

STRATEGIC SOCIAL MEDIA MARKETING PLAN FOR KULJETUS

JYRKINEN KY



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TIIVISTELMÄ

Tämän opinnäytetyön tarkoituksena oli tutkia sosiaalisen median markkinoinnin tärkeimpiä strategisia lähtökohtia ja niiden huomioimista tilaajayrityksen strategisessa markkinointityössä. Opinnäytetyön tilaajana toimi Kuljetus Jyrkinen Ky.

Tämä tutkimus keskittyy digitaaliseen, strategiseen sekä sosiaalisen median markkinointiin. Opinnäytetyössä käydään perusteellisesti läpi mitä sosiaalisen median markkinointi on, kuinka se voidaan käyttöönottaa yrityksen markkinointiin ja mitä on otettava huomioon, jotta käyttöönotto onnistuisi. Teoreettisen viitekehyksen tavoite oli löytää oleellista kirjallisuutta aiheeseen liittyen ja luoda sen perusteella tavoitteet tutkimustyötä varten.

Tutkimuksessa käytettiin kvalitatiivista tutkimusmetodia. Tutkimukseen kuuluu verkkokysely sekä kaksi haastattelua. Tutkimuksessa käytettiin pelkästään primääristä tietoa, joka hankittiin ennalta mainituilla tavoilla. Tutkimukseen haettiin kyselystä syvemmän tason ymmärrystä asiakkaiden toimintatavoista ja sosiaalisen median käytöstä. Haastattelujen aineisto tehtiin samoista aiheista kuin kyselyn, keskittyen markkinoijan näkökulmaan.

Tutkimuksen lopputulosten pohjalta Kuljetus Jyrkinen voi ottaa sosiaalisen median käyttöön sekä hyödyntää sitä myynnin tuloksellisuudessa. Yrityksen pitäisi luoda perusta strategiselle kehitykselle, jotta se voi tavoitteellisesti edetä sosiaalisen median markkinoinnin kehityksessä.

Avainsanat digitaalinen markkinointi, strategia, sosiaalisen median markkinointi

Sivut 50 sivua, joista liitteitä 6 sivua

International business
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ABSTRACT

The purpose of this thesis was to study key strategic factors in social media marketing and how to implement them in the case company's strategic marketing. This thesis was conducted in co-operation with the case company Kuljetus Jyrkinen Ky.

The main subjects researched in this study are digital marketing, strategic marketing and social media marketing. This thesis includes a thorough dissection of what social media marketing is, how to implement it and what are the main aspects in successful social media marketing planning. The goal in creating the theoretical framework was to first find the relevant literature and later to define the goals for the research part.

The research was conducted using the qualitative research method. The survey included a questionnaire and two interviews. Only primary data that was collected by surveying, was used in the research. The questionnaire was conducted to provide insights on customer behaviour and use of social media. The interviews on the other hand, to provide insights on how to battle the same topics from the marketer point of view.

Based on the research the case company can implement social media marketing into their marketing activities and make use of it in productivity of sales. The company should also come up with a base of a strategic framework to make progress in developing social media activities.

Keywords digital marketing, strategy, social media marketing

Pages 50 pages including appendices 6 pages

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- Appendix 1 Questionnaire questions in English
- Appendix 2 Questionnaire questions in Finnish
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1 INTRODUCTION

As the world has evolved to become a virtually connected place with modern technologies such as internet and mobile applications it has become more evident that digital world is the place to be also in marketing sense. The transaction to the online environment has been rapid and therefore there are still gaps to avoid and reduce in the future. Social media has risen in the 21st century to essentially a life-changer for most of the people with available internet connection. Social medias are one kind of online communities where people can interact with each other, share ideas, discuss, follow other users. Most likely its importance to people comes from the idea that they can be a part of some social life where-ever they are. Social media is undoubtedly a big part in many people's lives but defining its value for a single company is more difficult to measure. The basis for this thesis is to find out how suitable social media marketing is for the commissioning company and how to implement it.

1.1 Background for the thesis

The idea for the topic came from a research conducted by HAMK University of Applied Sciences to define the digital environment and needs for companies located in Southern Pirkanmaa region. The research showed that the most popular marketing approaches for the companies that participated were social media, internet/website, and newspaper/traditional marketing channels. Although digital and mostly online channels have gained ground in marketing activities in the region, the traditional channels have kept their share of the market. This can be explained with having especially strong local newspapers in the region.

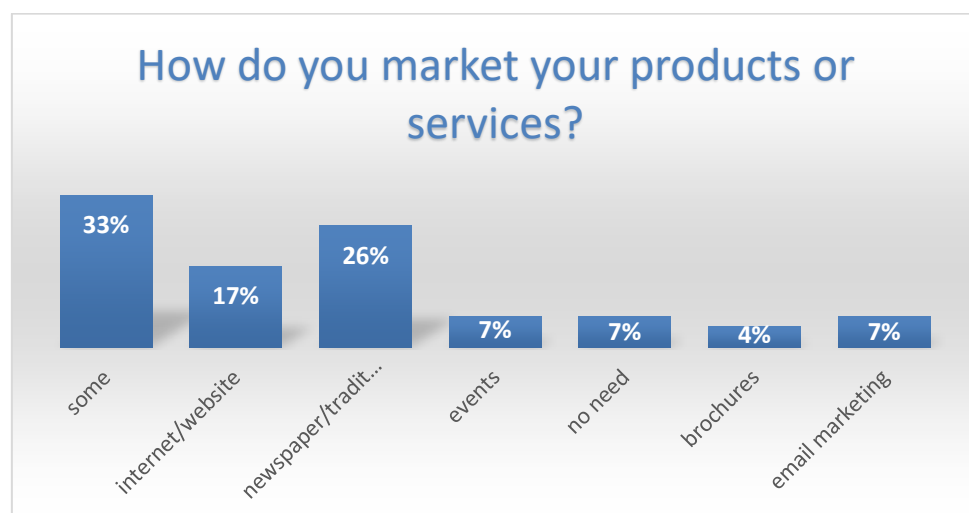


Table 1. How do you market your products or services?

Research showed that most companies in the region also have presence in social media. Most companies are in Facebook and Instagram. Interestingly Twitter was not used that much by businesses. Other social media channels in the figure below are mostly for companies which field of business is related heavily with the social media.

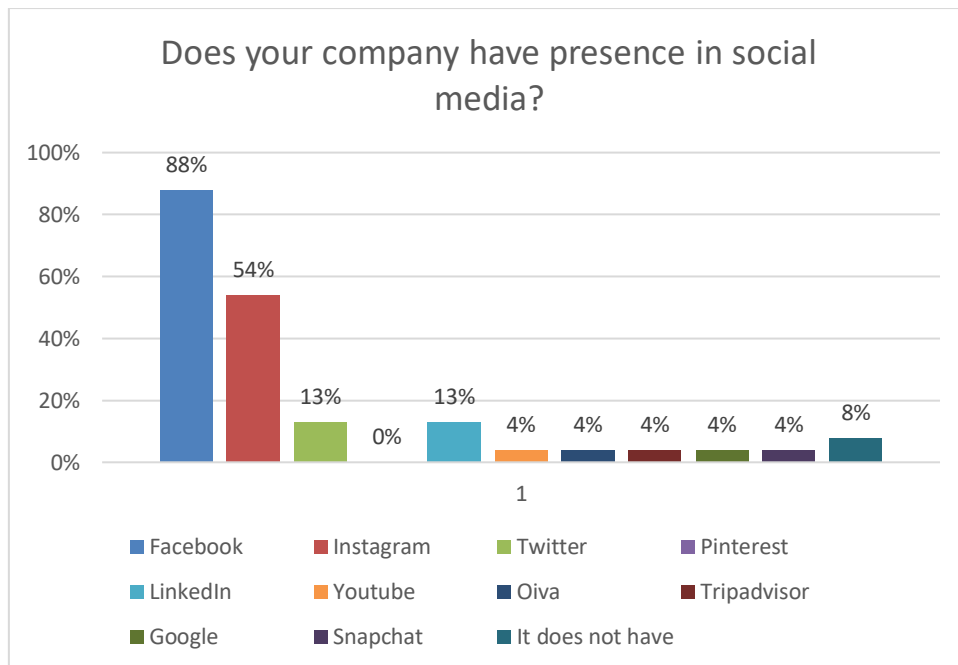


Table 2. Does your company have presence in social media?

Furthermore, as shown in the figure below the need to develop companies online activities was clearly seen from the results. The biggest distinctive development need was to get more familiar with social media marketing. Secondly most of the other answers were related to improving websites such as online store, updating websites, creating a website or implementing online booking.



Table 3. Is there anything you would want to develop concerning digitalization in your company?

After the research conducted by HAMK, Kuljetus Jyrkinen Ky became interested in a development plan concerning digital marketing and especially social media marketing. At first discussions were held to develop the websites and search engine optimization, but when discussions got into a further stage it came clear that social media marketing would be the next right step for the commissioning company and the author.

1.2 Research question

The research question is; How can Kuljetus Jyrkinen implement long-term social media marketing activities into their marketing strategy? The idea or in other words the problem this thesis is solving came from discussing with the entrepreneur about how they want to develop themselves as a company and they were interested to learn about modern digital and social media marketing channels.

1.3 Commissioning company

Kuljetus Jyrkinen Ky is a company based in Akaa, Finland. The company was founded as it is in 1987. However, the business has been ongoing for more than 50 years. Kuljetus Jyrkinen is operating in the area of transportation and for this thesis the focus is mostly on consumer marketing. Although, business to business marketing is taken into consideration as well, since strategically it is important to focus on all business aspects.

Hypothetically social media marketing will help the company to reach out to the consumers and provide an effective channel to manage customer relationships in a long-term basis. The commissioning company does not have a cost- and time-effective platform where they can discuss and inform customers about their services or other information. Therefore, it is hard to see how social media marketing could do any harm to the company. Although, this disregards for example unplanned social media advertisements and bad behaviour, which are unlikely to happen.

1.4 Theoretical framework

Theoretical framework was composed by discussing relevant literature, blog posts, commercial websites and articles. Social media is a rather young as a marketing concept. Therefore, there is not as much literature

available as in for many other older marketing concepts. That is why the approach of using versatile sourcing is used. The theory part for this thesis was composed thematically, which means that theories and concepts are explained one at a time, in an order that each subject provides support for the next. The thematic order being Digital marketing, strategic marketing, and lastly social media marketing.

Furthermore, the theoretical background is divided into two parts. The first part focuses on topics that are in the base of social media in a marketing strategy. These are digital marketing and strategic marketing aspects. Digital marketing includes channels, content marketing and inbound/outbound marketing. Strategic marketing includes marketing strategy, marketing models and local aspects in marketing.

