1%	80.43%

From the tables, the collected statistics perform the views, reaches, and visits to the UrbanZee’s social homepages. The total impressions are the total of times that the ads/news appear on other users’ screens. The posted ads/news can be loaded and displayed multiple times to the same people. The “reached” is the total of times the

ads/news was displayed when the people access to the account. The “viewed” is the total of people who viewed the ads/news. Lastly, “Direct to homepage” is the total of actual visits who clicked to link to UrbanZee’s homepage. According to the results of these three main social platforms, the number of interactions to the posts was increasing. Although there were some posts having low interactions and visits to homepage, there were still some posts could attract the audiences. Apart from the differences of the functions, the posts which had more links, company’s activities and competitions had higher interaction amounts than previous did. For the sake of future development, UrbanZee has planned more campaigns to be effective and better in communications which attract the people to land to the homepage of UrbanZee.

6.2.4 Website

As same as other social media platforms, UrbanZee has operated their own website in order to increase the direct interactions with people in professional and practical way. The website is designed and structured which displays the simple theme and background along with necessary information and data as well as the business visions and objectives of the company. The operation cost of the website is seen as a low but necessary account that most companies readily paying for. Moreover, building and designing the websites have not been a challenge of a company because the company can work it online or ask the helps from companies specialized in. Also, it is not a challenge for the company specializing in IT and technology as UrbanZee at the early stage to approach the people and customer.

