



# Development of a digital marketing plan by using a combination of digital marketing tools

Zanab Fahad

Huong Tran

2019 Laurea



Laurea University of Applied Sciences

Development of a digital marketing plan by using combination of digital marketing tools

Zanab Fahad  
Huong Tran  
Business Management  
Bachelor's Thesis  
December, 2019

Business Management  
Bachelor Thesis

Zanab Fahad, Huong Tran

Year	2019	Pages	42
------	------	-------	----

---

The purpose of the thesis was to develop a digital marketing plan for the case company in B2B context. The objective was to discover what digital marketing tools or a combination of tools should be used to attract new B2B customers and increase its sales leads. The final goal is to develop a digital marketing action plan for a case company and give recommendations regarding the implementation of digital marketing tools.

A literature review was based on digital marketing strategies and tools in terms of the B2B context specifically. ROND's current digital marketing situation was also analyzed in order to determine the company's current digital marketing situation. Data for the research was collected by implementing a qualitative research methodology in the form of semi-structured interviews. Open-ended questions for the interview were made after analyzing the case company's current digital marketing situation and the theory from the literature review.

Finally, the results show that ROND's official website needs to be improved with some good quality content because content marketing plays an important role nowadays, other than that SEO is also important for the social promotion of the company's website. Moreover, social media platforms such as LinkedIn, Twitter, Facebook, and Instagram were the most useful tools for the case company to increase the B2B customer's engagement by providing creative and informative content.

Keywords: Digital marketing, Digital marketing tools, Digital marketing strategies, B2B digital marketing, Social media marketing, Content marketing.

## Table of Contents

1	Introduction .....	5
1.1	Objective of the thesis .....	5
1.2	Background of the case company .....	5
1.3	Purpose of the thesis .....	6
1.4	Framework of the thesis .....	6
2	Theoretical approach .....	7
2.1	Digital marketing.....	7
2.2	Digital marketing tools.....	9
2.2.1	Social media marketing .....	10
2.2.2	Content marketing .....	11
2.2.3	Email marketing .....	12
2.2.4	Search engine optimization.....	13
2.2.5	Analytics and data.....	14
2.3	B2B digital marketing.....	15
3	Case company .....	17
3.1	Overview of the case company .....	17
3.2	Company current digital marketing situation .....	18
3.3	ROND's digital marketing SWOT analysis.....	19
4	Research approach .....	20
4.1	Qualitative research method.....	21
4.2	Interviews .....	21
4.3	Sampling .....	23
5	Empirical study.....	24
5.1	Data analysis .....	24
5.2	Importance of chosen themes.....	25
5.3	Theme 1: Role of digital marketing in B2B .....	25
5.4	Theme 2:The most suitable digital marketing tools and practice for B2B .....	26
5.5	Validity and reliability of the study.....	28
6	Conclusion .....	29
7	Recommendations .....	30
8	Digital marketing plan .....	30
	References .....	36
	Figures .....	39
	Appendices .....	40

## 1 Introduction

### 1.1 Objective of the thesis

The main objective of the thesis is to find out the right digital marketing tools for the case company in order to attract the business to business customers. Right now, ROND would like to attract new b2b customers to expand their business through digital marketing channels. Marketing manager of ROND is not certain about the best suitable digital marketing tools for the company, so we will do a research for them and develop a digital marketing action plan which includes proposals of digital tools which are best suited for the company and how to manage and implement it effectively, with the help of this plan company will be able to attract new customers both nationally and internationally and increase its sales.

### 1.2 Background of the case company

ROND Production House Oy is a Helsinki-based event production agency that provides event production services for corporations and organizations. It is a group of creative thinkers and doers who combine their strengths to design, create and produce amazing and groundbreaking experiences. The company was founded in July 2018 after receiving the grant from Helsinki Think Company and it is located in Epicenter Helsinki. ROND Production House in 2018 started with 2 co-founders and till 2019 there are in total 8 employees working in the company. There are part-time employees and freelancers depending on the scale of each project.

ROND mostly organizes B2B events such as conventions, business events, seminars, workshops, hackathons, unconferences with a focus on technology, smart city, real estate, and construction as well as the built environment. Within 1 year since it was founded, ROND has been producing more than 10 events with different scales from big conferences for 1000 people to small meetups and workshops for corporations. ROND provides both the meticulous planning and the creative execution of events. Its service offers high quality, high-value solutions at a competitive price. It delivers an efficient and professional event service covering all aspects of event management, planning, and logistics - for business events of any size. ROND - Production House plans to produce its own events and offers its expert services to its partners as well as to external clients. With the goal to help clients win the audiences and make a positive impact on the planet, ROND strives to craft compelling stories, create and produce amazing and groundbreaking experiences. The company values are openness, transparency, willingness to collaborate, trust, inclusion, agile, respect not to mention sustainability.

### 1.3 Purpose of the thesis

The main purpose of this thesis is to develop a digital marketing plan for the case company to attract new business to business customers

The general research question is:

- What digital marketing tools should be used to develop a digital marketing plan to attract new B2B customers?

### 1.4 Framework of the thesis

The thesis consists of 8 chapters starting with an introduction part which provides the information regarding the topic of the study, the objective of the thesis and the background of the case company which is ROND Production House.

The literature review or in other words, the theoretical background chapter introduces the main concepts of digital marketing and the specific digital marketing tools used in B2B business, that are most relevant to ROND Production House's case.

The following chapter is about the case company overview and its current digital marketing situation analysis. This chapter also demonstrates the company's current digital marketing SWOT analysis.

The research method is presented in the following chapter which describes different research methods are used in the thesis and the process of conducting research as well as gives a justification why the authors decide to implement qualitative research methods. Primary data is collected in the form of semi-structured interviews.

The main findings with data analysis from the interviews are included in the empirical chapter. Data analysis is conducted in the form of thematic analysis method. In addition, the data analysis part also aims to investigate the research question and analyze the results of the conducted research as well as highlight the areas for improvements from the customer's point of view.

The next chapter of the thesis is about Conclusions which gives an overall picture of the main research findings, evaluates as well as analyze the results. Finally the authors gave recommendation regarding the implementation of suitable digital marketing tools for the case company.

In the final chapter authors answered the research question by developing a digital marketing plan for a case company.