1.5 Social media marketing

The theoretical framework's second part is about social media marketing. This part is focused on discussing the topic in point of view that takes heavily into consideration the earlier concepts. Social media as whole is the main issue researched in this thesis and therefore is introduced separately from the rest of the theoretical framework. The online platforms that promote two-way communication between all members such as individuals, businesses and even national authorities are considered as social media channels. Social media has grown into a world of its own and therefore should be research with its own channels and concepts. The concepts in this part are strategic social media, inbound in social media, social media marketing channels and their uses, environment, content in social media and social media optimization.

1.6 Research

The research part of this thesis was conducted by making a questionnaire survey and by interviewing two online marketing specialists. The questionnaire and the interviews were conducted with a qualitative research method. The research sample for the questionnaire are the commissioning company's existing customers. All in all, the questionnaire was sent to twenty people through e-mail. The research was implemented in co-operation between the author and the commissioning company. The company's responsibility was to collect e-mail addresses and introduce the questionnaire to the potential respondents.

There were two marketing professionals interviewed for this thesis. They were chosen to provide professional insights to the topics also covered in the questionnaire. The first interviewees have expert knowledge on social media and also B2B and B2C marketing. Also, survey results are shown in

this part. In total there were ten questions in the survey, from which first half were background questions with quantifiable results to differentiate replies in further analysis. The latter half were qualitative open-ended questions that were in the focus for this research.

1.7 Analysis

The questionnaire and interview results are analysed in this part first separately and afterwards by discussing what are the factors underlying the results. The discussion involves comparison between the interview results and customer survey results. Also, the theoretical framework plays a key role in how the answers are analysed. SWOT-analysis and 8-SWOT-analysis are used as the main tools to study the results and furthermore, to come up with a solid framework of what are the company's strengths, weaknesses, opportunities and threats.

1.8 Recommendations

The recommendations based on this research are the last part of the study. The author refers to the survey results and theoretical framework on how social media should be implemented into the commissioning company's strategic marketing. Also, referring to what should and could be further researched in the future, based on what this thesis is lacking in terms of research.

2 THEORETICAL FRAMEWORK

2.1 Digital marketing

Digital marketing refers to any marketing channels and approaches that need access to different electrical receivers, or in other words requires internet, cable or another signal connection to communicate with consumers or businesses. The main internet or more commonly known as online channels consist of social media, mobile, search engine and e-mail marketing. These can be divided furthermore into subtopics like social media for leisure and professional life, search engine optimization and search engine marketing. Online marketing is considered a huge topic for today's and future marketers even though it is virtually always based around these four topics. For example, other big topics in online marketing are display advertisements, content marketing and website marketing. However, they are impossible to define or utilize without the channels mentioned earlier. (Chris, n.d)

2.2 Digital marketing channels

Furthermore, digital marketing is not completely made up of online channels. Often these days people do not realize that the offline digital marketing channels are still very much present. Offline digital channels are television, SMS or messaging, radio and billboards. These channels are considered as more traditional. Main reasons why online marketing is growing so rapidly is that offline digital marketing requires a lot of money and it is challenging to measure return on investment or ROI. The analytic solutions provided in online marketing have made it more tangibly available to measure ROI whether it be clicks and purchases in websites and social media or search engine activity. (Chris, n.d)

2.3 Content marketing

Content marketing is a concept used to define creation of written text and visualizations to match as closely as possible to what potential customers could be searching for online. Content is created based on value proposition that it meets the values why the service or product has been created. Content that is well created is search engine friendly or in other words contains words and paradigms that are analysed to be searched by consumers. It should also provide solutions to consumers that are most likely to be the source of their needs. The idea of content has changed dramatically with online marketing. As consumers are ever more likely to search for solutions as problems occur and no longer wait for marketers to reach out to them. So forth, it is no longer the case that products and services are put up to mass audiences faces and told why they are the best options available, or in other words sold to them. Marketing is more relying on consumers searching information to solve their problems or needs. That is why content has risen to such a crucial part of marketing activities. (Cohen, 2016. see also Baltes, 2015 p. 114-115)

When an organization is planning on implementing content marketing, they should concentrate on whether producing quality over quantity content or vice versa and understand how to analyse consumption, sharing, lead and sales metrics of each publication. These metrics are crucial to calculate the ROI of each picture, newsletter, press release or social media post published. In other words, measure how many people reacts or shares the post, commits to it and visits your websites and transactions created by the post. Other major implications in content creation are variety of different content, content does not differ too much of advertising and having a social base of customers, employees and other connections to support, share and care for your content for it to be more available and appealing. (Baltes, 2015 p. 115-116)

2.4 Inbound and outbound marketing

Shortly, inbound and outbound marketing are the difference in approaches. In inbound or attraction marketing the potential customer reaches out to the company to ask, search or find a product or service. It is a more modern and newly established concept that offers companies and consumers possibilities for two-way marketing communication. Whereas outbound or interruptive marketing is about the company reaching out to the mass markets in any way possible to get their message out there and is the traditional approach to marketing. In recent years inbound marketing has gained ground as people are more active online and like to search for answers and find interruptive marketing strategies annoying. Outbound marketing still has its uses as there are people and businesses still that do require cold calling or spamming to get them in any way engaged with some product or service. For example, people who are even today not utilising online channels even though they might be present in social media. (Jakobsma, 2019)

Basically, Inbound marketing is relying on consumers being not only online but also active there. For inbound marketing to be effective, the company must keep track of both what the market is offering to the consumers and which trends are emerging. Inbound marketing consists of three phases; attraction, engaging and delighting. Most popular attraction tools are advertisements, content- and social media marketing. Other popular approaches are blogs and visual content. Engagement is the point where the customer starts to contact the company and where the company can start to analyse what exactly is the customer looking for. Delighting is essentially engaging but much more targeted to individual customers and to get them to act as your working customers. All in all, for inbound marketing strategy to succeed it requires a good mix of both content and social media marketing that is aligned with the content. (Jakobsma, 2019)

A company can still achieve tremendous success by outbound marketing, but it is also highly risky compared to inbound. A well-planned outbound marketing strategy requires a lot of understanding of how consumers perceive the products or services and adverts need to appeal to larger audiences' feelings in order to people to become interested. Also, consumers are targeted by channels like for example TV or radio where it requires effort to not to be advertised. Unlike in social medias and search engines where they can simply scroll down to not see the advertisement. However, the risks in outbound marketing are basically the same as inbound marketing has solved. Success is hard to measure, generating leads is expensive, adverts can seem annoying and regarded as spamming and it offers only one-way street of communication. (Culshaw, 2018)

The Figure below describes the main differences in inbound and outbound marketing. These differences are crucial to know in order to understand digital, content and social media marketing.

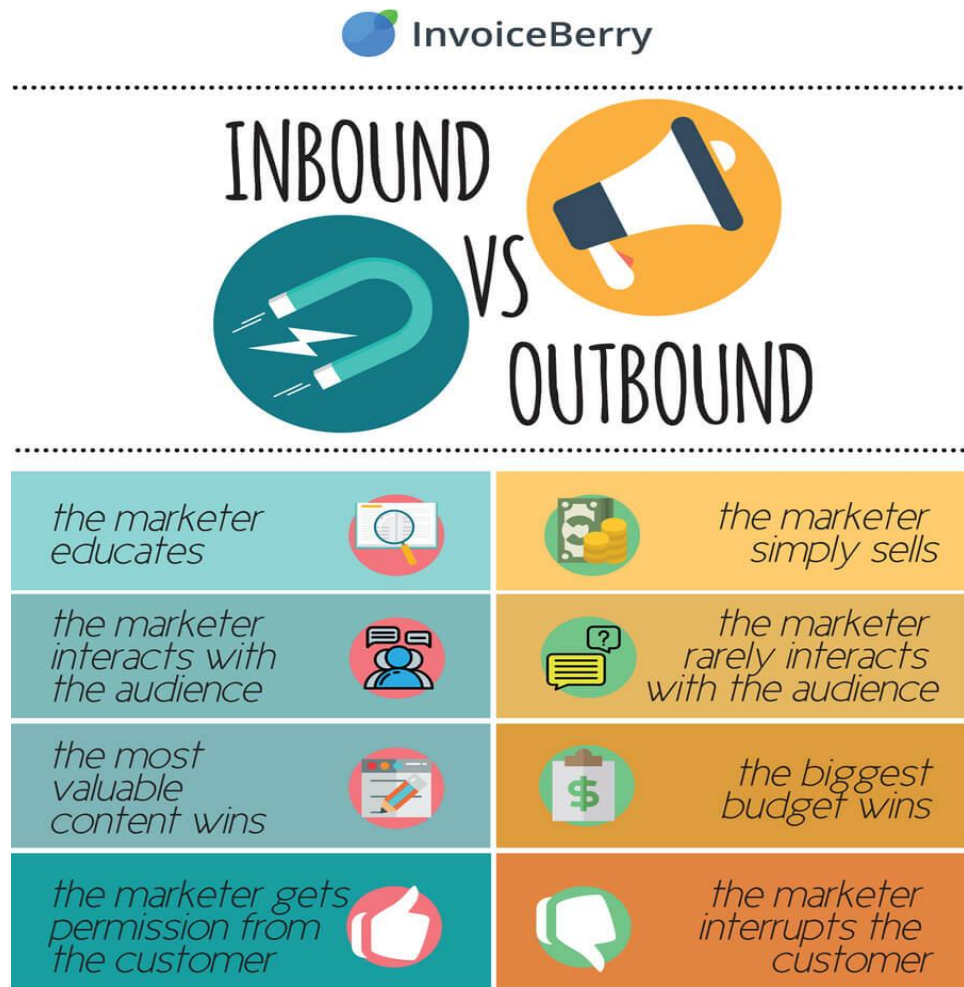


Figure 1. Inbound marketing differs in many ways from traditional outbound marketing (Invoiceberry 2017)

2.5 Marketing Strategy

A strategy is used to define what does a company want to achieve and where they want to be in, after a certain period. A good strategy includes a clear vision, planned steps to achieve a desired outcome and enables possibilities in having a bigger piece of the market. Strategies are put together to enable planning what steps are needed to achieve the main goal. However, strategy is often misunderstood planning. Planning does indeed have a role in strategy but as a concept it is much more. A business strategy is the path, direction and time when the path should be crossed. It also enables planning on how, where and when to get through the path. (Ordal, 2016)

A strategy can be seen as a necessary evil for a company to provide for the interest of their shareholders or even as searching for obstacles that are far away in the distance. Moreover, the idea of focus should not be in the big picture if the small steps cannot be overcome. But there lies the problem. It is easy for organizations to develop tactical plans that take them to the wrong direction, if there is not clear goal set where they should arrive. That is not to say a strategy will automatically guide anyone to glory and riches, but it will provide a more stable environment to reach out to success. (Ordal, 2016)

Strategically it is important to focus on which channels the company will utilize in marketing. Especially for small and medium sized entrepreneurs or SME's who most likely do not have tremendous amount of resources to invest in marketing. There are major differences in approaches and the possible outcomes that are heavily relying on the company's customer segments, environment and resources which need to be first understood and then analysed to achieve maximum results.

