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Social Media Marketing Plan for Askartelu- kauppa Tmi Leila Tervapuro



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Abstract

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The purpose of this thesis was to create a social media marketing plan for Askartelukauppa Tmi Leila Tervapuro. The thesis examines what social media marketing is and how Facebook, Instagram and Pinterest can be utilised in a company. It also explores the commissioning company's competitors to perceive how they exploit social media marketing channels. The thesis is executed as a development task and resulting in a social media marketing plan and a social media marketing year clock for the commissioning company.

The theoretical background was defined to focus on digital marketing communication, content strategy and social media marketing environment. The theory also examines the social media marketing process and how social media marketing can be measured.

The current situation of the commissioning company's social media marketing was researched by an in-depth interview. When the starting points were discovered, the company's competitors' social media marketing activities were researched with benchmarking. After the benchmarking analysis, the thesis continues with the creation process of the social media marketing plan, by describing the step-by-step process of how the plan was composed and what are the plan's contents.

The result of the development task is a clear, simple, user-friendly and time-effective social media marketing plan and a supportive social media marketing year clock. The social media marketing plan follows a four-stage social media marketing process. The year clock suggests monthly events and themes during a year for content creation. Together these created models propose which social media marketing channels to exploit and how. Moreover, they offer ideas for what kind of content to post, clarify planning and facilitate time scheduling.

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1 Introduction

Many people spend a significant amount of time scrolling through social networking sites on daily basis. A company should take advantage of this phenomenon and use social media as a tool to increase brand awareness. People want information to be easily accessible, which makes social media marketing ideal for delivering information and creating interaction. Moreover, social media marketing is cost-effective and easily measurable which makes it an even more important tool for companies to find, reach and bring closer the customers.

The purpose of this thesis is to develop a social media marketing plan for a craft supply store Askartelukauppa Tmi Leila Tervapuro. The thesis considers utilising social media in marketing and offers an overview of the digital marketing communication phenomenon. In addition to social media channels, an essential part of the thesis is planning marketing. The thesis examines how marketing is planned and executed goal-directly in social media.

The thesis is executed as a development task, which aims to produce new instructions to practice. A development task offers the greatest benefit for the commissioning company, which receives practical guidance to social media marketing. The development task of the thesis will be the social media marketing plan, which will be created based on the examined theoretical material. The theoretical background explores digital marketing communication, content strategy, social media marketing environment and how social media marketing is planned and measured in companies. The newness of the topics and finding current, up to date information will be taken into account when combining the theoretical background for the thesis by utilising both literature and especially online sources. The social media marketing plan, which will include time schedule, goals and different social media channels, is created based on the studied material.

The goal of the social media marketing plan is to provide the commissioner with a plan that offers instructions on how to use social media marketing tools clearly and coherently. The plan aims to increase the company's visibility in social media and, consequently, grow the number of followers and engagement on different social media channels. To support the plan and its goals a social media marketing year clock will also be created. The year clock will suggest the monthly marketing themes, such as event and holidays related to the commissioning company. The studied social media channels have been defined to Facebook, Instagram and Pinterest, as they meet best the needs of the commissioning company.

The thesis will utilise an in-depth interview with the commissioner to find out the starting points for the development of the social media marketing plan and the year clock. Constructing the year clock will require determining the monthly events, holidays and themes meaningful to craft supply business to create a model for annual social media marketing content. The thesis will go through the development work process from the viewpoint of developing the social media marketing plan and follow a four-stage social media marketing process.

The commissioning company will benefit from the social media marketing plan greatly by giving the tools to execute customer-oriented social media marketing on a regular basis. The end result intends to be an informative plan, which enables the commissioner to start their social media marketing activities in January 2021. Moreover, the plan aims to be usable for multiple years, as it can be updated when necessary to meet the social media marketing needs of the company also in the future.

2 Theoretical background

The theoretical part of the thesis will discuss digital marketing and social media as a phenomenon and a marketing tool. The thesis will concentrate on social media and how it can be used in marketing, and it will also outline the social media channels, operations and tools that are the most favourable for the commissioning party.

Traditional marketing tools and channels lose their significance continuously. Therefore, the resources used on them can be transferred to digital marketing. Internet is an inexpensive and cost-effective marketing tool. (Kananen 2013, 23.)

2.1 Digital Marketing Communications

Digital marketing communications stand for all marketing communications that happen in a digital shape or media. Digital marketing communications can also be defined as communicating and interaction between a brand or a company and its customers, in which some digital channels and information technology is used. Therefore, digital marketing communications can be explained as the utilisation of different digital marketing communications' media platforms and shapes, such as the internet, mobile and other interactive channels in an organisation's marketing communications. (Karjaluo 2010, 13-15.)

For example, electronic direct marketing, internet marketing, social media, mobile marketing, and interactive television are all forms of digital marketing. From the most common ones, electric direct marketing includes for example email and mobile marketing, and internet marketing covers websites, search engine marketing, campaign websites and online marketing, such as website banners. As target groups use the internet and social media, advertisers are more interested in using different forms of digital marketing communications to operate more cost-effectively. (Karjaluo 2010, 14.)

The awareness of digital media types is crucial for digital marketing success, and comprising media types comprehensively is recommendable for executing digital marketing successfully (Newman 2014). Digital media can be divided into three different types: owned media, earned media and paid media.

Owned media includes assets and platforms a company owns and manages (Dodson 2016, 156). These platforms include for instance a blog, YouTube channel, company website and Facebook page. Typically, a company does not have to pay for the basic usage of these platforms. (Burbary & Hemann 2013, 2-6.)

Earned media delivers visibility when the content created by a company is shared voluntarily in different platforms, for example when customers or press are publishing the content of a company on their own channels or on public channels (Burbary & Hemann 2013, 2-3).

Paid media is ad space that a company has bought to advertise their products or services. This includes for example advertisements displayed on other websites, social media advertisements or paid search advertisements. (Burbary & Hemann 2013, 2-5.) Paid media is used for driving traffic to owned media platforms (Dodson 2016, 156).

Owned media is the focal point of a company on the internet. The most important owned media is the webpage of a company and the content in there. A company must make sure that the correct target groups find content the most suitable for them, which is not always self-evident. At this point, paid and earned media come into the picture by helping to gain more visibility. In order to succeed, a website requires paid and earned media to expand their visibility on the internet. (Burbary & Hemann 2013, 2-12.) Owned media also includes the content a company shares across various social media channels. A customer-oriented, problem solving and engaging marketing content strategy through owned media helps to earn the customers' trust and support (Newman 2014).