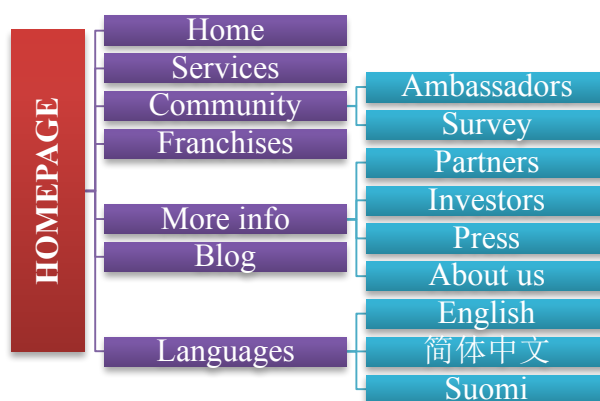


Figure 24. Website structure of UrbanZee

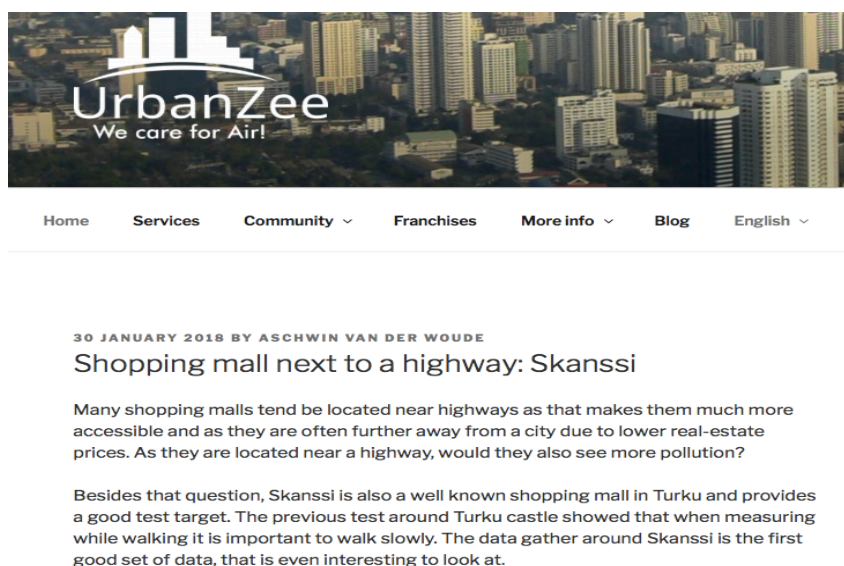


Figure 25. Website of UrbanZee

The information hierarchy applied by UrbanZee is based on the model of Ryan and Jones. (Ryan and Jones 2009, 53) The logo, colour and images loaded on the website's homepage are related to the environment, city, and social activities. The homepage content is invested in the information and latest news displayed frequently which can be promotional images, available services and supports. The short descriptions, headlines, blogs, and latest news are posted and improved day-by-day in order that UrbanZee can get closer to the customers and Internet users. On the other hand, environment is always a topical issue which requires daily helps from the community and global organizations so the survey which was translated into more than 10 languages is available for everyone to answer all the time. The survey on the website is about mainly the air quality and UrbanZee's business which is different from the thesis survey. For example, through the company's survey result, UrbanZee can know the air quality in some areas or countries such as Beijing in China or Bangkok in Thailand. With the thesis survey, however, it is for supporting the company in the aspect of effective digital marketing communications which help the company do marketing effectively. Moreover, the thesis survey is to identify the proper means of digital marketing communication for the future based on the experiences of all users.

In addition, the blogging is also a main company communication method in which the contents are related to the environment or any factors affecting to the air quality.

Mostly, the contents and information are studied and written by UrbanZee's CEO (Mr. Aschwin) and his partners which can be from the researches, studies or daily news.

7 RESULTS

Every people in the world are urged to be actively involved in the environment issues and climate changes. The survey was carried out to ascertain and know which means of digital marketing communications had effectively influenced on the today businesses. That the answers collected from the survey would help UrbanZee improve the marketing tools which can increase the customers' interaction and satisfaction. The survey was completed by a variety of people which had no limitations of occupations, genders or ages which was posted and sent to people through mainly Gmail and Facebook international groups. The survey questions will be included in Appendices part.

