

MARKETING AND BRAND-BUILDING PLAN FOR KOTIPALVELU MAARIA



Bachelor's thesis

Valkeakoski, International Business

Autumn, 2020

Ronja Nyberg

Degree programme
Campus

International Business
Valkeakoski

Author

Ronja Nyberg

Year 2020

Title

Marketing and brand-building plan for Kotipalvelu MaaRia

Supervisor(s)

Sajal Kabiraj

TIIVISTELMÄ

Tämä opinnäytetyö kirjoitettiin avustamaan yritys Kotipalvelu MaaRiaa saamaan parempaa ymmärrystä siitä, kuinka aloittaa brändin rakentaminen, miten lisätä markkinointia ja kuinka lähestyä näitä yrittämisen osa-alueita pienenä yrityksenä. Kirjoittaja oli kiinnostunut pienien yrityksien auttamisesta, sillä he voivat tarvita tukea, varsinkin toiminnan alussa. Lisäksi palvelun brändäys voi olla vaikeampaa kuin tuotteen brändäys, mikä on tutkimuksen alueena mielenkiintoinen. Tutkimuksessa teorioita markkinointiin ja brändäykseen liittyen käytiin läpi, jotta saadaan asianmukaista taustatietoa myöhäisemmille suosituksille ja johtopäätöksille. Dataa vastaavantyyppisistä palveluista analysoitiin myös.

Opinnäytetyön sisältö koostuu teoriasta ja käytännönläheisestä tiedosta. Teoria, jota oli käytetty, oli tarkoin valittua tukeakseen opinnäytetyön aihetta ja rakentaakseen parempaa ymmärrystä nykyisistä haasteista. Käytännönläheinen tieto oli kerätty useammista lähteistä, sisältäen työn toimeksiantajan sosiaalisen median kanavat.

Tuloksena opinnäytetyöstä työn toimeksiantajalla pitäisi olla parempi visio heidän sosiaalisen median markkinointistrategian suhteeseen, sekä uusia ideoita brändin kehittämiseen. Opinnäytetyön tarkoituksena on antaa yritykselle uutta näkökulmaa markkinointiin sosiaalisessa mediassa.

Avainsanat Markkinointi, brändääminen, sosiaalinen media

Sivut 35 sivua, joista liitteitä 1 sivu

Name of degree programme
Campus

International Business
Valkeakoski

Author

Ronja Nyberg

Year 2020

Subject

Marketing and brand-building plan for Kotipalvelu MaaRia

Supervisor(s)

Sajal Kabiraj

ABSTRACT

This thesis was written to assist company Kotipalvelu MaaRia to have a better understanding on how to start building a brand, how to increase marketing as a small enterprise and how they could approach it. The author was interested in helping a brand-new company, since they might need the assistance especially in the beginning of their operations. Also, branding a service might be harder than branding a product, which is interesting area of research. In the research, theories revolving around marketing and branding was discussed to have proper background for further recommendations and conclusion. Data regarding this type of services was analysed also.

The content of the thesis consists of theory and practical data. The theory that was used was carefully collected to support the topic of the thesis and to build better understanding of current challenges. The practical data was collected from several sources, including the commissioning company's social media channels.

As a result from the thesis, the commissioning company should have better vision regarding their social media strategy and also have new ideas to develop their brand. The thesis is meant to give the company some new perspective when it comes to marketing in social media.

Keywords Marketing, branding, social media

Pages 35 pages including appendices 1 page

CONTENTS

1 INTRODUCTION	1
1.1 Main purpose of this thesis.....	1
1.2 Commissioning company	2
1.3 The problem	3
1.4 Research question.....	4
1.5 Structure of the thesis.....	4
2 THEORETICAL FRAMEWORK.....	5
2.1 Social media	5
2.1.1 Social media communication models.....	6
2.2 Social media as a platform for companies	6
2.3 Brand-building.....	7
2.4 Marketing and marketing strategies.....	11
2.5 Kotipalvelu MaaRia and social media	11
2.5.1 Marketing home health and home help services.....	14
2.6 AIDA model.....	14
2.7 Porter's five forces	16
3 RESEARCH	19
3.1 Customer segmentation and CRM	19
3.2 MaaRia's customers	21
3.3 Data regarding home care service users in Finland	22
3.3.1 Home care users in the Hämeenlinna region	24
3.4 Conclusion of data.....	26
4 RECOMMENDATIONS FOR THE COMPANY	26
5 REFLECTION	29
6 CONCLUSION	29
REFERENCES.....	31

Appendices

Appendix 1 The AIDA strategy for Social Media Marketing

1 INTRODUCTION

Starting a business of your own is not easy. There are high chances for risks, it is demanding, and it usually quite costly too. However, people who have ambition will go for it, no matter what. There are many things that should be taken into consideration when entrepreneurs start operating their businesses, such as regulations, customer segmentation and strategies that help them to market their products or services as efficiently as possible.

When it comes to marketing, there are nowadays so many channels where it can be done, from social media to radio advertisements to newspapers and everything between. Only social media alone has so many different platforms that it may be hard to choose the best ones from so many options.

New enterprises often struggle in the beginning of their operations since they do not have a base of regular customers yet and acquiring them requires plans and sticking to those plans. That is the reason why customer segmentation and branding are such important things to do right from the beginning to guarantee later success. Branding helps the company to differentiate themselves from their competitors and to attract more potential customers.

The commissioning company is a private home care and home help service provider located in southern Finland. Although the public sector offers home care services for the elderly and disabled for an affordable price, the private sector is raising itself to be commonly used option as well, despite it often being a more expensive option.

In this research theory regarding the subject and marketing strategies are discussed to gain better understanding of how said theories can help the commissioning company with their operations. Data regarding this study has been collected from several different sources to understand the current service users and potential customers. It will also help to recognize the main channels that should be used when marketing the company

1.1 Main purpose of this thesis

The purpose of this research is to help the commissioning company with their marketing strategies and to identify how they could approach brand-building in their company. The author aims to introduce different approaches to marketing and to do customer segmentation to create

marketing plan and give new ideas for the company. It is also discussed, how a small enterprise like the commissioning company should brand their services to be as attractive to the potential customer as possible. This research aims to tackle issues when it comes to marketing a very small business and how to start building a brand in a small area when the company is brand new. The author hopes to tackle the anxieties that revolve around how to get more people to use these services.

1.2 Commissioning company

The commissioning company for this thesis is called Kotipalvelu MaaRia Ltd., a small-sized enterprise located in Lammi, Hämeenlinna. The company has currently two employees, who are also the founders of the company. They started operating their businesses only recently, in April 2020. The company offers home care and home health care services, which are both in-home services done at the client's home.

Kotipalvelu MaaRia is a company that sells home care services, home help services and home health services. They offer cleaning, transportation, food delivery and basic medical care mostly for people who cannot do those things by themselves, like elderly people or people who are disabled somehow. The cleaning services are available for anyone, but the rest of the services are aimed mostly towards elderly and disabled. The services can be customized depending on the customer's needs. (Kotipalvelu MaaRia, 2020)

Home health and home care services and home help services are differentiated by a couple of factors. Home health services are more actual nursing care services that include taking care of different health conditions, whether it is to prevent possible future illness or managing already existing chronic condition, done by a person who has professional skills to do so. Home help service can be done by someone who does not have health or nursing education and it can include cleaning, helping with bathing and dressing, getting groceries, or doing other everyday activities. (Tarricone, Tsouros, 2008)

Since the life-expectancy rate has risen, there are a greater number of people at home who are care-dependent. These are the most potent clients for a company like MaaRia, since they provide a great variety of home care services for care-dependent people. There are number of reasons why these elderly or disabled people would prefer to stay at home with some assistance rather than go to nursing homes or assisted-living facilities. More discussion on the topic will take place later regarding home care users in chapter 3.2.

Kotipalvelu MaaRia's values are based on being a local company, where listening and being without rush are examples of their core values. Company Kotipalvelu MaaRia is brand new enterprise, since the company started operating only recently, which is why they wanted to look for ways to build their brand and to market their services better for the right market segment. This research aims to tackle issues when it comes to marketing a very small business and how to start building a brand in a small area when the company is brand new. The author hopes to tackle anxieties that revolve around how to get more people to use these services.

Kotipalvelu MaaRia offers different service packages, where the customer can choose from how many visits they would want to have monthly and the cost is based on the number of visits and the hours spent with the customer. Then, these visits can be customized depending on the customers wishes. The company can also do a brief assessment of the house beforehand, if it is their cleaning services the customer is looking for.

1.3 The problem

As a new entrant to the market, Kotipalvelu MaaRia has already gained some customers, but they would wish to have more loyal customers who are willing to use their services for longer. They are also still testing which marketing strategy would work out the best for them to reach the right customers. This is a problem since it is difficult to find the right customers from the small, local area. Branding would also help to tackle these issues, since through proper branding, the consumers would gain more interest towards their services and this would again support them to have more potential customers.

Kotipalvelu MaaRia wants help with marketing, especially focusing on social media and branding. This is because they are new in this area of business, and they need to acquire more customers than what they currently have. Quite often small enterprises have limited resources and not enough time to do a proper marketing plan, which are some of the reasons why marketing strategy is not as effective as planned beforehand.