2.2 Content strategy

The basis of content strategy and content marketing is to improve a company's customer-oriented approach for marketing and communications and thus productivity. Content strategy starts from business strategy and understanding of customer. It suggests how marketing and communication execute strategic objectives and how reaching, engaging and serving customers is the most crucial for organisational success. (Hakola & Hiila 2012, 66.) According to Hakola and Hiila (2012, 66), content strategy determines how online communication is executed, which subjects are interesting to the target groups and how a company can develop their communication in the future. It also includes what are the most important motives of customers to purchase a company's products and services (Keronen & Tanni 2017, 25). Content strategy is also a great tool for

solving challenges regarding content management and publishing processes (Hakola & Hiila 2012, 79).

Content planning needs to take into account the company's strategy, which is a mutual objective and a vision as well as a direction of how to get there. A brand also affects the content as it directs what kind of company the company is and aspires to be. Content strategy has considered both the brand and the company's strategy, and tells how the content should be executed based on these alignments to create additional value to a customer. (Keronen & Tanni 2017, 26.)

Content marketing is goal-directed executing of content strategy's alignments and influencing targeted customer with carefully considered content in the right channels. It is used to realize strategic goals or to create content in order to enhance customer experience, open new markets, attract attention and generate leads. (Keronen & Tanni 2017, 31.)

2.3 Social Media

Social media stands for human interaction happening on the internet. People produce text, images and content, such as opinions and recommendations on social media channels. The opportunities of social media are easily accessible and promptly changing. Therefore, social media is a powerful tool of creating and maintaining customer relationships. When social media is used as a marketing tool, the content of a company website is also published on social media channels such as Facebook, YouTube and Twitter. Social media communities consist of content producers and users, and the roles can also change the other way around. Typical features of social media channels include transparency and changes, and anyone can take a part in a conversation and express their opinions. (Kananen 2013, 13-14.) Social media users who do not actively share content might be active in following other users and commenting and liking content shared by others (Pönkä 2014, 38).

A company can benefit from different social media communities by outsourcing parts to consumers. The outsourcing can include for example product development, marketing, customer acquisition or even defending the company. However, the consumers want to also benefit from participating, which leads to the problem of how to motivate people to constantly to participate on the community activities. Another problem with social media is how the benefits and effectiveness of social media can be measured. (Kananen 2013, 14-15.)

2.4 Social Media Channels

It is easier for companies to reach their customers due to the rapidly grown selection of social media channels. However, the vast number of channels has brought the consumers to segregate based on the appeal of the channel to a particular demographic. Therefore, it is more advisable for companies to choose a few social media channels and concentrate on them wholly to deliver content to a company's core customers. (Forbes 2019.)

2.4.1 Facebook

Facebook advertisements are paid messages from companies. They communicate the company brand and help companies to find the consumers most important for them. A company can create a Facebook advertising campaign if they for example want more people to visit their webpage. A Facebook campaign requires a goal, a target group, a budget and pictures or videos. (Facebook n.d. a.)

In order to choose the correct goal, a company must know what kind of result they want to reach. It can be for example downloads of an application, sales on the website or increasing brand awareness. (Facebook n.d. b.)

The coverage of organic (non-paid) ads is generally weak. Depending on the size of a page, only 5-10 % of the followers will see the ad in their news feed. This is caused by the changed Facebook algorithms, and organic that visibility has decreased radically during the past few years. (Mikkola 2018.) Therefore, Facebook is an excellent channel for paid advertisement. With paid advertisement, a company's updates will reach most of the followers (Pyyhtiä etc. 2017, 189).

A company can choose the desired demographics of the target group. The choice of demographics should be based on what a company knows about the target group. The demographics include, for example, age, gender, location and interests. A company can also choose where it wants its advertisements to be portrayed, for example in Facebook, Instagram or in specific mobile devices. (Facebook n.d. c.)

A Facebook budget is the amount of money a company is willing to pay for showing the advertisements to the target group eligible for reaching the goal. A company can either choose a daily budget or lifetime budget and determine the schedule for the advertisements. When creating a

budget, a company also chooses the payment method, for example, cost per click (CPC) or cost per mille (CPM). (Facebook n.d. d.)

With CPM, a company pays for a thousand views. The idea is to pay for consumers to see the advertisement. Facebook shows the advertisement to the people who are most likely to help the company to reach its goal. When CPC is the payment method, a company pays for clicks directed to the advertisement or to another specified target. (Kananen 2013, 130.) CPM is measured by dividing the budget with the number of views multiplied by a thousand. CPC on the other hand is measured by dividing the budget with the number of clicks. (Facebook n.d. e.)

2.4.2 Instagram

Instagram is a free social media app for sharing photos and videos. In June 2018, Instagram had over 1 billion users worldwide. Instagram is popular, especially amongst the youth. According to the research from Statista, 60 % of 15-25-year-old Finns used Instagram in 2017. The percentage is 47 % for 26-35-year-olds, and 36 % for 36-45-year-olds. (Statista 2018.)

It is possible to create either a personal profile or a business profile on Instagram. In a business profile, in addition to viewing photos and videos, a consumer can contact the company via email or phone by tapping a link, send a private message to the company, or tap a link that directs the customer to the company website. (Instagram n.d.)

A retailer can share quality photos and videos of its product on Instagram. Storytelling is important for all business, and on Instagram, storytelling can be built by sharing material related to company history, daily chores, events and behind the scenes. Instagram is great for storytelling especially because the photos and videos are shown in a chronological order, which enabled the followers to see the story and development of a company chronologically. (Meyerson 2015, 247.) Instagram also includes an Instagram stories feature, which enables the users to film short photos and videos which are only viewable for the followers for 24 hours.

One of Instagram's essential features is hashtags. A hashtag is a symbol used in front of a word or group of words in order to make it a metadata tag for information searching. Hashtags help the users to find content that interests them, and by using hashtags a company can make it easier for consumers to find their Instagram profile. Therefore, a company should consider what kind of hashtags to use with their photos in order to Instagram users find the profile the easiest. A proper

number of hashtags on a photo is approximately 20-30 for each photo. (Meyerson 2015, 249-250.)

A company can create their own unique hashtags to represent their own products and services and other activities. In that case, it is important to check beforehand if someone else is using the hashtag. This prevents the company's content from getting mixed up with other content. When the hashtags have been decided, a company can encourage followers to share pictures of their products and to add the company hashtag on the picture. Thus, a wide collection of photos related to the company is created in the long run. (Kortesuo 2018, 92.)

On Instagram, visibility is linked to the number of reactions and comments. This is why it can be beneficial to add a Call to Action (CTA) on an Instagram post. A CTA can be for example asking followers to tag their friends on a comment or to ask them to answer a question. Commenting increases a company's visibility on Instagram's Search -page. Moreover, when one follower tags two of their friends on a post, two more people see the post and might comment the post themselves. (Meyerson 2015, 251.)