2.6 Marketing models

Traditionally marketing models have been focused in three key areas; strategy, tactical planning and marketing mix. There has been changes and improvements in these areas, but the basic idea has not changed. Strategy is defined to provide vision on how will marketing contribute to the organizational strategy, tactics to define where, when and who are targeted to reach the potential that is the strategy and implementing marketing mix to measure and develop marketing activities. These ideas are still the basis of any marketing planning and execution. There are plenty of different marketing models that do have their differences and are made to be used in different context, for example depending on whether the organization is marketing an established product or planning market entry. However, there are few if any models that contradict the basic idea. (Chaffey, 2019)

Furthermore, digitalization in the 21st century has created a need to develop the basic marketing models further. The online world is growing more and more dominant and it has established a situation where each company should be online to compete with the market. The rise of systems, data, analytics and maybe most importantly digital social life are what is mostly discussed nowadays. It has become more available to collect and analyse data of consumers and see how they personally behave online. Mass markets are slowly becoming the thing of the past now that marketers do not have to rely on similarities in bigger audiences rather than niche markets and individual behaviour that are much more available for targeting. Also, marketers need to remember that consumers while their thoughts and behaviour are easier to analyse, they are the ones with the biggest power online. Consumers are more likely to compare options,

avoid any bad customer service and share their thoughts about services and products in online ecosystems. Consumers are also more likely to change their behaviour online because of the constant changes in trends and technology. If a company is not prepared to understand their potential customers behaviour online, it is likely they will not. (Chaffey et al., 2017 p. 163-164)

2.7 Business model canvas

A good tool to remind any marketer of the company's purpose and to keep their feet on the ground when implementing new marketing activities is the business model canvas. It consists of all nine elements that need to be taken to consideration about how is the company or organization operational. These elements consist of key partners, key activities, key resources, value proposition, customer relationships, customer segments, channels, cost structure and revenue systems. (Mahoney et al., 2016 p. 162-163)

The canvas below shows a starting outline for a business to outline the main issues in their business in order to understand the business concept.

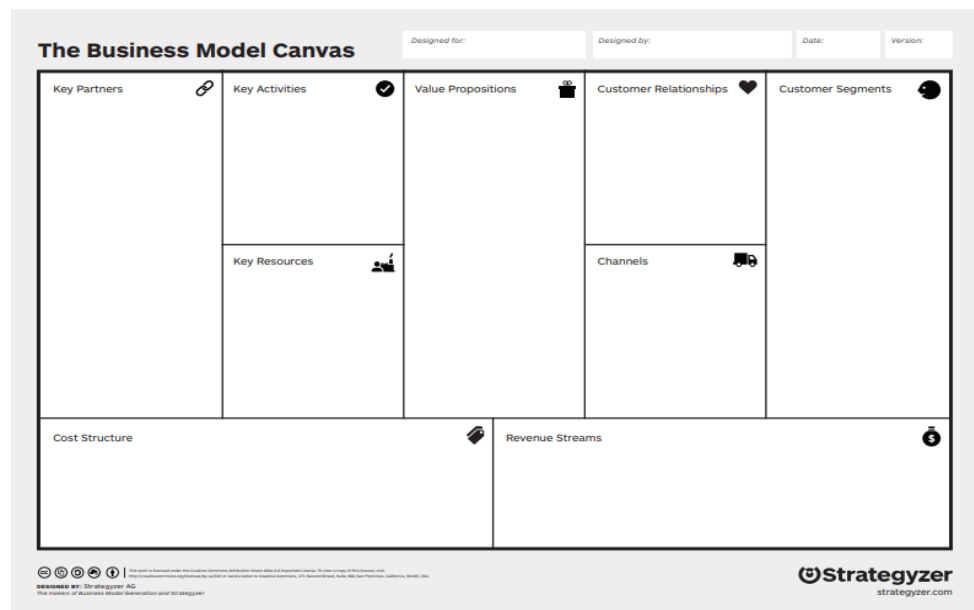


Figure 2. Business model canvas. (Strategyzer, n.d)

2.8 Value proposition

A value proposition should be well-defined and planned in order to successfully communicate it to your audiences. As mentioned earlier, social media has created more opportunities to communicate the value of business products. In social media value creation and brand recognition is

essential to reach potential customers engaging them to interacting with the company. However, valuating the business without proper research of the business model and business environment, it may end up being targeted to the wrong segments or communicated in a manner that does not deliver the value to your consumers. (Mahoney et al., 2016 p. 163-164)

2.9 Locality in marketing

Local marketing is about concentrating marketing efforts to be attractive to a geographical community. Marketing to a certain area of people is often hands on marketing, word of mouth and other outbound approaches that are suitable for people in that area. The ideal situation in this kind of approach is that consumers would think about who is providing the wanted or needed services in their preferred area of consuming. Identity of the company should be that it is local for the local people. Of course, if the company has other target markets that are not local, this approach should not be taken to attract them. (Lake, 2019)

Furthermore, in the digital world local marketing has become more and more niche approached as inbound marketing has made its appearance. It is not about either marketing only to a bunch of people in the same area or a niche market. Rather, it has become easier to target the most responsive niche markets and taking it a bit further towards individuals. (Lake, 2019)

3 SOCIAL MEDIA MARKETING

When talking about most easily accessible, affordable, less time consuming of the online digital channels, social media tops the scale. In its basics, social media can mean any online platform which enables interaction between individuals, organizations and groups. This interaction can be in the form of creating and sharing content and in retrospect commenting or having a private conversation. The main idea for a social media user whether it would be an individual or an organization is to build a network and share their ideas, products, services and stories to your network to see and further endorse to their personal network. The most often used social media channels for personal use and the most suitable ones in business to customer marketing are Facebook, Instagram and snapchat. There are also more professional channels like twitter and fully professional channels such as LinkedIn. Further a due social media is much more of bigger topic than just professional and leisure networking. Any form of communication from blogging, publishing, customer service and even websites can be considered as social medias, requiring that the

channel is responsive and interactive to the visitor. (Chaffey et al., 2017, p. 224-225)

3.1 Relevance of social media in marketing

Like most online marketing channels, social media is based on inbound marketing and the ability to measure ROI. However, social media provides one extra addition to those; social communication. Measuring and analysing online behaviour is usually based on patterns and formulas but in social media marketers can even see directly thoughts and comments on how their business with its products and services perceived by consumers. Traditionally marketing communication has been as mentioned earlier outbound and a one-way street and communication has been distracted with noise or spam and therefore seen unpleasant by the receiver. Social media has changed that communication pattern to be more cyclical, bouncy and with the ability for the consumer to reduce and limit that noise from it as shown in the figure below. (Mahoney et al., 2016, p. 11-12)

The figure shown below shows how transactional communication works in order to reduce noise and promote messaging between two parties.

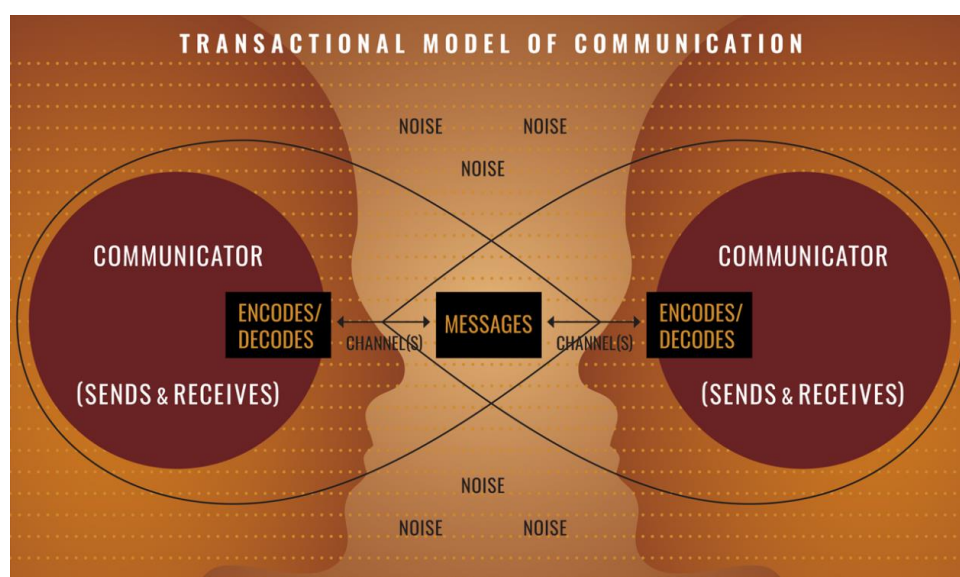


Figure 3. Transactional model of communication (National Communication Association, n.d)

“When used effectively, social media can have all the benefits of word of mouth, just on a larger scale!”. The basis of using social media is about reducing marketing costs and increasing its effectivity. Social media provides a platform to increase sales by increased search engine visibility and therefore better utilization of company websites. It creates

opportunities for networking, engagement and communication with potential customers and business partners. (Department of Industry, innovation and Science, 2018).