- Respondent demographics and background,

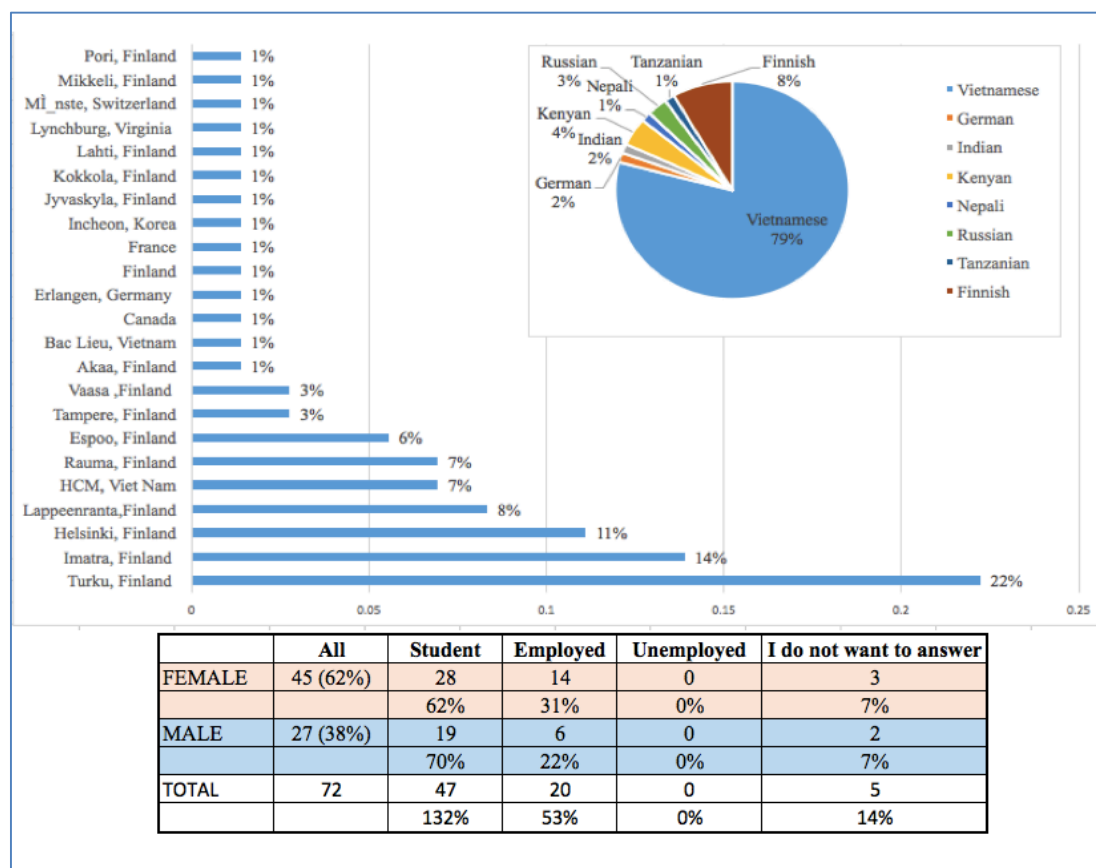


Figure 26. Genders and Occupation, Cities and Nationalities of respondents

Firstly, Figure 26 reports the result of the survey about ages and countries, career situations and living and working areas, which provided the various social communication styles for the author's thesis. Overall, examining the data, there were 72 people answered the survey in which 38% male and 62% female participated in who were mostly working as students and aged from 18-35 years old.

By nationality analysis on Figure 26, more than 79% Vietnamese respondents, 8% Finnish respondents and 12.5% from other countries contributed to the survey. Besides, most of the survey participants came from the megatrend and inner cities (Hochiminh City, Turku, Incheon or Helsinki) and countries (Finland or Germany) in which the businesses and investments are stimulated and developed highly. The high quality of living conditions partly boosted the respondents who were in group of young and active people who used the digital device every single day. Along with that, the environment issues in cosmopolitan cities were considered seriously there, as a result, the result collected would be realistic, applicable and practical to the objectives of the survey. On the other hand, the number of people who participated in

the survey were more than 50 responses as the author planned before. From the overview, the author could know how much people were interested in air quality and digital marketing communications.

Secondly, to support the overall result, the other factors such as living residence, environment concern and perception and air quality relation to life were examined and graphed on Figure 27. Of the survey conducted, what stands out is that nearly 100% of people who acknowledged the relation between air pollution and health and highly concerned about the environment and air pollution. Nowadays, the city planning and infrastructures are significantly considered for living conditions which ensure the healthy and convenient areas for the citizens. Of the 59 survey participants (81%) claimed to live or work far from airports or factories and felt satisfied with the air quality at their residence. On the other hand, the a fifth of people underestimated the air quality at workplace and/or residence as slightly and extremely polluted minority. Thus, this minority has concerned the air quality highly.