Instagram offers similar statistics to a company as Facebook. For example, Instagram tells a company when its followers are online, and how many people a company reaches with each post. Instagram also shares the distribution of genders, the most common locations, and the change in the number of followers. As the newest feature, Instagram tells a company how many people who saw a post clicked themselves to the company Instagram page. It is also possible to do paid advertising on Instagram. An ad can be connected with Facebook in order that it shows in both Facebook and Instagram. This enables a company to use Facebook's ad demographics feature.

2.4.3 Pinterest

Pinterest is a social media channel with approximately 200 million monthly users. Pinterest is often used for finding inspiration about new products and ideas, by which the purpose of it differs from Facebook and Instagram. (Newberry, 2018.) In Finland, 20 % of all Finns and 34 % of Finnish women use Pinterest (AudienceProject 2019, 52-53).

Pinterest is a visual bookmarking tool that offers its' users a source of inspiration where users can find and save content instead of traditional searching (Pinterest 2018). The users of Pinterest can add interesting pictures to their own visual collections called boards. The boards are as if digital

versions of traditional pin boards. Photos saved to Pinterest are called Pins. Every Pin works as a link, by clicking the photo you will get to the website the photo was originally added from. This feature helps to add more traffic to websites. This can be especially beneficial to online stores, as if a user sees an interesting product, they can go directly to the online store to purchase it by clicking the photo. (Kuvaja 2016.)

For companies, Pinterest is an excellent channel to find potential customers and gain clicks to their own website. In addition to inspiring people, companies can increase their conspicuousness and sales. Pinterest is an excellent tool for especially companies with highly visual products, such as arts and crafts, food and decorating. (Muurinen 2014.) Even though Pinterest is considered as a social media channel, the users find it more similar to a search engine as it is used for searching ideas and inspiration. The searches made by the users do not usually include brand names, which makes it possible for smaller companies to stand out. (Tovari 2019.)

2.5 Four-Stage Social Media Marketing Process

Social media marketing can be used to create traffic, brand exposure and interaction with customers. Social media marketing can be seen as a four-stage process. The four stages are goals, channels, implement and analyse, as illustrated in Figure 1. (Dodson 2016, 153-154.)



Figure 1 The Social Media Marketing Process (Dodson 2016, 154)

The first stage of the process is to **set goals**. There are five different kinds of goals:

- business goals, such as sales, reducing costs and generating leads
- customer service goals, for example, consumer satisfaction
- product goals, such as enhancing, designing and researching
- communication goals as building reputation and brand
- marketing goals, for example, increasing awareness and branding. (Dodson 2016, 158.)

The second stage of the process is **channels**. After goals have been set, a company must choose what social media channels it is going to use to accomplish the goals. (Dodson 2016, 158.)

The third stage, **implement**, is all about understanding the company's audience. A social media campaign is customized around the company's position in the market. A company must listen to their customers and determine who are the people in a key demographic, and how can they be

reached to carefully consider a campaign. Essential demographics include for example age, gender and location. It is also important to understand if an audience uses a specific social media platform or a mixture of different social media channels. The key demographic also influences which tone and style a company should use in communication. (Dodson 2016, 188-191.)

A social media campaign is ineffectual if there is no continuous analysis, and therefore the fourth step of the process is to **analyse**. It is important to set goals that are smart, explicit and obtainable and that can be measured. These goals need to be tracked by iterating, enhancing and improving them in the course of time. Using analytics tools helps to stay in track of optimization and enhancement. (Dodson 2016, 228.)

2.6 Measuring

Measuring the results of marketing is important during the tracking period of marketing. It is not profitable to invest in digital marketing forms that are not practical for a company's own goals, and measuring results gives knowledge of what is effective and what is not. (Nokkonen-Pirttilampi 2014, 154.) An effective way to analyse social media marketing campaigns is ROI (Return on Investment).

ROI is the act of measuring and evaluating the efficiency of an investment as a percentage or a ratio. ROI is calculated by dividing a campaign's profit (return) by invested capital. (Sheehan 2010, 61.) To calculate ROI for marketing operations, data about a company's revenue and investments is needed first. For example, Google Analytics shows the sales income and other goals directly, and they can be compared to the investments. What comes to marketing, it is recommendable to aim at a high ROI percentage. This is due to the efficiency not including for example cost of production, fixed costs of a company or personnel costs. A company's prime purpose is to generate profit, and therefore it is also marketing's goal. (Liana Technologies, 2017.)

ROI for social media marketing can be more difficult to measure due to it being harder to connect a specific purchase as a result of social media marketing decision. Hoffman and Fodor (2010) propose that instead of measuring social media marketing ROI in marketing investments and calculating the results, the company should analyse a customer's behaviour and with the company's content in social media. Social media platforms offer multiple different indicators which enable the measurement of a customer's brand awareness, brand engagement and word of mouth in social media.

According to Dodson (2016, 278-288, 348) examples of good measurable goals are for example generating leads, building brand, increasing awareness and amount of page loads. Without measuring and analysing, usage of social media as a company's marketing tool can go to waste. It is crucial to constantly question what is measured, what works and what does not, why and how to proceed in the future.

A numeral and measurable matter, a key performance indicator (KPI), is created for every set goal. KPIs enable the comparison of results and help to investigate, for example, the successfulness of social media content. Carefully considered goals, meters and analysing help to grow the company's ROI. (Dodson 2016, 242, 325.) Some of the social media marketing KPI's are for example increasing reactions and followers, expanding reach and page views and clicks.

3 Development task

The thesis is conducted as a development task, which aims to produce new instructions to practice. A development task offers the greatest benefit for the commissioning company, which receives practical guidance to social media marketing. The development task of the thesis will be the social media marketing plan and the year clock.

A development task commonly involves problem-solving and executing and producing new ideas, practices, products and services. The problems solved are problems arisen from practice, and a development task aims to search for better alternative options and to forward the matters to create new practical improvements or new solutions in addition to producing new theory from working life phenomena. (Ojasalo, Moilanen & Ritalahti 2014, 18-19.)

Executing a research is not the only purpose of a development task. Instead, a development task is also method knowledge; knowing information and main concepts of the subject and critical assessment of the results. A development task utilises already existing theories and information to develop business practices. (Ojasalo, Moilanen & Ritalahti 2014, 11–14.) A development task progresses in stages from clarifying the starting point to defining, executing and evaluating the objective. (KAMK n.d. a.)

