

Marketing and Communication Guidebook for Company X

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<p>The marketing and communication field is forever evolving. Companies have to find the best solutions for them in order to attract visibility.</p> <p>The objective of this product-based thesis was to create a marketing and communication guidebook for Company X to improve their organic marketing efforts. This thesis incorporates qualitative data for the purpose of gaining understanding on the case company and its future marketing vision. For these purposes, two semi-structured interviews were conducted.</p> <p>From countless amount of organic marketing tools, social media marketing and search engine optimization (SEO) were chosen based on the company's resources. As the case company did not have the budget or the employer base to expand their marketing, the decision to improve their current methods were formed. In addition, the guidebook also included a marketing plan for the company's new form of trainings.</p> <p>The theoretical framework supported the idea that clear marketing tools exceed the brand image and by improving the brand image, it also increases the public awareness.</p> <p>By creating valuable and informational content into their platforms, the case company can improve their brand image and deepen the customer engagement. The suggested strategy for the case company is more about quality than quantity.</p> <p>The results of this thesis implicate that by creating informational and relevant content, the case company can increase their brand visibility both on social media and in search engines. The marketing and communication guidebook created will aid the company in introducing new employees to the brand policies.</p>	
Keywords Search Engine Optimization, Organic Marketing, Search Engine Marketing	

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LIST OF ABBREVIATIONS

EVP	Executive Vice President
FTA	Finnish Tax Administration
SEO	Search engine optimization
SEM	Search engine marketing
SERP	Search engine result page

1 Introduction

This thesis is commissioned by Company X. It provides the case company a B2C marketing and communication guidebook. This chapter presents the goals and methods of this thesis.

1.1. Main objective

The main objective of this thesis is to improve organic marketing of the commissioner company. Over the years, multiple people in the company have participated in their marketing which has led the communication and marketing to differ based on the personal preferences. With the guidebook, Company X will have a clearer concept of their current marketing assessment, and where to take their marketing in the future. In addition, Company X has recently entered a new field of training services and this thesis will also create a social media marketing plan suitable for the trainings. Since the recommendations given in the guidebook will not be tested during the thesis process, the results are only preliminary.

The main objective of this thesis is to find solutions to improve the company's marketing and communication principles. The first research question is:

"How does the Company X improve their organic marketing?"

There are countless number of tools to improve organic marketing. The tools selected for the purpose of Company X are search engine optimization and social media marketing. Company X wants to use already existing tools and since they have limited resources and budget for marketing. Therefore, it is more efficient for them to improve the existing tools than to invest into new concepts.

"How does Company X effectively market their new recruitment trainings?"

The recruitment trainings are programs for the unemployed which gives the participant tools and knowledge to better their skills in a certain field, such as business or information technology. Part of the training is spent in a trainee position at a company working in the related field. The case company's goal is to become one of the leading companies providing the trainings.

1.2. Case study

Company X is a family-owned company offering educational, training, coaching and rehabilitation services. It was founded in 2010s and a subsidiary in a bigger corporation. They employ over 100 people, including the administration and coaches. Company X does not have a permanent marketing staff. Marketing tasks are done by interns that change in a 6-month cycle. The corporation has a marketing team which offers assistance when needed.

Yearly over 8000 people of all ages participate in their trainings. They offer their services around Finland to immigrants, unemployed people and private companies. Company X works with various private and public sector companies. Company X's trainings are either group or individual trainings. Currently, more of their trainings are becoming individual and online-based. This results into the individual getting to choose which service provider they want. Therefore, it is important to emphasise their B2C marketing.

In addition to the trainings becoming more individual, the Company X also started offering a new style of a training where a co-company who has expert on a specific field, for example IT, teaches the participants the needed skills and then companies from same field offer their help with allowing unemployed customers to do a small internship. Main purpose of these trainings is to teach the participants useful knowledge what they can use in the search for jobs. Since they are rather new, the company X needs to implement a new way of marketing suitable for them. For these trainings, Company X needs more acknowledgement online in order to attract more customers.

1.3. Research approach and methods

This thesis is product-based as the end goal is to create a guidebook for the company to use in their B2C marketing. The theoretical framework consists of forms of organic marketing, such as social media marketing and search engine optimization. These topics were selected since they are already in use in the case company and do not require additional resources. The case company currently does not have the needed capacity to expand their marketing efforts due to limited employer base and budget.

The research methods used are of qualitative nature. Two semi-structured interviews were conducted to get a better understanding of Company X's past marketing efforts and

their future plans. One of the interviewed was an employee who has worked for a long time in the company as the Executive Vice President (EVP) and the second interview was with the former corporation's Director of Marketing and Communication. The interviews were transcribed, analysed and the key points were compared to theoretical knowledge.