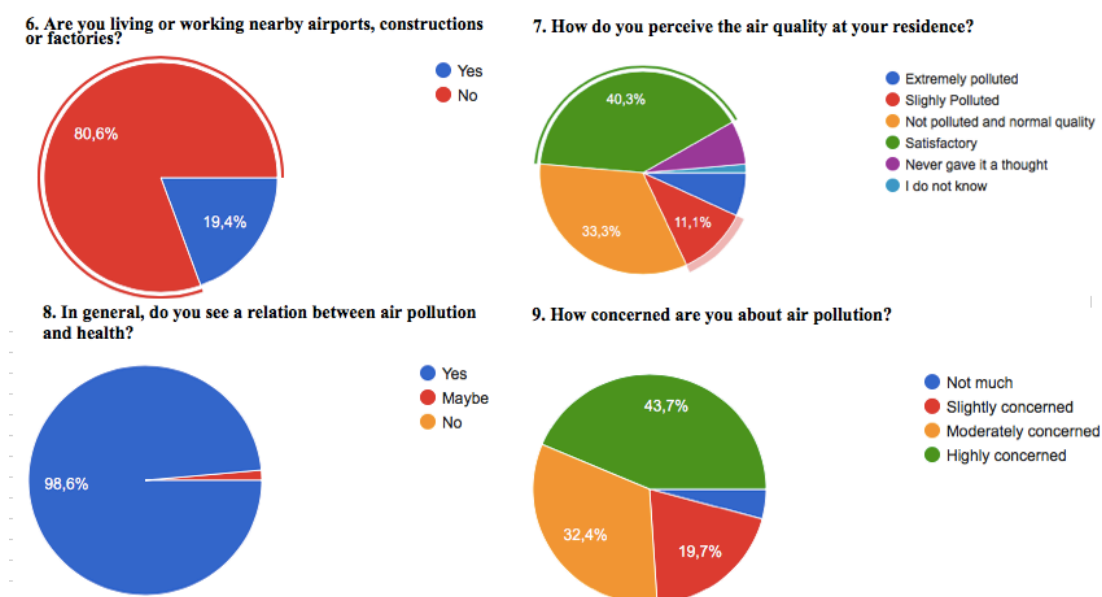


Figure 27. Responses of residence, concern and relation of health and air quality

- About case company – UrbanZee

Of the data made, when asked about the company, UrbanZee was a new company to nearly 95% of participants whilst 5% knew and kept in contact with this company. The Figure 28 reports that the small proportion of people knowing this company stat-

ed that communicating by Face-to-face, Facebook and Instagram methods were more effective and informative than others before this survey. The reasons were that Facebook and Instagram showed the streams of photos and events held and participated by the company. Moreover, for the respondents, Face-to-face did especially deliver the clear directs and advice about the air and environment quality while the company image was proved and developed by Business hub and organization in Turku. This reasoned why people trusted and were willing to cooperate with UrbanZee. On the other hand, the respondents who did not know the company polled that website homepage and Facebook were the first social platforms accessed to find the company and its business. The result is good news to a new company because people tended to land on the most popular and highly invested platforms. These platforms provide the latest news and day-by-day events/activities of the company that everyone can get the information and get used to the business easily. Moreover, the minority claimed face-to-face communication was the way to know the company, for example, networking events, business hubs and start-up communities got people close to UrbanZee.

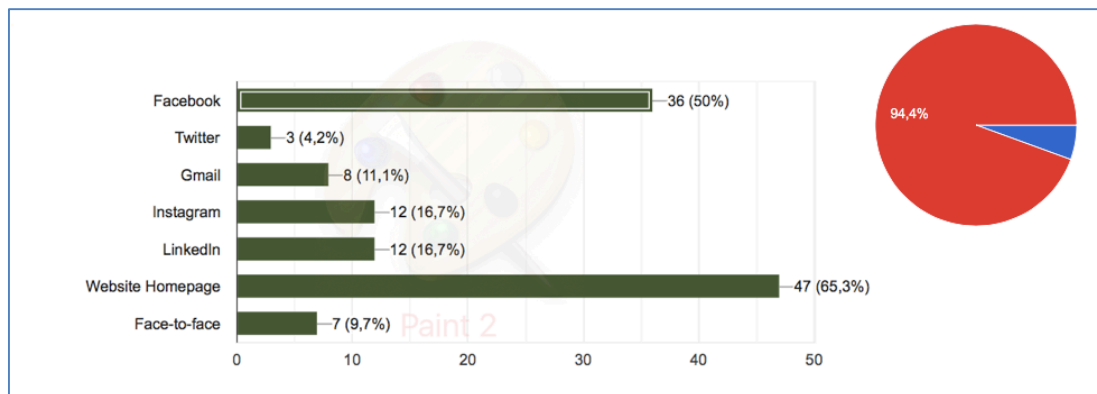


Figure 28. Responses about platforms to reach UrbanZee

The above figure presents the combination of questions: "Have you ever heard about UrbanZee?" (pie chart) and "If you want to know about UrbanZee, where will you want to find the company at the first time?" (bar chart)