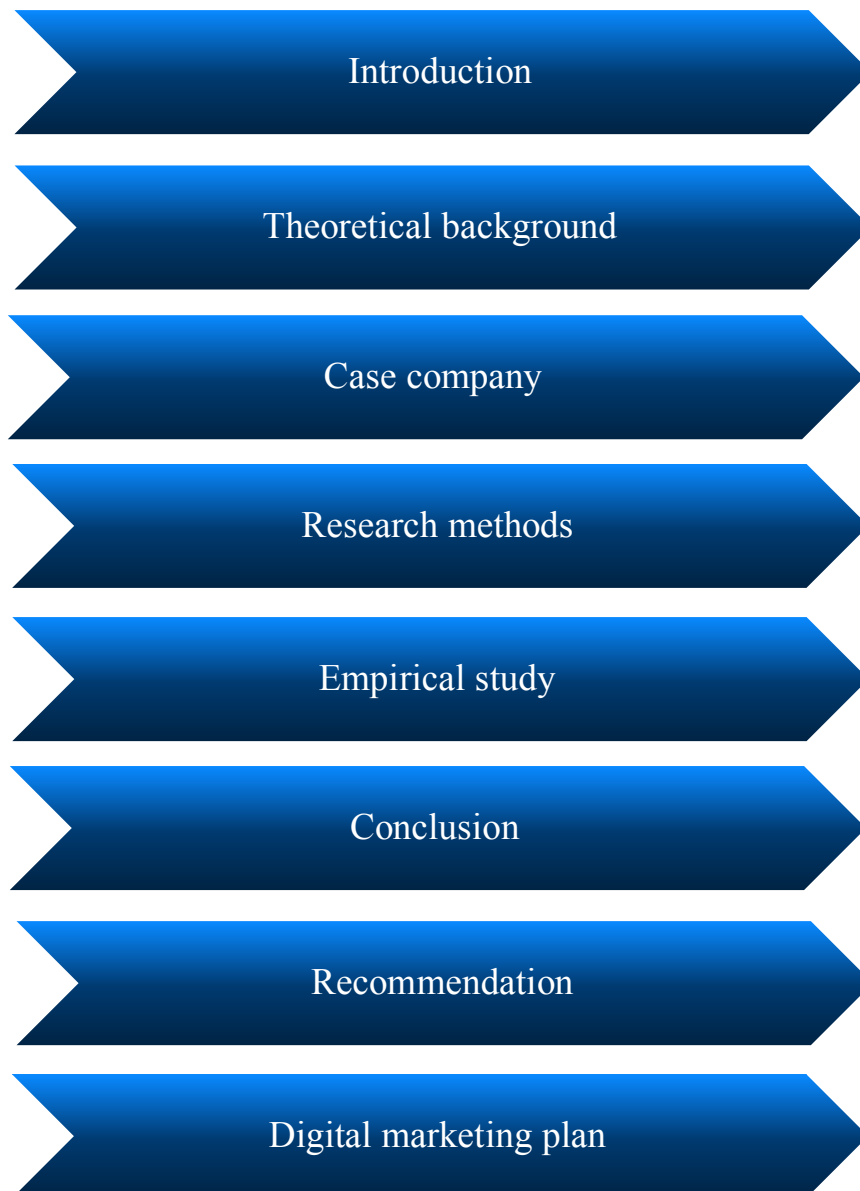


Figure 1 Framework of the thesis

## 2 Theoretical approach

### 2.1 Digital marketing

Digital marketing, known as Internet marketing or online marketing, refers to any form of marketing products or services that involves electronic devices. However, digital marketing can be done both online and offline for example electronic billboards, TV marketing, radio marketing which are offline marketing and social media marketing, content marketing, search engine optimization (SEO) or email marketing are considered as online marketing. Kotler and

Armstrong (2016) indicated that websites, advertisements, social media, blogs or emails, mobile applications are digital tools to help engage customers through different electronic devices such as smartphones, laptops and tablets, not to mention other devices.

While there are many definitions when it comes to digital marketing, the main purpose and benefit of it are indisputable. Chaffey (2012) said that digital marketing supports businesses in attracting new clients as well as satisfying existing ones through marketing automation and customer relationship management. Moreover, according to Miller (2012), Internet marketing helps strengthen the company's competitive advantage among rivals and enhance customer relationship with low budget compared to traditional marketing. Therefore, while traditional marketing is still effective, in this modern age of Internet and the emergence of technology, more and more businesses are keeping up with trends by making themselves visible and being present to customers like never before. To reach out to more potential customers, companies nowadays needs to gain more visibility online.

Although both types of marketing help business be profitable, each has its own benefits and drawbacks. Based on a research study regarding the comparison of traditional marketing and digital marketing, Salehi, Mirzaei and Aghaei (2012) stated that using digital marketing is more cost-effective and faster for businesses to reach out to customers as well as strengthen the relationship with existing ones. Firstly, traditional marketing cannot target the right customers as precisely as digital marketing. While traditional marketing focuses on showing the products to everyone with the hope to attract the right target group to purchase, digital marketing has a clear focus and provide useful information to people who need their solutions. With this way, it brings a steady traffic flow and helps minimize the time used to convert potential leads to customers.

In addition, traditional marketing is high-priced since it is an investment made for only one-time exposure, whereas digital marketing keeps content stay visible for years. Digital marketing can be seen as a very cost-effective way in terms of CAC which is abbreviation of cost of customer acquisition (Jackson & Ahuja, 2016). With more powerful digital tools, digital marketing can reach out and spread an online message to a wider target audience. And one of the advantages of digital marketing is that it is easier for sellers to communicate and interact directly with buyers than ever before without going to the store or having face-to-face discussion.

Last but not least, digital marketing approaches customers without being forceful or aggressive. Since it aims to educate and help customer solve their problems instead of annoying them with traditional advertising methods.



Despite the fact that digital marketing is better than traditional marketing in terms of cost and time efficiency, to build effective and successful multi-channel marketing communication, marketers should integrate both of them (Chaffey, 2012).

Digital marketing has played a significant role in business development. As consumers now spend more and more hours online, apparently businesses should use internet platforms and other devices to make their products and services visible (Jackson & Ahuja, 2016). While previously, only large corporations can afford to run advertisements, nowadays, with the emergence of digital marketing, small and medium enterprises can also have a chance to attract customers.

Moreover, with digital marketing, it is easier for businesses to follow up and get feedback from customers than ever before, which ultimately increases customer retention and develops the products that meet customer expectations.

## 2.2 Digital marketing tools

Due to digitalization in this era, companies and organizations have changed their marketing strategies to digital marketing strategies. In B2B companies digital marketing is becoming more and more popular in order to reach their different business goals by using digital marketing strategically.

Digital marketing tools defines how to develop marketing plan for a business, it is important that digital channels must coordinate with each other in order to take most of the benefit from it. There are many different tools and channels which are used for digital marketing, main of them are social media marketing, content marketing, email marketing, search engine optimization, google analytics and KPI's.

If a company wants to develop and improve its digital marketing strategies first they have to find a suitable tool. It is important to coordinate the digital marketing strategy with the business strategy of the company, for that purpose company needs to set the specific objectives for the development of business. (Chaffey & Ellis-Chadwick, 2012).



Figure 2 Digital marketing options

### 2.2.1 Social media marketing

From the past few years, social media revolutionized the whole marketing world. The most popular social media platforms are Facebook, Twitter, Instagram, and LinkedIn. These platforms are used to market a product or a service and the strategy which is used is known as social media marketing. In order to gain attention of customers different strategies are made by using different social media platforms. (Georgiou, 2014).

Social media gives a facility to connect all the channels together which helps to instantly learn about the emerging trends in the market, which finally supports the company's marketing strategy in effective way. Due to social media, a company have a great opportunity to filter out the most potential customers which is very helpful for the service improvement. (Habibi et al, 2015).

According to statista.com, there are 2,41 billion facebook users in 2019. People and companies can exchange and share their views and information in the form of posts and comments, posts can be shared to any profile or page by sharing, this shows that people want to share the news or information with other people. In B2B companies facebook is one of the most commonly used platform which connect those companies with the people whom they know or whom they want to know more about. LinkedIn is basically a professional medium where businesses and people can interact with each other, exchange their skills and professional knowledge also people can comment on that. Based on this knowledge they can engage within their own professional circle of networks. Thus LinkedIn is considered as most effective business tool for business than facebook because it helps to build strong professional

interaction with the people and companies. (Baruffaldi, Di Maio & Landoni, 2017). Instagram is a platform which is used mainly to share pictures, companies can share their pictures in order to interact with the customers, people can express their views and emotions by commenting and liking, that is why it is considered as one of the meaningful tool which helps to build strong relationship with the customers and companies by sharing opinions and interests.

So, all of the three platforms play their own role in business to attract and acquire new customers. Facebook allows companies to post and interact with the people through sharing and commenting, while LinkedIn helps to build a professional relationship with the business by sharing and exchanging their opinions with each other. Whereas, Instagram is a platform which gives visible opportunity to companies by posting pictures and videos of their B2B operations.

Recently, marketing professionals in B2B companies start to realise the importance and contribution of social media marketing, but on the other hand there are still some marketing professionals who still have a misconception about social media that it is beneficial only for B2C business and is not suitable for B2B marketing purposes. This is because of the lack of updated knowledge and skills in the social media platform usage. (Michaelidou et al, 2011).

### 2.2.2 Content marketing

Content marketing is also known as inbound marketing which means that a company can draw their targeted customers by utilising inbound tactics. Main purpose of content marketing is to gain the customers attention and create a strong relationship with them. According to Nosrati et al. 2013 conducted study, there are five steps of inbound marketing process, 1) Attracting traffic 2) Conversion of visitors to business leads 3) Conversion of leads to business sales 4) Conversion of customers to long term customers 5) Analysis and improvement.

According to Demand Gen Report's latest findings, 75% of B2B customers admitted that their buying decision towards a specific company was significantly influenced by the content provided by that company. This finding proved that the content should be matched with the targeted audience expectations.

#### Website

A company's website is considered as a main channel for digital content. Website is considered as a home of a company's brand image. Usually a company website includes all the necessary information about the company's product or services, its contact information, latest news and achievements about the company and other things. Now a days it is not

enough to just put on company's information other than that, main emphasis is on story telling approach where a company can engage their customers with their online inspiring content. (Holliman & Rowley, 2014).

If we talk about B2B environment, customers attract and value those company which have a relevant and engaging content in their website with a relevant experience knowledge. Now a days there are many emerging facilities are available which includes music, graphics, videos and text, this will help to increase the attractiveness and interactivity among users.

### Blogging

Now a days blogging plays a very important role for a business, it helps to increase the engagement and traffic on a website which finally creates more leads to the business. According to the Hubspot study, it is shown that a company which create content on regular bases in the form of blogs posts gets 55% more visitors which may leads to the potential clients. Blogging helps the company website to get linked on other web pages and also helps to produce indexed pages, with the help of these features company has more increased chances to be found in search engines.

According to Bodnar and Cohen (2012) Blogging is perhaps the most effective tool for B2B companies to be visible on search engines. Content which is created for blogs should include opinions, interviews and discussions also. Blogs are conducted mainly to engage the discussions, that is why it is compulsory to add questions in order to facilitate the online conversations.

### 2.2.3 Email marketing

Email marketing is considered as the inexpensive digital marketing channel for a company because it involves minimal costs and efforts, it is the quickest way to communicate with the potential or new customers. It is not just about writing a text, email marketing campaigns requires clear and significant objective alongside with appealing language with strategic planning (Chaffey, 2012). If a company wants to maximize the benefit of email marketing some visual should be added with a well though images, structure, style and colours. Targeting customer in email should be tailored with a personalised message so that it communicates directly with the customer when they receive it. It has an immediate effect on business sales and customer's relationships. Now a days, email marketing can be used for customer information about the products and services, developing and strengthening loyal relationships between business and new customers, increase in business growth, attracting new customers and also encourage customers to visit the company website.

In case of B2B, email marketing is one of the most suitable channel for a company, when a customer visit the website of a company they show their interest in the company if they provide their email address, so the company can send a conversion email to that customer, in order to build a relationship with them. It is important for a company to properly schedule the email marketing campaign, so that a customer or recipient should be aware that when to expect a company's email, this is very efficient tactic for B2B companies and by creating this strategy a company can deliver appropriate content to their customers(Swann, 2016).

#### 2.2.4 Search engine optimization

In a start ups business, search engine optimization (SEO) has become more familiar because it is considered as a lowcost solution for a company to improve the ranking and visibility of their website page in search engine pages. Majority of the market search engine result page (SERP) is owned by google. In order to improve the visibility of company's website on search engine SEO practice is applied which allows the customer to easily find the company content in the form of webpage in higher position on google. Finally, it helps out the company to increase its customer engagement on their webpages which may lead to increase its sales. (Tomasi & Xiaolin, cited in Gupta, 2016).

If a company wants to attract customers to their website interesting and captivating content should be created, this can be achieved by the relevant but diverse and wise choice of keywords, if a customer can search these keywords on search engines this may leads to a company's website. It is important to first conduct a keyword research to determine that, what are the relevant keywords and phrases a customer can use while searching a company's relevant information. It is important to put right and relevant keywords in the company website from title to header in every possible place, if excessive and irrelevant keywords are placed in the website than it may ends up the site as a spam. It is necessary to keep in mind that Google is the main search engine which is used mostly by the people so in year 2017 Google made some changes in its algorithm, some of them are small but some are larger so SEO always requires some ongoing work to keep the website rank higher on search engine because algorithm is constantly changing and will affect the search engine in long run (Moz ,2017).

Through SEO, a company can also gets insights in web analytics of the visitors and get relevant and useful information about the visitor's activity these insights will help the company to improve its content and brand presence. A company must have to distribute the content wisely to all the digital channels and ensure that effective content is delivered to all the digital marketing channels, because all the other channels of the company is finally linked with the website of the company thus it helps to build a higher ranking on the search

engines. Because the final aim of SEO is to create more traffic to the website.

#### 2.2.5 Analytics and data

In this digital era, digital marketing is used everywhere and it is considered as a best way to reach new customers and sales leads, but this is not enough, it is also important for any company to collect all the data about their marketing campaigns from all digital channels which they are used, for that purpose marketers should use Google analytics to collect data about the customer's journey from their digital channels and websites.

The purpose of this data collection is to help the company to make its future marketing strategies and campaigns and measures the success of its digital marketing campaigns.

Google analytics can track the user activity on a website, for example: order of visiting pages, links clicked, time spent on the website or on the specific web page etc, this track is done by adding a string of specific code on a website.

Google analytics can also save a cookie on visitors computer, this cookie is sent back to the server computer so whenever a customer opens a company's website the saved cookie recognised the user. These cookies collect data of each user visits on the website e.g number of visits, time duration of visit, source of traffic on a website and unique users (Google, 2017).

In addition to the google analytics, a company should also measure the marketing campaigns progress, this is done by creating Key performance indicators (KPI's). It is a numerical metrics in the form of likes, shares, comments, traffic and clicks that can track the progress of campaigns and help to make changes in the current campaigns in order to reach specific business goals.

Sometimes digital marketers goes wrong while defining KPI's which leads in unsuccessful business decisions. For example: every campaign is different for one another, some campaigns are made to attract more traffic some are made to get more likes and comments only, so the final goal of both campaigns is different, one is made to attract traffic, other is made to get more likes and comments. So KPI's must look on a specific business goal and measure it wisely otherwise it may cause in wrong decision by the company, end goal must focus on quality rather than quantity.

### 2.3 B2B digital marketing

B2B digital marketing which is also known as Business to business digital marketing, refers to all marketing content or strategies used by any company that sells products and services to other businesses or organizations. For instance, non-profit organizations, manufacturers, re-sellers or government are considered as B2B since they focus on providing products or services to other enterprises not consumers. Different from B2C (Business to Customer), B2B companies sell products or services to other businesses, therefore, the decision on a purchase is made by a group of people who are decision makers in the company instead of one individual. In addition, the demand in B2B business usually does not depend on price but the value of that product (Solomon, Marshall, Stuart, Mitchell & Barnes, 2013) since the products or services purchased are generally complex.

Despite that B2B decision-making process is similar to B2C buying process and they all have the same human psychology, marketers always need to pay more attention to details of each stage (Solomon, 2013). Over the years, the emergence of digital technologies has transformed and made an impact on how people do marketing in B2B sector. In this information age, the digital buying habits of consumers has a drastic change on market environment (Goodall, 2014). For this reason, B2B marketing nowadays focuses more on customers and how to utilize digitalization to meet customer's needs and seize sales opportunities. A study conducted by CEB Marketing Leadership Council (The Digital evolution in B2B Marketing 2012) has shown that B2B business which are not able to use different digital tools and channels effectively, will confront the challenge of losing potential clients or fail to meet client's expectation.

Since B2B customers make purchases on behalf of, or for, their organization rather than for themselves, traditional marketing techniques and strategies seem to be less effective on buyer's decision. Therefore, building customer relationship or providing interesting and informative online content as well as interacting with clients, adding value and offering solutions that meet their needs are things marketers in B2B business should take into account (Kingsnorth, 2016). According to Weitz (2009), it is all about the buyer, their needs as well as expectations and how to satisfy customers to build long-term relationship.

Similar to B2C marketing, B2B marketing also goes through the buying decision process starting with awareness stage where prospects recognize and experience the problem they have, then research from different sources to find solutions that help tackle the pain point. When customers can clearly understand and define the situation, they move to the next stage which is called consideration stage. At this stage, prospects consider a variety of products and services based on pricing, quality, maintenance services, to name but a few. When it comes to making the right choice, depending on their needs or expectations, customers narrow down the list of products and ultimately make a final purchase decision. This stage is also known as

the decision stage. However, the buyer's journey can not be completed without evaluating product's performance as it has an impact on customer satisfaction and retention rate (Solomon, 2013). Figure 3 summarizes the buyer's journey in B2B digital marketing.

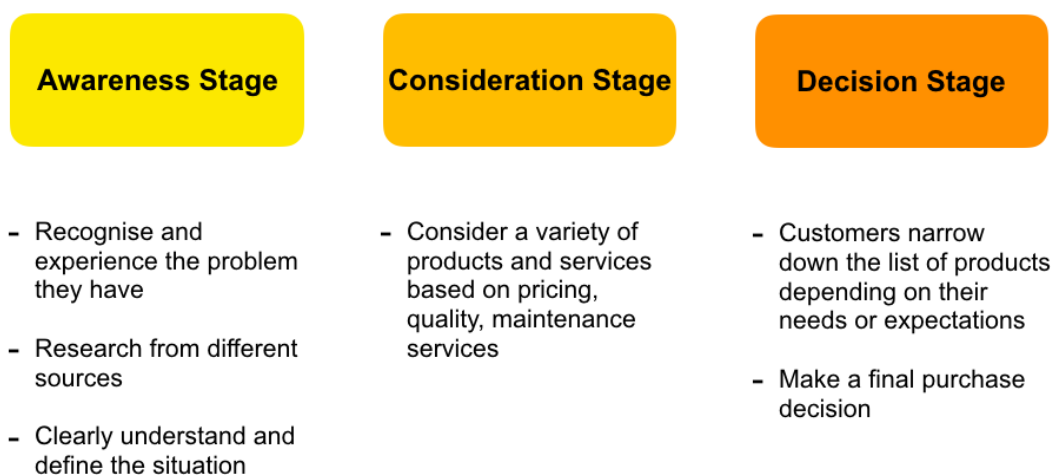


Figure 3 The buyer's journey (adapted from Hubspot, 2018)

B2B digital marketing strategies include email marketing or social media marketing and SEO, etc. helps business drive more quality traffic which means there are engagement and interaction with potential leads and build a strong brand presence, not to mention providing sales support (Karjaluto, 2015). Take FA Solutions as an example, FA Solutions was stuck with classic marketing method, which is cold-calling. In order to eliminate the annoying and exhausting process of approaching random clients, FA Solutions utilized Google Analytics and contact forms to narrow down the target group. In this way, FA Solutions can provide better solutions to the right customers without wasting time to cold-call random people.

Chaffey and Ellis-Chadwick (2012) stated that search engine optimization (SEO), content marketing, email marketing and social media marketing are considered as the most effective digital communication tools using in B2B customer acquisition and retention. Online marketing apparently plays a significant role in the sales process. According to Forrester & Gartner which are the world's leading research and advisory firms, by 2020, executives forecast digital marketing will drive approximately half of their revenue and 56 percent of CEOs have seen how their digital development help increase profits. In B2B business, digital marketing also generates higher revenue and companies which apply digital marketing strategies achieve nearly three times better revenue growth expectancy according to Google.



### 3 Case company

This chapter provides an overview of the case company which is ROND Production House ranging from services that the company offers, its mission and vision to its current digital marketing situations, not to mention its digital marketing SWOT Analysis. The purpose of this analysis is to get better insights of the problem that the company is struggling to attract new B2B customers.

#### 3.1 Overview of the case company

ROND Production House is an event production agency, which based in Helsinki, Finland. ROND provides event production services for corporations and organizations with a dedicated team of creative thinkers and doers who combine their strengths to design, create and produce amazing and groundbreaking experiences.

##### Product & Services

ROND focuses on organising B2B events including conventions, business events, seminars, workshops, hackathons, unconferences with a focus on technology, smart city, real estate and construction as well as built environment. Within 1 year of its foundation, ROND has produced more than 10 events with different scales from big conferences to small meetups and workshops, bringing more than 2500 people together and working with over 50 different enterprises, organisations and corporations. ROND provides both the meticulous planning and the creative execution of events. Its service offers high quality, high-value solution at a competitive price. It delivers an efficient and professional event service covering all aspects of event management, planning, and logistics - for business events of any size. ROND - Production House plans to produce its own events and offers its expert services to its partners as well as to external clients.

The goal of the company is to help clients win the audience since ROND strives to craft compelling stories, create and produce amazing and groundbreaking experiences. Its values which guide the company growth and development are openness, transparency, willingness to collaborate, trust, inclusion, sustainability and mutual respect.

##### Mission & Vision

ROND strives to provide the highest quality of services that ultimately customers could trust that they had hired the best team possible to execute their dream event. Even though the work involves putting together the hundreds of parts that are involved in the production of all of their events.

ROND Production House's vision in 5 years is to become the best production company regarding event services and community building for B2B companies in Finland.

### 3.2 Company current digital marketing situation

ROND Production House is a customer-oriented company, and their core marketing strategy is based on existing networks and strong customers relationships. Since the company is young and short of human and financial resources, ROND team focus on delivering the greatest value with affordable price to the customers. Digital marketing requires a substantial amount of money, from hundreds to thousand euros monthly, until the company gets the first customer. ROND's financial status affect them from doing actions which does not generate money instantly. As a result, they focus on word-of-mouth marketing which is cost-free, effective, yet difficult.

ROND does not pay much attention on social media channels such as Facebook and Instagram, because their potential B2B customers mostly on Twitter and LinkedIn to find event services. Attracting new B2B customers through social media requires excessive and skillful resources which a small team like ROND cannot handle. Being active in social media means that the company has to post pictures, articles, blogs and videos on these channels, engage with followers, analyzing, and running advertisement campaigns. Besides, there are usually 1 or 2 employees in ROND specializing in marketing, so they decide to choose other efficient methods, namely viral marketing and email marketing.

However, in order to reach out to a larger number of potential B2B customers, ROND considers to implement suitable digital marketing tools.



Figure 4 ROND's website

ROND understands the importance of customer's first impression, so they craft their website with care. At first glance, the landing page brings straightforward information about what company is. When scrolling down, it gives more details about ROND's description, visions, contacts, references and subscriptions respectively which are clear and divided by different themes. Moreover, the page's side menu shows more company's information about events, services, team and contact. The information is well-written and from reliable sources. From marketing perspective, it boosts the potential customers' trust.

Nevertheless, there is a lack of social media links and actions in contact and team pages as well as not enough creative content. Overall, the website is lightning-fast, well-designed and informative, but SEO-free. Nevertheless, without SEO, it is more difficult for the company to increase the traffic flow to the website and engagement with their prospects online.

One of the most effective digital marketing channels in ROND is email marketing. Their mailing list is built based on subscription in the website and their own research, so it makes sure that the target audience is correct. According to email marketing statistics, email marketing stands at the third position in the most reliable information sources for B2B audience. These are mostly informational or promotional letters sent to a group of potential customers. Although most are used to send sales promotions, announcements, surveys, follow-ups or newsletters, the marketing email includes a great range of contents.

### 3.3 ROND's digital marketing SWOT analysis

Based on the interview with the digital marketing manager of ROND, the authors conducted a digital SWOT analysis regarding the online activity of the case company. This plays a crucial part of situation analysis. Thus, the suitable digital marketing plan can be made by utilizing this tool (Chaffey & Ellis-Chadwick, 2012) SWOT analysis not only provides better insight of the company in term of strengths and weaknesses in the digital marketing environment but also opportunities and threats that related to the company's digital marketing situation. With this, the authors were able to create a better plan for the company to improve its weaknesses and confront its threats not to mention make the best use of its strengths. Therefore, a digital SWOT analysis was made for ROND and the results are shown below in Figure 5.

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>● Lightning-fast, well-designed and informative website</li> <li>● Good after sales services</li> <li>● Clear visions and descriptions</li> <li>● Good storyline for event social media</li> <li>● There is an expert in the team specialising in digital marketing</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>● Lack of human resources in digital marketing field</li> <li>● Limited skills from team members</li> <li>● No interaction with audience and prospects online</li> <li>● The website is SEO-free</li> <li>● Lack of creative content creation</li> <li>● ROND visibility is not so good and it's difficult for clients to find event services through ROND.</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>● Digitalization is constantly increasing</li> <li>● Growing demand in engaging, informative and educational content</li> <li>● Increasing use of digital marketing in B2B context</li> <li>● More and more user-friendly marketing tools and platforms which users do not need special training</li> <li>● Big corporations and fast-growing startups are more and more active online</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>● Limited marketing budget</li> <li>● Risk of misalignment in content creation, website content and social media content.</li> <li>● Competitors are more active on social media</li> <li>● Competitors are keeping up fast with the latest digital marketing trends</li> <li>● Some of ROND's clients are traditional and prefer the original ways of doing marketing</li> </ul>

Figure 5 Digital SWOT analysis of ROND

#### 4 Research approach

A process to increase someone's knowledge in a systematic way is known as research. (Saunders, 2016). It is an organized process to examine the specific problem and finally finds a solution for it. Research design is a framework that helps to collect information which is important to solve the research problem. It highlights the main steps which a researcher takes into consideration in order to answer the research questions.

The primary data which is collected from this research and analysis of this data both are qualitative in nature. For this study, qualitative research is the appropriate method because the aim is to get valuable insights from the participants of interviews. The authors collected valuable data from the digital marketing experts in a B2B context and these insights are finally used in creating future digital marketing action plans for a case company.

#### 4.1 Qualitative research method

Qualitative research is based on a subjective evaluation of the opinions, behavior, and attitudes of the people, the purpose of qualitative research approach is to understand the inside perspective of the participants (Kothari, 2004). Qualitative research method includes data in the form of open ended questions or observations and is not in numerical form (Lichtman, 2006). The main purpose of the qualitative research is to improve the hypothesis or ideas and to go deep into the problem unlike quantitative, qualitative research is totally unstructured, but it will bring on deep and rich data.

The reason why the authors chose a qualitative research approach for the thesis project is that the case company needs a proper action plan for them that is why authors studied the opinions and suggestions of the digital marketing experts. Authors follow the qualitative research for the thesis, because the interview is conducted in the form of open ended questions and in between interview some additional questions were also asked in order to improve the empirical findings. Collected information during the research is clearly described the current digital marketing situation of the ROND and is intended to explore more in detailed possible solutions to the research problem. Thus, a choice of qualitative research approach seems very appropriate for the thesis project. As qualitative research is based on unstructured method, so this thesis shows that authors follow the qualitative research.

The authors reviewed the ROND's digital marketing activities but this information is not enough to analyze the situation of the case company and to answer the research questions, in order to get deeper insights about the studied topic, primary data for the thesis project is collected by conducting semi-structured interviews.

#### 4.2 Interviews

According to Saunders, as there are many types of interviews but the chosen type of interview must correlate with the overall purpose of the research objectives and questions.

A conversation between two or more than two person by asking questions on a specific topic is known as interview (Saunders, 2009).

According to Bryman and Bell, there are different types of interviews structured and semi structured, For this thesis, the authors decided to conduct semi-structured interviews because the research is determined to be qualitative it also allows participants to express their feelings without any hesitation or restriction.

The researchers made a list of questions which has to be discussed during semi-structured interviews also some open-ended questions are formulated in order to gain the deeper thoughts

of the participant to express their views in a flexible way. Data from interviews can be collected either by audio recording or by taking notes, it depends on the permission of the participants. The anonymity of the participants should be kept confidential in order to avoid any kind of harm (Bryman and Bell, 2011).

It is necessary for the researchers to gain proper knowledge background of the related topics before conducting interviews, it helps the researchers to engage the participant and keep their interest on the relevant track, and finally evaluate the discussion and its accuracy. Interviews are considered beneficial because it helps the research project to collect valuable insight into the related studied topic.

There are total of 8 participants, all Interviews are conducted face to face in English language.

	<b>Interviewee</b>	<b>Job title</b>	<b>Time duration of Interview</b>	<b>Interview conduction</b>
<b>ROND (Case company)</b>	A1	CEO/Co-founder	30 min	Face to face
	B2	Digital marketing manager	25 min	Face to face
<b>Digital marketing professionals</b>	C3	Digital marketing manager/Co-founder	45 min	Face to face
	D4	Digital marketing manager	52min	Face to face
	E5	Social media marketing manager	20 min	Face to face

<b>B2B Customers</b>	F6	Marketing manager	15 min	Face to face
	G7	Digital marketing manager	33 min	Face to face
	H8	CEO	21 min	Face to face

All lists of the interview questions can be found in appendices.

#### 4.3 Sampling

For all types of research, sampling is considered an essential part of the research, it doesn't need to have a connection with the research problem of the thesis (Saunders, 2009). The research question of the thesis is mainly focused on B2B digital marketing strategies for the case company, for this research an appropriate sample technique is selected. According to Bryman and Bell, in purposive sampling, instead of selecting participants randomly, the choice of members can be selected strategically because the selected members will be beneficial in meeting the objectives of research questions. The authors selected the participants according to her own choice of judgment whom she thinks can be relevant for the research field. Each and every of the interviewee has knowledge of B2B digital marketing.

The sample consists of 3 main groups of interviewees, the choice of participants is made in such a way that they could contribute valuable insights about B2B digital marketing strategies in the context of ROND case company. Due to limited time, the sample size is limited, in order to strengthen the empirical findings of the collected data and to minimize the risk of sample error specific and relevant questions are made to get the broader perspective of the interviewees.

The first group is based on ROND company representatives which include the CEO and digital marketing manager, they shared their current digital marketing situation of the company and also what they desired for. The second group is based on Digital marketing experts who are already working professionally in the same field as ROND does. The authors asked them about their digital activities and professional opinion about the most effective digital strategies.

The third group consists of ROND B2B customers, they shared their views on existing ROND digital situation and give feedback about which digital tool they usually used while searching for a company like ROND.

## 5 Empirical study

This chapter presents the data analysis of the semi structured interviews and its results.

### 5.1 Data analysis

Raw data has been collected after the research, now it should be analysed. A process of decomposing the data in order to explain the elements of the collected data is known as data analysis (Saunders, 2016). In this stage data is decomposed in a way that it should clearly answered the research questions. Data analysis gives new meaning to the qualitative data then and decompose it into small parts for the further concepts studies.

Authors chose thematic analysis method to analyse the qualitative data which is the semi structured interviews. According to Braun and Clarke, thematic analysis method can organize the data in such way that it will clearly describe and recognise the analysis of the data reporting patterns which is known as themes.

Researchers familiarised themselves with the collected data by reading it clearly and repeatedly in order to get the substantial knowledge about the patterns and meanings of the information. After studying the collected data, authors start to generate the suitable patterns of the data to understand about the data efficiently (Braun and Clarke, 2006).

Next stage is to organise the data into relevant groups which is known as codes (Braun and Clarke, 2006). Codes can describe briefly of what is said in an interview, multiple codes can be given to one section of the interview depends on what is to be said in an interview. While authors familiarised themselves about the data, initial codes can be given at that time also. Different aspects of data are gathered now, codes can be adjusted and connected into relevant theme, in this phase data is combined together and examine and should be separated meaningfully.

Specific name is given to each theme and should explain that, how this specific theme answers the research question, name of the theme should be concise and clearly give an idea that, what kind of data is discussed under this theme. In every theme, it should be mentioned that what is the theme about and why it is interesting, defining the essence of the theme is



necessary and it must be relevant with the overall research question (Braun and Clarke, 2006).

Now, the authors are presenting the main results of the data analysis in the form of theme analysis method. Two suitable potential themes are formed for the data analysis of interviews because it includes all the relevant data which can answer the research question. Each of the theme is different and follows coherent patterns which doesn't overlap. Authors chose 2 themes because it makes meaningful contribution in order to answer the research question.

## 5.2 Importance of chosen themes

The authors of the thesis find these two themes most relevant to the research question. Because these two themes are of major importance for the digital marketing plan. Authors decided to make 2 themes that are coherent and are different from each other in order to avoid the data overlapping. These 2 themes gave authors valuable and detailed insights to formulate the final digital marketing action plan. The chosen themes addressed the research problem well and emphasized the role and importance of digital marketing in B2B as well as gave valuable insights about the digital marketing tools and its implementation. It helped to set up the digital marketing plan for the case company. Authors created two potential themes which are aligned with the thesis research question.

## 5.3 Theme 1: Role of digital marketing in B2B

Researchers discussed the role of digital marketing in B2B with all of the participants and everyone is agreed that offline marketing activities such as direct mail and networking for a company like ROND which is working as an event production company plays an important role because of the nature of business relationships. Company is actively taking part in meet ups of different events, so it is considered as one of the best platforms to attract new customers for themselves. One of the B2B customers of ROND explained that rather than approaching ROND through digital interaction, they prefer to communicate through face to face meetings or phone calls.

One of the digital marketing experts explained that competition between event production companies is growing fast, as the landscape of a B2B businesses is transformed a lot from last few years, that is why a company should have attractive and effective digital presence. Companies now modified their digital presence actively in order to get to the customer at a right time and drive sales lead. According to the digital marketing manager of Rond, "Sometimes it is crucial to develop a digital plan for a company, because of the insufficient and unclear vision about what we are trying to achieve in the end. This is maybe we underestimate the potential of a digital marketing role in B2B"

Digital marketers sometimes don't know which digital tool to use for their business and what type of content should be created for specific campaign, this is because of the lack of updated skills in terms of digital marketing.

Some valuable insights which a researcher get from one of the ROND customers is that, "Whenever our company needs the services of an event production company, we not just rely on relationships with a company, instead of that we would like to explore the website of the company first in order to get the detailed information like credibility, vision, achievements and what value a company can bring into the event"

Most of the B2B customers explained that they would like to first explore about the company by searching online. So, a confident online presence plays an important role in order to attract customers and to get a competitive advantage.

Moreover an interviewee explained that, "management of the company sometimes don't have a clear vision about what they want to achieve that is why they don't follow the strategic approach while using digital marketing tools" It is absolutely pointless to do anything in terms of digital marketing if a company doesn't have a clear vision or goal in the end. According to the representative of ROND company, they have a specific goal of attracting new B2B customers in order to increase its sales as well as enhance their presence and promote themselves as a trustworthy brand, for that purpose ROND want to use digital tool. With the help of digital marketing plan, ROND will not only attract new customers but also build a strong relationship with the existing customers.

#### 5.4 Theme 2: The most suitable digital marketing tools and practice for B2B

Author asked interviewees to share their opinion about suitable digital marketing tools because the information which is gained by the literature review revealed that the most suitable digital marketing tools which is helpful for B2B business are social media marketing, SEO, email marketing and content marketing.

One of the customers described that before getting services from any company they first explored the website and get the detailed information about the company, it is all about the content that encourages them to approach the company. Content creation is so much important for B2B business. Content marketing replaced the traditional marketing, it gives so much valuable information and insights about the company the customer is actually looking for.

Authors get insights about the efficient digital tools and how to implement it in terms of B2B practices, from the interviews discussion is clear that website plays an important role for a

company's reputation, the main page of the company website contains all the information about the business, website should not only be aesthetically pleasant but it is also important that it must contain all the crucial information about the company's history as well as its mission and vision which defines its reliability among customers.

Digital marketing experts suggests that language on the web page should not be too complicated or scientific otherwise it would be difficult to capture broad audience. One of the customers describe that a good website must be responsive which means that the website is made in such a way that it can easily browse on tablets and mobile phones also.

According to the digital experts FAQ's section on a website is beneficial for customer's engagement on a website, it helps to answer the questions and concerns regarding the company's services.

One of the digital marketing experts revealed that if a company actively engage their customers with the different ranges of content which includes videos, photos, blogs and case studies, then it's easy to gain a customer's trust. Specially for a B2B company blogs and videos are the most efficient digital tools because it easily described the complex content in better manner and attract the wide range of audience. It is easier to write a blog and articles which is relevant with the company's business but as far as video posts are concerned, it is much difficult, lack of creativity is the biggest hurdle. There is not any medium as engaging than a video because it covers the complex nature of information.

According to social media expert, Social media plays a vital role in making company's image and reputation, if the links to facebook, instagram, twitter and linkedin are linked to the corporate website then it is helpful for the SEO. Presence of social media can affect the ranking of the company on google search, so if any company can efficiently and actively use the social media platforms it will automatically improve the ranking of the company on google search. Customers usually explore the social media channels like facebook and instagram specifically while they are on the company's website, because the links to social media channels are given on the main website. Social media is considered as an entertaining platform so the content which is created specifically for social media should be entertaining as well, otherwise it will lack its engagement.

Efficient B2B marketing also rely on the right choice of social media platform, firstly a company's need to insure that their targeted audience is present on which platform mostly, after getting insights about the customer presence on social media chanel, efficient social media platform should be selected for attracting customers. Facebook is the platform that is mainly used for both videos and photos post, whenever a company launches something new they prefer to post it on facebook, so that the audience can share their views and feedback regarding product or a service. Now a days the trend of posting videos and photos are getting

popular on LinkedIn also, which is considered as one of the most efficient platforms for B2B businesses.

### 5.5 Validity and reliability of the study

To guarantee the quality of the thesis, validity and reliability of the data should be taken into account. Conclusions which were derived from the research requires the confirmation of the reliability of the results. Bryman and Bell (2011) stated that, whether the conclusions derived from a research, valid questions have integrity. There are four kinds of validity: measurement validity; internal validity; external validity; and ecological validity. The literature review of the thesis is specifically based on digital marketing strategies, all the open ended questions which were asked during the semi structured interviews are totally based on the information which is collected from the company current digital marketing situation, theoretical background and research questions, interview questions were approved from the CEO of the case company. Qualitative research design build a strong relation between the literature review and the collected data.

As the findings from the interviews were gathered from 3 different groups so the data may be case specific but the background of the interviewees remain same as everyone is somehow related with the digital marketing. The findings of the research is somehow restricted to the specific nature of organization as most of the interviewees work in the same industry as ROND does which is event production, but the authors tried to increase the validity of the findings by interviewing not only the industry specific experts but also the B2B customers who belongs to the other industry also, but have a knowledge about digital marketing.

Reliability is related to consistency and stability of research findings (Bryman & Bell, 2011). Therefore, if the research is copied, it measures the similar findings related to it (Saunders et al., 2016). As far as reliability is concerned, the data is collected by conducting semi structured interviews because the questions were formulated according to the objectives and research topic of the case company. And the findings collected from semi-structured interviews reflect a situation when they were collected. Therefore, it is not necessary that the findings which authors get from the interviews can be applicable to other industries according to Saunders and others (2016). Findings received from data analysis gives the answers to the research questions. Conclusions and recommendations were totally based on the theoretical background and the collected data from the interviews, for that reason, the findings were aligned with the research objective.

## 6 Conclusion

The research study of the report emphasized the important role of digital marketing in B2B sales and showed a clearer idea of how different digital marketing tools are utilized by B2B corporations in terms of increasing their leads and potential customers. The study case has shown that even though company ROND in particular and other companies in general are aware of the benefits and potential that digital marketing tools bring to the company, they have not actively used it. Based on the collected data, ROND's marketing plan at the moment still focuses on its traditional channels to reach out to customers which are revealed from the interviews. The company prefers offline marketing as well as a personal communication in B2B lead generation and business relationship building. The reason behind it is not only about limited marketing budget, but also about the lack of human resources and skillful employees in that field. Moreover, to start executing efficiently digital marketing tools, it requires an open-minded, creative and innovative mindset from the top management team.

The role and benefit of different marketing tools which are indicated in the theoretical background, provide better insights and help the company to have a good consideration in the decision making process when implementing their marketing plan. Digital marketing not only supports business to achieve their goal but also cost effective for startup or small and medium enterprises since companies can continuously evaluate the effectiveness of it. Therefore, it is flexible to change and update the plan in order to make it even better. Unlike traditional marketing strategies where marketers focus on products and services instead of user experience.

For a small business like ROND, starting with digital marketing is a great way to help the business scale up by reaching out to more customers with less cost and effort. With digital marketing, companies can expand their brand recognition and boost sales. The purpose of this thesis is to answer how digital marketing strategies help B2B businesses attract new customers and increase sales leads. It also reveals the most effective digital marketing strategies for ROND are SEO (search engine optimization) and content marketing which includes corporate website and blogging. Since there is no longer the time that companies reach out to consumers and try to convince them to make a purchase. Due to technological transformation, enterprises are taking advantage of the Internet and all valuable marketing applications and tools. As a result, most of the businesses nowadays are in demand of digital marketing. Therefore, the author believes that it is necessary for B2B companies to understand and get better insights of digital marketing in B2B businesses.

## 7 Recommendations

This chapter gives recommendation for ROND on which digital marketing tools should be considered in order to attract B2B customers, recommendations are completely based on literary theory and on the main findings which are gained after interviews.

The first step is to improve the existing content marketing strategy of ROND, which includes the official website and blogging, marketer of the ROND can critically analyze which type of social media content is suitable for attracting the new customers. It is necessary to update and develop the digital marketing strategies from time to time in order to get better yield. During the implementation of digital marketing plan, B2B marketers can provide appropriate content through social media channels and websites at the right time and get valuable insights about the targeted audience. As ROND is currently not focusing on SEO, so authors suggest them to increase the visibility of company's official website by doing SEO. It is crucial for ROND to invest proper time, skill and financial resources for the active and efficient implementation of digital marketing tools. It is also important for the digital marketer to measure and evaluate each and every digital marketing campaign to get insights about the customer's involvement and reaction to each campaign.

## 8 Digital marketing plan

In the final chapter authors suggest B2B digital marketing plan for ROND

### **Digital Marketing Objective:**

- Increasing sales
- Attracting new B2B customers

### **1. Content Marketing Plan:**

#### **Website**

Nowadays, customers are online seeking for information that ultimately help them make smarter purchasing decisions. Therefore, building and optimizing the website play an important role in today's business. As the website is a backbone of B2B businesses, all types of communication, content, or advertisement on the website contribute to increase the traffic flow. Businesses should pay attention on maintaining and updating their online presence to reach and engage with more and more customers.

### Tips for website:

- Website needs to be updated regularly
- Insert links to the social media platform on the corporate website
- Need chatbot to increase customer engagement
- Make sure the website is compatible with mobile devices
- Call to action or newsletter subscribe button needs to be more visible to visitors (preferably on the landing page)



Figure 6 ROND's updated website

### Blogging

Content is the key in terms of attracting new customers and blogging is one of the most powerful tools to provide relevant and useful content to the target audience. It has become increasingly important to small business to build and strengthen the relationship with existing and new customers. Therefore, having consistent blogging and creative content are the main driving force toward successful prospects attraction.

### Tips for blogging:

- Attractive and interesting Headings for the blog

- The language should be simple and easy to read
- Avoid lengthy and incoherent content
- Appealing visual content (photos, videos and infographics)
- Consistency in posting schedule

#### **Suggested topics for the company blog:**

- **Events:** all events produced by ROND or featuring ROND get exposure.

tease event: boost attendance, give exposure to co-organizers, sponsors, venues.

documenting events: live (Tw/Fb), quotes, pictures

flash interview/testimonial video: get brief extracts of valuable feedback from experts and speakers.

- **In-Depth content:** quality content that shows

Reports/Magazines: post-events, summarizing keynotes, panel discussions

Share 3rd party content with additional in-depth comments by ROND

- **Sales oriented content:** ROND's unique KSP, packages, successes, contact points.

Methodology and packages: different options, from core to add-ons, to make your event unique.

Reference cases and testimonials: showing off ROND's best cases, inspiring potential clients.

Team/Partners: advisory board, key members of team or partners that will impress potential clients.

#### **2. Search Engine Optimization:**

Steps to improve the website search visibility

- **Keyword Research**



Keyword research should be conducted by using Google AdWords

Use specific terms that target the wider range of audience

- **Company current webpages**

Content of the webpage includes the keyword phrases

Header and subheader are the most effective places to include keywords

- **Efficient content creation**

Content which is generated should be unique and of high quality

Content must contain keyword phrases

- **Social media and SEO**

Backlinks of social media channels should be linked with the official website of the company

Relevant Social media content increases the search ranking of the website

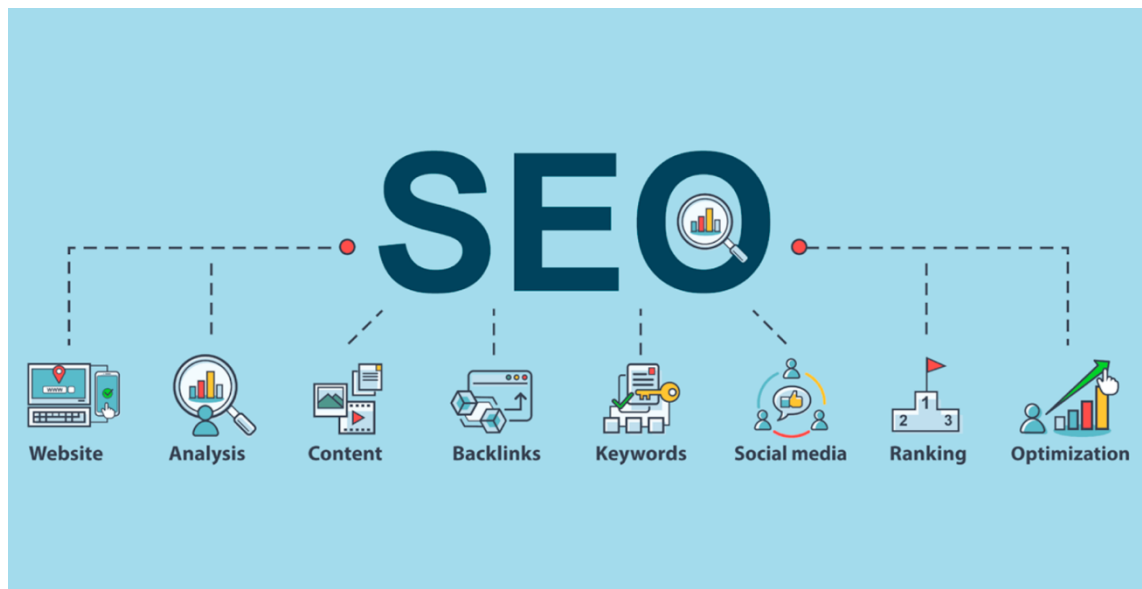


Figure 7 What is SEO & How does it work?

Suggested keywords phrases for ROND by using Google Adwords

- Event director
- Event Promoter
- Event creator
- Event management
- Event planning

### **3. Social Media Marketing Plan**

- Posts are introduced 3 times per week and more frequently during the event time
- Provide detailed company information in “About” section on Facebook and LinkedIn
- Company logo in profile picture and banner with the logo for the cover photo
- Need Call-to-action in company-oriented post
- Keeping track of KPI, the audience impressions, likes, shares and comments
- Customer engagement through comments and shares
- The tone of Voice on LinkedIn should be more formal than Facebook and Twitter
- The best time to post on different channels for B2B brands: on Facebook is between 9:00 and 14:00 on Tuesday, Wednesday, or Thursday. On Twitter is between 11:00 and 13:00 on Monday or Thursday. On Instagram is 12:00 to 13:00, Monday to Friday. And on LinkedIn is 7:45, 10:45, 12:45, and 17:45 on Wednesday.