There are reasons why social media could do some damage to a company's marketing efforts. These consist of lack of planning and strategy, social media requires time and resources to manage, requires active presence and there are risks attracted when being online. The risks can be negative feedback or information leaks. However, all the reasons mentioned are avoidable by thorough planning and the main lesson is to understand what can happen without a proper strategy. (Department of Industry, innovation and Science, 2018)

The most common reason behind not using social media as a marketing tool is that companies and directors do not have time to use there. Also, one common excuse has been that it is impossible to get ROI in social media. This assumption does not make sense, as mentioned earlier; social media and other online marketing channels are all about measuring ROI and seeing what customers and potential customers do online. Business executives are also sensitive about losing control of what message is portrayed to the consumers and concerned that with social media they might lose that control. Furthermore, social media can seem to be a boogie man that only big and growing companies can tame. Even though, it could be the other way around that local smaller businesses can achieve the highest results with social media marketing. (Goodman et al., 2014)

3.2 Customer experience in social media

Customer experience or in short cx has grown into an essential part of business success. As feedback is easier and more likely to be given these days, it is essential that companies take into consideration not only how well their products or services are provided but also how the customers are treated. Good customer experience is the key to not only keep customers satisfied but to engage them to return and use the company's services again and of course to get recommendations. Furthermore, as cx has a big impact on traditional business success, the impact multiplies when business success is measured in online channels. Especially when talking about social media. As mentioned in figure number 3 above, social media is a great platform to get a message through to those who would be interested in the information. When using for example recommendation options in the company's social media sites, consumers can see directly what kind of customer experiences others have had with their services. The risk in them is that there are always bad comments or fake recommendations that could be considered as noise by other consumers. However, consumers in social media can process even the small amounts of noise or unreasonable comments by of course comparing them to averages and other replies. (Sarkar 2017)

3.3 Social media marketing

Social media has been discussed as time wasting and just a trendy new channel that marketers are spending way too much effort on. Social media does provide tremendous power for consumers to comment and review everything and wherever. Because of this there has been a misconception about social media being too risky unless an organization spends tremendous amount of time to make sure everything in their social media channels are perfect and constantly updated. However, that is not the case at all as social media can provide good support for your inbound marketing even though there would not be too many posts available. It is more relying on how the organization or company plans to utilize social media, either as just an informative channel or more as engaging and a content-centred social platform. Also, customers can appreciate informative social media channels for example in searching for everyday services and looking for information of either the service, company or contacts. (Chaffey et al., 2017 p. 227-228)

While creating a plan for social media a company needs to focus on six key factors. These factors are reputation management, branding in social media, acquiring new customers, increasing sales to existing customers, customer service and social media optimization or SMO. Reputation is managed by listening and understanding the social media audiences. Branding in social media can be a tough cookie but can create a whole new perspective on how customers view the company. In acquiring new customers and engaging current ones it is important to research what the customers are like and what they want. Also, they should get to know how the customers behave in social media to understand how to engage them to benefit the business even more. Furthermore, social media requires presence online to provide customer service and effective customer relations management. Finally, optimizing and analysing activities in social media to understand how and why the channel is doing well or not so well and the psychology behind their actions. (Chaffey et al., 2017 p. 237-242)

3.4 Inbound marketing in social media

In case of social media attracting customers can be done by advertising there or in other ways being active so your content will be out there. Engaging is the part where social media can have a big effect on the customers, as it enables such an easy conversation, discussion and sharing of ideas. Also, social media provides an option to deliver every information needed from e-mails, website links and prices by the customer on one simple accessible page. Delighting part requires a lot of commitment in social media since if one chat or comment is answered then each one of your engaged customers should be notified. Outbound marketing in social media is out of the question because the online channels provide so much

information for customers and from them. This means that even advertising can be done in a way that it directed to a single person and limiting everyone who are not for example target audience from advertising to them. (Hubspot, n.d)

3.5 Social Media Marketing Radar

For organizations it is important to understand their consumers' behaviour online in order to define what channels and approaches are most suitable for them. Social media marketing radar is a tool that helps to identify the importance of different channels to companies. It is about categorizing social media into bits and pieces so companies may choose which sentiments and channels they should focus on. The channels that are closer to the centre are on average more important to the companies and the ones closer to the outside circle are more leaning towards content syndication or third-party usage of content. The radar is also a reminder how important it is to integrate other online marketing activities with social media. (Chaffey et al., 2017 p. 225-226)

The figure below shows the social media marketing radar. It describes how different social media marketing channels are in terms of importance to the company, and which channels are most used to promote third party content.



Figure 4. Social Media Marketing Radar (Smartinsights, 2015)

3.6 Social media marketing channels

There are a lot of different digital marketing tools, approaches and theories and there are lots of channels where businesses can utilize all the available information. Arguably the most popular one being Facebook. Facebook for businesses is mainly a business to customer or B2C channel but it can also be used as an additional lead channel in business to business or B2B. Facebook is still often considered as the easy or lazy marketing channel and if not properly utilized it certainly can be that. However, Facebook boosts potential for marketers and business growth such that humanity has not witnessed since the rise of websites and Google. Facebook is perceived today to have similar position with company websites; a must have for business. Also, Facebook is experiencing now the same face websites faced a few years back. That being from every company should have one to every company should know how to benefit from it. (Conley, n.d. see also Bird, 2015).

Notably there are other social media channels very much suitable for B2C marketing. These are Instagram, Twitter and Snapchat as mentioned earlier. Instagram is a channel where people can share pictures and videos and it has become almost an essential part of young people's identity. Twitter on the other hand is in its basics a blogging channel where blogs need to be just short messages. Snapchat is also a channel to share pictures and videos, but it is the only channel that automatically deletes posts after 24 hours and messages/photos sent after they have been seen. Snapchat originally created the idea of stories or 24- hour posts that are visible to everyone and are automatically deleted after that. Since then Instagram and Facebook have also adapted the story-idea as it has been a very effective way to get noticed about what your company is doing right now. Instagram posts and marketing can be connected to Facebook and Twitter easily and therefore pictures and short post do not have to be created single handily for each platform. Therefore, for a company entering social media marketing must consider expanding to use multiple channels if it does not take more of the company's time. (Chaffey et al., 2017 p. 225-226, see also Barker, 2018).

Along with Facebook most effective B2B social media channels used to create responsive content in North America are LinkedIn and Twitter (Hanley et al., 2018). LinkedIn is the only widely spread channel that is primarily used in professional manner. In LinkedIn users can build their networks, apply for jobs, study and endorse other user's skills. Also, because of its popularity in the modern business environment its users are on average much older than in other social medias. For businesses LinkedIn provides a unique opportunity to not only publish content in B2B purposes but also to build their networks, improve relationships, benchmarking competition and industry trends and last, but not least generate reliable leads. Twitter on the other hand is a good channel to inform recent changes and information. Twitter is about being active in posting as the number of tweets published by users is so massive that information is likely to be out of reach very quickly. (Moon, 2017. see also Mahoney, 2016 p.91)

3.7 Approaching the social media environment

In order to use social media efficiently a company should come up with a thorough plan on what do they want to achieve with their social media activities. It is highly important not to differentiate social media or other digital marketing activities too much from the basis of the business. Digitalization still tends to create an idea of it being another dimension compared to other marketing activities. Even though, it really is just channels that are online. The biggest difference of digital marketing compared to traditional is the opportunities in reaching consumers real-time, more interactive communication with consumers, competitive benchmarking and the abilities to measure return on investment. The risks of social media marketing are mostly concerned on communication,

privacy and direct feedback from customers. Opportunities and threats tend to go hand in hand in social media, which is why thorough planning before execution is crucial. (Gomez & Waad. 2011, p. 19-21)

Whenever a company is approaching a new business environment the most crucial thing is understanding the business' model and knowing what value proposition is the most suitable in the environment. This may be the case for example from market entrance of a start-up company all the way to a company changing its marketing activities from traditional channels to more digital of a digital environment. A good business model defines clearly what is involved, how the business functions and who is the products or services for. When these aspects are covered a value proposition can be introduced and developed. (Mahoney et al., 2016 p. 162-163)

3.8 Social media and content marketing

When creating content for websites and other digital channels, a marketer should always remember which channel they are updating or are they updating multiple channels with same content. In social media, content is not just about defining a value proposition in written form and projecting which search words to include in the text, as in many other online channels. Content in social media is what defines a company's presence, brand and recognition of reputation. It needs to engage people to communicate with both the company and each other. Also, content in a website is always searched for and expected unlike in social media where non-advertised content is just put out there in the feed. therefore, content needs to be pre-planned in social media to both increase engagement and decrease it being annoying or pointless. (Chaffey et al., 2017 p. 253-256)

Furthermore, content in social media can be Blogging, value content, infographics, pictures, videos and the list goes on. A company needs to sort out what kind of content their customers like to see on their social media feeds. It is important not to fall for what is trendy now. For example, blogging and video sharing can create a huge audience in personal branding but for a business to blog about their daily lives may have the exact opposite effect. After there is a hunch about consumers behaviour then marketers need to find out which channels are more responsive with different content. Luckily social medias offer channels and consumers that are responsive to different kinds of content both written and visual. Although, users in Instagram and Snapchat are likely to be more responsive for videos and pictures and in Twitter to written content. (Chaffey et al., 2017 p. 253-256)

When using Facebook to publish content it is critical when to publish it. Since Facebook is still heavily a leisure time activity, a post is more likely to attract attention during the evening time and on weekends. Also, the most

attractive type of posts are photos and status updates on average. One notable issue in producing content for Facebook is that positivity works best, but negativity is also better than neutrality. Same is when deciding whether to post short or long written content. Short and long ones have the best results on average. Whereas the middle of the road or neutrally neither short nor long ones have the lowest. (Goodman et al., 2014)

3.9 Social media optimization

In order to make full use of a company's social networking, content must be optimized to engage audiences and as mentioned earlier fit other online marketing activities. Social media optimization or SMO is an approach to make shareable and engaging content and about making content as interactive as possible. This is done mostly by enabling sharing, tagging and liking available and most importantly encouraged. A good way to encourage sharing or tagging others to see content is to enable access to competitions and rewards through interaction. Also, a marketer should remember the basis of each post; what are they trying to achieve through that post. (Chaffey et al., 2017 p. 283-289)

The basis of all visibility online is based on natural visibility and advertisement. Search engines appreciate shared content in social media and therefore engaging content is also more visible in search engine result pages. It is not all about pushing the company's own content forward but also to be engaged themselves in sharing links and third-party content in order to be there where others are likely to be. (Chaffey et al., 2017 p. 286)

The figure below shows a five-stage approach to social media optimization and how the process is circular or in other words on-going.



Figure 5. Social media optimization (Standberry, 2017)

4 RESEARCH

4.1 Survey

The survey method was chosen for this thesis, as it is good that in a marketing research the customers are considered. And, by interviewing marketing professionals who could provide valuable benchmarks for a business that is new in the social media environment. As a tool, the survey is used to gather information in an answer form, from a research sample. Surveys are widely spread and one of the most common research tools used in business analysis. Essentially a survey is a group of questions used to gather answers from respondents. Surveys can be divided into two categories; interviews and questionnaires. Interviews are often longer discussions between the researcher and respondents where the researcher asks questions and records the participant's answers by themselves. In a questionnaire the respondent is the one who writes down their answers. Furthermore, questionnaires are often more simplified in order that the respondents understand it and that they are willing to fill out the survey. (Sachdeva 2008)

4.2 Qualitative research method

The main purpose for the research part of the thesis is to get qualitative data on the commissioning company's customers social media use by surveying them and by conducting specialist interviews to provide support for the questionnaire. Qualitative method was chosen due to relatively small sample size and because qualitative data can provide more thorough insights than quantitative data. As the survey is made to understand customer experience, it is important that the responses are analysed more in depth than just labelling or grouping similar answers. As mentioned in the paragraph above, the survey was conducted to get insights from multiple point of views. The interview on the other hand, provides more in-depth information of the same issues as asked in the questionnaire should be approached by a perspective of a marketing professional.