According to the data of this question, most of the respondents indicated that website homepage provided the basic, official and professional information about the business as well as the activities and visions. As general collected views, this platform was helpful to communicate and persuade people by the reliability and trust. On the

other hand, among the people who have not known about UrbanZee supported Facebook and Instagram as the second main platforms to reach the company due to the convenient and highly interactive functions. While website was for reliable and in detailed information, Facebook and others were used for skimming information and daily communication purposes. These people had the high awareness of environment protection and expected that different communication styles would be more interactive to increase the quality of knowledge. Numerous studies have consistently found that Facebook has dominated the online social media in marketing, communicating and other online activities. These prominent suggestions will be considered for the future decisions.

– Social media usage

Over 90% of people taking part in the survey were teenagers and young adults (from 18-35 years old) who obsessed with and used the social media most in recent years, especially Facebook, Instagram and Gmail. These were seen as top social media sites which were recognized by Statista - a website specializing in statistics (Website of onestopenglish). As same as the Statista's data, the Figure 29 partly illustrated the frequency level of Social media how these top sites were likely to influence on digital marketing communication. A large number of respondents revealed that Facebook and Instagram play important roles in their daily lives which helped to entertain, make friends and communication, do shopping and business, study and job connections.

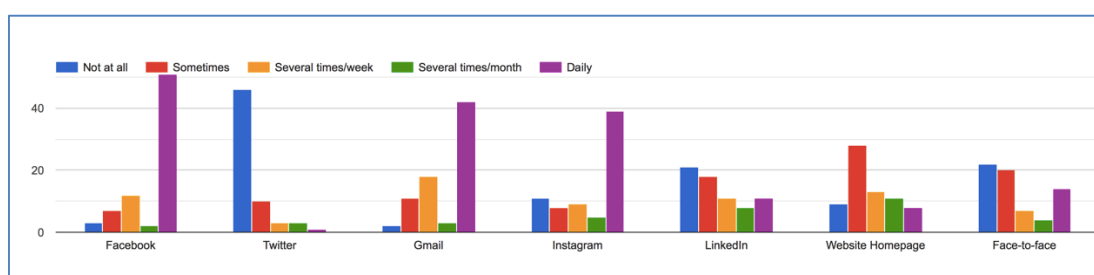


Figure 29. Frequency level of Social media

In order to investigate which effective digital marketing communications benefit to the company, the Figure 31 delineates the ratio of social network users based on three different using purposes. The data were related to the questions:

- Question 14. Which social platform would you like to get news and information in general?
- Question 16. Evaluate the reliability of the social platform when you communicate, work, discuss, exchange ideas and plans
- Question 17. If one day you care and concern about the Environment and/or Air quality, which social platform would you like to get information?
- There were the open-questions after each question which encouraged the answerers to give the reasons for their choices and evaluation.