Month	Week	Day	Day	Channel	Title of post	Copy + CTA + Link (if applicable)	Visual
November	33	Mon	12	Fb/Li/Insta	Announcing new team member	Welcome Amr to the team!	Photo
November	33	Tue	13	Tw	Share blog post	3 tips to produce great event	Link Preview
November	33	Wed	14	Fb/Li	Share blog post	4 tips to produce great event	Link Preview
November	33	Thu	15				
November	33	Fri	16	Fb/Li/Tw/Insta	Happy Weekend!		Banner
November	34	Mon	19				
November	34	Tue	20	Fb/Li/Tw	Throw back post	6 months ago, we have organised event....	Picture
November	34	Wed	21	Fb/Li/Tw	About the organizers	The team behind the event	Picture
November	34	Thu	22	Fb/Li/Tw	One week to go!	Only one week to go to the event ....	Event Banner
November	34	Fri	23				
November	35	Mon	26	Fb/Li/Tw	Teaser to event	Trailer/ Video	Video
November	35	Tue	27				
November	35	Wed	28	Fb/Li/Tw	1 DAYS TO GO!!!!		Banner
November	35	Thu	29	Fb/Li/Tw	EVENT DAY!!!		
November	35	Fri	30	Fb/Li/Tw	Thank you post	It was a blast! Thank you partners, sponsors...	Logo Banner
December	36	Mon	2				
December	36	Tue	3	Fb/Li/Tw	Key takeaway from speakers	Speakers X was talking about ....	Event Photo
December	36	Wed	4				
December	36	Thu	5	Fb/Li/Tw	Statistic infographic	Wrap up event in number	Infographic
December	36	Fri	6				
December	37	Mon	9	Fb/Li/Tw	Aftermovie video		Video
December	37	Tue	10				
December	37	Wed	11	Fb/Li/Tw	Share articles, news about the event	Great to be featured on ... newspaper as a ..	Link Preview
December	37	Thu	12				
December	37	Fri	13	Fb/Insta	Happy Weekend! Team Building	It is amazing to spend the weekend with team ..	Photo
December	38	Mon	16				
December	38	Tue	17	Fb/Li/Tw/Insta	Next Project	What's next? Stay tuned for upcoming event	Picture
December	38	Wed	18				

Figure 8 Social Media Marketing Plan

## References

### Printed sources

Baruffaldi, S., Di Maio, G., Landoni, P. 2017. Determinants of PhD holders' use of social networking sites: An analysis based on LinkedIn.

Braun, V., Clarke, V. 2006. Using thematic analysis in psychology. *Qualitative Research in Psychology*.

Bryman, A., Bell, E. 2011. *Business Research Methods*. 3rd edition. Oxford: Oxford University Press.

Chaffey, D., Ellis-Chadwick, F. 2012. *Digital Marketing: Strategy, Implementation and Practice*. 5th edition. Harlow: Pearson Education.

Habibi, F., Hamilton, C. A., Valos, M. J., Callaghan, M. 2015. E-marketing orientation and social media implementation in B2B marketing. *European Business Review*.

Holliman, G., Rowley, J. 2014. Business to business digital content marketing: marketers' perceptions of best practice. *Journal of Research in Interactive Marketing*, 8(4), 269-293.

Karjaluoto, H., Mustonen, N., Ulkuniemi, P. 2015. The role of digital channels in industrial marketing communications. *Journal of Business Industrial Marketing*, 30(6), 703-710.

Kingsnorth, S. 2016. *Digital marketing strategy: an integrated approach to online marketing*. Philadelphia, PA : Kogan Page.

Kothari, C. R. 2004. *Research Methodology: Methods Techniques*. 2nd edition. New Delhi: New Age International Publishers.

Lichtman, M. 2006. *Qualitative research in education: A user's guide*. London

Miller, M. 2012. *B2B digital marketing*. Pearson Education.

Michaelidou, N., Siamagka, N. T., Christodoulides, G. 2011. Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands. *Industrial Marketing Management*.

Nosrati, M., Karimi, R., Mohammadi, M., Malekian, K. 2013. Internet Marketing or Modern Advertising! How? Why?. Oxford. *International Journal of Economy*, 2(3), 56-63.

Salehi, M., Mirzaei, H., Aghaei, M., and Milad, A. 2012. Dissimilarity of E-marketing VS traditional marketing. *International Journal of Academic Research in Business and Social Sciences*, 2(1), 511-515.

Saunders, M., Lewis, P., Thornhill, A. 2009. *Research methods for business students*. 5th edition. Harlow: Prentice Hall.

Saunders, M., Lewis, P., Thornhill, A. 2016. *Research methods for business students*. 7th edition. Harlow: Pearson Education.

Smith, PR. 2017. *SOSTAC® The Guide to your Perfect Digital Marketing Plan*.

Solomon, M., Marshall, G., Stuart, E., Mitchell, V., Barnes, B. 2013. *Marketing: Real people, real decisions*. 2nd edition. Essex: Pearson Education.

Weitz, B., Castleberry, S., Tanner, J. 2009. *Selling: Building Partnerships*. 7th edition. McGraw-Hill International Edition. New York.

#### **Electronic sources**

CEB Marketing Leadership Council & Google. 2012. *The Digital evolution in B2B Marketing*. Accessed 5 October 2019.

<https://www.cebglobal.com/content/dam/cebglobal/us/EN/bestpractices-decision-support/marketing-communications/pdfs/CEB-Mktg-B2B-DigitalEvolution.pdf?pageRequestId=7618957e-cf93-4dc8-81ff-f265ea9c8bda>

Georgiou, M. 2014. *4 Important Digital Marketing Channels You Should Know About*, Digital Doughnut. Accessed 20 October 2019.

<https://www.digitaldoughnut.com/articles/2014/november/4-important-digital-marketing-channels-you-should>

Google. 2017. *Google Analytics Cookie Usage on Websites*. Accessed 10 September 2019. <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>.

Goodall, S. 2014. *Message To B2B Marketers: Go Digital Or Go Home*. 5 November 2014. Accessed 5 October 2019. <http://www.business2community.com/b2b-marketing/message-b2bmarketers-go-digital-go-home-01053118#PAJeh2mZRlIEOtDr.97>

Moz. 2017. *Google Algorithm Change History*. Accessed 5 October 2019. <https://moz.com/google-algorithm-change>.

Moz. 2019. *Digital Marketing Options*. Accessed 20 November 2019. <https://moz.com/learn/seo/digital-marketing-options>.

Swann, B. 2016. 6 Best Practices for B2B Email Marketing. 23 February 2016. Accessed 10 October 2019.

<https://theblog.adobe.com/6-best-practices-for-b2b-email-marketing/>

**Unpublished source**

Interview conducted

## Figures

Figure 1 Framework of the thesis .....	7
Figure 2 Digital marketing options .....	10
Figure 3 The buyer's journey (adapted from Hubspot, 2018) .....	16
Figure 4 ROND's website .....	19
Figure 5 Digital SWOT analysis of ROND .....	20
Figure 6 ROND's updated website .....	31
Figure 7 What is SEO & How does it work? .....	33
Figure 8 Social Media Marketing Plan .....	35

## Appendices

Appendix 1: Interview questions from Case company Representatives .....	41
Appendix 2: Interview questions from Digital marketing experts .....	41
Appendix 3: Interview questions from B2B customers.....	41



#### Appendix 1: Interview questions from Case company Representatives

1. What kind of digital marketing strategies your company is currently using?
2. What are the main goals which your company wants to achieve with the help of digital marketing?
3. How do you usually attract your B2B customers?
4. Do you have any online interaction with the customers in the form of FAQ's and online chatbot?
5. What are the current techniques do you use to measure the effectiveness of digital marketing strategies?
6. What are the benefits and challenges of using digital marketing strategies?
7. How do you evaluate your current digital marketing strategies?

#### Appendix 2: Interview questions from Digital marketing experts

1. What are the B2B digital marketing trends nowadays?
2. What is the role of digital marketing in a company to attract new B2B customers?
3. What is the role of social media in a B2B context?
4. How can a company measure its digital marketing effectiveness?
5. How long is your company involved in using digital marketing strategies?
6. What type of content should be created to attract new B2B customers?
7. From your professional experience, what is your advice regarding the most effective digital tool for B2B company?

#### Appendix 3: Interview questions from B2B customers

1. How do you usually looking for a company by using internet resources?
2. What do you expect to find on the company's website?
3. As a B2B customer did you evaluate and review the social media platforms of the company?
4. Did you subscribe the ROND's newsletter and emails?

5. Can you specify which digital platform do you use to find a company?
6. How would you rate ROND's current digital marketing existence?
7. Could you suggest anything for improvements?