The fifth chapter walks through the creation process of the guidebook to the reader. The guidebook was formed by combining the theory and the key points derived from the interviews. The conclusions also rely on the author's personal experience on the grounds that the author worked as the Company X's marketing and communication intern for 6 months. The last chapter gives answers to the research questions and goes through the author's personal learnings.

1.4 Keywords

In this section the main terms used frequently throughout this thesis are explained. These are keywords to aid the reader to understand the topics used in this thesis.

Customer Engagement has many different meanings but, in this thesis, it is used to describe the depth of a brand-to-customer relationship (Atherton, 2020, p.23).

Search Engine Optimization (SEO) is the art of improving website visibility in various search engines, such as Google, Yahoo and Bing (Shenoy & Pabhu, 2016).

Organic or inorganic marketing are both essential for marketing. Organic marketing includes tools which gets customers to the brand's digital channels naturally. Tools includes word-of-mouth and free marketing tools, such as search engine marketing. Inorganic marketing is essentially paid advertising. Therefore, ads and other promoted content are all inorganic marketing (CrayonPanda, 2019).

Marketing plan is a strategy done for a business or a product. They vary in length but usually are yearlong. Marketing plan starts from assessing the current situation and what the company wants to achieve. After researching about the market nature, plans about the budget, pricing and promotion are done. It also includes the time lines and who is responsible of which part (Tuten & Solomon, 2018, p. 107).

2 Theoretical framework

Marketing and communication are a forever evolving field. Marketing has become more inbound with the raise of content and influencer marketing. Content marketing is a form of marketing that does not seemingly sell products. Instead it gets the consumers attention by providing useful and relevant information engaging the consumer and providing consumers value (Atherton, 2019, p. 86). Influencer marketing uses individuals that have built up a high level of trust with their followers. The variety of influencers influences food, fashion and animals. The recommendations they give serve as a proof of a brand's potential (Chen, 2020). Inbound marketing has also become more popular and it is more interactive as it relies on earning the customer's curiosity instead of buying it (Hukic, 2017). This chapter focuses on seeking the best practises for Company X.

2.1 Marketing plan

"A marketing plan is a written and formalized plan that details the product, pricing, distribution and promotional strategies that will enable the brand in question to accomplish specific marketing objectives." (Tuten & Solomon, p.106). When creating a marketing plan is important to start from assessing the current situation and to set the objectives for the plan. This can be done by SWOT- analysis. SWOT- analysis considers the strengths, weaknesses, opportunities and threats of the company. After assessing the company's starting point, one should answer the questions how and where. Meaning how the marketing is done and where will one reach the targeted audience. In the case of Company X, the three main outlets for marketing are social media, their website and brochures. The final steps to complete the plan is to create a time line, budget and choose who is in charge of the implementation (Tuten & Solomon, p.107).

The AIDA model is helpful when mapping the customer journey. AIDA stands for Awareness, Interest, Desire and Action. It was developed by Elias St Elmo Lewis in 1899 and has influenced the marketing and advertising strategies for over a century. The model is often shaped as a funnel indicating the process and reducing volumes at each stage (Atherton, p. 13).