3.1 Commissioning company and current situation

The commissioning company for this thesis is Askartelukauppa Tmi Leila Tervapuro, which is originally a retail store for crafting tools and materials located in Hämeenlinna, Finland. The company was established in 1988 after the store was bought from the previous owner. The company aims to offer everything a customer wants for their crafting projects from tools and utensils to materials. In 2020 the company also established an online store to make the product range available to larger audiences in Finland. The company employs one full-time employee and one part-time employee. In September 2020, 25 % of the sales derived from the online store and 75 % from the store in Hämeenlinna.

The company mainly uses Facebook for social media marketing. There have been a few paid advertisements on the Facebook page, and after each campaign, the statistics have been briefly

analysed, for example, how many people the advertisement has reached. The company has discovered paid Facebook advertisements to be successful, efficient and also cost-effective as they have succeeded in generating traffic to the company's online store. Even a small budget has helped the company to reach wider coverage for the Facebook post, which has then resulted in more engagement to the post, clicks to the online store and new Facebook message conversations with potential customers.

Other social media channels have not been used actively and the company does not have clear guidelines or objectives for social media marketing. For example, the Instagram page for the company was launched in 2017 as a part of this thesis project but so far there has only been one post.

As a small entrepreneur, the commissioner finds it challenging to dedicate time to plan social media content for their social media channels. As social media marketing has not also been regular, the commissioner finds that keeping up with the changes and updates on different social media channels is difficult.

3.2 Development task process

The thesis will be a commission for Askartelukauppa Tmi Leila Tervapuro and conducted as a development task. The development task process is illustrated in figure 2. The goal of the development task is to research how social media channels can be utilised as the company's marketing channels and based on this to develop the company's social media marketing. The aim is to develop an executable and functional social media marketing plan that helps the commissioning party to plan and execute social media marketing in the future in order to gain more followers and visibility and to activate the current followers.

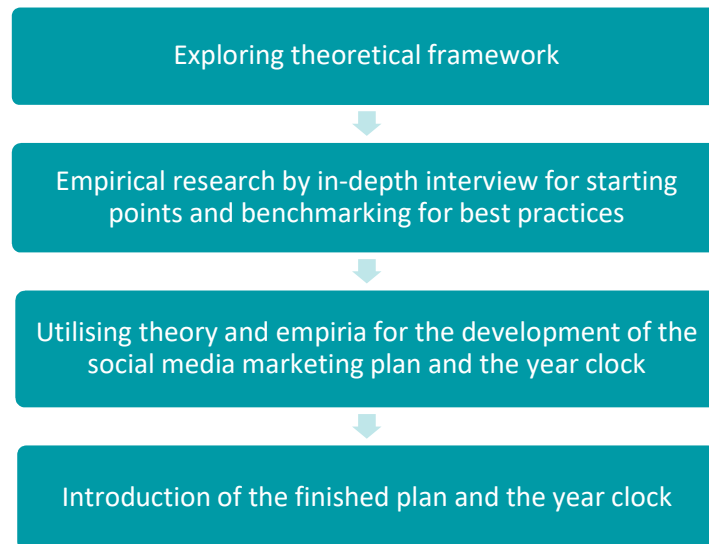


Figure 2. Development task process progression

First, the thesis will explore the theoretical framework of social media marketing. The framework will be mirrored to the creation of the social media marketing plan. In addition to the theoretical framework, the thesis also researches the competitors' social media marketing on the same line of business by benchmarking. To clarify the current situation and starting points for social media marketing and the commissioner's wishes for the social media marketing plan, an in-depth interview is conducted.

The plan aims to find out how potential customers can be activated in social media, advise what kind of campaigns can be executed annually and give suggestions on how to conduct social media marketing. To support the social media marketing plan, a social media marketing year clock will also be created to help to perceive social media marketing content. This social media marketing year clock can be used as a basis also during the upcoming years. The plan and the year clock will be taken into use starting from January 2021.

4 Empirical research

To support the development task, an in-depth interview with the commissioner was conducted. The interview aimed to deepen the understanding of the commissioner's viewpoints to social media marketing. Moreover, the interview examined who are the competitors of the commissioning company. This information was used for conducting a benchmarking analysis of the competitor's social media presence.

4.1 In-depth interview

An in-depth interview goes deep into the most relevant matters and significances on the behalf of the interviewee. A personal in-depth interview aims to understand the interviewee's reactions and attitude towards a specific entity. (KAMK n.d. b.)

To gather further information from the commissioner for the development of the development work, I conducted an in-depth interview with the commissioner. The interview was executed via phone on 8th of March 2020. The purpose of the interview was to further examine the basis for the social media marketing plan.

The interview questions started with mapping out the company's current situation in social media marketing and what have been the challenges and the benefits. The interview also clarified the most important target groups of the social media channels, if social media marketing is measured and what are the goals for social media marketing during the upcoming year. As a part of the interview, together with the commissioner, we clarified the competitors of the company to further use the knowledge in benchmarking. All the interview questions can be seen in Appendix 1.

4.2 Benchmarking

In this thesis benchmarking is used to find out what kind of content to produce and in which social media channels to find out the best practices. Benchmarking can help to acquire information from other companies on the same line of business.

According to Meyerson (2015, 47), it is important to understand what the competitors do in social media before building a social media strategy. Benchmarking can be used to examine what the competitors do well in social media and to compare their social media practices to the company's own. At best, companies have the chance to differentiate from the competitors and exceed their customers' expectations by analysing competitors. (Meyerson 2015, 47.) However, the purpose of benchmarking is not to copy other companies' procedures directly but to adapt and benefit the best and most successful to a company's own activities (Tuominen 2016, 14-16).

I have chosen three companies on the same line of business with the commissioner for benchmarking to examine them and their social media usage to get a view of their social media activity. Benchmarking will be conducted anonymously; the chosen companies will be named as company 1, 2 and 3. Competitors are considered as companies located in nearby cities and municipalities. However, the commissioner pointed out that many companies on the same line of business are seen more as cooperation partners than competitors. The idea of benchmarking in this thesis is to find out the best practices of the competitors and how to apply and exploit them in the commissioning company's social media marketing. All of the chosen companies have a store located in the same or neighbouring regions, and two of the companies also run an online store.

In this chapter, the results of the benchmarking process illustrated in figure 3 are reviewed one company at a time. The companies were each observed in 12 different categories, which are amount of Facebook followers, Facebook post frequency, Facebook content and most popular content, amount of reactions on Facebook, Instagram followers, Instagram post frequency, Instagram content and most popular content, amount of reactions on Instagram and also Pinterest followers and Pinterest content.