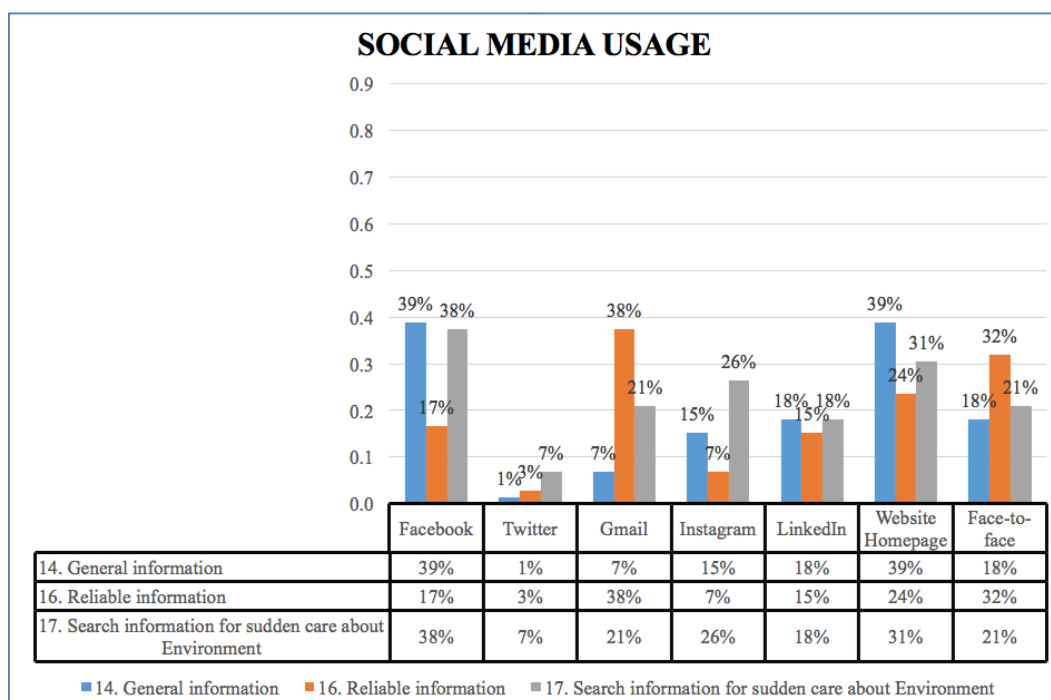


Figure 30. Responses of Social media usage

The graph (Figure 30) shows a significant difference between social media platforms which are commonly used today. Typically, the social media used for searching information in general and reliable information were in contrary trends which are the first set to be analysed.

In response to Question 14, most respondents polled Facebook and Website homepage was for gaining the general information both of which were rated 39%. According to the data of explanations for the choices, the large number of respondents agreed the high utility of Facebook and Website homepage due to the convenient and

simple functions. On the other hand, there were various reasons for the choices from 72 people, for example:

- Most of people expressed Facebook was convenient, fast and easy to interact with other people, communities and/or companies. It was because this platform allowed people to access to get more information, feedbacks and complaints without any charged fee or providing privacy beforehand. What is more, the mutual function of Facebook and Instagram linking the information, images and events which were streamed continuously and similarly. This helps them easy to follow and increases the interactivity by accessing to these sites on mobile phones.
- In addition to the easy access to and register, people also emphasized the chatting, "Like", sharing or discussing on Facebook pages or groups of companies. Facebook users can get the most general information of their needs. On the other hand, most of latest news, information and trends were updated daily, which helped the users get the overviews of changes and updated in short and quickly.
- The information on Facebook tended to be for entertainments, advertising, or share information which were mostly not proved or patented or protected by specific organizations. Therefore, the survey respondents said it was a wonderful tool to communicate and get common news.

Thanks to the functions fulfilling the daily demands, when questioned on the chosen social networking sites in Question 17, the majority also polled the platforms which were as same as the ones to collect general information. As detailed in Figure 30, the participants preferred to the utility of Facebook (38%), Website homepage (31%) and Instagram (26%). According to the explanations, these social networking sites, especially Facebook and Instagram, provided the general and short necessary information which could drive people to access to the official website. Besides, official website homepage was always seen as a platform of the most reliable information, therefore, respondents chose website to communicate most partly because of serious care, cooperation and sharing.