4.3 Sample

As mentioned earlier the sample that was surveyed in the questionnaire were current customers of the commissioning company. The reason why this sample was chosen was that it would reduce the amount of answers from people that might never use the services the company provides. Furthermore, this sample is one that could provide multiple insights in not only their social media use but also on how the company's current customer base is or is not behaving in social media. The interview participants were chosen to be marketing professionals who possess experience and in-depth know-how in the field of social media marketing.

4.4 Research implementation

The survey was conducted in co-operation with the commissioning company and the author. The commissioning company's task was to introduce the survey to their customers and collect e-mail addresses of potential participants. This approach was chosen to engage customers into answering the survey. The survey was sent as a link to e-mails of the customers. The e-mails were sent as Hidden copies or Bcc in order that they could easily be sent to multiple recipients but in a way that the recipients would not be able to see each other having received the e-mail. Furthermore, if they were to reply to that e-mail by reply all – button, it would have only been sent to the author.

The questionnaire was ultimately sent by e-mail to 18 of Kuljetus Jyrkinen's customers and the survey had in total 12 answers. Making the answer rate of 66,6% a positive one.

The interview was easier to implement than in the questionnaire. The interview was first introduced by the author to the participants. The marketing professionals that were interviewed in the process were the CMO of Integrata Oy Henna Niiranen who was interviewed face to face. And, Neste Oyj's content marketing specialist Oliwer Dima who was interviewed by phone. They were chosen to participate in the interviews by the basis of their marketing background and experience.

4.5 Reliability and validity of the research

The research reliability was thought of thoroughly when the research methods were chosen. Two survey methods meaning questionnaire and interviews were used to make the data set more reliable as both methods had similar aspects that were researched. Internal reliability was made sure by having questions in the questionnaire and the interview that specifically measure what needed to be learned. On the other hand, external reliability was made sure by having open-ended questions, which do not specifically measure anything. These questions were added by the purpose of getting results that are hard to predict. The reliability of the research has although few questions the reader should consider. These are the that the survey groups are rather small, and the research should be continued afterwards to provide support for results. For example, the test and re-test measure could be used in the future. (Data science central, 2016)

The survey's validity was considered in choosing the research sample for the questionnaire by having a sample that is the company's existing customers. The questions in the questionnaire and interview were specifically made to be un-biased and not misleading. In the interview the questions are based on personal experience and knowledge and therefore participants did not have a certain need for answering anything they would have little experience or information.

In the questionnaire's quantifiable questions, the sampling validity method was used to ask questions that measure exactly what needs to be measured. The respondents were also always given an option if they had no experience or opinion of the question. For example, if the question focused on how much time does the respondents spend scrolling in their social media channels, they would have the option to answer that they do not use social media. On the other hand, face validity was used in the open-ended questions. The respondents were asked to give their opinions on different manners. The validity for these questions were assured by making the questionnaire completely anonymous, in order to avoid dishonesty. (Data science central, 2016)

4.6 Challenges in this research

The main challenge in this survey implementation was that the commissioning company did not have any existing platform for customer relationship management. Practically this means that there are no existing contacts that could be utilized in gathering data, rather the commissioning company had no option but to gather contact information from customers manually by hand. Although, as mentioned earlier one assumption in the implementation was that as customers were informed of the survey face to face, it could have had a positive impact to the response rates. Furthermore, in this research the approach was highly transparent in order to get the customers engaged for replying to the survey and maintain customer satisfaction.

4.7 Questionnaire

The questionnaire for this research was conducted as an online questionnaire to understand Kuljetus Jyrkinen's customers' behaviour on social medias and to find out insights how the customers perceive social media marketing themselves. Survey was chosen for gathering data, since that way the research would have multiple point of views from the company's customers. The survey was made in Google Forms and later the results analysed in Microsoft Excel.

The questionnaire's focus is in the open-ended questions. As the commissioning company is not yet in social media channels and they have not done any earlier study on their customers in social media, it is important to focus on the question; why? Strategically it is critical to understand the starting point on why people are behaving the way they are in social media and how they experience the online environment. However, the background questions in this research still takes into consideration questions who, what and how, as these factors cannot be overseen.

4.8 Questionnaire results

The questions from one to five were made to quantify background information that would not provide further insights if they were open-ended. These questions are focused on gender, age, use of social media, time spent on social media and general importance of social media use for businesses. These quantifiable questions were used to provide the foundation where open-ended answers could be reflected upon.

The questions from six to ten are open-ended. Furthermore, the questions six and eight are focused on consumer experience, seven on local aspects of social media and nine and ten are more abstract to see if there are insights that are harder to determine pre-hand. The last part of the survey is a section where the respondents could give open feedback. You can find the survey from the appendix list from the bottom of the text, separated into three different appendices.

As shown in the table below the survey respondents were 42% male and 58% female.

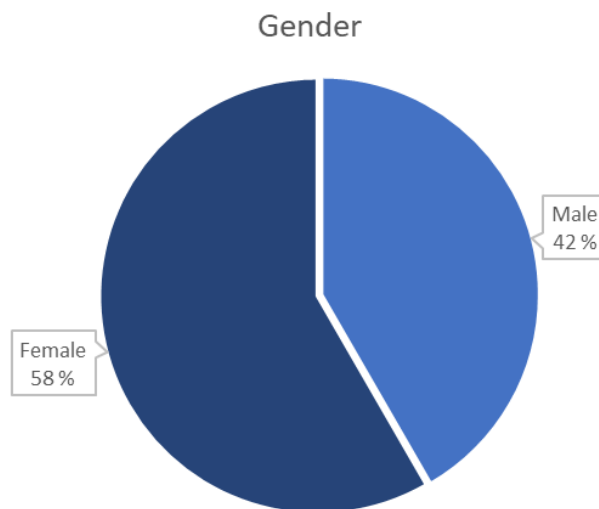


Table 4. Gender distribution

The age distribution was such that most of the respondents were aged 41 to 60 and 75 % of the responses came from people over 40 years old. In the figure below is shown the age distribution of the respondents.

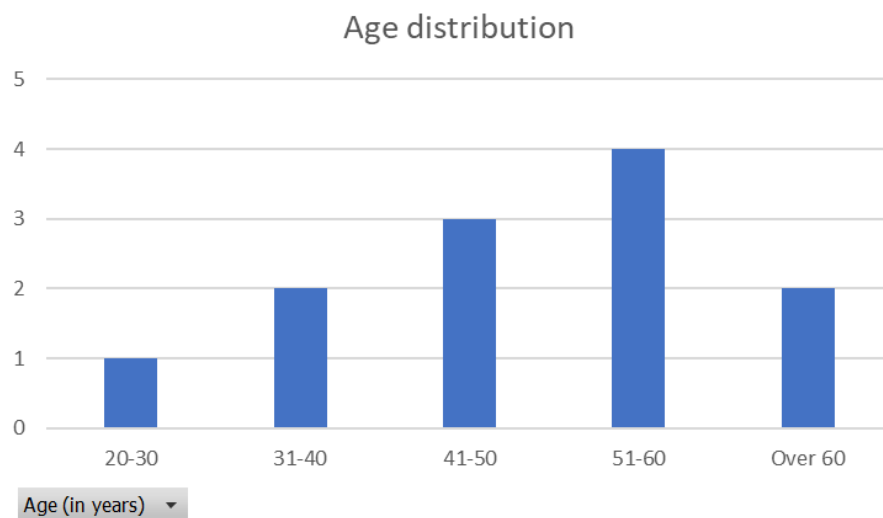


Table 5. Age Distribution

All respondents who replied they are using spare time social media, were in Facebook. Instagram, Snapchat and Pinterest were the other channels used by some of the customers. Twitter was only a mention and there also were not any mention of using other social media channels. As expected, there was only an 8,3% of respondents who did not use any social media channels.

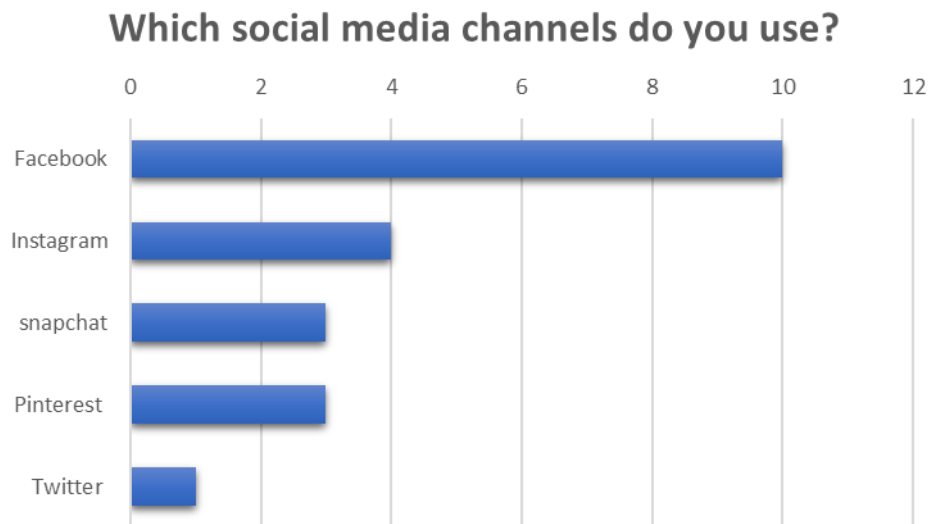


Table 6. The participant’s use of social media channels

75% of the respondents replied spending time scrolling their social media channels daily or more often.

HOW MUCH TIME ON AVERAGE DO YOU USE SCROLLING YOUR SOCIAL MEDIA CHANNELS?

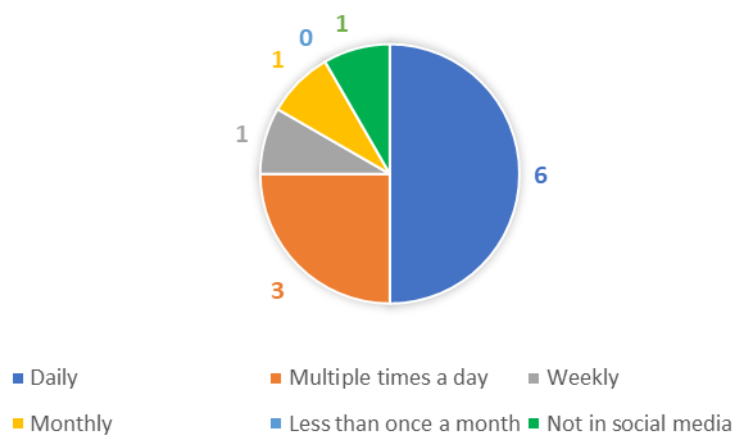


Table 7. How much time is spent scrolling social media channels

Most of the replies towards the importance of businesses social media sites were either important or highly important. None replied it being either unimportant or highly unimportant.