	Company 1	Company 2	Company 3
Facebook			
Followers	41 923	1 178	2 107
Post frequency	3 posts per day	1-2 post per week on average, but not regularly	2-5 posts per week
Content	DIY ideas, holidays and seasons, raffles, craft instruction videos, product posts, home decor, knitting	DIY ideas, new products, craft instructions, holidays and seasons	DIY ideas, photos of store's daily life, holidays and seasons, crafting courses, holidays
Most popular content	Raffles, Christmas crafts, children's crafts, knitting, macramé	Card crafts, season's greetings	Daily life at the store, card crafts, ceramics
Amount of reactions	Varies from 5 – 100, raffles can get a few thousand reactions	0 - 20	20 – 200
Instagram			
Followers	5 716	15	175
Post frequency	3 posts per day	Newly launched, four posts total posted within 2 weeks	1-8 posts per month
Content	Lot of the same content as in Facebook	Same content as in Facebook. Product posts, craft ideas	Same content as in Facebook, but less. Product posts, holidays and seasons
Most popular content	The same photos appear to be popular on Instagram as on Facebook	Card crafts	Ceramics
Amount of reactions	Varies between 60-140	As a new channel released content has only gained few reactions	10-30
Pinterest			
Followers	845	2, newly launched	Not in use
Content	Craft instructions pinned from website, boards include for example different holidays and occasions and different techniques or materials	Craft ideas from website, YouTube videos	Not in use

Figure 3. Competitors in social media as of November 2020.

The first company is company 1, a crafts supply store chain with nine stores in Finland. The company has the most social media followers from all three companies with 41 923 Facebook followers, 5 716 Instagram followers and 845 Pinterest followers. The company posts three posts per day on Facebook and Instagram, and therefore has a clear time schedule and in advance planned content.

In addition to craft idea and product photos the company also posts craft instruction videos on both Facebook and Instagram. Mostly the same content is posted on both channels. The content shared is greatly visual and professional, and they offer inspiration to the followers. The Facebook posts include links to the company's online store product pages or to detailed instructions on how to make the craft in question. The company also organises Facebook raffles regularly where the followers of the Facebook page can win their products.

Although the company has a great number of followers on Facebook and Instagram, the posts do not get many comments, reactions or shares. The most reacted content are the Facebook raffles, where a comment is required to participate in the raffle. Most Facebook posts get up to a few dozen of reactions and a couple of comments, and a raffle can get up to a few thousand comments and reactions. Other than raffles the most popular content are the Christmas crafts, children's crafts, knitting and also macramé.

The Instagram posts also utilise hashtags and which are chosen appropriately around the photo content. The Instagram followers are reacting to the shared content notably more actively than the Facebook followers as the amount of reactions varies between 60 to 140 per post. The Instagram Story feature is also exploited actively with daily posts related to events and products.

The company posts new photos and videos weekly on Pinterest. The content is saved to Pinterest directly from the company's online store and includes links to the original page the content was saved from. The saved photos contain a short description of the photo. The content is clearly divided into different suitable boards named after different holidays and occasions or particular techniques or materials.

Company 2 is a craft supplies retailer, importer and wholesale company also running an online store. The company is the most active on Facebook with 1 178 followers, and it has recently launched Instagram and Pinterest pages with only 15 and 2 followers respectively due to the novelty. There are usually one or two Facebook posts posted per week, but the posting pace is not regular. So far there have been four Instagram posts within two weeks' time and a few Pinterest

photos saved but based on the newness of the channels the regularity cannot be estimated. The same posts that were shared on Facebook within this time period were also shared on Instagram.

The content is mostly photos, and the themes of the photos mostly surround around new products, events and craft ideas and instructions. The most popular content are event photos and card crafts, most of the posts however do not get many reactions or comments. The company has only recently launched Instagram and Pinterest pages hence there are not many followers, but suitable hashtags and keywords are utilised well in both channels. The Instagram page includes the same content posted on Facebook, and Pinterest page includes saved photos from the company's online store.

Company 3 is a craft supply and ceramics shop. The company is present on two social media channels Facebook and Instagram, with 2 107 Facebook followers and 175 Instagram followers. The company posts on Facebook 2-5 times weekly and on Instagram 1-8 posts monthly. The themes of the photos are craft ideas, products and courses and the entrepreneur also posts a lot of photos of the daily life of the store. Out of all three companies company three gains the most Facebook reactions if excluding company 1's raffle posts, gaining up to 200 reactions per post. This could be due to the social media presence of loyal customers of the company.

4.2.1 Benchmarking conclusions

Based on the benchmarking results Facebook is the most important social media channel for craft supply stores. In addition to Facebook, Instagram and Pinterest can be used to support social media visibility.

Pinterest is utilised as a time-effective marketing tool as no specific content is created by selected companies on Pinterest. Instead, the Pinterest photos are saved directly from the companies own websites. Then the saved photos will also link to their original source webpages, which helps to create traffic to the company websites.

The Facebook and Instagram content of the companies revolves around different holidays and seasons and crafts concerning them due to the line of business being highly dependent on them. The most popular content are current trends, such as macramé, but also card crafts as one of the most common forms of crafts. Moreover, especially children's craft ideas are emphasised as one of the most popular contents of company 1. It is recommendable to plan content in advance and

to put an effort to the photos, but also more casual snapshots of the company's everyday life can be shared as it is popular content among company 3's followers. The reviewed companies mainly share the same content on Facebook and Instagram, and therefore it is not necessary to plan different content on these channels. However, the Instagram story feature could also be utilised for quick advertisements and videos.

Company 3, which creates posts on social media most irregularly, also has the least reactions to their posts. Therefore, it can be concluded that the regularity of social media posts is important. Yet it might be more favourable to not to post on social media channels too often, such as company 1, as they have few reactions in respect of followers. It could be advisable to execute a Facebook raffle occasionally if the number of followers and awareness want to be increased. Commenting which is often required to participate on a Facebook raffle creates a lot of visibility.

5 Creating a social media marketing plan for Askartelukauppa Tmi Leila Tervapuro

The final outcome of this thesis is a social media marketing plan and a social media marketing year clock to different social media channels. The plan will start out with staging current situation, it provides content suggestions and then it proceeds according to Ian Dodson's (2016, 154) four-stage social media marketing process:

- Setting goals
- Choosing channels
- Implementation
- Analysing and measuring

5.1 Setting goals

The goals for the social media marketing plan are as follows:

- Creating clear instructions and plan for social media marketing
- Increasing the visibility of the company in social media channels
- Growing the number of reactions and followers steadily
- Ensuring the permanence of regular customers
- Regularity of social media marketing

The last goal of solidifying regular customers on social media and social media marketing regularity was emphasized especially in the commissioner's wishes. Therefore, an essential part of the social media marketing plan is to suggest different themes for content to help to create social media content more effortlessly. The social media marketing year clock will also support content creation.