Also, when the subjects were asked about the reliability of these social platforms in Question 16, the majority of those polled adversely. Gmail, Face-to-face and Website

homepage were ranked higher than others which were 38%, 32% and 24% respectively. Compared to other platforms, the respondents preferred these three platforms to gain the information which were more reliable, official and professional. Of the 23 subjects who took part in the survey believed that Face-to-face (F2F) and Gmail were the best approach to connect and communicate for the reliable information. It is because of the available and trustful contacts, 24/7 chat room (mostly), professional and formal interaction and communication. Especially, some expressed that communication in person (Face-to-face) to exchange and discuss ideas with the companies was not only to build the relationship and trust but also increase the quality of input and output information. Moreover, by physical communication, people could express their opinions and dig into the issues deeper. On the one hand, as same as F2F, Gmail helped to deal a lot of matters at the same time, for example, people could send questions and problems direct to the company's departments by email contacts. On the other hand, Gmail was used as the official communication at the workplace; therefore, 27 respondents felt that interacting by mail was to collect the reliable information. Nevertheless, there were some difficulties preventing people from the trustful and reliable data and news; typically, while Gmail users could receive spams and late replies, the geographic locations hindered the communications between companies and customers most.

Compared to other platforms, a certain number of respondents also believed that homepage website had been used to access to both general and reliable source of information. The flows of information, and news on the official websites were managed and updated by companies which were on behalf of the companies to communicate and deliver the messages to the customers. Therefore, the information on the websites should be necessary, relevant, sufficient and trustful for anyone to search for and understand. The homepage website was also known as the first access for people to approach companies for contacts, further information or job seeking. The utility of website was demonstrated on Figure 28 in which respondents tended to use website for the first method to know UrbanZee.

Nevertheless, although LinkedIn and Twitter were not valued as high as other social network sites by young generation in this survey; in the view of a minority of survey subjects, interacting by these two platforms were more professional, formal along

with data protection. Moreover, some agreed that they could acquire both general and reliable information to apply into work, lives and schooling. According to their opinions, these sites kept the users up with the companies' interaction, brands and advertisements in which the companies' competition were held by quality of posts, news and information. There was a difference of social networking utilization by age and occupation, and needs and interests. While Facebook and Instagram were popular to teenagers and young adults for instant entertainment and social life; professionals who had professional interests and high demands would turn their heads towards the professional sites such as LinkedIn or Twitter as social communication.

8 CONCLUSION AND RECOMMENDATIONS

In conclusion, based on the study and survey result, it can be said that digital marketing communication tools play a supportive and effective role in helping to advertise company's products or services into the markets and also building their brands among competitors. So there is no surprise that the quality and frequency of using DMC have been recently evaluated and developed to increase customer experience and satisfaction. With all effort through academic researching as well as surveying, this thesis is proving the importance and effectiveness of the digital marketing communications to the company development.

With such understanding, the author believes that digital marketing will be a useful tool for start-ups. Not only will start-ups be supported with advanced technologies, digital marketing communication tools also help them gain more advantages of cost efficiency and high effectiveness to achieve customer satisfaction and community's interaction.

It is clearly proven in case study analysed in this thesis, UrbanZee has taken advantage of the digital marketing to build social network platforms in which the company can interact with more people while generating the company image. Currently, apart from Twitter and Instagram as the most successful platforms of UrbanZee, the company has been also using the advantage of digital marketing communication ef-

fectively, which results in good attentions from communities and interactions from other organizations. However, there are still some aspects in DMC can be improved for the future applying. In details, the author believes that useful contents along with social media platforms should be invested more as the company's long-term strategy. By sharing a piece of air quality measurement about some specific areas on social media along with summaries, the Internet users can get a general statistic data about the air quality. From this, the given information can motivate and increase the awareness of people towards the air quality, as a result, they can contact and interact with the company for more information.

Besides that, these days, air quality is one of the concerning issues which needs to be paid attention seriously, so UrbanZee can promote quiz campaigns or short conversations through its own Facebook page or Twitter in order that both company and its potentials can communicate and share ideas together for improving the quality of air. Personally, the author is interested in the products and/or services which has a lot of information or practical campaigns or events if the host companies are related environment or social matters. By participating in outdoor activities with companies, the author thinks that the company can well interact and connect with people better than other approaches. Moreover, the company's survey should be updated frequently which is suitable for the current condition of the world standard.

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SURVEY

EFFECTIVE DIGITAL MARKETING COMMUNICATIONS SURVEY

Warm Greetings to all of you and Welcome to my survey! My name is Han Tran. Currently, I am a senior student of Satakunta University of Applied Sciences in Finland. My degree is Bachelor Degree of International Business i

Collecting valuable information from the experiences and knowledge of digital marketing communications to support and strengthen my thesis topic is what this survey is all about. The topic is "DIGITAL MARKETING COMMUNICATIONS TO THE CUSTOMER EXPERIENCE AND SATISFACTION"

There are 17 questions which can take the answerers about 10-15 minutes to finish. The questionnaire was created to examine and conclude which digital marketing communication platform is favoured and used most today! In addition, some questions are related to air pollution and environment. Finally, the answers will be kept and used for researching purposes!



1. How old are you?

Chỉ đánh dấu một hình ôvan.

- Under 18 years old
- 18 years -35 years old
- 36 years -55 years old
- Over 56 years old
- I do not want to answer

2. What is your gender?

Chỉ đánh dấu một hình ôvan.

- Male
- Female
- Others
- I do not want to answer

3. What is your occupation?

Chỉ đánh dấu một hình ôvan.

- Student
- Employed
- Unemployed
- I do not want to answer

4. What is your nationality?

**5. In what city do you live at the moment?
(e.g. Turku, Finland)**

6. Are you living or working nearby airports, constructions or factories

Chỉ đánh dấu một hình ôvan.

- Yes
- No

7. How do you perceive the air quality at your residence?

Chỉ đánh dấu một hình ôvan.

- Extremely polluted
- Slightly Polluted
- Not polluted and normal quality
- Satisfactory
- Never gave it a thought
- I do not know

8. In general, do you see a relation between air pollution and health?

Chỉ đánh dấu một hình ôvan.

- Yes
- Maybe
- No

9. How concerned are you about air pollution?

Chỉ đánh dấu một hình ôvan.

- Not much
- Slightly concerned
- Moderately concerned
- Highly concerned

10. Have you ever heard about UrbanZee Company (<https://www.urbanzee.com>)?

Chỉ đánh dấu một hình ôvan.

- Yes. If you say "Yes", please continue from question 11
- No. If you say "No", please continue from question 13

11. Why and how do you know about UrbanZee?

12. Which platform do you use mostly to get the information and news from UrbanZee?

Chỉ đánh dấu một hình ôvan cho mỗi hàng.

	Never	Rarely	Sometimes	Often	Always
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gmail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Website Homepage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Face-to-face	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. If you want to know about UrbanZee, where will you want to find the company at the first time?

Chọn tất cả mục phù hợp.

- Facebook
- Twitter
- Gmail
- Instagram
- LinkedIn
- Website Homepage
- Face-to-face

Can you explain in short why you choose it? Thank you!

14. Which social platform would you like to get news and information in general? (5 is Most, 1 is Less)

Chỉ đánh dấu một hình ôvan cho mỗi hàng.

	1	2	3	4	5
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gmail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Website Homepage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Face-to-face	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Can you explain in short why you choose it? Thank you!

15. How frequently do you use social media?

Chỉ đánh dấu một hình ôvan cho mỗi hàng.

	Not at all	Sometimes	Several times/week	Several times/month	Daily
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gmail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Website Homepage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Face-to-face	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Evaluate the reliability of the social platform when you communicate, work, discuss, exchange ideas and plans (5 is Most, 1 is Less)

Chỉ đánh dấu một hình ôvan cho mỗi hàng.

	1	2	3	4	5
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gmail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Website Homepage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Face-to-face	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Can you explain in short why you choose it? Thank you!

17. If one day you care and concern about the Environment and/or Air quality, which social platform would you like to get information (5 is Most, 1 is Less)

Chỉ đánh dấu một hình ôvan cho mỗi hàng.

	1	2	3	4	5
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gmail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Website Homepage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Face-to-face	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Can you explain in short why you choose it? Thank you!