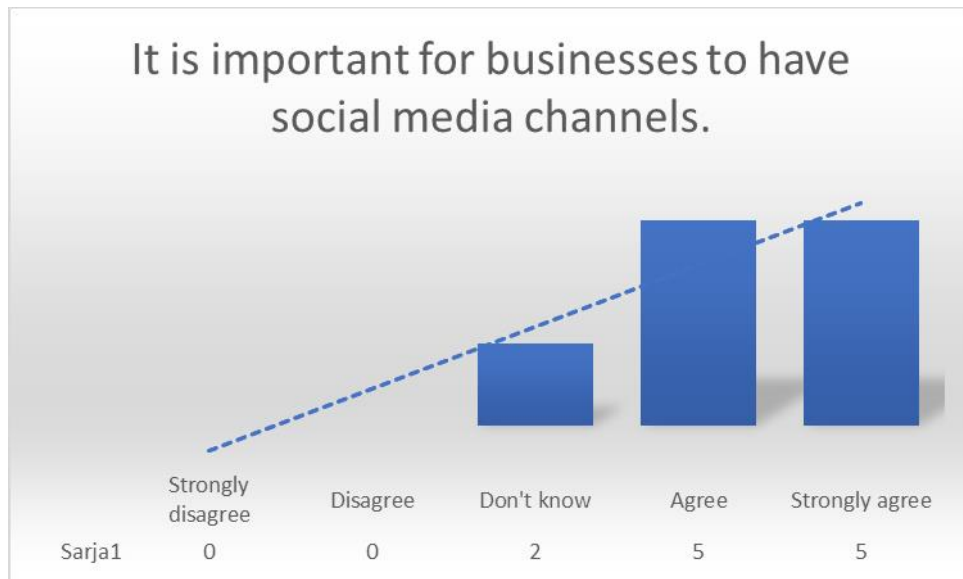


Table 8. The importance of business social media channels

The distribution between respondents being in local groups in social media were 64% replied being a member of a such group and 36% replied not being a member, when not including respondents that do not use social media.

Are you a member of any local groups in social media, for example on Facebook?

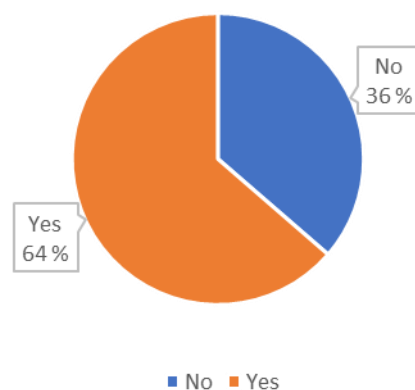


Table 9. Distribution of users in local groups in social media

The respondents felt that as a customer the most important thing for a service provider having social media sites were related to company's information being available, updated and easy to find. The figure below shows the main insights from which were extracted from the results.

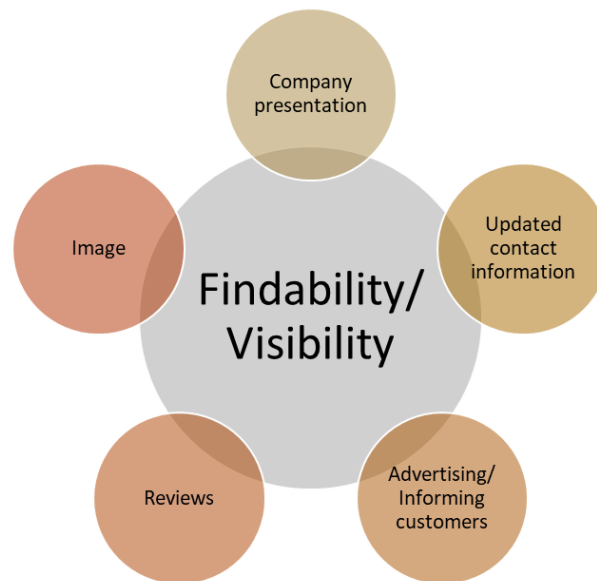


Figure 6. The biggest benefits of having business social media channels from the customer point of view.

The role of inbound advertising was mostly seen as a good thing if done correctly. Inbound can provide an easy path for customers to find information on products and services that they want to see. However, most of the bad feelings towards it were related to being spammed by adverts online. Privacy was an issue relating to what kind of data and how much of it can be gathered by random organizations.

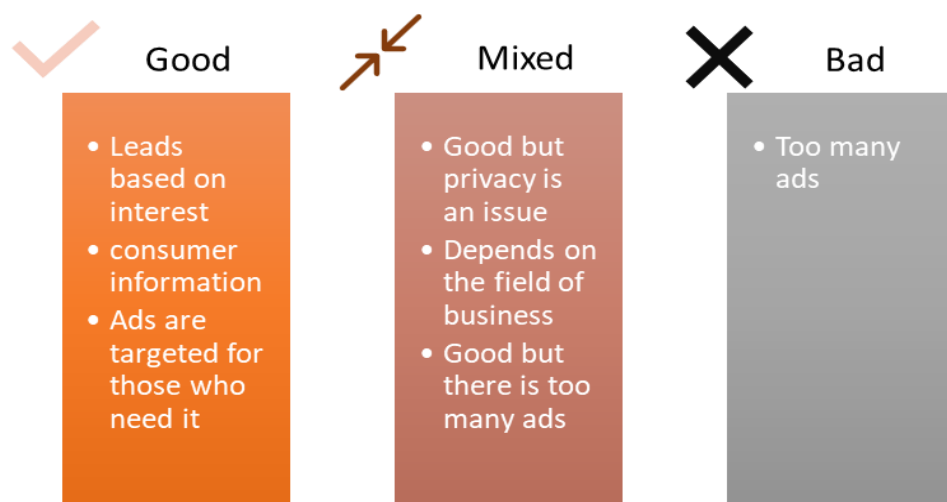


Figure 7. Attitudes toward inbound online advertising

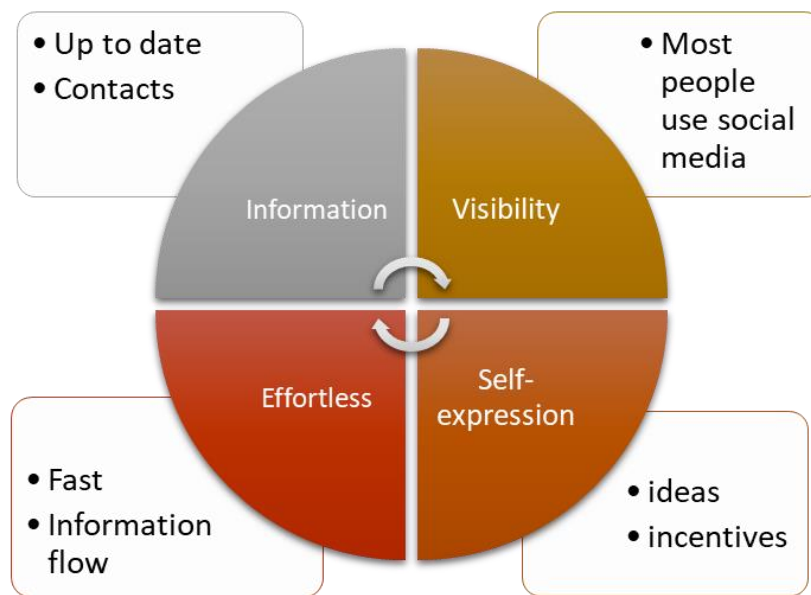


Figure 8. The best parts of social media



Figure 9. The worst parts of social media

4.9 Interview

The interviews for this thesis were made to cover similar aspects of social media marketing as the questionnaire to provide validity for the survey results. Also, As opposed to the survey the interviews were made in order to find out solutions to questions rather than finding causes and results. In the interview the questions are focused on the questions what and how. The questions of the interview are focused on similar aspects as the theoretical framework. Firstly, strategic considering risks, opportunities, content and relevancy. Secondly, customers with customer relationship

management, local marketing and channels. Lastly, tactical aspects mainly concerning measuring marketing success.

The interviews were conducted structurally, which means that both interviews were conducted with the same questions and in the same order. Both subjects were also told in the beginning of the interview that ideas suggestions and conversation from topics that were not covered in the interview survey would be more than welcome. Both interviews lasted about 20 minutes. Although, the interviews were held in a structured manner, both sessions were inspired into more in depth conversation about the topics.

4.10 Interview results

When a company joins social media and starts marketing there it is crucial to understand what the company is trying to achieve there, why are they marketing in social media and what do they want to communicate to the consumers. Also, it is crucial to understand what the consumers buy into in social media, which channels they use and think about the mix between online and offline marketing.

Marketers often make mistakes in measuring social media success only through vanity metrics which are those easy access metrics that don't really tell the marketer any real information about their marketing activities. There is a lot of marketing data available in social media and it is important to know what the company's goals in their marketing in order are to understand what kind of data should be analysed and how. Both interviewees agreed that a good way to avoid these common mistakes is to concentrate on return of marketing investment.

If you have 30,000 Instagram followers but they are not willing to buy your products, then the size of your target group becomes irrelevant". (Niiranen, 2019). In terms of measuring the success of increasing visibility the marketer should understand the relevancy of content and target group(s). Other important thing to concentrate when trying to increase visibility is the relevancy and accessibility of organic content to those who want to see it.

Social media is a great channel for customer service but not exactly for customer relationship management. Often consumers today view social media as more comfortable and natural channel to contact companies in different manners. It is easier to use than e-mail and for example in Facebook consumers can find information about how long it takes the company to reply. However, in Facebook consumers should be replied at least within the given time frame.

There should be a common guideline in published content at least within a marketing channel. Different social media channels as well as different online marketing channels provide solutions to different kind of marketing approaches. Of course, there cannot also be too many differences as what the company is promoting in between channels. For smaller companies it is more important to have a plan what and when is published online. This approach gives the marketer a chance to create more publishable content at a time and then just publish them in order. Rather than having to create a post for example once a week which can be an impossible task when there is limited time available to be used in marketing.

Both participants agreed that Facebook is not a dying marketing channel. Rather it is more relevant than ever. However, if marketers want to approach the younger audiences and find solutions for future online marketing then other channels need to be taken into consideration.