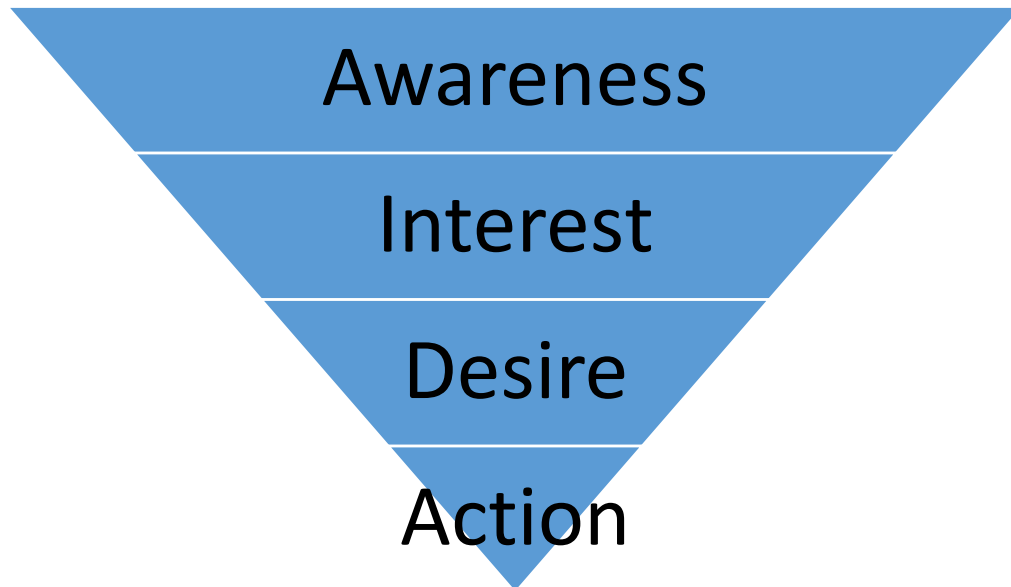


Figure 1. The AIDA model. (Atherton, 2019, p.16)

The first tasks of any marketing efforts are to assure that consumers know the current brand and its products and services. Acknowledgement can be achieved via social media or other adverts, referrals and display. Once awareness has been reached the next phase is to generate interest in the wanted service or product. Here more information is given through an advert or the company's website. While turning the interest into desire is the point where the company has to outshine the competitors and create an emotional bond. It is crucial to prove why the company is better than others. In B2B sales this part can take longer and require different persuasion elements. The last phase is action. Here it is important to express how to take the next step. It can be on the website, social media or ecommerce site but it has to be clear how the consumer can register or buy the wanted product or service (Atherton, 2020, p. 15).

A decade ago people started researching how the digital customer journey differs from the traditional sales funnel idea. The customer decision journey was created, a model which uses the AIDA model's principles but is a more useful way to view customer-brand relationships in the online environment. The model is more useful since it takes into consideration that no potential customer has the aim to buy from a certain brand. Instead they have a desire for something that the brand can fulfil (Atherton, 2019, p.17). The customer decision journey model has six elements – consider, evaluate, buy, enjoy, advocate and bond. The difference with the journey compared to the AIDA model is that the most important part of it is the enjoy stage. In it the customer gets validation for their decision of purchase through the user experience. The brand can better the customer experience with providing marketing materials to explain how to enjoy their products and services. If the customer has a pleasant experience they more likely will become an

advocate for the brand. According to the digital customer journey, the ultimate brand goal would be the bond between the customer and the brand (Atherton, 2019, p.19).

2.2 Social media marketing

According to GlobalWebIndex (2020), 29 % of people use social media to do research about brands and services they are interested in. Social media marketing uses social media platforms to promote brands, connect with the audience and increase sells. The biggest platforms based on the user amount are Facebook, Twitter and Instagram (Baker, 2020). In less the 20 years the social media companies have made social media a billion-dollar industry (Statista, 2019).

Social media has become a big part of people’s daily life. Social media is “a place where people meet, play, talk about their lives and jobs..” (Atherton, 2019, p.31). In 2019, 51% of Finns consider social media either important or very important for them. When comparing different social media platforms, Finns use Facebook and Instagram to follow brands or companies. Almost 40% of Instagram’s users and also 27% of Facebook users follow brands. (AudienceProject, 2019). The survey was conducted in the third quarter of 2019 and the respondents were form Nordic countries, Germany, the United Kingdom and the United States of America. It had over 13 000 respondents from all the countries mentioned. Figure 1 below illustrates the percentage of Finnish respondents who uses different social media platforms to follow at least one commercial business.

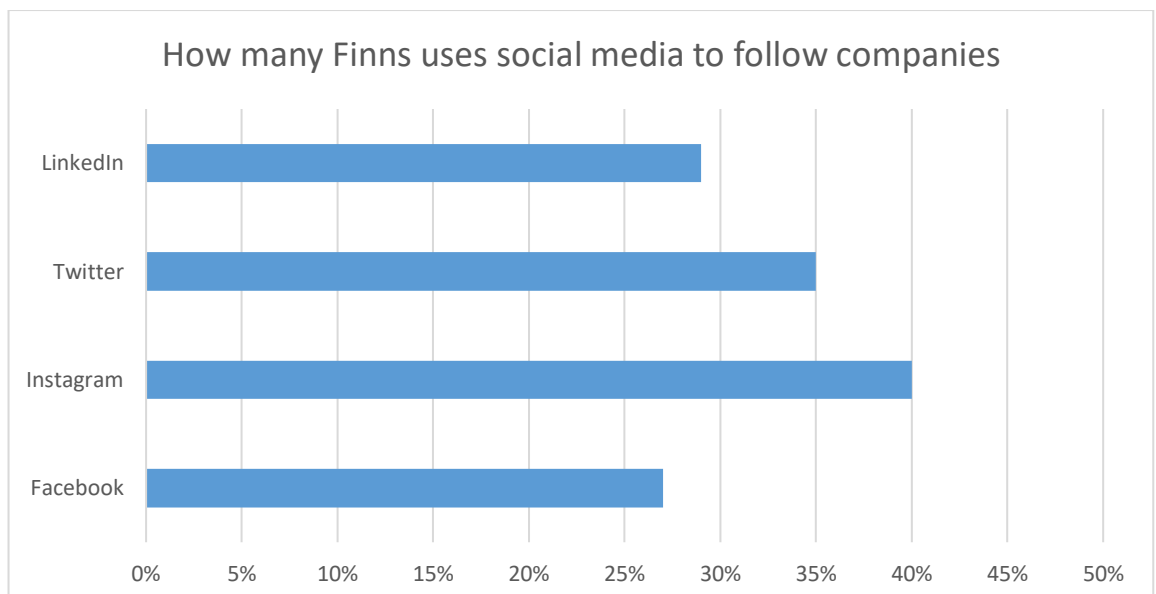


Figure 2. How many Finns uses social media to follow companies. (Adapted from AudienceProject, 2019, p.82)

Figure 1 shows that people use social media channels to follow brands. There is a possible following for companies who provides content the consumer values. Therefore, it is important to understand why people follow companies on social media platforms.

Companies frequently miss opportunities to create emotional connection between themselves and their customers (Atherton, p.23). Meaningful interactions on social media are essential. Through meaningful interactions companies can increase the depth of customer engagement. Open and both-sided conversation can improve the customer's connection to the brand which strengthen the brand loyalty. With social media, it is easy to maintain effective levels of customer connection before, during and after the customer experience (Atherton, p. 23).

Social media should be used as a way to listen and understand the audience (Atherton, p.50). Therefore, it is important to understand the difference between a follower, a consumer and a customer. Sometimes the difference with a consumer and a customer is slim. In the company X's case, the consumers are the people attending the trainings and customers are the companies purchasing the trainings for the consumers. Followers are brands and people who are interested in Company X's services but most likely won't acquire them. Followers can be company's competitors and can be helpful in increasing the brand's visibility (Atherton, p. 51). After assessing these different groups, it is important to look at marketing from all of their perspective. For example, Company X has to consider their content to fit both the consumers and customers.

An efficient way to understand the differences is by customer profiling. Customer profiling means identifying various characteristics of people who are most assumable to invest into services and products (Matsen, 2020). Companies see their customers' needs, goals and experiences from customer profiles. It gives a better understanding of the content the viewers want to see (Dam & Siang, 2020). With the new training program that requires the Company X to reach and select the participants, it is important from the marketing point of view to know the possible customers in order to successfully market the trainings for them. Good customer profile includes but are not limited to the following demographic factors

- Age range
- Professional and educational title (s)
- How would they use the product or services
- What marketing channels they use.

There are multiple forms for customer profiles, such as scorecard, segmentation and basic information. The business chooses the most suitable for them based on their needs. For example, a restaurant can use segmentation to divide the customers to brunch, lunch and dinner customers (Matsen, 2020).

2.2.1 The meaning behind a company's social media presence

Social media can be used to build the brand personality and to create a channel for the brand to share honest stories about their values and methods (Atherton, p.84). In order to achieve it, the company must define their identity and differentiate their brand from their competitors. To start the process, the company and especially the employees must understand the brand purpose. Sinek (2009) explained that the brand's purpose is the foundation on which the brand builds everything else.

When the employees have grasped the purpose, it is wise to create guidelines for their behaviour if they represent the company online. Social media guidelines outline how an employee should behave online in a positive manner via etiquette tips and tools. In the best-case scenario social media guidelines can empower the employees to participate in the conversation online (Shell, 2020). As the Company X works in commonly seen negative field, employees can reflect light on how things actually work and educate people. Thus, improving the company's image.

2.2.2 Case Finnish Tax Administration

The Finnish Tax Administration (FTA) collects around 95 % of all taxes in Finland and is an organization almost all the adult residents in Finland associate with annually (The FTA, 2020). In 2018 the FTA did a research about Finns' attitude towards taxes and 79 % of Finns gladly pay their taxes. One main cause affecting the popularity of paying taxes is where the tax money is used (Konttinen, 2019). Transparency is one goal the FTA tries to achieve through their social media presence. Another goal was to change the image of the FTA from an ancient and stiff organization to an easily-approached and a modern one (Framilla, 2018).

The FTA joined multiple social media channels in 2015, for example, Twitter, Facebook and Snapchat (FTA, 2020). In 2018, the FTA gave out updated social media guidelines to their employees. In these guidelines the why, what and where were stated clearly and positively. It included steps on how to become an influencer from a follower and most importantly showed the importance of every participant. The social media guidelines allow and supports the employees to express themselves naturally online and do not force them

to do so. The FTA has understood the knowledge their employees have of the taxation field (The FTA's social media guidelines, 2018). "You can also influence things. You have the best fact knowledge of the Tax Administration field which allows you to participate in conversations... and ease your job by for example preventing the spread of wrong information" (The FTA's social media guidelines, 2018).

In an interview for Framilla, the FTA's social media manager told one reason for their social media is to change the vision society has about the FTA and they are reaching the goal with sometimes being goofy. The FTA also uses social media channels as communication tools to encourage taxation positivity (Framilla, 2018).

Along with inspiring their employees to participate in the social media conversations, the FTA has also been trying new things to be relatable. In the past year, the FTA has live tweeted along to an episode of Paw Patrol and combined tax information to meditation videos (Pitkänen, 2020). Since updating their social media presence, the FTA has won multiple awards for their social media accounts. Most recently, the FTA's social media team were awarded the Communication Act of the Year by Procom (The FTA, 2020).

The case of the FTA showed that with supported guidelines the company can have their employees as assets on social media. The FTA can affect the society's views on taxation with their communication and it has been proved effective via the awards and the high percentage of pleased customers.

2.3 Search Engine Optimization

According to Shenoy and Pabhu (2016), search engine optimization (SEO) is a method used to lure in traffic to one's website in search engine results either using pay-per-click service or naturally. Naturally in this context refers to context organic visibility and not promoted ranking. Pay-per-click services, also known as search engine advertising (SEA), are mostly on the top of the query and marked as promoted. Both paid and natural query are search engine marketing (HubSpot, 2020, p.4).

Web crawlers use links between URLs to find new content and store the information they find in the search engine index which is the database where all the discovered data is stored. This process is known as crawling and ranking, and it can vary depending on the search engine. Search engines go through billions of pieces of content and evaluate all the data with different factors to decide which sites or contents are most likely answering the query (Moz, 2020). Google is still the market leader in search engines. This is due to

“Google’s innovative search capabilities and market penetration” (Shenoy & Pabhu, 2016).

The SEO methodology includes many factors that are divided into on-site SEO and off-site SEO. On-site SEO focuses on the efficient content the user gets such as site maps, headings and semantics. Whereas off-site SEO factors are not dependent on a code or that cannot be controlled. Examples of off-site SEO include social media marketing, blogs and forum postings. While the website creates the following for their content, off-site SEO is necessary (Shenoy & Pabhu, 2016).

2.3.1 Importance of SEO

Since 93 % of all web traffic is through a search engine, it is essential in becoming relevant in the online world (99 firms, 2019). Therefore, it is important to create your website to appear high on google searches. According to Smart Insights (2020), only 4.32 % of all Google search clicks resulted in a click to a website that was promoted, whereas organic clicks made 60% of all the clicks. In addition to that, also the first three organic results earn more than 50% of the total click-throughs (Smart Insights, 2020). Due to these reasons being in the top three organic results is crucial for success in SEO.

Sometimes companies may wish quick results and then use devious tactics to achieve results quickly (Shenoy & Pabhu, 2016). Even though using paid clicks might seem tempting and a quick route to success, it can affect SEO searches in the long run and it might not give the website any upper hand (Shenoy & Pabhu, 2016). This is due to the fact that search engines have developed over the years and learned from the past attempts of “black hat” SEO techniques. These methods include filling the content of keywords and link farming, which is a term used for buying links. Using said techniques is nowadays penalized with lowering their search engine results page (SERP) ranking (Shenoy & Pabhu, 2016).

Benefits to SEO include low cost of implementation, improved long-term or permanent ranking results and enhanced usability of the site. The challenges are finding the content balance as well as the large time investment required to make lasting changes. Implementing SEO can be done in many ways, such as using relevant keywords and quality content on the website. Small details make a huge different. For example, using keywords in the SERP metadescription and headline can raise the search ranking. The internal links are also essential. The rule of thumb for internal linking is that no subpage should be more than three clicks away from the front page (Shenoy & Pabhu, 2016).

One main thing which has stayed essential through all the algorithm changes is keyword research. Keyword research refers to a process of finding the words people use when trying to find your products or services. Usually this research is being done by creating a list of relevant topics of the company's business. When the list is complete, it is time to add words and questions related to the topics. Long-tail keywords create better quality traffic to the website than one-word keywords (HubSpot & Ryte, 2020, p.39). For example, Company X works with unemployed customers and the questions related to it could be "what to do when I get fired" or "how to improve my CV". The last step of keyword research is to analyse all the words on how well they work and see if there would be other keywords attached to them. For instance, this can be done by searching a keyword and looking at the bottom field "Searches related to" (Leist, 2020).

For companies attempting to utilize SEO, Ryte and Hubspot (2020) suggest making a 14-day to a 30-day plan. Everyday something to enhance SEO is done, such as changing the metadescrptions or site maps. During the first months of enhancing SEO there will be mistakes, things that might make the ranking go down. By correcting the mistakes, the website finds the perfect balance of keywords and its content (Shenoy & Pabhu, 2016). The Ryte and HubSpot's article "How to Increase Your SEO Traffic in 30 Days" (2020) will be used as a reference to the Company X's SEO enhancing tips.

3 Data and methodology

This chapter focuses on the empirical part of this research. The interviews were semi-structured theme interviews with predesigned themes and questions for each person individually about the topic of interest. In a semi-structured interview, the interviewer asks more open-ended questions and allows discussion (Doyle, 2020). Both interviews were held at their office in person and the length was between 30-40 minutes. They were voice-recorded and transcribed afterwards.

For this thesis, the EVP of the company and the corporation's former Director of Marketing and Communication were interviewed. With the EVP of the company, the main emphasis of the interview was on the company's marketing history and the goals the company holds for the future. The interviewee has been with the company from the start and currently manages the administration operations.

The second interview's purpose was to get a better understanding of the recent changes to marketing and look at the goals from a professional marketing point of view. The Director of Marketing and Communication had worked for the corporation for six months. When the interview was conducted the person was working for the corporation, but the Director has changed during the writing process of this thesis.

4 Interview with the Executive Vice President

The first interview held with the executive vice president of the company focused primarily to the past efforts and the current challenges the company faces with B2C marketing.

In the beginning of the interview, the basics and his past in the company was went through. For Company X marketing is a tool to keep their customers informed on issues and to uphold their good reputation. The EVP explained that they have targeted some of their social media accounts to certain groups. For example, LinkedIn is allocated for possible job seekers, Twitter is for supplier customers and Instagram was created for a young adults' training program. In recent years, Instagram and Facebook has been mostly used for paid advertising and inform various stakeholders on current events et cetera. Addition to these social media sites, Company X has also a YouTube account which is used to add videos explaining their trainings. Overall, the importance of having a social media presence and valid website became relevant in the Company X's field in 2018. Then the EVP could see a trend which made competitors update their online presence.

The EVP expressed the company's challenge with social media marketing especially. He feels the company do not need excessive amount of followers on social media and has seen the social media as a place to indicate their marketing efforts to their supply customers. According to the interviewee, the problem on their field is the public's negative outlook on their services. Their main client is rarely in the media positively and the companies in the field are mostly seen as private companies making money by exploiting unemployed people. The subject of turning the outlook of the field is an issue everyone in the business relates to.

He does see a problem arising with the recruitment trainings that the companies they wish to take part of the training have never heard of them. This is due to the fact that Company X is not commonly known enterprise to the public. It creates challenges to them and for that reason he wishes to have a bigger online presence.

When asked about the negative sides of Company X's marketing, the EVP mentioned the limited budget and in-house marketing. However, the new recruitment training programs create more sales and therefore create more room to increase the budget for marketing.

Another issue he had was the lack of marketing for new concepts. These new trainings or programs get mentioned on their website but can get lost in the mass. As an example, they mentioned their psychological services that are not only for the unemployed

customers. He wishes for these types of trainings to become more visible to the public. Another wish was to inspire the trainers to be more involved with the marketing, especially on LinkedIn.

The interview gave a good idea of what Company X wanted for the guidebook. The EVP's main wish is to get the marketing and communication clearer. The main goal is not to raise the follower count but to give needed attention to their trainings and maintain the good brand image already possess.

4.1 Interview with the former Marketing and Communication Director

The interview with the former Marketing and Communication Director mainly focused on the professional point of view in the Company X's marketing and communication.

The Director is in charge of marketing for the whole corporation and estimated to work with the Company X on average three hours per week. These tasks are assistant and mostly revolve around the brochures' lay-out. In addition to that, they also guide the Company X's marketing and communication trainee. The Director did a marketing strategy in the beginning of their job career in the corporation in order to picture what belongs to the Company X' s marketing and communication.

The Director noticed few main concepts in the Company X's marketing which were only using organic marketing and the lack of influence and attractiveness in social media posts. During their time in Company X the brochures and social media posts have become more vivid and clear. For example, changing the pictures on the Company X's website from cartoons to real pictures made raising blog post to social media easier.

The corporation and Company X share the graphic guidelines and the Director sees it as an advantage. With the similarities to the corporation, Company X can show the history behind it and the reputation the corporation has. The challenge the Marketing Director mentions is accessibility. It is not easy for the Company X to find their demographics since their B2C customers are from different backgrounds.

The Director thought Facebook would be the best social media channel for Company X to invest in and to diversify the content on Instagram. They also recommended using small videos and professional pictures to make the channels become more vivid. They also see social media as a channel to lead people to the Company X's website. The Director also raise up the importance of introduction to the new interns. Since Company X uses interns to do their marketing and communication, it is important to make sure the new intern

knows the Company X's basics of marketing. This is why the Director sees the guidebook as a positive concept, not only for the company's marketing but as a tool to introduce new marketing interns to the company.

The Director of Marketing and Communication pinpointed the need for clearer concepts of marketing. They could see the potential Company X has and thinks that small changes will improve the marketing.

5 Conclusion

In this chapter, the findings from the empirical data and theoretical knowledge are combined.

5.1 The guidebook's structure

The content of the guidebook has changed with the thesis process. In the beginning, the content was more or less everything to do with B2C marketing. While conducting the interviews and understanding the needs of the company, the guidebook started to evolve and shift into a more defined version. The main needs were to simplify and clarify the company's marketing efforts. Especially in the interview with the EVP, the vision on the end results started to form.

Since the case company does not have the needs to expand their marketing currently due to limited resources, the decision to focus on social media marketing and SEO was made. In social media marketing, the theory was used to point the possibility of using social media channels to strengthen brand loyalty and customer experience.

The case study, which highlighted the success of the FTA, proved social media to work as a channel to communicate with customers in order to achieve a positive outlook on the field. For Company X to achieve similar results to the FTA, they need to pinpoint the reason why they are offering the trainings they do and what they want to achieve with their business. After finding the reasons, it can resonate through their marketing. Using employees as an asset on social media is also preferable. Everyone does not need to be active and start discussions but just with liking and occasionally sharing posts, through the employees network the post's reach widens to limits no paid marketing campaign could achieve.

After observing the case companies' competitors, the lack of expert content was evident. Therefore, the field has a spot for Company X to share more informational content and use content marketing for their advantage.

A new form of content they should use on social media is short videos. The case company already does videos about their trainings and posts them on YouTube. With editing the videos and by adding subtitles, they could create a 30 second video which could then be posted on social media. The recommendation is to keep them close to 30 seconds in length because it would be optimal for social media. People's attention span is related to

the platform the videos is updated. People most likely will watch a 5-minute video on YouTube but on Instagram the optimal length is 30 seconds (Chi, 2018).

SEO enhancing tools were primarily centred around implementing small changes to the case company's website. The needed improvements were laid out in steps and included changes, such as shortening URLs and adding description on pictures used on the website. Also, the importance of content is crucial since the web crawlers use the content on the webpage to compare it with others. Thus, if the content of the webpage does not match the query, the ranking will be low.

5.1.1 Marketing plan for the recruitment trainings

As a starting point, a SWOT- analysis was done for Company X. Their strengths are experienced coaches, satisfied customers, reliability and a long history due to the corporation. The weaknesses are lack of time and lack of public recognizability. As an opportunity, their marketing and communication stand out because with the help of marketing they can increase their recognizability. Lastly, the negative public image of the overall field can be a threat.



Figure 3. The SWOT analysis of the case company.

Since Company X has a great team full of the field's experts, they should use it to their advantage. There are few other companies offering the recruitment trainings, and the competition is tough. One competition company has a three-person marketing team and it

has been doing them a lot longer. In order to beat the competition, Company X must invest into marketing and especially express their excellent staff. Also, it is important to highlight the trainings on their social media and website. One method to achieve this is to devote time to clearly explain the trainings. For example, what it requires from the participants and what they might get from it. This can be done by using videos and blog posts.

It would be beneficial for Company X to allocate a marketing budget for the recruitment trainings. The budget would not need to be big and could be related to the training programs. For example, during the application period they could have a campaign on social media.

5.2 Feedback and future suggestions

The guidebook was sent to the EVP of the case company for evaluation. The feedback was positive and proved that the guidebook was needed. According to the EVP, the case company needed a clear and compact guidebook for marketing and communication. The created guidebook gave them the necessary tools to unite their communication and marketing. It helped them also with the introduction of new employees.

If Company X wishes to continue their research projects, one suggestion would be to improve their customer profiles. The customer profiles used in this guidebook are not accurate and the point was to give them the information they need for creating customer profile and to provide a visual example for them to use in the future. It would advance their marketing since it would allow them to target their customers online more precisely.

6 Discussion

6.1 Research answers

In the beginning of the process two main research questions were set. The research questions, stated in chapter 1.1, were about improving organic marketing and creating possible avenues to effectively market their new recruitment trainings. To summarize, the research questions were:

How does the Company X improve their organic marketing?

To be able to improve their organic marketing, Company X has to focus on the quality of the content they put online. Valuable and informational content can create a platform for them which they can use to create visibility across the social media channels. If Company X's employees are active on social media, it can also benefit the brand image. With small changes to their website, such as descriptive metadescrptions, their SEO ranking will go up.

How does Company X effectively market their new recruitment trainings?

Company X's advantage in recruitment trainings are their long history and excellent employees. In order to improve their marketing, they will need to further clarify how the trainings work and what it requires from the participant. On top of this, allocating screen time for the recruitment trainings on their social media platforms would be beneficial. By posting informational material online, they could get brand visibility that aids the whole company. If Company X has bigger social media presence, it also helps them with the marketing for recruitment trainings.

6.2 Personal learnings

All in all, the complete thesis process took longer than expected but in retrospect I am glad I took my time with the project.

During the past year, I have become more sure of my future professional direction as a soon-to-be marketing and communications graduate.

The topic itself was intriguing since it allowed me to be both creative and analytical at the same time.

That's how I learned the most effective type of marketing combines these two elements into something which can be both eloquent as well as effective.

By studying the theory, I gained more in-depth knowledge on digital marketing. The topic I gained most new information on was Search Engine Optimization, since I did not know much about it beforehand.

I also wish to express my gratitude for the Company X since they granted me the possibility to gain valuable real-life work experience in marketing.

On top of this, the chance to collaborate with the company on the making of this thesis and the guidebook made the experience even more rewarding.

During the internship, it was truly a pleasure to work with the talented personnel of the case company.

The confidence I gained from this whole journey will help me in the life after graduating.

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Appendices

Appendix 1. Interview questions for the CEO

1. Kerro kuka olet, mitä teet Yritys X:ssä ja kuinka kauan olet ollut toiminnassa mukana?
2. Mitkä ovat Publicin arvot? Heijastuuko nämä arvot nyt markkinoinnissa ja viestinnässä?
3. Miten itse näet Publicin markkinoinnin? Hyvät ja huonot puolet?
4. Minkälaista markkinointia olette tehneet ennen?
5. Onko teillä ollut brändiuudistuksia? Jos on, mistä ne johtuivat?
6. Oletteko koskaan budjetoanut yleistä markkinointia? Tai harkinnut sitä?
7. Oletteko koskaan tehnyt tutkimusta somekanavista (esim. Mitkä niistä ovat tuottavaisimpia teille?)
8. Onko teillä työntekijöille sääntöjä someen liittyen?
9. Oletteko tehnyt linjauksia siihen, miten someen kirjoitetaan tai minkälaisia kuvia käytetään?
10. Mitä tulevaisuuden toiveita teillä on markkinoinnin ja viestinnän suhteen?

Appendix 2. Interview questions for the marketing director

1. Kerro kuka olet, mitä teet Yritys X:ssä ja kuinka kauan olet ollut toiminnassa mukana?
2. Kuinka paljon olet tekemisissä Yritys X:n markkinoinnissa ja viestinnässä?
3. Minkälaisia työtehtäviä sinulla on?
4. Kun aloitit keväällä 2019, teitkö alkukartoitusta Yritys X:n tilanteesta?
5. Mitkä Yritys X:n somekanavat ovat?
6. Minkälainen markkinointi Yritys X:llä on?
7. Minkälaisia uudistuksia täällä on tapahtunut markkinoinnin ja viestinnän suhteen sen jälkeen sinä olet tullut taloon?
8. Kuinka paljon Yritys X:n markkinointi olla samanlainen koko konsernin kanssa?
9. Miten parantaisit Yritys X:n markkinointia ja näetkö vaikeuksia markkinoinnin suhteen?
10. Näetkö hyödyllisenä markkinoinnin parantamisen yritykselle?
11. Onko Yritys X:lle tehty esimerkki asiakasprofieileja?
12. Onko sinulla mitään mihin haluaisit minun paneutuvan opinnäytetyössäni?

Appendix 3. The marketing and communication guidebook

The guidebook is only for the commissioned company.