Usually these types of services that Kotipalvelu MaaRia offers are provided by the public sector, which can pose as a threat to smaller start-ups in the private sector, because their potential clients are considering which service to use. There are risks involved when a private company offers similar services as the public sector. However, there are opportunities even for start-ups to grow in health care and home care business and those opportunities are presented later in the thesis.

1.4 Research question

The author pondered which question needed to be answered in this thesis, and therefore the research questions ended up being:

- How should Kotipalvelu MaaRia market their company in the most efficient way when focusing on social media channels?
- How can a brand be created for a small private service company?

By answering these questions through data and theory, Kotipalvelu MaaRia should be able to identify some of the problems they have now and how they could possibly fix them by giving them ideas based on different business strategies and findings. Of course, other things will be also discussed, but the main thesis questions will lead the audience through this research.

1.5 Structure of the thesis

In the theoretical framework-section, different literature sources regarding the topic are introduced to have better view of the research as whole to understand it. These sources have been selected to support the authors claims and idea processes. The first topics are going to revolve around the modern era when businesses are using social media more than ever before to connect with the customers and market their goods and services. The topics that are reviewed in the theoretical framework chapter are linked to the research questions, concerning topics such as: Marketing, branding and creating a brand, different strategies that can be used in marketing, and also some literature about small enterprises and entrepreneurship overall.

After exploring the theoretical part, a research has been done around relevant topics that are tightly connected to the company, such as comparing service user statistics and overall data regarding home care service users in Finland. Close to the end, there are the author's future recommendations to the company that represent a marketing strategy plan that could be implemented in the commissioning company to their current operations.

2 THEORETICAL FRAMEWORK

The theory that is used to support and guide the reader through this thesis, if often linked to the commissioning company by using example cases and reflecting how the theory part is useful for the company. This connects the theory to the real company without taking the focus too far away from the topic and research questions. The sources the author chose to use have been carefully selected to avoid any misinformation or poorly explained theories. Most sources regarding the social media are recent articles or books, because the information about social media marketing expires quickly, since the social media and internet usage overall is constantly evolving and changing.

2.1 Social media

The definition of social media must be explained before moving forward with the theory around the thesis topic. Social media is networking with other people through digital platforms regardless of other person's geographical location or current time. It allows any person who has access to digital devices to share their thoughts with other people through different channels. There is an endless number of channels which differentiate from each other to serve their users in the best possible way. Blogs, vlogs, podcasts and personal profiles on different webpages allow flexibility for the social media users to choose which social media type they would like to use and what suits their needs the best, since most social media does not cost anything for a regular user. (Langmia, Tyree, O'Brien & Sturgis, 2016)

Social media is a powerful tool for anyone to share their ideas at, whether they are directed at friends or even to complete strangers. Discussion pages, information wikis, music channels, blogs and personal channels are all social media platforms and there are often new ways to use social media, which makes it hard to have a proper definition of it. (Langmia et al., 2016)

The author found two social media platforms the most relevant for the study since they are the ones where the commissioning company already has activity: Instagram and Facebook.

Facebook is a free social media channel which became popular platform in 2006 and remains as such still today. In Facebook people can network by creating their own profiles and share their thoughts, photos, videos, livestreams, or they can discuss online. It has been a place online where

people could keep in touch with their friends, but recently businesses have started operating there too. (Nations, 2019)

Instagram is also a social media platform, which was at first targeted to photographers before it became as popular as it is today. In Instagram, a person can create a personal account or account for business use and share photos and videos to their audience. In Instagram, there is no option to create only a text post like in Facebook since it is more for visual purposes.

2.1.1 Social media communication models

There are two types of communication models that help to understand how the interaction works between people in social media. Those approaches are known as interpersonal communication approach and mass communication approach. These are the approaches people can take when they are posting something to social media platform. There is a decision to made when writing something online: whether it will be public and shared with the mass or is it something to be shared only privately. The interpersonal communication approach relies on the norms we are accustomed to when talking to someone in real life, face-to-face. These norms are often followed in social media as well when someone interacting with another person. The mass communication approach is when larger channels, such as companies, share something publicly for anyone to comment or view it. Before social media, the audience was passive, since the tool for reaching masses was on television or radio. Nowadays, when the content is online, the audience has a chance to be more active. (Humphreys, 2016)

2.2 Social media as a platform for companies

Use of social media has increased rapidly in the past decades. Why is that? People can nowadays share their thoughts, pictures, videos and discuss in real time, and so can companies, which is why social media has gained so much popularity in relatively short time. Social media has become vital for some businesses since online stores and social media marketing can bring many new customers to previously unknown business. Some benefits that companies found by using social media channels, according to Tsimoni's and Dimitriadi's study in 2014 were the possibility to make a regular social media user to a loyal customer, different cost-effective campaigns can boost the sales and the expanding the knowledge of one's brand. Some

social media platforms offer option to create account for a company and offers different options for it. (Tsimonis, Dimitriadis, 2014)

In Facebook and Instagram business accounts are popular and found regularly. Companies and other users can buy advertisements in these platforms and they will be displayed on people's social media "walls". If a person or people they follow do not like, share, or comment company's social media channel, it is likely to gain less views. But if the followers engage with the company or the company buys advertisements, the brand will be recognized more.

When a company uses social media as a marketing tool, it is easy to find out who are seeing the posts and how many people it has reached. It is easier for a company to measure and analyse the results of their marketing strategy when it happens online, since the social media page will offer the data to the marketer. (Karimi, Naghibi, 2015)

2.3 **Brand-building**

Brand represents the company and is important part when it comes to connecting the company and the potential customers. Brand is not only tangible things that you can see or touch but moreover also intangible things; how do we perceive the company based on our feelings. Logos and colours can be associated with a certain brand, for example, when we see bright red and white colours somewhere, we may associate it with Coca-Cola, since that is what we are accustomed to. Another example is when brands use common words as a name for their company, such as Target or Apple. Additional yet essential things that make the brand to what it is and what it represents are the employees, products, and services altogether. (Davis, 2009)

When it comes to branding and services, it can be a little tricky, since services are intangible and easily perishable, which makes it complicated for assessing their quality (Jevons, 2005). Especially services, that also offer healthcare, are not very commonly found when looking materials for branding a small business. This may be due to the fact, that often words such as "branding" or "brand loyalty" are linked to the biggest international companies in the market, and not so much to SMEs.

Having a brand and branding one's business is beneficial for both parties; to customers and to the company itself. Having a brand helps company to have better vision of their operations and it also assists to define the company's position in the local markets and differentiate it from its competitors. (Davis, 2009) Brand has many functions in the company, tangible and intangible, but there are three main functions:

- Navigation – Brand helps the customer to choose from so many different options that are currently on the market.
- Reassurance – Quality assurance of the provided service for the customer, customer feeling they made the right choice.
- Engagement – Different associations that encourage the customer to trust and relate to the brand (Wheeler, Millman, 2017)

These functions are only few of the many but should be taken into consideration when branding and building the brand identity. Even though these apply to huge, global companies they are also applicable to small and medium-sized enterprises from the very beginning of their operations. How a brand is perceived by the others will affect straight to its chances for success in the future. (Wheeler, Millman, 2017)

G. Tsimonis and S. Dimitriadis conducted a qualitative research, where they examined why companies want to start a social media channel and their overall presence in social media. They found out that some companies felt like the external reasons to use social media came from their competitors so the competitor would not have total advantage over the customers in social media. It was also noted that since social media has become so popular, it felt like a necessity to start one also.

There are several internal factors also, but there were more external ones listed, as the study focused more on those. Below there is a visual representation of internal and external factors leading to decision to go to social media as well as expected outcomes and activities that result from the usage of social media in the company. (Tsimonis, Dimitriadis, 2014)

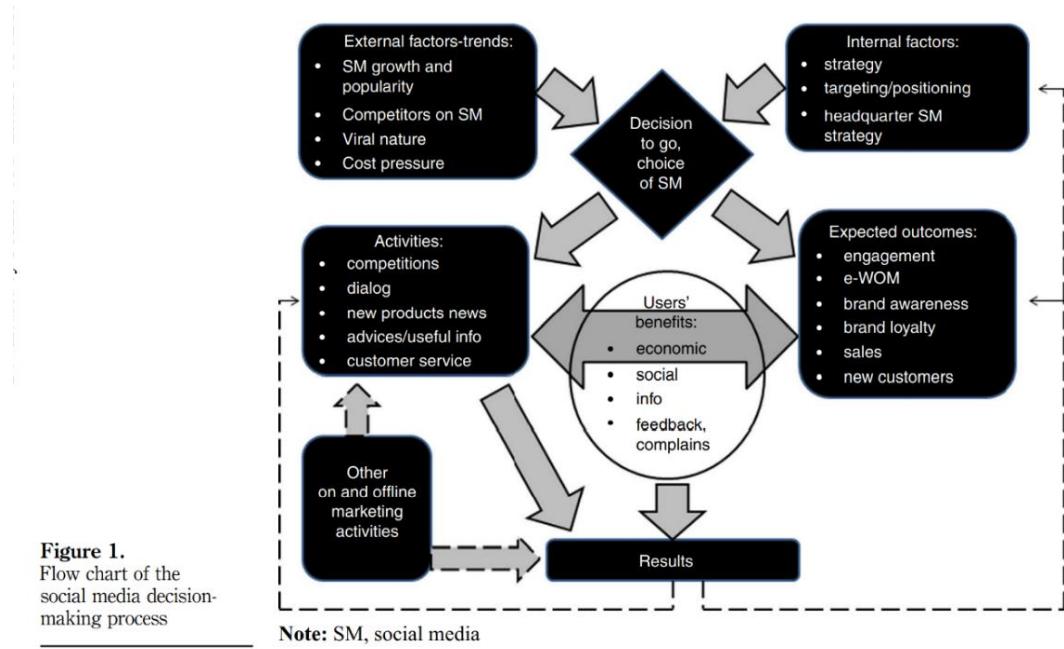


Figure 1. Company's decision to go to social media. (Tsimonis, Dimitriadis, 2014)

Above the figure it was stated that the reason companies go to social media are due to external factors, mostly from competitors and overall pressure to not fall behind to stay relevant. Some internal factors that were mentioned in the study are targeting and positioning the marketing methods so that they fit to the company's general strategic framework. The expected outcomes are the goals that result from using social media effectively from the company's perspective. The biggest benefit the firms are looking for from social media interactions is engaging with the consumers, since often social media is comfortable ground for the customer to reach out to the company to give feedback or ask a question. This will also give the customer social benefits since they have a platform to engage with the company or other users and share experiences. Also, Kotipalvelu MaaRia, like many other companies, was driven to social media by external and internal factors. (Tsimonis, Dimitriadis, 2014)

Social media has become a budget-friendly tool to use to achieve efficient results in marketing, but also, branding. Through different social media channels, it is quicker and easier to be more straight-forward with the customers by posting updates or answering questions or just having a chat with a potential client. Social media helps to engage with the right audience in real time rather than sending emails or letters. And even though social media is great tool for companies, it needs to be valued properly before launching business pages in every possible platform. The company must consider where are the most potential customers and how much resources they are willing to place on social media branding and marketing. (Wheeler, Millman, 2017)

For the commissioning company, a good place for branding is in social media. As a new company that does not have a walk-in business set in the street but rather active social media presence and instead of products selling only services, the author would suggest creating a clear social media plan and sticking to it. This is also important aspect in marketing, but by having many touchpoints in social media will also increase the brand recognition and widen the current audience they have. Also, the traditional marketing channels have lost their popularity due to been experienced as spam, especially when doing the marketing via email, for example. (Tsimonis, Dimitriadis, 2014)

Touchpoints are those points when a company interacts with its audience and possible customers through different channels before, during and after a purchase of a service. Touchpoints start to occur when a person hears about a company or sees the product for the first time, or just hears someone talking about it without actively seeking it themselves. Sometimes it is directed so that customer finds it through their online advertisement, but sometimes just asking recommendations from a friend and they happen to mention the company and their products. These touchpoints continue to happen even after the purchase through invoice or feedback survey. Some of the touchpoints, especially online, are managed and the other are unmanaged. Managed touchpoints are those that the company is responsible for such as online marketing in different platforms and the unmanaged include word of mouth and blogs. Below touchpoints are visually shown to demonstrate how many ways there are to create touchpoints between the company and the client, which will be then associated with the brand. (Toivonen, Lepola, 2020)

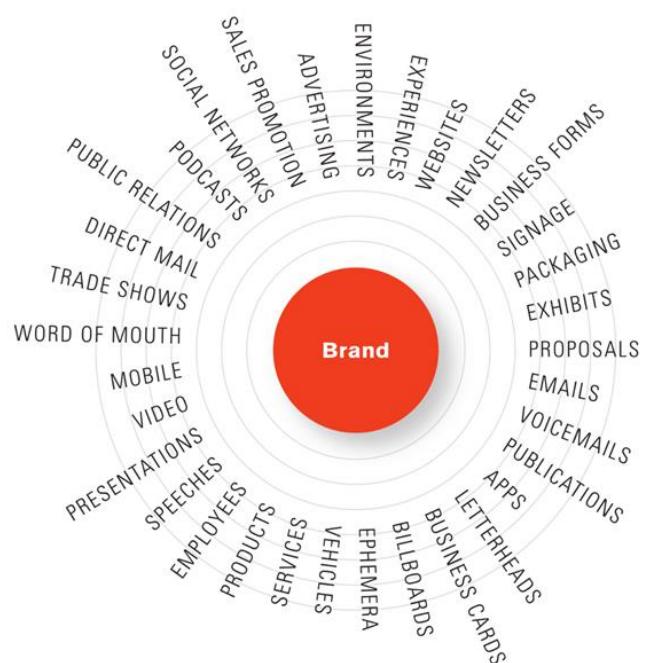


Figure 2. Brand touchpoints (Wheeler, Millman 2017)

2.4 Marketing and marketing strategies

When it comes to small-sized companies that have only started operating recently, there is a great risk of business failure, since around half of SMEs go out of business within first few years after starting. This is one of the reasons why marketing plan should be implemented so that it will not cost too much and use all available resources while still being effective and useful for the company. (Atanassova, Clark, 2015)

Marketing is one of the key components when a company wants to acquire new customers. There are many online and offline platforms to choose from: Traditional newspaper advertisements, posters on public places, Instagram posts, Facebook raffles and so on, where the company can choose from where they want to implement their marketing plan. It is not profitable for a company to put a lot of resources and money into marketing their products somewhere, where it does not reach their potential customers. Therefore, it is crucial to understand who the target customers are and what are the best platforms to reach them. (Jones, Rowley, 2011)

For small businesses, it is not advisable to use all the same methods with marketing as the big companies do, since they can have very different goals and a lot more resources to execute their marketing campaigns, which is why many traditional marketing plans might fail. However, small enterprises have their own, different advantages, such as being more approachable to customers and the ability to be agile with change and adapt to new strategies. (Jones, Rowley, 2011)

2.5 Kotipalvelu MaaRia and social media

Kotipalvelu MaaRia has already kicked off their social media presence in Instagram and Facebook, but mostly on the latter. With their posts, they have been able to reach out many potential customers. However, the interaction from those who see their posts, is quite minimal. For example, one of their posts reached to 1,194 people, but it had only three comments and thirty likes. In the figure below, the author used some examples from the company's Facebook page to visualize their social media interaction with their audience. From the figure it can be seen, that on the contrast to viewer numbers, the comment and like sections are far behind. Clearly

people can be activated through raffles, as shown below, but otherwise their audience is not yet as active as it could be. Reasons may wary, but the company could take more focus on interacting with their potential customers if they have resources for it, since there is potential to acquire interested audience for the company.

Not everyone who sees their post will become a customer, but it will help the company with branding and creating more possible touchpoints as mentioned earlier. Through these touchpoints and actively seeking more people through social media platforms will help to expand the brand image further and to find more people who would be interested in these services.

Hypothetically, if Kotipalvelu MaaRia wants to increase their social media presence to acquire bigger audience for their services to market it further, they need to seek actively ways to reach their followers and other people and adapt to possible changes in their social media plan. Considering the fact that one raffle brought them the biggest audience their page has had yet, it would be advisable to do so more often, for example, once in every two months or so and create a social media marketing plan for the next few months. Hypothetically, if all the raffles gain this much or close to this much attention, for example seven thousand viewings every two months and additionally weekly posts reaching to around 900 views, their services will be known in the local area better and the brand image stays on people's minds longer. Additionally, customers who have loyalty towards the company are likely to also assist with the marketing and branding by commenting and sharing the company's posts for their own followers and friends.

Likes are not everything when going through a company's social media. Of course, they are a good indicator whether the audience is engaged with the content of the posts, but views are also worth counting and prioritizing, since then it would be easier to customize the content similar to posts that gain the most attention. Also, not having long breaks when using a social media channel helps to keep the audience flow to the page steady without it dropping drastically in short period of time.

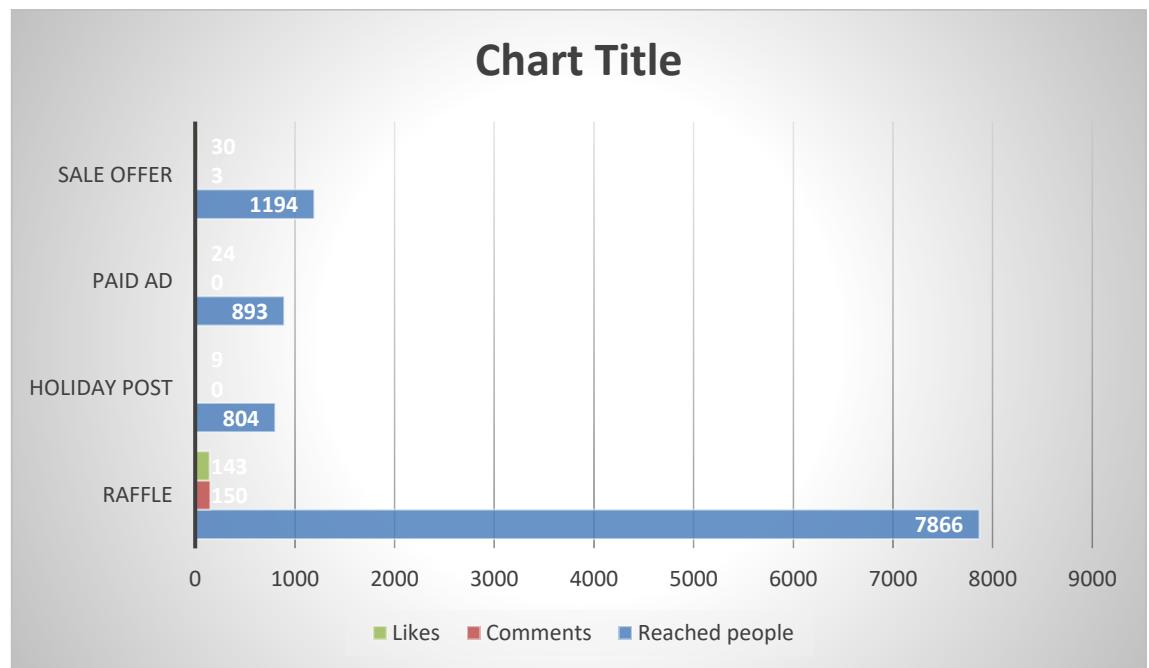


Figure 3. Kotipalvelu MaaRia Facebook page likes, views, and comments (Facebook, 2020)

When planning a social media strategy, it is a process of trial and error. However, to keep the errors in low numbers, the company should be aware of a few tricks on how to utilize the use of social media. Marketing professional Lee (2014) suggests companies finding their own voice in social media as it represents the company, its characteristics, and values to audience. When a company finds the tone they would like to use in their social media approach, it can be easier to plan out the actual strategy. In his article Lee says: "Voice is the mission statement; tone is the implementation of that mission" (Lee, 2014)

Posting all around the clock does not automatically mean that the company will get a lot of exposure and followers, it may be even the exact opposite. What is more important, is the quality and the content itself when publishing a post for the followers to see. Different social medias need different approaches if a company wants to optimize their use to gain the most of it, but for example in Facebook, 8-15 posts per week was found the most useful for the firms. (Lee, 2014)

Also, the type of content matters also. In Facebook, writings, photos, polls, and videos are the type of posts that gains the interest of a customer. But in Instagram there is no option to create only discussion page or text posts since it requires sharing pictures or videos as the main content. In Twitter, the user is limited to certain amounts of characters per post so it can be difficult to write lengthy and informative posts. This supports Kotipalvelu MaaRia's decision to focus sharing their content in Facebook. (Lee, 2014)

2.5.1 Marketing home health and home help services

In Finland, elderly people are able to use service vouchers, which were introduced in 21st century. They are vouchers that have value when used in healthcare and social welfare. Service voucher aims to introduce a variety of diverse services in this sector for the elderly person to choose from, which motivated entrepreneurs to start their own business, since it was more likely that the elderly person ordered their service rather than from the public sector when the price was not a big issue anymore. The aim of these vouchers was also to increase healthy competition in healthcare and social welfare field. The municipality grants a certain amount to an individual, who then can choose from selected services whether they want to use private or public sector. This is a great opportunity for company like Kotipalvelu MaaRia to market their services as a target company for people who are granted with service vouchers, since the costs of the services will not cost much to the individual, but will still be a profit for the private company. Kotipalvelu MaaRia can use this as a marketing leverage if the price of their services is intimidating to a potential customer. (Kuusinen-James, 2016)

2.6 AIDA model

The AIDA model is a marketing model based on four different phrases which are: Attention, interest, desire, and action and the first three are the stages before customer buys the product, ending up with the action which is when the purchase is already made. This model was originally introduced already decades ago, but it stays relevant to this day, despite the fact many business operations have moved online, especially when it comes to marketing, regardless of the company and their products. (Hassana, Nadzimb & Shiratuddinc, 2014).

However, if most things are available online, it does not mean the traditional marketing models would not be applicable there. Their usage has been proven to have significance in the past and there is no reason why they would be somehow outdated just because businesses marketing has gone online. Some of these older models can be even more applicable digitally than traditionally, like they were meant originally, since digital channels provide large variety of ways on how to implement these theories more cost-effectively. Especially AIDA model is a good example.

There was a study conducted by researchers Shahizan Hassana, Siti Zaleha Ahmad Nadzimb and Norshuhada Shiratuddinc in 2015 where 22 small businesses took part in the research by using AIDA model as a guiding tool on how to utilize their social media. It was found that it did provide guidance for small sized businesses on how to guarantee efficient use of

social media channels by following the AIDA model. This helps the company to optimize their use of social media and it gives them new ideas on how to utilize it and what kind of marketing related posts can be used in different stages of AIDA model to make sure the company has the person's attention, interest and desire to have them to take the action which is the final phrase on AIDA model: purchasing. Some examples of each stage that can be done in social media to follow this strategy are:

- 1) Attention – A stage when a person hears about or comes across the brand in other ways for the first time. Attention phase is the first impression a person has about a certain product or service. Some ways to get the people's attention online: Following and engaging with other people or businesses on social media with the business profile to help people to find the company. The basic idea is to draw attention to the company. If a company is using different social media platforms, such as Instagram or Twitter, tagging should be done right to gain attention of the right people.
- 2) Interest – Probably the most crucial stage before the purchase. A phase when a company must show the customer that they can answer to their needs and that is why their brand is better than the competitor's. It can be some though-provoking advertisement or an infographic. The brand or its service should be captivating to the potential customer so they would get interested. Posting pictures to social media can be more interesting to many than writing lengthy post, especially if the service or the company is still unknown to many and sharing solid facts about the company, prices and what is included in the price when ordering a service. (Third, 2019)
- 3) Desire – After the customer has taken interest towards a specific brand, the company that owns it must ensure that the customer will continue to the purchase phase, instead of going to competitor's product or losing interest towards the products or services. The consumer will be thinking "How much this will benefit me?" before purchasing, especially if the good or service costs more. That is why the company has to offer information about the benefits consistently. The company can do this in many ways, for example: Being easily reachable in social media and replying fast to messages, giving discounts every now and then, organizing different, themed campaigns and creating infographics.
- 4) Action – The last stage of this model occurs when the customer is ready to buy the actual product or service. Being clear about the payment methods and having an easy, understandable system on how to order a service or how to do a monthly subscription will help the company to get the customers to take action towards the purchasing. (Third, 2019)

In the research, AIDA model was shown to be applicable in strategizing the use of social media for marketing purposes. However, it was noted that this model has its limitations regarding digital marketing, such as being quite simplified compared to other theories. This is the reason why it is preferred to use as a fundamental theory supporting other marketing theories and strategies to ensure its credibility. (Hassana et al., 2014)

2.7 Porter's five forces

Porter's five forces is a tool which can help a company to analyse their competitors and current competition on the markets to give them better understanding of their current position. It can be used to find out how profitable the industry is and what potential it has for the future. These five forces have been chosen to represent the industry, since they help to learn about the industry itself as well as about competitive forces. (Martin, 2019)



Figure 4. Porter's five forces

The five forces are relevant, some just less than the others. From the point of the commissioning company, the forces are numbered by relevance to them and will be explained through.

- 1) Competitive rivalry
- 2) Threat of new entrants
- 3) Threat of a substitute product
- 4) Bargaining power of suppliers
- 5) Bargaining power of customers

The author chose to use the commissioning company as an example when going through Porter's five forces to give concrete understanding of the theory. Competitive rivalry means the competitors who have their business or their product/service in the same field as the commissioning company. These competitors can be private or public sector if they are providing similar services as the company, which makes them direct competitors. For example, one similar private company located close by Kotipalvelu MaaRia has similar services and share some of the same values too and on top of that, they provide even wider selection of services than the commissioning company currently and their hourly price is almost the same also. The author considers it to be a very strong force in Kotipalvelu MaaRia's current situation with their business. (Story, 2020)

However, Kotipalvelu MaaRia still has some competitive advantage when it comes to rivalry with their competitors. They are the only private home care company located in their area, while the next closest one is thirty kilometres away. This gives them the regional advantage since they can reach their customers in a quick period even if there is a short notice. This emphasises their value of being a local company. The elders are likely to appreciate that the person visiting their home is someone they are familiar with somehow. It is quicker to build trust with the customer if the person they are interacting with is often the same rather than a new person each time. Having a medical or cleaning routine with an acquaintance increases the trust between the customer and the employee. Another competitive advantage Kotipalvelu MaaRia has is that they are transparent about their prices and they are clearly stated in their webpage. Some of their competitors however have not listed all their prices for the customers to see before contacting the company via phone or email. Overall, start-ups can be more agile than bigger companies, since they have only few employees, which makes decision-making easier and more flexible and therefore the company has it as their advantage as well.

Threat of new entrants was marked by the author to be the second force since it is more than likely to occur sooner or later that new similar companies start operating in the area. Even though it takes time to get the right permissions to start a company like Kotipalvelu MaaRia and the correct education to provide home health service for the customers, it is affordable to start a similar business of your own. Also, the well-being of the elderly living in facilities has been discussed more and many have vocalized their concern and are willing to use the private sector who provide the same services as the public which may result in more people starting a home health care and home help business. (Porter, 1979)

Threat of a substitute product is similar than the previous one, threat of new entrants to the market. When other company brings a similar service or a product to the same market area, it is important to differentiate from them, since if the prices and the service itself is similar and advertised more, it may cost the company potential or even current customers. The company can think of customizing their services even further or gaining deeper loyalty from current customers to avoid the risks this force brings. This is likely to happen if there will be new entrants or if the existing competitors lower their prices, introduce a new product, or offer a new service. However, products are much easier to try to copy compared to services. Service is dependable on employees and their attitudes which makes it complicated to maintain well, but it cannot be copied by competitor. The better the attitude of the employees, the better results will be expected from the services. (Martin, 2019; Chernatony, Segal-Horn, 2001)

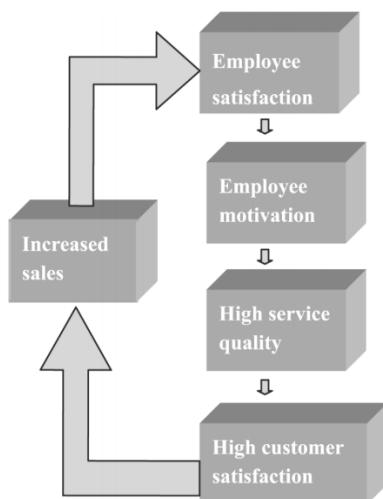


Figure 5. The process of successful services management (Chernatony, Segal-Horn, 2001)

Bargaining power of suppliers means how much power a supplier has on the company. This can be evaluated by knowing whether there are many options to choose the supplier and to find the optimal price that has the required value also. If there are only one or two suppliers, the company cannot choose and has to settle to the price and quality that is available. This is not considered as a strong force, since the commissioning company does not require commitment to only a certain supplier, because they can have a competitive tendering which suits them the best out of countless options, since they buy mostly cleaning equipment. (Martin, 2019)

Bargaining power of customers examines and reflects the price and quality of a product or service, however, it does not come across as a strong force, since the company sells services and those can be flexible depending on a client or customizable. (Story, 2020)

3 RESEARCH

3.1 Customer segmentation and CRM

When developing a customer relationship management strategy, the business must have a clear vision what their goal is in their enterprise. By defining the goals well, it is easier to keep them in mind while operating the business. CRM helps the business and will most likely also give the customer better experience from the service. In CRM it is important to recognize several key points such as:

- Who are the products for?
- Who is the potential customer?
- How the products are sold?

Usually, the new companies do this before they start operating, but it may change after starting the actual selling. Sometimes it may be that the expected customer is not in the end the so-called key customer, and then the CRM strategy needs some adjustment to adapt to changes. (Idzikowski, Kuryło, Cyganiuk, Ryczko, 2019)

It is important for any business to define their customer and market segments since people are different from each other and therefore their buying behaviour varies too. It is easier for the business to provide the best service when they have deeper understanding about who the customer is exactly. When the customers feel like their needs are being answered to, they are likely to use the service again. Customer segmentation can be done in several ways and people can be divided to customer groups based on different aspects. These aspects have been separated into different sections which may vary but the most common ones that are used are geographics, demographics, behaviour, and psychographics. The customers can be also segmented based on their current status as a customer; whether they are already existing loyal customer, interested new customer or someone who is a potential customer et cetera. More examples of these four will be listed later in the chapter. (Dibb, Simkin, 2008)

When the key customers are found by doing customer segmentation, the business must earn their trust, and one of the most effective ways is communication. Whether it is being open to contact in social media, or

meeting the client beforehand, all the positive communication between the customer and the company takes the trust further. If the customer segmentation has been done right and the key customers have been acquired, it takes less resources to sell them the products again and profit will be earned easier than finding once again a new customer. However, CRM may be costly for a company, which is why they need to take to consideration to what extent they would like to use it. (Idzikowski et al., 2019)

Example of adapting the customer segmentation based on customer's values could be a Swedish clothing store called H&M. It sells affordable clothing for men, women, and children. People have become more conscious of the environmental issues and fast fashion and want to support businesses who are aware of these problems also. H&M has been known as a fast fashion clothing store, but they have also recently launched clothes that are produced by using recycled materials or vegan leather to be more environmentally friendly. Some of their customers do not care about these issues, but H&M realised that if they want they want keep and attract new customers, they have to follow current trends to stay relevant and to create positive public relationship for the future. The benefits of attracting this new customer segment outweighs the costs in the long run.

Geographics	Demographics	Behavioural	Psychographics
Population	Age	Engagement	Values
Region	Gender	Loyalty status	Attitudes
Climate	Marital status		Aspirations
Density	Race		Personality
	Income		Lifestyle
	Family		

Figure 6. The four types of market segmentation

In Kotipalvelu MaaRia, their products are aimed towards people who would like to have or really need assistance while living at their own homes, such as the elderly and the disabled. Their services also attract regular working people who do not have enough time or energy to take care of cleaning by themselves, for example. Their social media posts seem to be targeted towards the younger relatives, since the users of social media tend to be younger generation. Often the relatives are also the ones who ask about the services and order them for their older relative, since sometimes the older client does not know how to even order this type of service or where to look for. It may be also due the fact that relatives have moved away or they simply do not have the time to look after the senior and that is why they contact the company, even though the service is not provided for themselves.

Creating an example of a customer profile can help the company to have better picture of who they are selling their products to, which will then assist with giving the best experience to the future customer. Of course, usually companies have already defined their customer group but creating a detailed profile can give more insight. The author uses two examples of different customer profiles. These profiles will present their biggest customer groups which are the elderly and working people.

	Pirjo Virtanen	Ida Järvinen
Demographics	78 years old Widow Pension + service vouchers	41 years old Married with children Stable income, 3200e per month
Geographics	Finnish Rural area	Finnish Urban area
Psychographics	Wants to go to the stores and see people cannot do it by herself anymore Stingy yet open to help	Loves staying at home but dislikes cleaning and cooking Wants to spend money to make life easier
Behavioural	Wants a service that is continuous with familiar employees	Is not loyal to a certain company, can change attitude quickly

Figure 7. The customer profiles

3.2 MaaRia's customers

In Facebook, less than 10% of worldwide users are 65 years old or older (Statista, 2020). It means it is unlikely that the targeted senior group will be reached straight through social media channels. This is an indicator, that even though the actual services are mostly targeted towards the elderly, their relatives are also potential customers or at least important touchpoint when it comes to finding services like what Kotipalvelu MaaRia offers. The other Kotipalvelu MaaRia founder said that currently around half of their customers are working age and half are elderly, and mostly younger customers have ordered their cleaning services, whereas the elderly use other services as well. This is already demonstrating that the customer group they are selling their products to may need some retargeting instead of focusing on the elderly.

The author suggests that the company should divide their marketing focus also on working adults, while remaining relevant to the elderly customers as well. Instagram is also gaining popularity among working age adults, and

even though it is not as attractive as Facebook to that age group, it still has 47% of global users who are 30-49 years old. Considering the fact that 77% of the same age demographic use Facebook it may not seem a lot, but it can also have potential to increase the word of mouth for the company's advantage. (Khoros, 2020)

3.3 Data regarding home care service users in Finland

Home care services have been provided for few decades in Finland for people and especially for elderly in need, but at the beginning, it used to be quite different service than what it is nowadays. To understand it and the data regarding it better, the history of Finnish home care services can be briefly discussed first. It used to be funded by public provisions and private companies in this area did not really exist at first. Home care services used to be very flexible, depending what the client wished to be assisted with. However, things changed drastically after the economic recession hit Finland during 1990's. The coverage rate for these services dropped lower than ever before, which excluded many clients from getting home help anymore. Beside coverage rate decrease, other changes also occurred, such as integration of home help and home nursing, which then later became known as home care as we know today. (Kröger, Leinonen, 2011)

The number of for-profit private enterprises that sell these services directly to the consumer has increased since the beginning of 2000's. People who subscribe to these services, are also encouraged to do so by getting support from a tax deduction for household work (kotitalousvähennys), which can be 2200 to 3000 euros, depending on the year. Because of this, in some cases private services may be cheaper for the person than the public care services. (Kröger, Leinonen, 2011)



Figure 8. Regular home care clients in November 2018 (THL, 2019)

This information has been collected from municipalities and from private companies all around Finland. These statistics represent all the people who are getting regular home care. The result coverage is closer to 100% from municipal services, and around 85% from private businesses. (THL, 2019)

Over a third (35%) out of all the home care clients received at least sixty visits just in a month. This number has grown since the previous years, which indicates that the popularity of these services has risen. The percentage of these customers has risen 11,7% since the year 2010 to 2018. Just a little less than third of the customers (31%) received clearly less visits per month, ranging from 1 to 9 visits per month. This data is not exactly precise though, since some other visits were also counted as home-care appointments, despite not being those. (THL, 2019)

Despite the fact that the amount of private companies who provide home care services has risen, there is still a long way to go. The amount of people who need assistance is getting higher, but the service providers are increasing too slowly compared to people who need daily help. Many cities are still relying on their own services, rather than advising people to use the private sector. The only exception currently is the city of Oulu, where they made a strategic choice to expand to the private sector also. This gave them more resources to take care of people. By outsourcing some of the responsibilities their work got a little lighter regarding home care.

When municipal services and the private sector are collaborating, there are better chances to improve the current services they are both providing. This will give a person more flexibility on which service they want to use.

Yksityisen sektorin tuottamien kotihoidon palvelujen osuus suurissa kaupungeissa

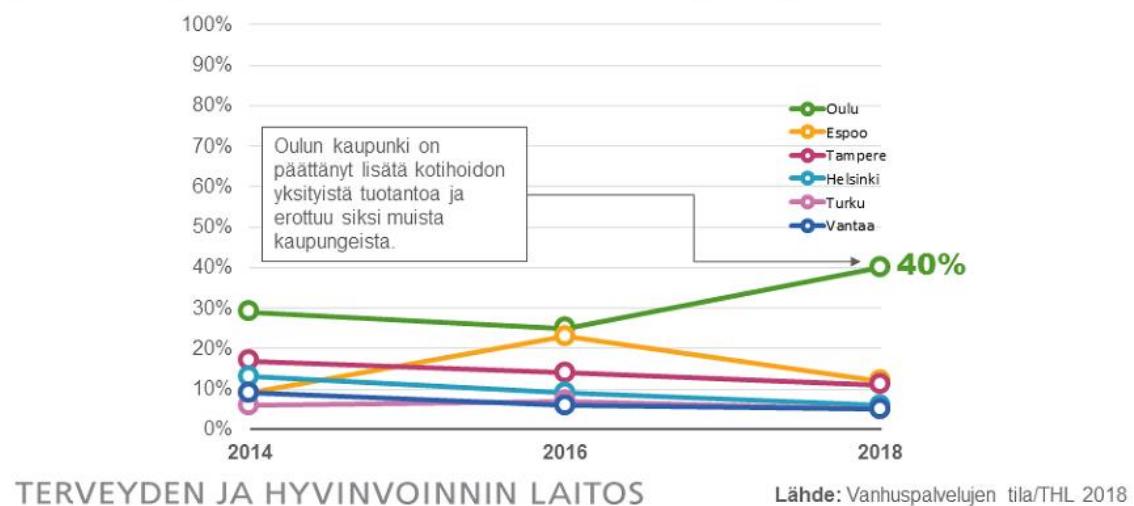


Figure 9. The percentage of services provided by the private sector in big cities in Finland (THL, 2018)

Women are a clear majority when it comes to home care services in Finland. In 2019 from all the service users in Finland, 65% were women. (Official Statistics of Finland, 2019)

3.3.1 Home care users in the Hämeenlinna region

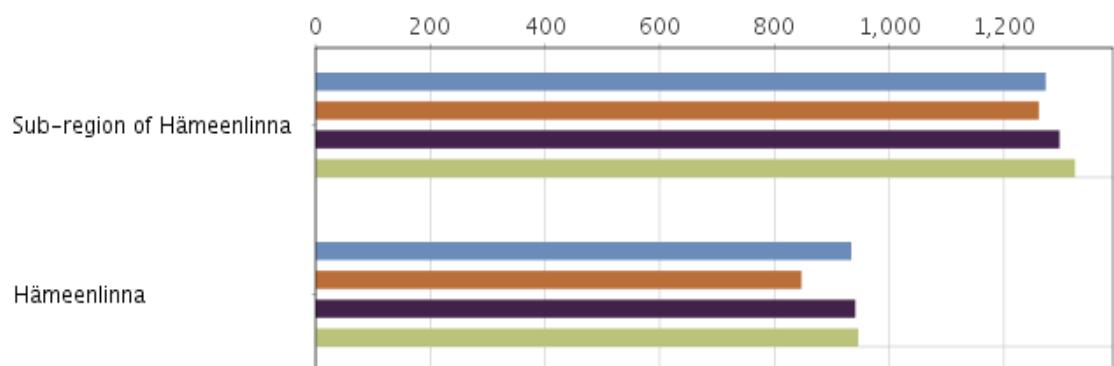


Figure 10. Regular home care clients, 30 Nov (Sotkanet.fi, 2018)

In this diagram, it can be seen how many people are using home-care services in the Hämeenlinna and in the sub-region of Hämeenlinna. In the

gender indicators below, these regular home care clients have been separated to men and women for better understanding of the users in this region and to make further assumptions. This data is important to understand how many people are currently receiving regular home care to get an idea of the industry's current situation in the area.

Regular home care, clients on 30 Nov Info 2685

		2015	2016	2017	2018
Sub-region of Hämeenlinna	male	403	391	426	476
Hämeenlinna		283	248	293	326

Figure 11. Regular home care clients on 30 Nov, males (Sotkanet.fi, 2018)

Above it can be seen that the number of male customers in these regions is less than half out of all the users. The sub-region of Hämeenlinna covers few smaller towns around the city of Hämeenlinna, and most of them are the areas where Kotipalvelu MaaRia is offering their services, as well in Hämeenlinna as well.

Regular home care, clients on 30 Nov Info 2685

		2015	2016	2017	2018
Sub-region of Hämeenlinna	female	870	870	871	848
Hämeenlinna		651	599	648	620

Figure 12. Regular home care clients on 30 Nov, females (Sotkanet.fi, 2018)

When comparing the amount of men who use home care to the number of customers who are women, there is a great difference. Women are using these services clearly more than men, when looking at the statistics. The users of home care services among women in sub-regions of Hämeenlinna in 2018 was 848, whereas there was only 476 men who used these services regularly.

In Hämeenlinna region and sub-region of Hämeenlinna, the number of female users was once again a lot higher than the males. From this information it can be concluded that women are more likely to use these services than men, but the reason why may vary. One of the reasons why the number is higher among women could be because of life expectancy is longer for them than for men in Finland. Even though the expectancy for both sexes has gone up during the past years, women are still living longer than men. This may result in more subscriptions for home care services that are for female clients, since they grow older and may need assistance at home. Despite this, the amount of men using home care services in

Hämeenlinna region has grown, even though it has been lower than the number of women using these services.

However, male clients are still increasing as people's life-expectancy rises higher and there will be more likely elders than before. Because of that, there will not be enough people to take care of them in care homes or facilities and the public home care sector is crowded, private companies can use it as an advantage point for their operations.

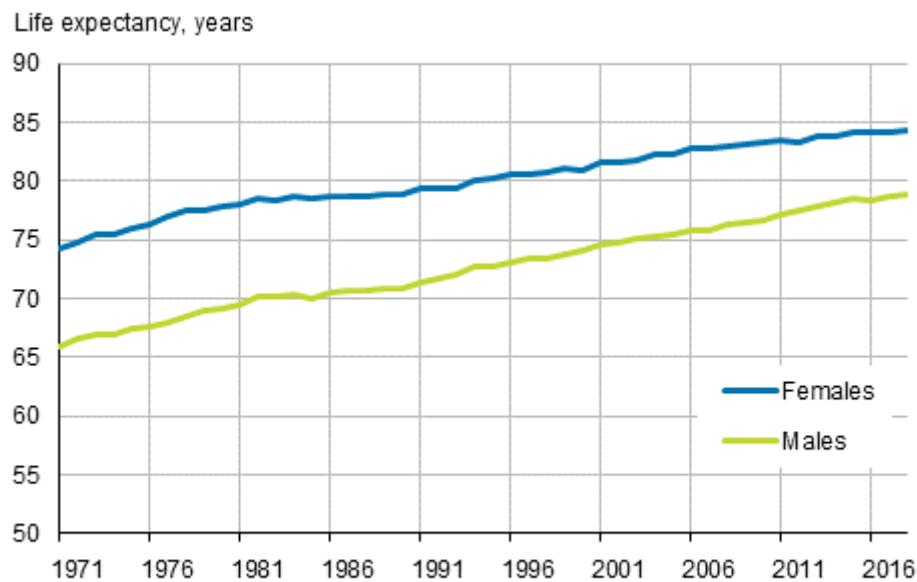


Figure 13. Life expectancy at birth by sex in 1971 to 2018 (Official Statistics of Finland, 2018)

3.4 Conclusion of data

The data that was gathered for the thesis was chosen by using consideration with the sources to acquire recent, up-to-date information that would be beneficial to the thesis. The data was collected from various sources to guarantee it is diverse enough. A big difference was found when the customers of home care services were divided into groups based on their gender. This data indicates that female customers are more likely the users of home care services when compared to male users, at least in the city of Hämeenlinna and in the sub-region of Hämeenlinna.

4 RECOMMENDATIONS FOR THE COMPANY

Kotipalvelu MaaRia's clients include the elderly people who need assistance with common daily tasks, whether medical or with regular home help. However, since around half of their current customers are working age themselves, they fit to target group when thinking about social media marketing, which is why it is important to provide a good social media-focused marketing ideas to the commissioning company.

Based on the information the author has found for this thesis so far, there are some recommendations how to move forward with the social media marketing strategy. Kotipalvelu MaaRia already has both Facebook and Instagram accounts, but Instagram account is a little quieter than Facebook currently. However, the company should follow these tips to gain more viewers and followers to both of their accounts, since the company's social media channels have the potential to be much more popular than what they are now, even if they have a good start.

Since Kotipalvelu MaaRia has taken interest in brand-creation, branding and social media marketing, the author would suggest by creating a plan step by step and listing down their goals regarding what they wish to achieve realistically. Planning what kind of brand their company will present from now on social media helps to find a voice for the brand which will then help to differentiate from the competitors and helps planning content for marketing when the brand voice has been found. Also, defining the customer they wish to reach online will be useful, so the company knows what type of posts would be the most interesting and where for a certain customer. After deciding the voice for the company in social media, it is advisable to decide what kind of content the company wants to post, how often and what time to give structure to the marketing strategy. By using the correct channels and being present in social media will give people more touchpoints to find their way to the company.

While executing social media marketing strategy, it is worth to analyze once every couple of months or so to see what types of post are the most attractive to the current audience and which posts gain the least likes and views to customize the content to please the people better. For example, it was noted earlier in the research how interactive posts such as raffles gained more traction than traditional posts. Social media participation requires adaptation to changes. In some social media and other online platforms it is possible option to automate beforehand the timing of the content and the amount of how much will be posted during a day, which means that the company can create the content earlier and then just automate it so that it will post a planned amount when needed.

Also, if the company wishes to continue using Instagram beside Facebook, that also works just fine, since there is an option to share the posts to both platforms at the same time so it will not cost extra amount of time to create two different posts.

While taking the social media plan into action, it will also increase the brand recognition, since it is more likely that people will be more interested in the company. As a result, it will create more touchpoints in the viewpoint of branding, when people are liking, commenting, and sharing posts from a company's own social media channel or by rating the company online. And when people react to posts or give feedback, it is a lesson for the company too to learn more about their customers and fulfill their wishes better in the future. Public feedback online will be valuable way to get more people interested in the company and its services if the feedback is positive.

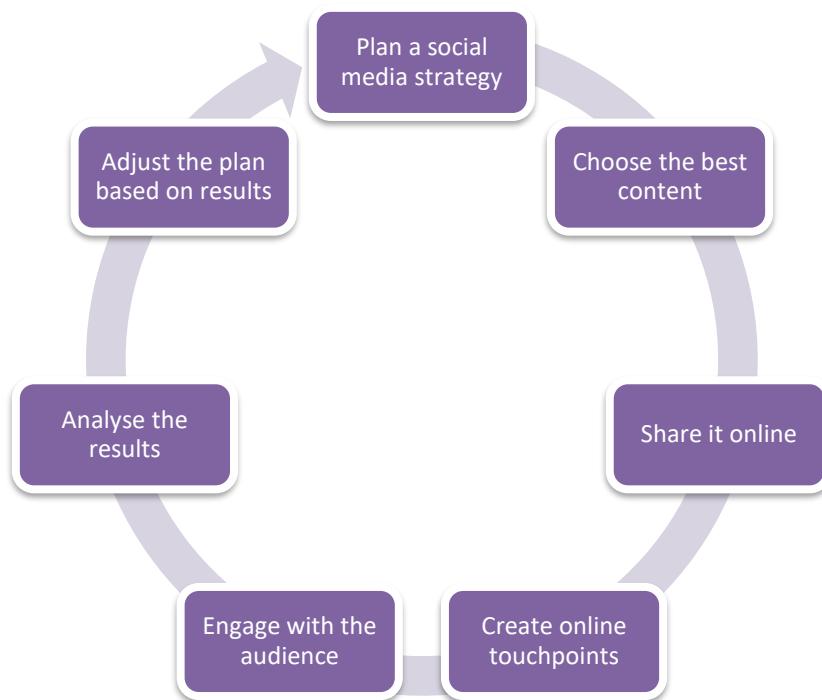


Figure 14. A conceptual model for social media marketing

A conceptual model of the social media strategy approach was made by the author to represent that strategies can evolve to offer the audience the best type of content as possible. When there is a shift in the audience demographics or there is a big audience gain, the previous content that pleased the smaller audience may not work on bigger groups as efficiently as earlier. This is when the company needs to adapt and adjust their plans to please the target market better. By analyzing the results of new approach and getting the business profiles insights regarding the users and the company's post popularity will give the company an idea to what to post more in the future and what type of content is not popular among the audience.

5 REFLECTION

This research was done by mostly focusing on already existing-data and gathering from there the most relevant parts. Private home care sector in Finland is not yet very popular, even though the numbers are increasing, which is why there has not been a lot of studies regarding the topic. The author was originally planning on doing a detailed survey or qualitative interviews, but since the world was faced with a pandemic, the plans changed, since the elderly belong to the risk group and therefore it would not have been responsible to arrange meetings with them or visiting a nursing homes. Also, since the elderly are not always proficient with online communication, the author decided to conduct a theory-based study and collecting data from the official statistic pages, such as Finnish institute for health and welfare (THL) and so on.

The communication with the commissioning company was good and they were open for different ideas. When they started operating in the spring, things were different in their company than what it was recently, but the author tried to keep up with these changes and adapt to them while writing the research.

6 CONCLUSION

Social media presence has increased rapidly in the past years and is almost expected from a modern company. However, some companies struggle with finding the right platform, since there are many different websites and mobile applications the target audience may use. When a company defines their target customer group, it is easier to limit the options and therefore more efficient to the business.

After the company has identified their target customers, they should focus on highlighting their brand right in the beginning of their operations, since it helps the entrepreneurs as well as the customers. Branding is an important tool to stand out from the competitors and to be easily recognised by the consumers. Branding also emphasises the values the company has, which assists the company itself too to have better vision of their business.

Kotipalvelu MaaRia, the commissioning company for the thesis, launched their company in spring 2020. They have started social media marketing, but they are still developing and improving on that area of business. Social media is affordable, yet effective tool for small enterprises to gain visibility and to build their brand image through interactions with potential customers. In the 21st century social media presence is almost expected

even from the small start-ups. However, especially brand-new enterprises do not usually have the resources to update their social media channels around the clock, which is why there should be a plan regarding social media updates. Creating versatile touchpoints assists the company with their marketing and branding.

Anyone can order services from Kotipalvelu MaaRia, but the company itself has put emphasis on especially helping the elderly and disabled people who need assistance while living at home. The life expectancy keeps rising, which means also that there are more people staying at home longer than before. Many elders prefer staying at home than moving to nursing homes or other similar facilities. That is one the many reasons why this type of enterprise is valuable. Especially elderly people should have the right to choose whether they will stay in their homes or if they want to move out. And if they stay at home, they should have the option to use private sector's help, which can be more customized for their needs.

Home care services provided by the public sector are mostly focused on medical care rather than helping with everyday tasks and chores, which are also important for the person who wants to stay at home as long as possible. When there are private companies and the public sector, there will be more service providers and healthy competition in the industry.

The core idea: By planning and executing a successful social media marketing strategy, even the smallest companies can grow and thrive.

REFERENCES

- Atanassova, I., Clark, L. (2015) Social media practices in SME marketing activities: A theoretical framework and research agenda. Retrieved 25 July 2020 from
file:///C:/Users/ikone/Downloads/CLARK_2015_cright_JCB_Social_Media_Practices_in_SME_Marketing_Activities.pdf
- Chernatony L., Segal-Horn S. (2001) The criteria for successful services brands. Retrieved 28 April 2020 from https://0d355760-a-62cb3a1a-sites.googlegroups.com/site/researchandexplore2/branding/The%20criteria%20for%20successful%20services%20brands.pdf?attachauth=ANoY7cp-YeHZWNFIVRWDMGih2oRyiLKKQfBgGkJKbyXniNDTIdMgdcRLcm4EIE4BBKM08-C62eRM3soxx0Uy98OQZ1WmnRkHZSdbdfqygYaZz9YiYdAmqbHcJePGRzygoCPryYAokoJu7j5kqhoPQjZtD68PAwHVD6VpbDqzsQTEyocs_Bwu28WOp-b3bI1FRXO1ZXQ0TJ6aXkFWwBt3gbzO7ZkvHSOEVIXJzTVINxJio1Oovje8HTpHRtSxeqlF1fuRv-Gw_Dm7afqhKD6jNwf5VM9dMnA%3D%3D&attredirects=0
- Davis, M. (2009) Fundamentals of Branding. Retrieved 20 July 2020 from https://books.google.fi/books?hl=fi&lr=&id=CK06DwAAQBAJ&oi=fnd&pg=PP1&dq=home+care+services+branding&ots=W0mVNRLhO&sig=KgEgULo1OYpy3NxChEg9Qq5gMEQ&redir_esc=y#v=onepage&q&f=false
- Dibb, S., Simkin, L. (2008) Market Segmentation Success: Making It Happen! Retrieved 4 November 2020 from <https://ebookcentral-proquest-com.ezproxy.hamk.fi/lib/hamk-ebooks/reader.action?docID=668631>
- Hassana, S., Zaleha Ahmad Nadzimb, S., Shiratuddin N. (2014) Strategic Use of Social Media for Small Business Based on the AIDA Model. Retrieved 2 May 2020 from <http://repo.uum.edu.my/15082/1/1-s2.0-S.pdf>
- Humphreys, A. (2016) Social Media: Enduring Principles. Retrieved 2 August 2020 from
<https://books.google.fi/books?id=W1c0CwAAQBAJ&printsec=frontcover&hl=fi#v=onepage&q&f=false>

Idzikowski, A., Kuryło, P., Cyganiuk, J., Ryczko, M. (2019) Customer Relationship Management (CRM) - Philosophy and its significance for the enterprise. Retrieved 3 May 2020 from
[file:///C:/Users/ikone/Downloads/\[26575450%20-%20System%20Safety%20Human%20-%20Technical%20Facility%20-%20Environment\]%20Customer%20Relationship%20Management%20\(CRM\)%20-%20Philosophy%20and%20its%20Significance%20for%20the%20Enterprise.pdf](file:///C:/Users/ikone/Downloads/[26575450%20-%20System%20Safety%20Human%20-%20Technical%20Facility%20-%20Environment]%20Customer%20Relationship%20Management%20(CRM)%20-%20Philosophy%20and%20its%20Significance%20for%20the%20Enterprise.pdf)

Jevons, C. (2005) Names, brands, branding: beyond the signs, symbols, products, and services. Retrieved 1 May 2020 from
https://www.researchgate.net/profile/Colin_Jevons/publication/240624065_Names_brands_branding_Beyond_the_signs_symbols_products_and_services/links/5e7e750a299bf1a91b8277c1/Names-brands-branding-Beyond-the-signs-symbols-products-and-services.pdf

Jones, R., Rowley, J. (2011) Entrepreneurial marketing in small businesses: A conceptual exploration. Retrieved 1 May 2020 from
https://www.researchgate.net/profile/Rosalind_Jones/publication/254108072_Entrepreneurial_marketing_in_small_businesses_A_conceptual_exploration/links/546c78210cf21e510f61bcd/Entrepreneurial-marketing-in-small-businesses-A-conceptual-exploration.pdf

Karimi, S., Naghibi, H. (2015) Social media marketing (SMM) strategies for small to medium enterprises (SMEs). Retrieved 18 July 2020 from
http://ijibm.site666.com/IJIBM_Vol7No4_Nov2015.pdf#page=91

Khoros (2020) The 2020 social media demographics guide. Retrieved 5 August 2020 from <https://khoros.com/resources/social-media-demographics-guide>

Kotipalvelu MaaRia (2020) Retrieved 25 July 2020 from
<https://www.kotipalvelumaaria.fi/>

Kröger, T., Leinonen, A. (2011) Transformation by stealth: the retargeting of home care services in Finland. Retrieved 28 April 2020 from
<https://www.bccare.ca/wp-content/uploads/Finland.pdf>

Kuusinen-James, K. (2016) Setelipeliä : Tutkimus palveluseteliä säännöllisessä kotihoidossa käyttävien iäkkäiden henkilöiden valinnanvapaudesta. Retrieved 20 July 2020 from
<https://helda.helsinki.fi/handle/10138/169030>

Langmia, K., Tyree, T. C. M., O'Brien, P., Sturgis I. (2013) Social media: Pedagogy and Practise. Retrieved 15 October 2020 from
<https://ebookcentral-proquest-com.ezproxy.hamk.fi/lib/hamk-ebooks/reader.action?docID=1585267>

Martin, M. (2019) How Porter's Five Forces Can Help Small Businesses Analyze the Competition. Retrieved 5 August 2020 from
<https://www.businessnewsdaily.com/5446-porters-five-forces.html>

Nations, D. (2019) What is Facebook? Retrieved 13 October 2020 from
<https://www.lifewire.com/what-is-facebook-3486391>

Official Statistics of Finland (OSF) (2019) Deaths. Retrieved 2 May 2020 from https://www.stat.fi/til/kuol/2018/01/kuol_2018_01_2019-10-24_tie_001_en.html

Sotkanet.fi (2018) Regular home care, clients Nov 30. Retrieved 1 May from
<https://sotkanet.fi/sotkanet/en/taulukko/?indicator=s3aLAgA=®ion=C7c2zwIA&year=sy6rtDbW0zUEAA==&gender=m&abs=f&color=f&buildVersion=3.0-SNAPSHOT&buildTimestamp=201911131146>

Sotkanet.fi (2018) Regular home care, clients Nov 30. Retrieved 1 May from
<https://sotkanet.fi/sotkanet/en/taulukko/?indicator=s3aLAgA=®ion=C7c2zwIA&year=sy6rtDbW0zUEAA==&gender=f&abs=f&color=f&buildVersion=3.0-SNAPSHOT&buildTimestamp=201911131146>

Statista (2020) Retrieved 15 July 2020 from
<https://www.statista.com/statistics/376128/facebook-global-user-age-distribution/>

Story, J. (2020) How to use Porter's 5 Forces model. Retrieved 2 August 2020 from <https://www.smartinsights.com/online-brand-strategy/brand-development/how-to-use-porters-5-forces-model/>

Tarricone, R., Tsouros, A. (2008) Home Care in Europe: The Solid Facts. Retrieved 16 July 2020 from
https://books.google.fi/books?hl=fi&lr=&id=kOcD59Rq7_8C&oi=fnd&pg=PR4&dq=private+home+care+companies&ots=OMLkAPv62J&sig=J-OfDTtPXvNxchv5WANMJ2Lpn_o&redir_esc=y#v=onepage&q&f=false

Tervyden ja Hyvinvoinnin Laitos (2018) Säännöllisen kotihoidon asiakkaat marraskuussa 2018. Retrieved 27 April from
https://www.julkari.fi/bitstream/handle/10024/138194/Tr21_19.pdf?sequence=5&isAllowed=y

Terveyden ja Hyvinvoinnin Laitos (2018) Vain harva ikäihminen saa kotihoitoa yksityiseltä yritykseltä. Retrieved 3 November 2020 from <https://thl.fi/fi/-/vain-harva-ikaihminen-saa-kotihoidota-yksityiselta-yritykselta>

Third, J. (2019) How to Apply the AIDA Model to Digital Marketing. Retrieved 4 November 2020 from <https://www.hallaminternet.com/apply-aida-model-digital-marketing/>

Toivonen, E., Lepola, A., (2020) Creating Value for Customer. Retrieved 19 July 2020 from https://learn.hamk.fi/pluginfile.php/179868/mod_resource/content/1/CustomerJourney_AssignmentBriefing_Moodle.pdf

Tsimonis G., Dimitriadis S., (2013) Brand strategies in social media. Retrieved 28 April 2020 from https://www.tuas.fi/media-en/filer_public/2015/01/05/brand_strategies_in_social_media.pdf

Wheeler, A., Millman, D. (2017) Designing Brand Identity: An Essential Guide for the Whole Branding Team. Retrieved 10 August 2020 from <https://ebookcentral-proquest-com.ezproxy.hamk.fi/lib/hamkebooks/reader.action?docID=5014629>

Appendix 1

APPENDIX HEADING

Table 3: The AIDA strategy for Social Media Marketing

STEPS	STRATEGY
ATTENTION	<ul style="list-style-type: none"> a) Advertise on social media sites through the social media gateways such as nufnagg.com and banners. b) Become a follower in other social media accounts to make yourself/business known to others. c) Use tagging in social media properly. d) Create a controversy on your product so that people will talk about it. e) Use search engines to locate potential customers. f) Use referrals by existing customers or fans. g) Use traditional marketing strategies such as billboards, flyers, stickers, road shows, and newspapers. h) Create cross linkages in all social media and websites to generate visitors. i) Advertise on websites of suppliers and collaborators (affiliate marketing).
INTEREST	<ul style="list-style-type: none"> a) Provide clear information about the products, which include a brief description of their main features, price, and pictures. b) Pictures of products (if relevant) should be of different angles. c) Provide clear information about the company (business owner), which includes the name of the company (or owner), contact number, and link to the website. d) Provide timely and up-to-date information about products or service offered. e) Once a new product is released, advertise (including tweeting) quickly in social media.
DESIRE	<ul style="list-style-type: none"> a) Give promotions – special discounts, buy one get one, early birds, etc. b) Organize contest and free gifts. c) Update social media “wall” regularly. d) Provide catchy “wall” notes with attractive pictures of products of regularly. e) Monitor the comments and feedback from followers and responding quickly. f) Offer good pre-sales customer service.
ACTION	<ul style="list-style-type: none"> a) Clear ordering process. b) Clear information on payment options (e.g. bank in directly, via checks, online payment via e-comm website) c) Delivery options (self-pickup/delivery)

The AIDA strategy for Social Media Marketing (Hassana, S., Zaleha Ahmad Nadzimb, S., Shiratuddin N.,2014)