Especially in advertising a marketer can narrow down the segment including not only geography but all kinds of demographics in social media. Furthermore, creating a sense of community in social media is much easier than through traditional channels. There are different approaches for this in social media such as events and local groups/sites.

Within a couple years there comes a point where each company is in social media. This means that it is no longer okay to handle social media channels half-decently. More and more resources need to be directed towards social media marketing and lack of planning is a set-back for companies. Marketers also need to understand the environment and analyse it by benchmarking.

The main difference with social media marketing and other online marketing is that there is a possibility for a dialog with the consumer in social media. Other online channels really provide just one-way communication for example by doing banner advertising. However, it is good to remember that the marketing channels should not be divided by which is better than another, since different channels provide different opportunities and risks.

5 ANALYSIS

5.1 Questionnaire analysis

Firstly, during the implementation of the questionnaire it came obvious that current customers are difficult to reach afterwards if there are no online channels to engage them. Even though, the answer rate of 66,6% was positive and it is a sign of good customer service, the number of

customers reached was very limited as the only way to make contact to them was through e-mail. Also, those e-mail addresses were gathered by asking customers face-to-face if they wanted to participate in the survey. There is a fundamental need for online channels where consumers are more approachable instead of providing a one-time service and never having any contact with those customers again.

As the survey showed almost all the customers that were surveyed were in social media and thought that it is important for businesses to have social media channels. Facebook being the most used channel was no surprise. Other social media channels were also mentioned but not in a scale that would weaken the status of Facebook in people's everyday lives. Furthermore, as over 75% of respondents were aged 41 or above the channels used by younger people were not represented adequately. Social media is used or scrolled daily or more by three quarters of the respondents. This correlates to the fact that social media has in time grown to be a part of most people's lives.

The survey respondents found social media as channel which provides company information needed to decide whether to contact them or not. Social media channels provide such an easy way to find ratings, contact information and understand the image of the company that it is a very natural place to start looking for services.

Interestingly, inbound advertising was seen mostly as a good thing. As the adverts are not only spamming and meant to be seen. Instead the customers feel that inbound adverts are more like information packages. The only concern that stood up was that people might start to feel the loss of their privacy as they understand that in a sense their online actions are followed.

The respondent's answers regarding what are the best aspects of social media were divided into four categories; Effortlessness, finding information, ability to express yourself and visibility. From a business point of view finding information effortlessly decreases the need to sell the need for your services as people will most likely actively search for the needed services and most importantly service providers in social media. The ability for self-expression and visibility is key in getting people engaged in a form of commenting, giving feedback and participating. Recommendations, ratings and active conversation is a good way of knowing where the company stands by what is done correctly and what is not.

On the other hand, what the respondents found most unappealing were spam-advertising, losing the sense of privacy as mentioned earlier, bad behaviour/negative commenting and that people spend too much time in it. All these aspects correlate from a business perspective to lack of planning and defined goals. The fact that people spend too much time in social media could be a rather good thing from a social media marketing

perspective. These attitudes correlate to the fact that most people do not like negative commenting and bad behaviour although it does happen in social media. As mentioned on page 14. there will always be negative and fake comments and recommendations, but today's consumers are often conscious about how they make their purchase decisions. Often, they are made rationally by comparing recommendations and comments rather than taking note of individual standouts.

5.2 Interview analysis

The interviews produced similar answers on the basic issues. However, there were different point of views from both interviewees that provided a broader range to contrast the interview questions. The main aspects that rose up from both interviews were that planning, and goals are key in successful social media marketing campaigns. Also, content should be coherent within marketing channels, but content can differ between channels. Although, having a common guideline is preferred.

Social media channels are a good tool for customer service and keeping in touch with existing customers. The channels should not be used as a customer relationship channels, but they can be used to improve and maintain the relationships.

When measuring success in social media it is more important to focus on what the company wants to analyse in social media rather than about analysing everything without clear goals that give purpose to analysing data.

5.3 Questionnaire and interview data

One key aspect rose above others when comparing the questionnaire and interview data, communication. As the questionnaire showed that the customers felt that the best aspects of social media are information flow, effortlessness, self-expression and visibility. This correlates to the fact that social media users can have their say on anything published in it. This is what in the business sense is called a two-way street of communication. Also, as all information is so effortlessly available, the amount of noise is reduced drastically when compared to traditional marketing.

However, the lack of planning may result in being a part of that noise in social media. In a sense noise in social media could be much worse than noise in traditional marketing channels, where most adverts for example are considered noise and the noise is expected. Therefore, marketers always need to have a sense of what they are doing in social media and most importantly why they are doing it. In practise this means that content

needs to be thought of what kind of content is published, where it is published and who it is published to.

Although, people may find information from the internet on how much less-active users are in Facebook comparing to what used to be few years ago, it does not make its importance as marketing channel any lesser. Facebook was the most used platform in the questionnaire and interview data also concludes that it is still a very relevant channel. In the long-term it is key to implement more than one channel as the channels have differences in demographics and what kind of content is relevant.

5.4 SWOT-analysis

SWOT stands for strengths, weaknesses, opportunities and threats. The SWOT-model is a common simple tool which when used correctly can provide much needed data when a company is doing strategic planning. The model is a good tool for defining goals and understanding the company's strategic aspects. Strengths and weaknesses being internal, opportunities and threats on the other hand being external. These four aspects consist of the results gotten from the interviews and customer survey. (Grant, 2019)



Figure 10. SWOT-Analysis for Kuljetus Jyrkinen

As shown above, the commissioning company's most valuable strengths are that they have local knowledge which plays a role in attracting customers regionally. Satisfied customers are always a good thing. As mentioned earlier the answer rate of the customer survey was positively large and this means that the customers are willing to use their time into helping the company succeed and to give feedback. Also, almost all of the existing customers use social media, so the existing customers have another channel to contact the company.

Every business has its weaknesses and it is key to understand what they are in order to reduce them. Social media has been available for marketers since the late 2000's. Comparing to that the commissioning company is making a late entry and furthermore the company lacks experience, comparing to the competition. Also, one of the main aspects discussed with the CEO of the company before starting the thesis process was that there are time limitations in using social media. The transportation business itself requires driving around and physical work which themselves limit the time available for marketing activities.

There were many categories of opportunities in social media for the commissioning company. As the questionnaire showed over 64% of the respondents are in some sort of local groups in social media. These groups are a great way to connect with people from a specific area. Also, advertising in social media can be narrowed down into niche's very specifically on not only geography but other demographics such as age, gender, interests, activity and the list goes on. Young people are also more approachable in social media than through traditional marketing channels. The biggest opportunity though is the fact that information is where people want it. The amount of free visibility that social media offers is unmatched, and the company's customers clearly feel the same way. This information consists from marketing content to contact information and reviews.

The biggest threat in marketing is the lack of planning. Consumers are concerned of spam-advertising and privacy issues that they do not get a break from the constant advertisements that are targeted to them but not really thought of would the consumer need the information. Bad advertising habits are easy to fall into when social media channels offer these ready-made vanity meters. One another threat to consider is that only having social media channels is not enough today and in the future. Social media channels are reaching the same point websites reached a while ago when it is a necessity to have them but if marketers want to benefit from them, they need to put effort and resources into it.

5.5 8-SWOT

8-SWOT analysis takes the swot-analysis further analytically by considering the four different aspects and comparing them in a way that strengths and opportunities provide support in avoiding weaknesses and threats. The 8-swot analysis is conducted in way that there are four combined elements from the original swot analysis. These are strengths-opportunities, strengths-threats, weaknesses-opportunities and weaknesses-threats (Vuorinen, 2013)



Figure 11. 8-field SWOT-Analysis for Kuljetus Jyrkinen

As shown above local- and business knowledge is key when creating or exploiting an existing niche in social media. As social media provides access to reach and communicate with the customers, the company can try to reach existing customer base and networks in order to create the network within social media.

The lack of time available in marketing can be used more effectively in social media where customer segmenting and customer service is easier than through traditional channels. The business needs to get more experienced in social media since in the future social media's importance will only grow and more resources need to be put into it.

The company has operated in the same area for decades. Therefore, they have existing networks which they can exploit in social media even though the company does not have experience in social media marketing. By this approach they can avoid the threats of paying for advertising that does not suit social media or reach customers when the know-how is still missing.

One of the biggest issues that rose out from the interviews was the importance of planning and the risks in the lack of it. Content and advertising needs therefore be thoroughly planned in order to reduce the threats of spending time in marketing that is considered as spam or useless by the consumers.

6 RECOMMENDATIONS

In terms of implementing social media into the commissioning company's marketing strategy, it is key that the company has a thorough understanding of who their customers are, how they behave in terms of buying services and what is the value the company brings into the market. The value proposition should be thought of a bit differently in social media marketing than in for example sales. It needs to be based on market analysis, consumer behaviour and business culture. The culture in social media marketing should not be focusing on how consumers can be turned into customers. Rather the focus needs to be on how the commissioning company can help the consumers based on what they want, when they want it and what is their expected experience in purchasing services.

The questionnaire results provide a solid foundation on what is that the customers expect of a service provider in social media. These aspects are information of the services, good customer service, contact information and respect for the consumer based on not going in too deep into demographics and behaviour study that is too personal.

This research scratches the surface of the social media marketing radar mentioned earlier. Social networks and social customer service were in the focus throughout the research work and those aspects have been covered in the surveys as well. When starting social networking the most important channel is Facebook and it being arguably the most known social media, that is where the company should make presence first. Although, in the future it is important to establish presence in other channels such as Instagram and Snapchat as well as in LinkedIn for business to business purposes. Social customer service should be aimed to increase customer feedback in social media and to provide customers another channel to find information about the company and more importantly its services.

One other part of the social media marketing radar that stood out in the research was social knowledge. Not only it also relates heavily to social customer service by publishing informative and well-planned content, the focus was to get in touch with niche communities. From now on the company should focus in figuring out what are their main niche markets in social media. Organically, they need to be present in local social media groups. Advertising there can be an option but that should be done carefully since people gather in groups to discuss, not to be bothered. Instead, they should be present there to stay in touch with local people and to find out what is trendy or fun and what is not.

In terms of advertising, consumer behaviour in terms of demographics need to be analysed with the right metrics in social media. In other words, to use the right metrics to find out who are interested, who are buying, when are they buying and most importantly find out the cause behind these.

6.1 Further research

As the main strategic foundation for long-term social media marketing is established, further research should be directed towards more tactical aspects of social media marketing. Some tactical issues were covered in this research as well, but the tactical aspects being the main work that is done in marketing, there needs to be more research, trying, and testing involved tactically.