5.2 Choosing channels

Social media channels are chosen according to which channels support the set goals the best. Facebook, Instagram and Pinterest were seen as the best option for the purpose.



Image 1. The company's Facebook page in January 2018.

The company's Facebook page (Image 1) follows the same aesthetic as the physical store. Due to the large company logo size, the company logo is used as the cover photo. The profile photo is a picture of a craft project. In November 2020 the company has 1 147 Facebook followers. The number reactions on the posts vary from 5 to 70. Facebook is the most essential social media channel for the company.

As the commissioner has noticed paid Facebook advertisements to be successful, it is recommendable to continue occasional paid Facebook campaigns. The budget for the Facebook campaigns does not require to be high, a budget of 10 to 30 euros increases the coverage of the campaign significantly. The paid campaigns are efficient and cost-effective especially at generating traffic to the company's online store and also result in new Facebook message conversations with potential customers.

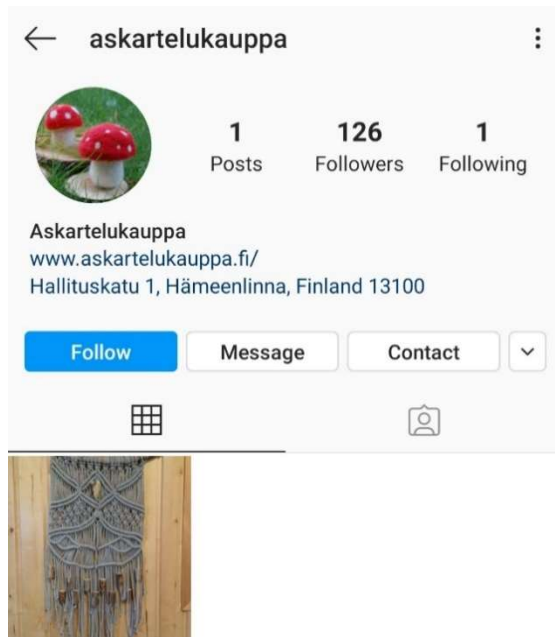


Image 2. The company's Instagram profile.

The company has barely utilised Instagram as a social media channel yet. Therefore, the Instagram page will be put to use for regular content posting in January 2021 at the same time the social media marketing plan is. The Instagram page will work as a support to the Facebook page of the company, and will mainly include the same content as the Facebook page.

On Facebook and Instagram posts, photos are in the biggest role as craft supplies as a business is highly visual. Beautiful photos also appear to the target audience. The overall look of the photo content needs to be cohesive. The language of the posts is kept cheerful and positive. The captions on the photos need to be focused on, as the text should be kept short and related to the photos when the photos are the most important. On Instagram, related hashtags are also added on the posts. The Facebook and Instagram posts focus on the different monthly themes suggested in the year clock. The aim is to create a positive image of the company and make the content interesting to the followers for them to react on the posts more.

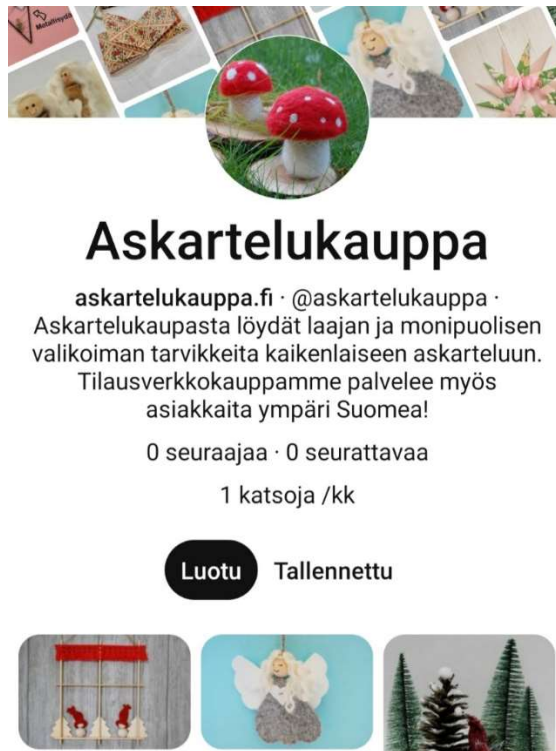


Image 3. The company page on Pinterest.

A Pinterest page will also be launched for regular content posting in January 2021 with Instagram and the social media marketing plan. Pinterest will help to reach new potential online store customers for the company by displaying product and craft idea photos that can be found by Finnish Pinterest users interested in crafts.

When planning a time schedule for social media content, it needs to be taken into account that as a small entrepreneur the commissioner does not have a lot of time and resources for social media marketing. However, regularity is an important goal to reach with the social media marketing plan. Therefore, the plan suggests to post at least once a week and up to four times a week on Facebook and Instagram. Another suggestion is to post the same content on both channels as it is less time-consuming. The Pinterest page is suggested to be updated with content from the company website monthly, separate content does not need to be planned. The plan emphasizes time-efficiency, easiness and clarity to help reach set goals.

5.3 Implementing target groups

A company needs to understand its audience when producing social media marketing content. A company must listen to their customers and determine who are the people in a key demographic, and how can they be reached to carefully consider a campaign.

Many of the customers of Askartelukauppa Tmi Leila Tervapuro are adult women who have discovered knitting, crocheting, art and decorating. The customers are from all ages from children to elderly and crafts as a hobby transmits from a parent to child.

94 % of the company's Facebook followers are women. 27 % of the followers are 35 to 44-year-olds, and the second biggest age group are 45 to 54-year-olds at 24 % from the total amount of followers. The company's Instagram page follows the same demographics trend with 94 % of the followers being female. The most significant age group on Instagram are 35 to 44-year-olds, and the second most significant are 25 to 34-year-olds. Most of the followers on both channels live in the Kanta-Häme region.

The most important target group of Askartelukauppa Tmi Leila Tervapuro are 35 to 54-year-old women based on the social media statistics, who spend most of their time on Facebook from social media channels. This target group includes many kinds of craft hobbyists, such as painters, knitters, trend craft enthusiasts, such as macramé hobbyists and home decorators.

Families are another significant target group. Families look for simple craft ideas suitable to execute with children. The significance of families is emphasized during school holidays and seasonal holidays, but also events around the year, such as birthday parties inspire the families to engage in craft activities.

5.4 Analysing and measuring

What comes to measuring, it needs to be taken into account that the measurement of social media marketing is still a very new process for the commissioner. Therefore, measuring and analysing activities need to start from clear and easily understandable meters. These meters include for example following the number of followers and reactions and online store traffic and sales. Tracking these meters is especially crucial before, during and after a campaign. For example, a clear

percentage increase in the number of followers during a campaign that aims to increase the follower amount can be perceived as a success.

Measuring can only be performed after the social media marketing plan has been in effect for a period of time in the company. However, it is easy to start with measuring by knowing the current situation of followers and reactions. The current numbers can be compared to the situation monthly if there has been any change or growth. Measuring especially the set goals of the social marketing plan, which are the gaining of visibility, followers and reactions, should be executed by looking for positive growth over time.

5.5 Social media marketing year clock

A year clock is a plan that covers a whole calendar year. It helps to schedule the most important events in a company. Therefore, the social media year clock planning process started with writing down holidays and events from the calendar which are related to the craft supply business. As craft supply business is a very seasonal line of business, ideas for quieter months were looked from school holidays and general craft ideas. These selected events work as social media marketing themes, and a specific theme can be visible in the marketing content for example a week at a time, or even longer. To further provide ideas for the times between selected year clock themes, the social media marketing plan provides different content ideas.

The marketing year clock (Appendix 2) was constructed in a clock shape which is a clear and user friendly. The social media marketing year clock was executed as a separate Word file to give the commissioner easy access to view and edit the year clock during upcoming years or to add planned campaigns. The most important monthly events are marked on the year clock with bullet points.

6 Conclusion

The main goals of this thesis were to create a clear social media marketing plan that enhances the visibility of the company in social media and steadily increases the number of reactions and followers. The thesis process started with exploring digital marketing communications, content strategy and social media marketing channels, process and measuring. While gathering the theory base, the newness of the topics and finding current information were taken into account. These topics were explored by gathering theory base from literature and also multiple online sources, as the newest information on the topics is found online.

The gathered theoretical background was then mirrored to the development task of the thesis, which was to create the social media marketing plan and the year clock. The plan follows a four-stage social media marketing process introduced in the theoretical part. The execution of the plan and the year clock also benefitted from empirical research methods, which in this thesis were the commissioner's in-depth interview and the benchmarking of competitors. The benchmarking analysis helped to point out what are the best practices among the competitors in social media, and what is the most popular content. Knowing what kind of content the followers of the competitors in the same line of business are interested in helps to bring a more customer-oriented approach to social media marketing. The social media marketing plan was created in a form of a short guide, and the social media marketing year clock as an additional file. The social media marketing plan and the social media marketing year clock can be found from the appendices of this thesis.

Even though social marketing was a familiar topic for me from both my studies at KAMK and from working life, the thesis process taught me more about social media, especially how social media marketing can be seen as a process with multiple steps to perceive and benefit the most from it. The thesis topic felt meaningful and current in the ever-growing social media marketing environment. Moreover, the work offered insights into social media marketing in a small enterprise. The ready-made social media marketing plan and the year clock will relieve the balancing of the already busy working life of the small entrepreneur and social media marketing. The commissioner has received the final work and been satisfied with it as it is clear and user-friendly. The plan and the year clock are easily adoptable and adjustable.

The social media plan could have provided more detailed suggestions to measuring, but it needs to be kept in mind that measuring social media marketing can be perceived as difficult, especially for a small entrepreneur with only a little experience on social media marketing. But this also brings to mind if the social media plan could have included more detailed instructions on how to use specific social media channels for example in a form of screenshots and step-by-step directions.

As the plan and the year clock are planned to be launched for use in January 2021, the effectiveness of them could not be measured in practice yet. However, the thesis could have included a test campaign in one of the chosen social media marketing channels. A test campaign would have provided further insights for executing, measuring and analysing a social media marketing campaign. Moreover, the plan could have included ready-made content for social media marketing posts, but unfortunately travelling to Hämeenlinna for content creation was not possible due to the current pandemic situation.

The thesis topic was selected as early as autumn 2017 and the thesis plan process started later the same year. The thesis plan was worked little by little among side work duties until 2020 when the actual thesis process took place. Finalising the thesis was made possible at last due to a sudden gap from work, and I'm pleased that I could dedicate and benefit that time fully to my thesis project and assisting the commissioner with the thesis. Hopefully, the thesis will answer to their challenges in social media marketing and be the first step to regular social media marketing, visibility and further engagement of old and new followers.

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Appendices

Appendix 1. Social media marketing plan for Askartelukauppa Tmi Leila Tervapuro.

Askartelukauppa Tmi Leila Tervapuro | Sosiaalisen median markkinointi-suunnitelma vuodelle 2021

Sosiaalisen median markkinoinnin lähtötilanne

- Sosiaalisen median kanavista on ollut satunnaisessa käytössä Facebook, lisäksi Instagram on otettu käyttöön osana opinnäytetyötä
- Myös Pinterest otetaan käyttöön yhtenä kanavana
- Marraskuussa seuraajia Facebookissa 1 147, Instagramissa 126 ja Pinterestissä 0

Sosiaalisen median kanavat

- Facebook
- Instagram
- Pinterest

Sosiaalisen median markkinoinnin tavoitteet vuodelle 2021

- Yrityksen näkyvyyden lisääminen sosiaalisen median kanavissa
- Tykkäysten ja seuraajamäärien tasainen kasvaminen
- Kanta-asiakkaiden pysyvyys
- Säännöllinen julkaisutahti

Sisältö

- Kohderyhmiin vetoavat kauniit ja visuaaliset julkaisut
- Julkaisujen kielen tulee olla hyväntuulista ja positiivista, ja myös hymiöitä voi käyttää. Tekstit voivat olla lyhyitä, sillä pääosassa ovat julkaisujen kuvat
- Saman sisällön voi julkaista sekä Facebookissa että Instagramissa
- Vuosikello antaa ideoita eri kuukausittaisiin sisältöteemoihin
- Mikäli eri teemojen välissä on pitkä aika, voi sisältöä julkaista liittyen
 - Ajankohtaiset askartelun trendit kuten makramee
 - Askarteluohjeita esimerkiksi lasten askarteluun tai syntymäpäiväaskarteluun

- Arvonnat
- Tuoteuutuudet
- Askarteluvinkit
- Askartelukaupan arkea, esimerkiksi kauppakoira Zilin kuulumiset
- Myös ajankohtaisia Askartelukaupalla toteutuvia kursseja mainostetaan sekä Facebookissa että Instagramissa

Facebook

- Päivittäin:
 - Viesteihin vastaaminen
 - Asiakkaiden kommentteihin vastaaminen ja reagointi
 - Asiakkaiden jakamaan sisältöön vastaaminen ja reagointi
- Viikoittain:
 - 1-4 julkaisua
- Kuukausittain:
 - Mittaaminen
- Ajoittaiset pienen budjetin maksetut Facebook-kampanjat erityisesti verkkokaupan liikenteen ja siten myynnin lisäämiseksi

Instagram

- Päivittäin:
 - Viesteihin vastaaminen
 - Asiakkaiden kommentteihin vastaaminen ja reagointi
 - Asiakkaiden jakamaan sisältöön kuten Instagram tarinoihin, @askartelukauppa -merkittyihin julkaisuihin ja Askartelukauppa Hallituskatu 1 -paikkamerkittyihin julkaisuihin vastaaminen ja reagointi
- Viikoittain:
 - 1-4 julkaisua, saman Facebookissa jaetun julkaisun voi julkaista myös Instagramissa
 - Instagram tarinaan julkaisujen lisääminen kaupan arjesta ja kulisseista
- Kuukausittain:
 - Mittaaminen
- Julkaisuihin sopivien hashtagien käyttö:
 - Aina voi käyttää hashtagia #askartelukauppa, #askartelu

- Kuvan teemoihin liittyen kuviin sopivien hashtagien käyttö, kuten #korttiaskartelu, #makramee, #jouluaskartelu, #tonttuovi

Pinterest

- Kuukausittain kuvien tallentaminen yrityksen verkkokaupan sivuilta sopiviin Pinterest aiheauluihin

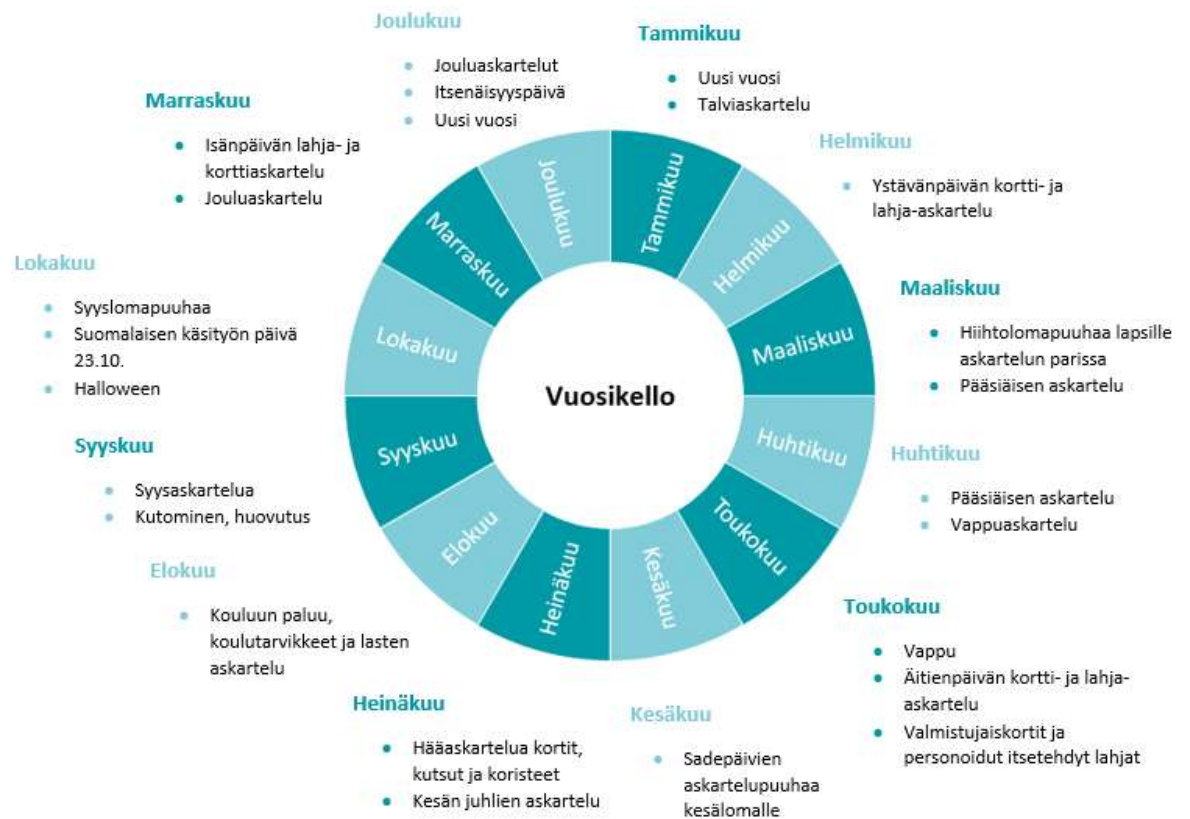
Kohderyhmät

- 35-54-vuotiaat naiset
- Lapsiperheet

Sosiaalisen median markkinoinnin mittaaminen valituissa kanavissa

- Seuraajamäärien sekä julkaisujen tykkäysmäärien seuraaminen kuukausittain tavoitelun tasaisen kasvun seuraamiseksi
- Aktiivinen seuranta kampanjoiden aikana
- Mikäli kampanjan tarkoituksena on ollut erityisesti lisätä liikennettä verkkokauppaan, kampanjaa ennen ja kampanjan jälkeistä verkkokauppaliikennettä seurataan
- Verkkokauppaan liikennettä lisäävän kampanjan voidaan ajatella olleen onnistunut, mikäli liikenteen määrä kasvaa kampanjan aikana prosentuaalisesti selvää kasvua
 - Kampanjoilla voidaan pyrkiä myös esimerkiksi kasvattamaan seuraaja- ja tykkäysmääriä tai verkkokaupan myyntiä, joita mitataan samalla tavalla kampanjaa ennen, sen aikana ja jälkeen
- Myös Facebookin, Instagramin ja Pinterestin omia seurantatyökaluja voidaan käyttää sosiaalisen median markkinoinnin tehokkaaseen mittaamiseen

Appendix 2. Social media marketing year clock in Finnish.



Appendix 3. In-depth interview questions for interviewee in Finnish.

1. Kerro aluksi, miten käytätte sosiaalista mediaa tällä hetkellä?
2. Mitä haasteita on ollut sosiaalisen median markkinoinnissa?
3. Entä mitä hyötyä sosiaalisen median markkinoinnista on ollut?
4. Mitkä ovat mielestänne sosiaalisen median kanavien tärkeimmät kohderyhmät nykyisin?
5. Mitataanko sosiaalisen median markkinoinnin tehokkuutta esimerkiksi seuraamalla seuraajien tai julkaisujen tykkääjien määriä eri kanavissa tai käyttämällä eri työkaluja?
6. Mitkä ovat yrityksen sosiaalisen median markkinoinnin tavoitteet seuraavalle vuodelle?
7. Mitkä yritykset koetaan kilpailijoina?