The survey results conducted by the author were limited in terms of numbers. The main aspects of the survey could be studied more to provide a quantitative data set on social media marketing for Kuljetus Jyrkinen. This qualitative data set provided insights that are crucial in understanding how social media and customers function and more importantly how the company should function in social media. Insights are also good for defining goals. However, qualitative data does lack in numbers. This means that when goals need to be measured, data needs to be measurable.

6.2 Strategic goals and planning in the future

Strategically the case company should define what is important for their business growth and how will they want to develop their position in the market. Good point to start is asking the question why, and by that develop goals on what they want to further achieve in social media. Also, digitalization does not happen through one channel nor overnight. Filling the other gaps in marketing can provide support to re-creating the company's marketing mix.

Today, it has become relevant to set up the strategic foundation based on how to react to changes, being open minded in business development and creating an environment to enhance that. Strategic work does not necessarily need to promote a clear multi-year plan. Rather, it can be setting up the basis on their growth and go on from there using tactics that fit what is best for the company in certain situations. The limitations such as the yearly budgets for business areas like marketing can be limited themselves by applying this approach. Not only does this allow space for testing and innovation.

The author's suggestion for a model in creating this type of strategic foundation is to apply a four-step model into decision making. These steps based on the research in this thesis are to plan, test, measure and act. These steps do not need to be structured in this order. More important would be to remember these steps and apply them as needed in different situations. Possible failures need to be accepted as a part of the learning process. As the company lacks experience in social media marketing, it should be a given fact that there are likely mistakes waiting to happen. However, this approach helps to develop the know-how of social media marketing as well since each action is not a step to achieve the big pre-defined goal. Instead each action is made with a purpose themselves and a well-planned action is a step towards provoking the desired reaction.

6.3 Optimizing social media marketing to fit the marketing strategy

Social media optimization, amongst other strategic concepts such as marketing mix and business model planning were not too included in the questionnaire and the interviews. The concepts were included in the theoretical framework since they are key in internal strategic planning and therefore needed to be included in this study. However, these concepts were added for the purpose of knowing what needed to be studied by surveying consumers and marketing professionals.

As the research showed, consumers find the ability to find information, communicate and express themselves the most important factors in using social media. That is where Kuljetus Jyrkinen should make the most out of their linkability and tagging by rewarding consumers that increase the company's organic visibility. Also, encouraging consumers to communicate in the company's social media channels is important to make the most out of each visit in the site. Always keeping in mind, the reason for social media optimization both tactically and strategically which means that the optimized use of social media should be measured by the methods mentioned in the interview results.

7 CONCLUSION

One of the main issues discussed with the commissioning company before this thesis process was that they wanted to digitalize their marketing. The outcomes of this research give the framework on how to apply one major digital marketing aspect, social media into their everyday business. The issues that were discussed to make the foundation for this thesis. These were the research question, what the commissioning company wants to achieve through this process and what are the likely outcomes of the research. As these were thought of already at the early part of the thesis process, these areas were included in every section of the research.

The theoretical framework was composed solely based on the background for why there was a need for this kind of research, both for the author and the commissioning company.

Based on the survey results, it came evident that the need for well-planned and goal driven social media marketing is becoming a must for every business. Social media also provides much more opportunities than threats to a business in terms of business success. Rather, social media is not even a considered a threat in any way itself. It is the companies themselves that are their own threats. Although, threats are normally considered external factors, in marketing perspective they are often highly internal. Therefore, Kuljetus Jyrkinen need to not only be tactically aware of how they will utilize social media as a marketing tool, but to always keep focus on the reason why they are doing it.

In short, the reason for social media marketing is clear, conversion. Whether the focus is in re-branding, increasing visibility or increasing traffic that goes through company websites the sole foundation of marketing is always to increase revenue and profits. That is why it is crucial for a small business to include social media into the marketing strategy because it provides the opportunity of measuring exact return on marketing investment. ROI is the key in modernizing marketing, which was one of the main aspects of the early discussions with the case company. It is no longer a rule that the biggest player that has the biggest marketing budget gathers most of the profits. Today it is the companies that spend time in making the most out of their marketing, in order to reduce the time wasted in unsuccessful activities.

Furthermore, as research showed social media should not be approached as the easy and cheap channel by marketers, although social media can certainly be categorized by those adjectives as well. The importance of social media is coming from promoting marketing and sales as a whole rather than replacing other so-called out-dated marketing activities.

Empirically this research showed how excitingly rapid and evolutionary the rise of inbound marketing has been during the 21st century. The sole idea of digital channels in marketing provides opportunities for companies that could not even be imagined just a couple of decades ago. However, as the rise in technology and changes in business marketing behaviour have been rapid, so has the abilities of marketing specialists. Therefore, having quality websites and social media channels is no longer enough in the future.

It is the websites and social media channels that stand out, which will be the market leaders in the future. How can this be achieved is something that is to be seen. The pace that people learn things today is enormous. The amount of expertise in people are hard to imagine because learning is so effortless today. Everyone can become a master of what they study, but it is the ones who dare to defy, to do it differently or fail trying that become the success stories of tomorrow.

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QUESTIONNAIRE QUESTIONS IN ENGLISH

22.4.2019

Survey on social media

Survey on social media***Pakollinen****1. Gender ****Merkitse vain yksi soikio.*

- Female
 Male
 Other

2. Age (in years) **Merkitse vain yksi soikio.*

- Less than 20
 21-30
 31-40
 41-50
 51-60
 Over 60

3. Do you use social media? What leisure time social media channels do you use? **Valitse kaikki sopivat vaihtoehdot.*

- Facebook
 Instagram
 Snapchat
 Pinterest
 Twitter
 I don't use social media
 Muu: _____

4. How much time on average do you spend scrolling social media channels? **Merkitse vain yksi soikio.*

- Multiple times a day
 Daily
 Weekly
 Monthly
 Less than once a month
 I don't use social media

5. It is important for businesses to have social media channels. *

Merkitse vain yksi soikio.

	1	2	3	4	5	
Strongly agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly disagree

6. What do you think is the biggest benefit on businesses social media channels, from a customer's point of view? *

7. Are you a member of any local groups in social media? For example in Facebook. *

8. Advertising is no longer made for large audiences only as adverts can be targeted by people's online behavior. Do you think this is more of a good thing or a bad thing? *

9. What is the best part of social media? *

10. What is the worst part of social media? *

11. Here you may comment freely any thoughts, wishes or suggestions concerning social media use.

QUESTIONNAIRE QUESTIONS IN FINNISH

Kyselytutkimus sosiaalisen median käytöstä***Pakollinen****1. Sukupuoli ****Merkitse vain yksi soikio.*

- Nainen
 Mies
 Muu

2. Ikä (vuosina) **Merkitse vain yksi soikio.*

- Alle 20
 20-30
 31-40
 41-50
 51-60
 Yli 60

3. 1. Oletteko sosiaalisessa mediassa ja mitä vapaa-ajan sosiaalisen median kanavia käytätte? **Valitse kaikki sopivat vaihtoehdot.*

- Facebook
 Instagram
 Snapchat
 Pinterest
 Twitter
 En ole some:ssa
 Muu: _____

4. 2. Kuinka usein selaatte sosiaalisen median kanavianne? **Merkitse vain yksi soikio.*

- Useasti päivän aikana
 Päivittäin
 Viikoittain
 Kuukausittain
 Harvemmin kuin kerran kuukaudessa
 En ole sosiaalisen median kanavissa

5. 3. Yritykselle on tärkeää olla mukana sosiaalisen median kanavissa. *

Merkitse vain yksi soikio.

1	2	3	4	5	
<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>					
Täysin eri mieltä					Täysin samaa mieltä

6. 4. Mikä on mielestänne suurin hyöty asiakkaalle, että yrityksellä on sosiaalisen median kanavat käytössä? *

7. 5. Oletteko missään paikallisryhmissä sosiaalisessa mediassa? Esimerkiksi Facebookissa *

8. 6. Nykyään mainoksia ei tuoteta pelkästään suurelle yleisölle, vaan niitä pystytään kohdentamaan ihmisten nettikäyttötymisen perusteella. Onko tämä mielestäsi enemmän hyvä vai huono asia ja minkä vuoksi? *

9. 7. Mikä on mielestänne parasta sosiaalisessa mediassa? *

10. 8. Mikä on mielestänne some:n huonoin puoli? *

11. Tähän voi kommentoida vapaasti ajatuksia, toiveita tai ehdotuksia koskien yrityksen sosiaalisen median käyttöä.

INTERVIEW QUESTIONS IN ENGLISH

Interview on social media marketing

1. When a company joins social media for the first time, what would be the most important aspects to take into consideration?
2. It is possible to measure return on marketing investment with different kinds of statistics and measurements in social media. So, when measuring ROMI, what are the main mistakes that marketers often do?
3. What kind of statistics should be measured in social media when the goal is to increase visibility and conversion / contact requests?
4. How can social media be used as a CRM channel?
5. Should the content that is published on social media be consistent or similar to each other? Can there be any exceptions?
6. What kind of benefits does social media offer when marketing activities are targeted locally?
7. What are the main risks for a company marketing in social media marketing?
8. What is the biggest difference between social media and other online marketing channels?
9. Is Facebook a dying marketing channel?

Other key points from the interview:

INTERVIEW QUESTIONS IN FINNISH

Haastattelu sosiaalisen median markkinoinnista

1. Mitä asioita yrityksen kannattaa ottaa huomioon, kun se lähtee markkinoimaan sosiaalisessa mediassa ensimmäistä kertaa?
2. Somessa on mahdollista mitata markkinoinnin tuloksellisuutta erilaisilla mittareilla ja tilastoilla, millaisiin virheisiin markkinoija voi sortua, mitatessaan markkinoinnin tuloksia?
3. Mitkä mittarit ovat tärkeimpiä seurattavia yritykselle somessa, kun tavoitteena on näkyvyyden lisääminen ja yhteydenottojen lisääminen (konversio).
4. Miten sosiaalista mediaa voi hyödyntää asiakkuuksienhallinnassa?
5. Tulisiko julkaistavan sisällön olla yhtenäistä muiden some-julkaisujen sekä kanavien kanssa? Voiko tästä poiketa?
6. Mitä hyötyjä sosiaalinen media tarjoaa, kun markkinointiaktiviteetteja halutaan kohdistaa paikallisesti?
7. Mitä kuuluu some-markkinoinnin yleisimpiin riskeihin?
8. Mikä on suurin ero some-markkinoinnin ja muun onlinemarkkinoinnin välillä?
9. Onko Facebook kuoleva markkinointikanava?

Muuta huomioitavaa haastattelusta: