Digital marketing campaign analysis

Case company Labyrinth Games Room Escape Oy

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TIIVISTELMÄ

Tämä opinnäytetyö käy läpi vapaa-ajan aktiviteetteja tarjoavan yrityksen digitaalista markkinointia. Työn tilaaja on Helsingissä toimiva, pakohuonepelejä järjestävä yritys. Opinnäytetyön tavoitteena oli verrata yrityksen tekemiä digitaalisen markkinoinnin kampanjoita digitaalisen markkinoinnin teoriaan ja antaa yritykselle suosituksia joiden avulla he pystyisivät jatkossa parantamaan digitaalista markkinointiaan.

Teoria koostettiin kirjallisuuden lisäksi verkkolähteistä. Teoriaosuus koostuu lyhyen aikavälin markkinointikampanjoiden perusteista ja digitaalisen markkinointikampanjan erityispiirteistä ja työkaluista. Työkalujen osalta teoriaosuus kattaa laskeutumissivuston, hakukoneoptimoinnin, hakukonemarkkinoinnin ja sosiaalisen median markkinoinnin perusteet.

Analyysiosiossa käydään läpi kaksi yrityksen tekemään digitaalisen markkinoinnin kampanjaa. Kampanjat analysoidaan elementti kerrallaan ja näitä verrataan teoriaan.

Opinnäytetyön viimeinen osuus koostuu tiivistelmästä ja suosituksista. Tässä osiossa yritykselle annetaan parannusehdotuksia, joiden avulla he voivat parantaa digitaalisia markkinointikampanjoita tulevaisuudessa. Tässä osiossa esille nousee muun muassa laskeutumissivustojen käyttö tulevissa kampanjoissa, hakukoneoptimoinnin parantamien ja markkinoinnin suunnittelun kehittäminen.

Avainsanat Digital marketing, Digital marketing analysis, Digital marketing planning

Sivut 39 sivua, joista liitteitä 2 sivua

ABSTRACT

This thesis outlines the basics of digital marketing in a free time activity company. The commissioning company is an escape room company that operates in Helsinki. The objective of the thesis is to analyze commissioning company's previous digital marketing campaigns and give the commissioning company suggestions on how to improve their digital marketing in the future.

The theory was collected from literature and from online materials. The theory covers the key elements of marketing, starting from the marketing in general with the focus being on short term marketing campaigns. Also the special features of digital marketing campaigns are discussed. This includes landing page, search engine optimization, search engine marketing and social media marketing.

The research part is practical and analyses different campaigns thoroughly. The analysis goes through different elements of two different digital marketing campaigns and compares these to the theory. The campaigns are analyzed thoroughly by comparing every part of the campaign to the theory.

Final part of the thesis is conclusion and recommendations. In this section the suggestions are given for the company in order to enhance their performance in digital marketing campaigns. The results include improvement suggestions on different parts of the campaign as well as on the structure of the campaign.

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Appendix 1   Digital marketing vocabulary

1 INTRODUCTION

1.1 Background of the thesis

This thesis goes through digital marketing campaigns conducted by the commissioning company. The objective is to research digital marketing through books and give the commissioning company a clear picture on what their digital marketing campaigns should concentrate on.

The research part of the thesis is qualitative and is based on the literature and material published on the internet. Based on this research, the previous marketing campaigns conducted by the commissioning company are benchmarked and analyzed. The objective is to give the company a clear view on how well they have performed in the past and what they should improve in the future campaigns in order to be able to execute even more successful campaigns.

1.2 Research question and objectives

The research question of this thesis is" How can a digital marketing campaign conversion rate be improved in a medium size business?" The objective is to find ways to improve the commissioning company's digital marketing campaigns by going through digital marketing theory on literature and online sources and by comparing this to the executed campaigns, evaluate the process of digital marketing in case company. The objective is to identify the key points of successful digital marketing campaigns in order to be able to implement those to the commissioning company's digital marketing campaigns and make them more effective in terms of conversion rate.

1.3 Research methods

The research methods in this thesis are qualitative. The research is based on literature and online material concerning digital marketing. This theory will then be compared to previous campaigns conducted by the commissioning company.

1.4   Structure of the thesis

The first part of the theory is an introduction chapter. This includes the company introduction as well as an introduction to the theory used in this thesis. The second part consists of the theoretical framework of digital marketing. Also the basic principles of digital marketing are discussed in this chapter.

After the theory, comes the research and analysis chapter. Different digital marketing campaigns are benchmarked and then compared to the theory. After the research, conclusions and recommendations are given for the company.

1.5   Company introduction

The CEO of the company gave a short introduction about the company and its key operations. Labyrinth Games Room escape is a company that was founded in 2015 in Helsinki. The company was one of the first Escape Room companies in Finland and by 2017 they had five different games in Helsinki in two different locations. Since then they have sold couple of rooms and currently they have three rooms in the city centre of Helsinki. (Ratnikov, interview, Nov. 18 2020)

Labyrinth Games Room Escape produces and operates high end escape rooms in Helsinki. Escape room is a type of a free time activity where people are locked in a room and they have usually one hour time to solve different puzzles and find props in order to escape from the room. Labyrinth Game's expertises are rooms that very advanced both technically and visually. Every room has a unique story line and the rooms are decorated according to that storyline. (Ratnikov, interview, Nov. 18 2020)

All the company's escape rooms are located in Helsinki and their typical customers are young adults. The typical size of the group is 2-4 people at the age of 20-30 years old. Company customers are also an important customer group as they organize different types of events for their employees in Labyrinth Games facilities. (Ratnikov, interview, Nov. 18 2020)

2 THEORETICAL FRAMEWORK

2.1 Definition

In today's world, digital marketing is becoming more and more important as most people spend a significant amount of time online every day and more and more products are bought online. However, in order for digital marketing to be effective, it should be in line with the company's marketing in general and this should not be forgotten. Thus, it is important to understand marketing as a whole and recognize where digital marketing appears on the company's marketing mix. (Chaffey & Ellis-Chadwik, 2015 p.6)

Digital marketing refers to the marketing activities that happen online on different channels. This includes both long term marketing as well as short term marketing campaigns. The marketing campaigns that are analyzed in this thesis are short term campaigns and thus the focus will be in short term digital marketing activities. (Chaffey & Ellis-Chadwik, 2015 p.11)

The digital marketing channels that are focused on in this thesis are Facebook advertising and Google ads as those are the two biggest platforms people use in Finland. With Google and Facebook the marketers are also able to reach consumers that use Instagram or Youtube. (Meltwater. 29.4.2019)

In the following sections the ground rules of marketing are explained as well as the special features of digital marketing and different digital marketing platforms are explained.

One of the biggest advantages of digital marketing is the possibility to reach the desired customers in multiple channels. Digital marketing tools also give the marketers the possibility to narrow the target group according to different attributes and interests. (Bergström & Leppänen 2018, p. 300)

Another huge advantage of digital marketing is the measurability. Different digital marketing tools offer marketers with enormous amounts of data on their customers behavior and the effectiveness of the advertisement. This can be utilized when designing future ads and improving the effectiveness of current campaigns. (Bergström & Leppänen 2018, p. 300)

These possibilities are explained and analyzed on this thesis in the later chapters when different digital marketing platforms and their special features are analyzed.

The key for successful marketing is thorough planning and benchmarking. It is important to set objectives and design the campaign in order to achieve them. To be able to recognize the best policies to do this is, it is important to know where the company is currently in terms of marketing activities. This can be done through marketing research and analysis. (Bergström & Leppänen 2018, p. 27) The theory of doing a marketing analysis is explained in the following sections.

2.2 Analysis for doing a marketing plan

Marketing research and analysis are the basis of a marketing plan. Marketing research and analysis are used to find new marketing channels as well as to gain more information on the impact of the existing marketing operations. (Bergström & Leppänen 2018, p. 27)

Marketing research is consistent data collecting and analysis. The target of marketing research is to identify and solve the problems in the company's marketing, recognize the company's strengths and find new ways of marketing the company's products. Marketing research creates the basis for decision making. Research helps to allocate resources to operations that are essential for the business. It is important that researches are not only conducted when something is not working, or marketing has been inefficient. It is equally as important to study the campaigns that have been successful. This helps the company to understand what the customers' value or what are the aspects of services that they appreciate in order to not change these things too much. New marketing possibilities must be searched constantly and systematically. (Bergström & Leppänen, 2018 p. 27)

Marketing research studies and analyses many other things than just the existing and potential customers. The data collected consists of facts such as purchase volumes of certain products, attitudes toward competitive brands and motives meaning the reasons behind purchase decisions. (Bergström & Leppänen, 2018, p. 27)

2.3   Marketing planning

Marketing is both tactic and strategy i.e. the way of thinking as well as a way of acting. In the past, marketing was typically seen as just another company operation alongside production, human resources, accounting and it-operations. However, in modern business marketing plays a central part also at a strategic level. In other words, consumer driven marketing affects and steers most of the business decisions and operations. Marketing thinking should be based on fulfilling the customers' needs, values and hopes, based on which new products and services are developed. (Bergström & Leppänen, 2018, p. 18)

Marketing is also a group of different tactical operations that need to be controlled and decided on constantly by the company. At first the company must have something to sell, whether it is a concrete good, a service or a combination of these two, an offering that has a demand. Offered goods and services must differentiate from the competition, satisfy the customers' needs and produce value to the consumers. The offered products must also be easily accessible by the consumers and priced properly compared to competition and customer expectations. Also the potential customers must be informed on the existence and the qualities of the products. This can be done through marketing communication, for example advertising. (Bergström & Leppänen, 2018, p. 18)

Marketing planning is based on the objectives that are decided on the objectives of the business idea and business strategy. Different marketing activities are planned on the basis of the objectives that the company has set. Marketing planning is both strategic long time planning as well as annual tactic and operative planning. (Bergström & Leppänen, 2018, p. 26)

The objectives of marketing are defined in the marketing plan. What are the objectives that should be accomplished through marketing? For example how much the sales should increase and where this growth can be gained. Marketing should be targeted to areas where competitors are not strong. (Bergström & Leppänen, 2018, p. 26)

These marketing actions are usually planned for one year at a time. Different actions and procedures are collected into a marketing plan that includes marketing research and analysis,

objectives, customer groups, actions and measurements of how different results are monitored. (Bergström & Leppänen, 2018, p. 26)

The objectives of marketing must be defined precisely for example:

- The growth in total sales x% or xx€ during the following year. This objective can be separated into smaller sections for example, growth in total sales per product group, per customer group, regionally or per time period.

- Growing the medium purchase of existing customers

- Growing the amount and one time purchase of new customers

- Launching a new product and gaining x% of the market share

- Improving customer satisfaction by x%

When defining the objectives, the marketing strategy and possibilities are evaluated in order to find out what are the ways to increase the sales by improving strategy. Strategy refers to the decisions that the company makes and follows in order to achieve the objectives and target figures. Operations are practical marketing actions such as marketing campaigns. Both are needed in order to ensure long term planning because it may take years before the results of marketing are visible. (Bergström & Leppänen, 2018, p.28)

2.4 Advertising

After the analysis, it is time to focus on the actual actions and processes that are done in order to achieve the objectives defined in the marketing plan. As this thesis focuses to short term digital marketing campaigns that are basically advertisement, other actions and processes are not analyzed in this thesis. Short term advertising campaigns and in this chapter advertising is presented briefly in order to understand the ground rules that short term campaigns should meet in comparison to company's long term marketing strategy. (Bergström & Leppänen, 2018, p.265)

Advertising in different forms is one of the more important communication channels of the company. Mass advertising is used to deliver messages when marketing consumer products and services and when the target group is big. Advertising is still more often targeted to specific target groups and potential customers are aimed to be spoken to more personally. Advertising can be described as follows: Advertisement is paid and objective-directed communication on consumer products, services, events, ideologies or common things. Mass media is used in advertisements or otherwise to communicate to a large mass of people simultaneously. The advertiser should be recognized from the message. (Bergström & Leppänen, 2018, p.265)

Advertising can be both long term and continuous set of actions or a specific short term campaigns. Both are vital for the company and advertising should not consist only of separate campaigns. Long term advertising helps the brand recognition of the company, creates images and helps the company to differentiate from the competition. Short and long term advertising should be in line with each other and support one another. It is reasonable to create graphical ground rules that include basic elements such as colors, and fonts that are used in all advertisement material. (Bergström & Leppänen, 2018, p.265)

Kuvio 5.5 Lyhyt- ja pitkäkestoinen mainosviestintä

Figure 1 Lyhyt- ja pitkäkestoinen mainosviestintä (Bergström & Leppälä, 2018, p.265)

On the graph above the different channels and platforms of marketing communications are presented. On the left are the short term campaigns and on the right side the long term visibility. (Bergström & Leppänen, 2018, p.265)

The short term campaigning consists of marketing campaigns in different media, direct marketing campaigns, promotions and sales events, and different handouts and releases. (Bergström & Leppänen, 2018, p.265)

On the right where long term channels are presented, company's own web pages, own social media, printed and online releases and visibility online and in people's everyday life. (Bergström & Leppänen, 2018, p.265)

2.5 Structure of a good digital marketing campaigning

This chapter analyzes the ways and tools used in digital marketing in order to follow the theory of marketing explained earlier in this thesis.

In digital marketing the first contact with the customer is maid in an environment where customers naturally make searches, whether it is Google, web pages or social media. In Google people browse through search words which means that the need is already there.

Where as in social media people do not necessarily have clear need and therefore it is good channel to create needs and raise interest through content marketing. (Komulainen, p. 171).

First step of multi-channel marketing is to get customers to recognize the brand and its uniqueness. In this phase it is important not to sell but to create a strong image and expression of the brand. This is called prospecting and people usually do not buy anything in this phase. (Komulainen, p. 172).

Marketers can use different demographics such as age, gender and location to recognize target audiences and figure out which are the ones that should be concentrated on in advertising and which are the groups they are just wasting money on. (Komulainen, p. 175)

One of the biggest advantages of digital marketing is the possibility to reach customers in multiple channels. Consumers do not usually make the purchase decision on the first time they see the product. Instead they tend to make the decision through different channels. Digital marketing gives the opportunity to reach out for people who have already shown interest toward a product or expressed their interest toward the company. (Komulainen, p. 172)

Before paid advertising marketers should think about what they want to offer for the customers. Traffic should not be steered to the front page and leave them wonder where the offer is found. Instead a proper campaign page that offers the customer with what the advertisement promises should be built. This is called a landing page. Creating a landing page is analyzed later on this thesis. (Komulainen, p. 172)

After conducting a campaign and gaining traffic to the web page it can be noticed that not all people buy the product. Because you have set the objectives for your campaign and created a campaign page you collect a good sized audience that has shown interest toward the products and brand. If they have not left their contact information or ordered newsletter marketers will still be able to reach them through cookies and social media marketing pixel. (Komulainen, p. 176)

Social media marketing pixel is a piece of code that adds and triggers a cookie on the web page that collects data and allows marketers to track conversions from Facebook ads. Pixel

also helps marketers to recognize what kind of people visit the web page and makes it easier to customize ads and target them better to customers whose visits turn into conversions. This is called re marketing. (Komulainen, p. 176)

2.5.1 Landing page

Landing page is a big part of online marketing campaign as it is creates the first impression of the product and also affects the cost of Google Advertisement. It is the first page where visitors land after clicking the ad. Landing page has some special features compared to other web pages that should be taken into consideration when designing the campaign. (Komulainen, pp. 210-214)

At first it is important to find out what consumers expect and appreciate when visiting web pages. There are many features that impact the customer experience and define if people just visit the website quickly or do they stay and spend time browsing through the content and products. One of the biggest factors is the download time of the web pages but consumer psychology research has brought up many other factors that must be taken into consideration in marketing. These are factors that affect the quality of landing page as well. (Komulainen, pp. 217-218)
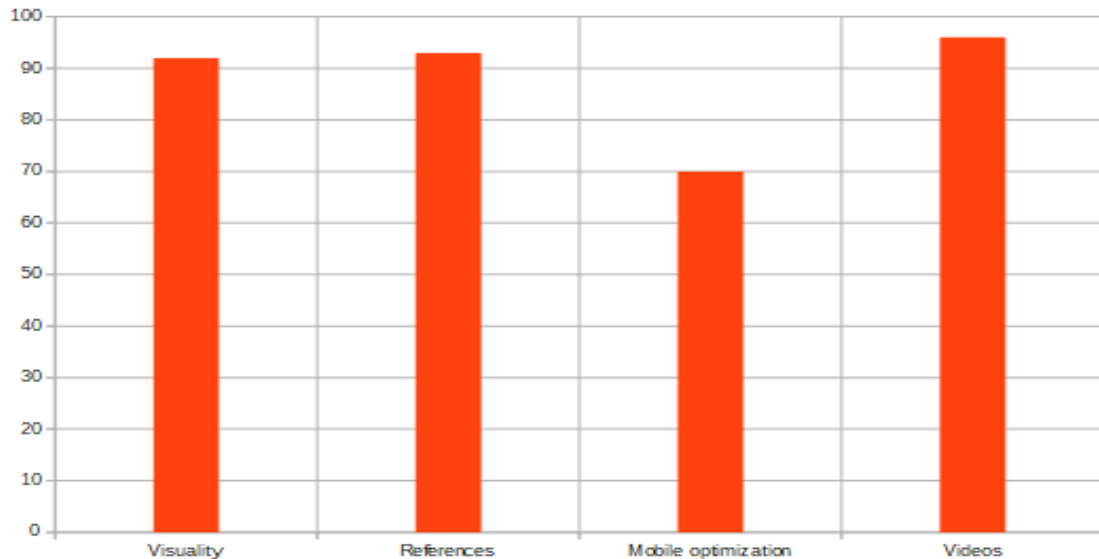
Figure 2 Consumer behavior on a web page (Komulainen, 2018, pp. 217-223)

According to the study, people buy with their eyes. 93 percent of the consumers think that visual look of the web is the key factor when they are thinking of making an online purchase. 42 percent of consumers base their opinion on the web pages solely on visual looks and usability. Over half of the customers leave pages for good if they do not like the web page's general appealing. (Komulainen, p. 218)

The study also shows that 96% percent of the consumers find videos useful when making the purchase decision. 93% of them state, that videos help them to compare different products. It has been detected that using a video instead of a product image increases the sales by 12% in an online store. 58% of the consumer evaluated web sites that provide video content more trustworthy than the ones that do not have videos on them. (Komulainen, p. 219)

People also seem to value references. Even 92% percent of respondents said that they read reviews while making purchases. 40% of consumers make their opinion on the company based on only one or two reviews. (Komulainen, p. 219)

Furthermore, reviews increase sales by 34% and approximately 29% of customers state that reviews are important. When reviews are showed on lead collecting or product page they can increase the conversion rate even by 50%.(Komulainen, p. 220)

Mobile optimization is one of the biggest trends in online web shops at the moment. This is a good thing as the study pointed out that 70 percent of consumers use mobile devices when comparing prices online and 75% of mobile users abandons the web page if it is not mobile optimized. Regardless to this, majority of the consumers say that they have had trouble with mobile devices. This shows that companies still have a lot of work to be done in order to satisfy the mobile device customers. It is also important for the customers that web pages are quick to use. Over half of the customers are not ready to wait for more than three seconds for the web page to load. Big part of usability is also the voluntary registration, Online web store's sales grew by 45% when mandatory registration was removed. (Komulainen, p. 221)

Customers' trust towards online paying is important because 24% of customers are afraid of making online purchases in the fear of frauds. If company does not have any proof of trust on their web page more than 60% of customers do not make the purchase. Customers also value the possibility to cancel the purchase, guaranteed money back label increased conversions by 32 percent. (Komulainen, p. 220)

Once the landing page is optimized in terms of customer satisfaction. It is important to make sure that people who browse internet are able to find the page using search engines. The page must meet certain technical standards in order for it to be easily found by search engines. Google has given web site developers useful tips concerning search engine optimization and best practises when designing web pages. In the following segment the best practises of technical execution of a landing page in terms of search engine optimization will be described.

Google's search engine reads pages and rates them by their content. It is important to have title tag inside the header section of the html. The title tells Google what the page is about. The title should be short, unique and describe the content of the page. If the title is too long or otherwise irrelevant Google might show only part of it or even change it to automatically created title. (Google. n.d)

```
<html>
<head>
<title>Brandon's Baseball Cards - Buy Cards,
Baseball News, Card Prices</title>
<meta name="description=" content="Brandon's
Baseball Cards provides a large selection of
vintage and modern baseball cards for sale. We
also offer daily baseball news and events.">
</head>
<body>
```

Figure 3 Title on a web page. (Google n.d)

Another important thing to add to web page is a meta description. The meta description field tells Google and other search engines a summary of the content. It is a short introduction to the content of the web page. Description field is also located inside the head section of the html document. (Google. n.d)

```
<html>
<head>
<title>Brandon's Baseball Cards - Buy Cards,
Baseball News, Card Prices</title>
<meta name="description=" content="Brandon's
Baseball Cards provides a large selection of
vintage and modern baseball cards for sale. We
also offer daily baseball news and events.">
</head>
<body>
```

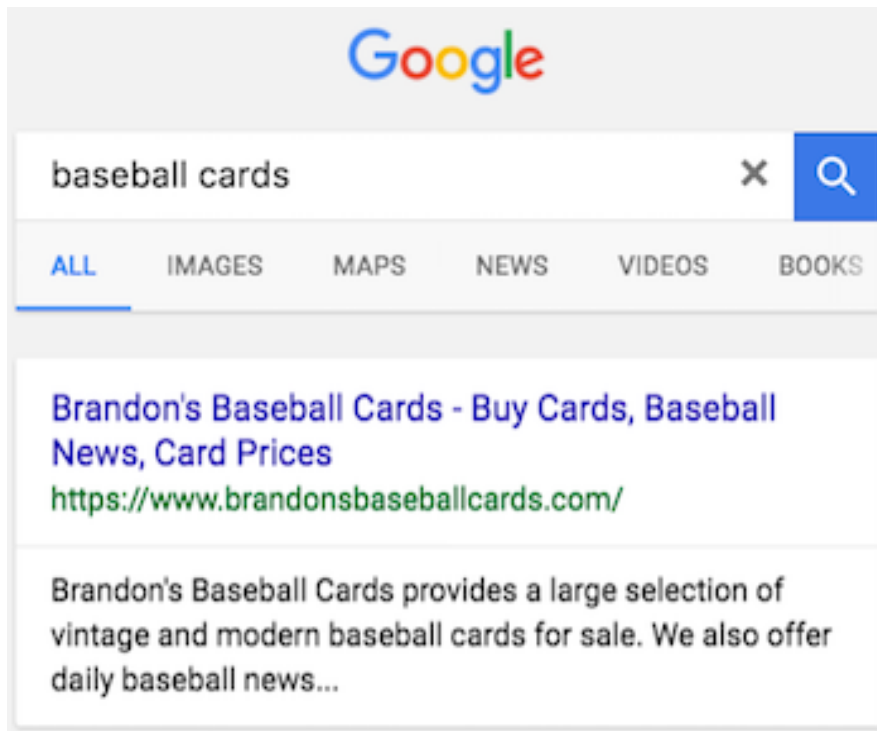Figure 4 Meta description on a web page. (Google n.d)

Figure 5 Google search view (Google n.d.)

As one can see from the image above, when title and meta description are used properly, Google shows all this information for people when they make searches. The description field should be unique on each page and it should add value for the consumer by describing the content of the page as accurately as possible. A distinctive description can create more traffic to the web page. There are no limitations on how many marks should or should not be used but it is important to notice that people use different devices when making searches and may not see the whole description on all the devices. Google states that a list of key words is not a good description as google might rate this as spam and this might even lower the number of views in page's search results. (Google. n.d)

Headline tags improve customer experience and make page more readable for the user. Headlines give rhythm to the page and indicate where one topic ends and another ones starts. (Google. n.d)

Google shows also the URL-addresses on search results. URL-addres is shown in search results under the name of the document. Google is able to index also complicated URL-structures but using simple addresses is the best policy, also a meaningful URL-address can be more easily understandable in different contexts. (Google. n.d)

Google encourages using words in URL-addresses as it makes the web page easier to use. Marketers should think what search words customers can use to find the web page. Some customers may use more common search words such as free time activities for adults, whereas others may use more specific search words such as escape room games or high end escape rooms. By taking these into consideration and using these when creating content may have positive influence on search results. (Google. n.d)

Google ads has a key word planner that can help web page admin to find new versions of search words used and see the approximate amount of searches these words or word combinations get. In addition to this, Google console efficiency report shows the most popular search terms that show the page on search results as well as search terms that brought most traffic to your web page. (Google. n.d)

In addition to this, Google lists best policies when it comes to the content of web page. Google emphasizes the importance of clear and easy to follow content. It is also important to divide the content into sections so that visitors are able to recognize where one topic ends and another one starts, this helps the visitor to find the information that they are looking for, easier. The amount of text content should also be relative to the topic and content should be well written, and match the advertisement or link that leads to the page. (Google. n.d)

Text should not be embedded to pictures as this prevents search engines from finding them. The content should be designed for users not for search engines. This guarantees better visitor satisfaction and makes people stay on the page for longer period of time. (Google. n.d)

After the landing page or the campaign page is ready and both the technical and the visual aspects of web page design are analyzed and perfected, it is important to know what type of people visit the page, where do they come to the page and how do they behave once they have found the web page.

Google analytic is a tool that helps a marketers to evaluate what kind of people visit the website and which channels are most profitable.

Next, few views of Google analytics are introduced in order to understand what kind of information it provides on the traffic on the web page.

General view gives the overall picture on from which channels the visitors come to the web page. It shows all: How long they stay, are they new or returning visitors, how many percent of visitors leave the page immediately, which pages visitors browse and how long they stay in average. (Google n.d)
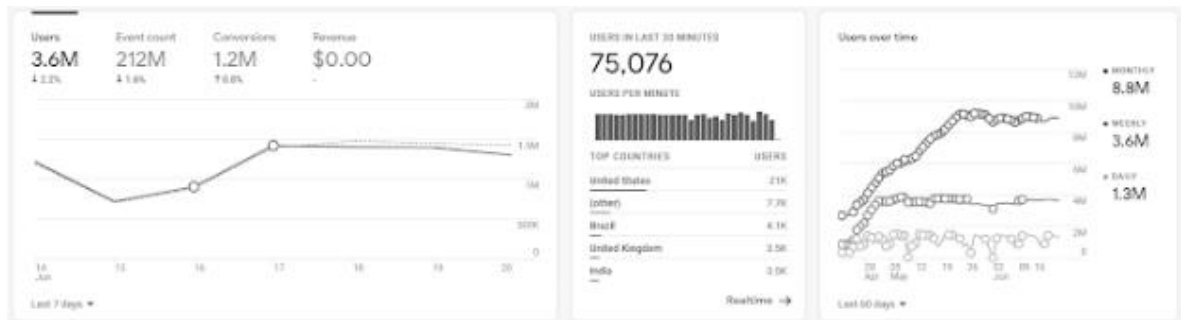

Figure 6. Google Analytics general view (Google n.d.)

This is information that helps the company in multiple phases of the marketing process. It helps the company to understand their current situation as well as the effectiveness of different marketing operations they conduct.

Google analytics gives multiple reports and in addition to the overall view it gives detailed information on behavior of the visitor that come through different channels. (Google n.d.)

Campaigns page in Google analytics follows the traffic from different marketing campaigns. This is done by UTM-parameters that are attached to to the end of visitors URL-address. Google analytics needs three different parameters to follow the campaign. These are (utm_campaign), (utm_source) and (utm_medium). Example of the URL-address of Google Ads campaign:
https://www.example.com/?utm_source=kesäviesti&utm_medium=sähköposti&utm_campa ign=kesäale (Google n.d.)

2.5.2   Google Ads

In addition to search engine optimization, traffic to the website can be created through Google Ads search engine marketing. Search engine optimization should be done before starting Google Ads campaigns in order to ensure the best possible outcomes. In this chapter the tips for efficient Google advertising are described.

Google Ads advertisement is an effective way to market a company's products and steer people to the company's web page. Even more precisely, people that have shown interest toward company's products. (Digimarkkinointi n.d)

With Google Ads companies are able to reach out for customers who are already actively searching for a solution to a problem or full filling a need they have. Marketers can thus reach out for these customers by using specific search words in their ads that are directed specifically to these customers.

The objectives of the campaign should be defined before launching the campaign. Objectives help to follow the campaign and make it easier to follow the effectiveness of the campaign. (Komulainen, 2018, p. 162)

The objectives or desired conversions of search engine marketing can be something like reaching new customers, getting customers to visit the shop or increasing sales in online shop. The objectives can be changed later if you don't know exactly what you want. Often Google advertising is trying and learning so make sure to try different things to find out what works best for the company. (Komulainen, 2018, p. 162)

Competitor analysis on keywords should be done before launching a Google Ads campaign. Open a Google search and analyze the ads that are shown to you as you are making searches on topics related to your campaign. Write down the best copies. What is it that makes you want to click them? Are the products or services offered price or quality first or is the visitor convinced by the superior benefits of the product. (Komulainen, 2018, p. 161-162)

Click your competitors' ads and observe what kind of landing pages they lead to: Competitor's homepage or specific campaign page? What type call to action buttons are

used on those pages? By benchmarking competitors' campaigns one can learn how to promote the benefits of the products better. (Komulainen, 2018, p. 162)

Part of digital marketing is creating right type of campaign page that compliments your Google advertisement, tells customer more about the company and the product and lures consumers to buy the products. Campaigns should steer traffic directly to campaign product page. Although home page is needed to tell the customer about your business they are not as efficient selling pages as simple landing pages that steer customers right away to the right place and the consumers do not have to search for the offer that they followed the link for in the first place. (Komulainen, 2018, p. 162)

As stated before in this thesis the whole campaign should be built in order to make customers take a desired action and landing page is a crucial part of this as it determines if clicks of the ads turn into conversions

Paid advertisement does not make up for bad landing page or bad customer experience in an online store. So before starting, make sure that you have these things in order and also double check that your website that you want to steer the traffic to are responsive. Your foundations must be solid before you start advertising. (Komulainen, 2018, p. 162)

The first impression is a big factor in Google ads advertisement. It is important to catch consumers' attention among other ads. In addition to the first impression of the ad, it is important to focus on the content of the web page it leads into. The content of the web page should fulfill the promise the ad gives. The content of the web page determines if people stay on the web page and browse for more or if they leave the web page immediately. The content also affects the performance of the company's Google Ads advertisement. It is a key factor when Google evaluates the value points of the ad. (Digimarkkinointi n.d)

Google Ads views are sold in an auction. Advertisement is based on keywords from which the customer is redirected to campaign sites. However as it is an auction it does not mean that by spending the most the company will get most views. Google evaluates the quality of the advertisement and campaign pages user experience. The user experience consists of the time customers spend on the campaign page. Google counts these quality points that

determine how high the ad rises on the searches compared to competing ads. (Digimarkkinointi n.d)

The advertiser with the best quality points gets the highest position in search results and following places are divided according to the points. Higher rank in search results is important because usually people click on the first or second ad depending on how well the search words match to the ad. The lower the position of the ad drops, the less clicks it gets (Digimarkkinointi n.d)

Google wants to provide its customers with as accurate ads as possible because customers are more likely to click ads that are relevant to them.

In addition to price bids Google has used Google ads quality points as another key factor when ranking the advertisements and deciding the order of the ads to be shown in. Quality points are Google's own indicator to how relevant certain keyword, Google ad advertisement and landing page combination is. Relevancy in this case refers to the fact that how well the three matches to the product or service offered. (Digimarkkinointi n.d)

Predicted click through rate is, as it states, a prediction. Prediction on how big percentage of Google users clicks on the ad when search word matches the ad. (Digimarkkinointi n.d)

For example if a company offers plumbing services the key word "house renovation '' is not a good keyword as it is too wide and most likely most people will not click the ad. Instead better would be" plumbing services'' that is more likely to find the right customers. (Digimarkkinointi n.d)

The next indicator that Google uses measures the relevancy of company's key words compared to the copy of the ad. This compares key words to the copy of the ad and evaluates if they match. The copy should be as relevant as possible describing the benefits of the product in the ad.(Digimarkkinointi n.d)

Third important quality point indicator is the landing page. In general linking ads to the front page is not recommended. Instead the ads should lead to a page where customers can find

more information on the product they were searching for in the first place. (Digimarkkinointi n.d)

Google uses different metrics to evaluate landing pages. One key factor is the content. The quality points are higher when customers stay on the web page and keep browsing it after coming. (Digimarkkinointi n.d)

The technical execution of the landing page affects also on the quality points. The quality of the images, the download speed of the landing page and headers used affect greatly on the quality points. (Digimarkkinointi n.d)

These are all factors that affect the quality points of the Google ads. On the graph below the effect of quality points to the price of the ad is presented. On the left column are the Google quality points and on the right column is the effect on the price. On the graph one can see that good quality points can decrease the costs of the ad by 50% where as poor quality points can mean that marketers need to spend up to four times more in order to reach the same visibility. (Digimarkkinointi n.d)

Laatupisteet	Vaikutus hintaan
10	Laskee kulujasi 50,00 %
9	Laskee kulujasi 44,20 %
8	Laskee kulujasi 37,50 %
7	Laskee kulujasi 28,60 %
6	Nostaa kulujasi 16,70 %
5	Googlen nollataso
4	Nostaa kulujasi 25,00 %
3	Nostaa kulujasi 67,30 %
2	Nostaa kulujasi 150,00 %
1	Nostaa kulujasi 400,00 %

Figure 7. How quality points affect the costs of Google Ads (Digimarkkinointti n.d.)

2.5.3   Social media marketing

Different people use different digital platforms and arguably the best feature of social media is the targeting of the campaigns. The marketers are able to define who they want to show their ads to and what they want them to see.

In order to be able to target the ads on different channels the marketers must know what type of people use which platforms. That is why a short preview of Finnish Facebook users customs and habits are presented in this part of the thesis.

Social media expert Harto Pönkä has published an overview on Finnish people's behavior in social media. According to Pönkä The most popular social media platforms are WhatsApp and YouTube both having around 2,8 million users. WhatsApp is the most popular messaging platform in Finland and YouTube is the most popular video platform surpassing Facebook, Yle, and Instagram. YouTube also offers companies a perfect opportunity for influencer marketing as young people are more positive towards paid user reviews in Youtube compared to other channels and media. (Meltwater. 29.4.2019)

The number of Finnish Facebook users has declined 2-3% during the last six months. And currently Facebook has approximately 2.7 million users in Finland. Facebook's user base is distinctively older compared to other social media platforms and its fastest growing group is over 45 year old users. Younger people are slowly shifting over to other social media platforms. (Meltwater. 29.4.2019)

One of the platforms that keeps getting more popular in Finland is Instagram. It currently has less than two million users but it has grown its user by the rate of five percent during the past six months and is about the break the two million users mark. Most active age group on Instagram is the people aged 15-29. (Meltwater. 29.4.2019)

Over 900 000 people read blogs in Finland but the popularity of blogs has declined slightly since 2014. Typical blog reader in Finland is over thirty years old. (Meltwater. 29.4.2019)

Top social media platforms in Finland in 2019 are Whatsapp, Youtube, Facebook and Instagram. Bubbling under are Twitter, Snapchat, Twitter and Pinterest each having 500 000-1000 000 users. (Meltwater. 29.4.2019)
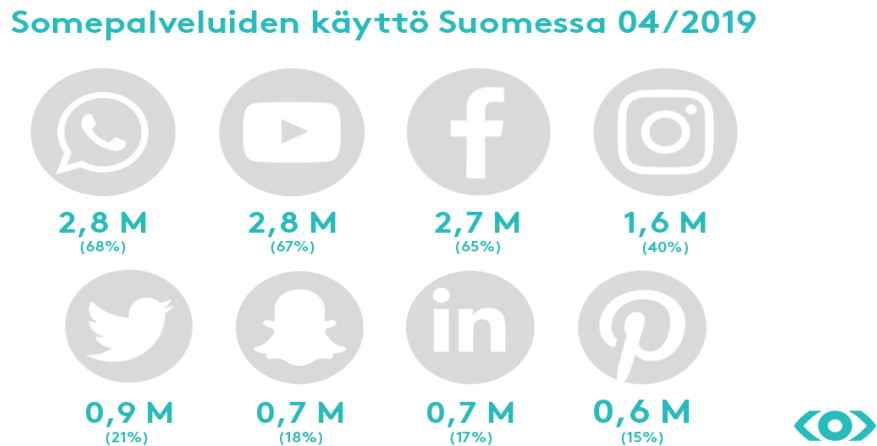

Figure 8. Number of Social media users by platform in Finland (Meltwater 26.4.2019)

In the following sections the demographics of YouTube, Facebook and Instagram are presented as they are all users that can be reached through Facebook or Google Ads marketing.

Figure 9. Finnish YouTube users (Pönkä 19.4.2019)

Youtube is the most popular platform to watch videos among Finnish people, surpassing the likes of Yle Areena, Facebook and Instagram. Youtube is also a good platform for influence marketing as majority of the young people tend to have more positive reaction to commercial videos compared to other media and platforms. (Meltwater. 29.4.2019)
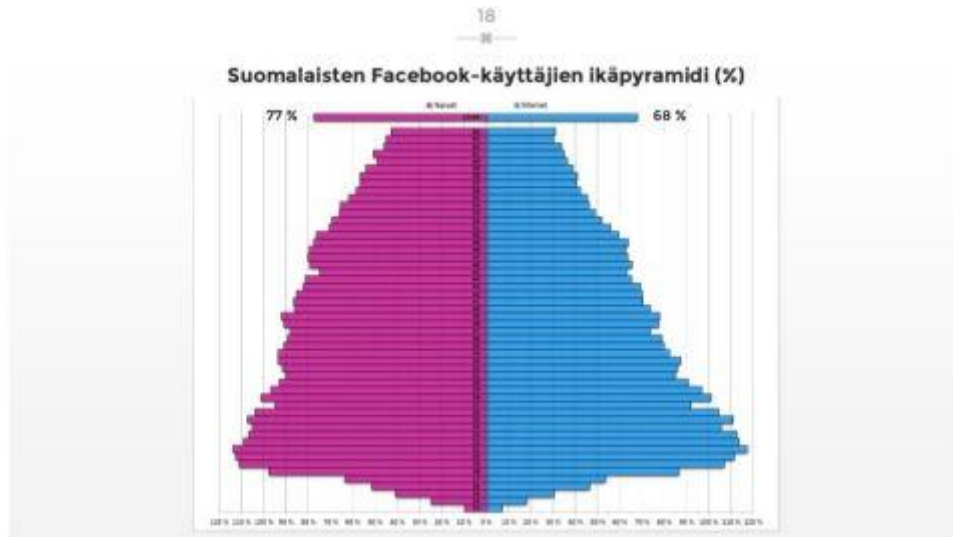

Figure 10. Finnish Facebook users by age groups (Pönkä 19.4.2019)

On the graph above the age distribution of Facebook users is presented. As one can see from the pyramid it is pretty even on the top and on the bottom. This means that the age distribution of Facebook users is relatively wide and is divided more evenly than in other social media platforms. The pyramid is pretty balanced on both sides meaning that the amount of men and women using Facebook is pretty even. (Innowise. 04.2019)
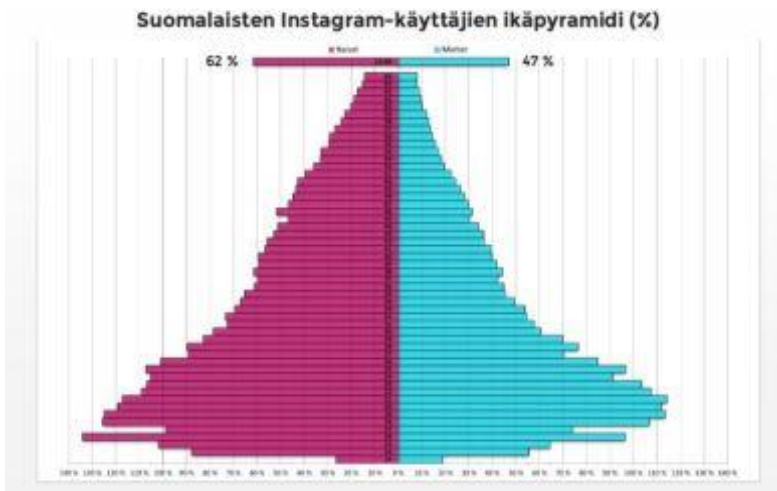
Figure 11. Finnish Instagram users by age groups (Pönkä 19.4.2020)

The age pyramid of Finnish Instagram users is heavily weighted to the bottom. This means that older people are not as active Instagram users as young people. Women are also clearly more interested in Instagram than men. According to the pyramid the biggest group on Instagram is fifteen year old girls. (Innowise. 04.2019)

2.5.4   Facebook Ads

In Facebook consumers are not actively searching for a product or a solution for their needs. People spend time on social media because of their friends and different groups. More than finding a solution for a problem they are seeking for interesting content and entertainment. Social media is a perfect place to reach out for people who have needs but who are not trying to actively fulfil them. In social media it is possible to create a demand by offering the customer with something new and something they cannot live without. (Komulainen, 2018, p. 160)

Facebook Ads are different types of paid posts that appear on people's feed when they browse their social media feed. Advertisement can be either traditional posts with photo and text, video or for example a carousel that shows multiple ads at the same time. The marketer can decide which platforms they want to use in their campaigns. It is important to know that Facebook owns also Instagram and marketers are able to show their ads on both platforms using Facebook ads. (Komulainen,2018, p. 252)

Facebook pixel is a piece of code that adds and triggers a cookie on the web page that collects data and allows marketers to track conversions from Facebook ads. Pixel also helps marketers to recognize what kind of people visit the web page and makes it easier to customize ads and target them better to customers whose visits turn into conversions. (Digimarkkinointi n.d.)

Facebook pixel should be set up to a web page even if the company is not planning to start paid advertisement on Facebook immediately. It starts collecting data from the moment it is set up and will provide the marketers with important information on the company's customers. (Digimarkkinointi n.d.)

The Facebook pixel helps companies to understand how people use their web page. It provides the company with information on how people behave after clicking the company's Facebook ads. Conversion tracking shows for example if people are clicking the ad on a mobile phone but using desktop while making purchases. (Digimarkkinointi n.d.)

Facebook pixel enables marketers to contact people who have visited the site earlier. With re targeting the company can reach out for people who have for example added something to the shopping cart or have viewed different products. (Digimarkkinointi n.d.)

Facebook pixel tracks down people who visits company's websites and allows to target ads for people who have similar interests than people who have visited websites. Facebook creates lookalike audiences by comparing the users and their demographics and interests. (Digimarkkinointi n.d.)

In general companies can optimize their ads to get as many clicks as possible but with Facebook Pixel the company is also able to optimize the ads for example getting as many purchases or subscriptions to newsletter as possible. (Digimarkkinointi n.d.)

With Facebook pixel the company can even decide if they want to target their ads only for customers who have spent a certain amount of money from the company's website as Pixel collects data on who makes purchases and how much money they spend on purchases. (Digimarkkinointi n.d.)

When designing Facebook ads the marketer should remember three key factors:

1. Relevancy

2. Call to action

3. Value to the customer

Relevancy in this context means that the ad is shown only to people who find it interesting and who are the potential customers. In Facebook ads this targeting is done through consumers' interests and demographic qualities. (Digimarkkinointi n.d.) In this case this could mean students of certain age that live within a reasonable distance from the commissioning company's locations. As these groups are not homogeneous and hard to define the Facebook pixel is crucial. It helps the company to find the interested customers in re marketing campaigns based on their visits on the web page. (Digimarkkinointi n.d.)

Call to action is a word or a phrase that activates people to buy. With good ad and relevant targeting the marketers are able to get people to the web page but if the desired outcome is direct sale a good call to action is needed. This is especially important in Facebook advertisements as people are not necessarily searching for the product rather than just browsing and if the ad does not have a call to action people may leave the page without buying anything. Limited offers work well as a call to action. These kinds of limited offers could be for example:

1.   free delivery during certain time period

2.   Price discount when purchase is made before certain date

3.   Bargain deal on purchase orders in a specific time period

 (Digimarkkinointi n.d.)

The most important thing is to think, why the consumer would buy the product right away. Call to actions should also be changed and test which ones work best in certain fields of business. (Digimarkkinointi n.d.)

Marketers should also think about what value their products bring for the customer. What is the problem that the product solves and how will it make their life easier? Marketers should really think this through as one product can bring multiple values and there are many different ways to tell this to the customers. This is why the marketers should test different copies and find out which are the most effective ones. (Digimarkkinointi n.d.)

3 PRACTICAL RESEARCH

In this part of the thesis the commissioning company's digital marketing campaigns are bench marked and analyzed. The author has chosen two campaigns and the objective is to point out differences in these campaigns and compare the results to the theory provided earlier.

The campaigns will be analyzed element by element and compared to the theory provided earlier. The campaigns will be later on referred as a Gift card campaign and an Offer campaign.

3.1 Landing page

Figure 12. Front page (Labyrinth games 2020)

The landing pages of the campaigns are not landing pages. The first campaign leads to the front page of the company's web page. This is not the best possible strategy as the front page does not activate people to take action although it has some photos and a "varaus" button on it. It is pretty difficult to get a clear picture on what the page is about. There is a risk that customer will get confused and not know what to do. The front page does not provide the customer with information on what the page is about nor how it differentiates from the competition.

The photos on the front page are great to create the right type of atmosphere and the person entering a giant maze in the banner suits well for this type business. How ever, the headline "Koe mukaansa tempaava uusi todellisuus" with the sub title "Luomme jännittäviä seikkailuita, joiden pääroolissa olet sinä" could be better. It does not give information for the customer or tell what they are buying and does not encourage the customers to click on the booking button that is below the title.

After the banner image there is a photo carousel that has details from the actual rooms. This is a nice touch and gives customers more information about the product but it could be more

clearly stated that this is what the rooms look like and that these are actual details from the rooms.

After all this, the actual rooms are shown. There is an image of every room that gives a little clue on what the room is about. There is also difficulty scale, the number of players and age recommendation for every room. Only after clicking the "Katso lisää" button the customer is able to proceed to booking stage with a little information on the products.

The title on the meta data of the landing page is "Labyrinth Games Room Escape - Helsinki, Suomi" which is good as Google uses those tags when making searches but there are no description added. This causes Google to use the following view on organic search when searching for Labyrinth Games Helsinki.
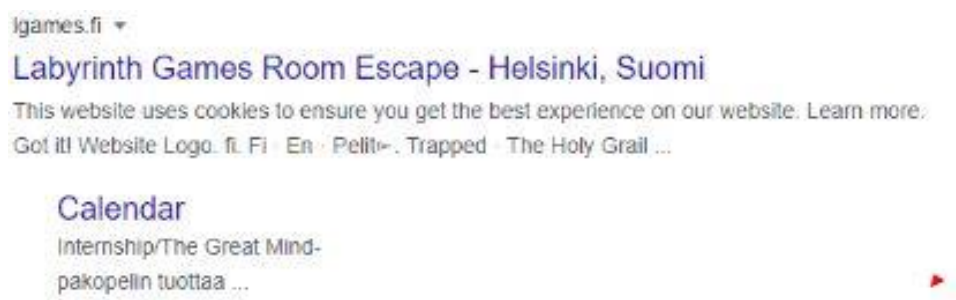

Figure 13. Google search result "Labyrinth Games Helsinki (Google 2020)

The Gift card campaign leads to gift card page. This page could also be better and more sales oriented. Landing page should be designed to activate customers to take desired action and enhance the buying decision

Figure 14. Gift card page (Labyrinth Games 2020)

The gift card page does not have too much text on it. There is a sales copy that pursues the customer to buy the gift card but the benefits of the product are unclear. The first part of the copy is pretty generic and could be found on any company's web page. The sentences are fairly long and whole text is written in one long paragraph. When browsing the page with phone it is not really easy to read and the part where the benefits of the product are described is easy to miss. Dividing the text to a shorter paragraphs and use of headlines would help the readability a lot.

Figure 15 Gift card page, mobile view (Labyrinth Games, 2020)

The last part of the copy tells the customer to whom the gift is good for and gives the customer a promise of an exclusive, intense and memorable experience. This is the part of the text that could be considered to be the first part of the copy as it tells the customer the benefits of the product as well as to whom it is designed for.

At the bottom of the page there is a section where you are able to buy the gift card. There are instruction on how to do it but at this point the consumer knows only that they are buying a gift card to escape room. Call to action is missing completely.

The technical execution of the gift card page could also be better. The H1 heading of the web page is a "Lahjakortti - Labyrinth Games Room Escape " that is pretty good as it is informative and matches the content of the page. Also the image on the web page is compressed and the loading time of the page is approximately three seconds with an average internet connection. However, Google is not able to find the gift card page with the search words "room escape lahjakortti Helsinki" The first hit of the commissioning company with this search word combination is to the front page of the web page and it is last web page that is shown on the first page of google search. This adds the price of the Google ads campaigns as it affects the quality points of the ad. The search "Labyrinth games lahjakortti" returns a link to company's old gift card page that is not working properly. This should be fixed. On the figure below, one can see the difference in Google search when mobile optimization is done right and both the title tag and meta description are added on the web page.

Figure 16. Google search "Labyrinth games lahjakortti" (Google, 2020)

The gift card page has a few pictures. First is a picture of a person entering a giant maze. Although it is visually appealing and fits the theme there could be more photos used as it stated in the research that 93 percent of consumers appreciate visual appealing on a web page. The pictures would also create the feeling of the experiences that are available with the gift card. Also videos are missing completely.

References could also be added to the web page. Most consumer value reviews on a web page and references from other customers are a good way to convince people on benefits of the product. The company and the rooms actually have really good ratings and reviews on TripAdvisor. By adding these to the page the company could convince the consumers on the quality of the experience and differentiate from the competition.

In the booking part of the gift card page there is no actual call to action. It is just a drop down menu where customer can choose the value of the gift card and payment type. There is also English and Finnish mixed in the gift card page. This may cause hesitation among consumers.

The search engine results could be improved by designing separate landing pages for both campaigns. This would also make it easier to make the pages more sales oriented. For example, the company could have a landing page where the rooms are presented and customer is convinced on the quality of the product in a more direct way. The copy could include phrases used in the ads like "The best escape rooms in Helsinki, book now and get 10 % off". On the gift card page the benefits of the product could also be emphasized with

phrases like "Give the graduate a gift to remember" as this was also used in one of the ads. Both pages should also have clear call to actions and buttons on which the customer is able to take the desired action.

3.2 Google ads

Figure 17. Google Ads Graduation campaign (Labyrinth Games 2020)

Google ads were used in both of the campaigns. Both campaigns were designed to steer traffic to the web page and the conversion chosen in both campaigns were website traffic.

The gift card campaign was a short two weeks campaign and it was scheduled for the last two weeks of may 2019. The Schedule is good as the campaign was designed for buying gift cards as a present to students that graduate in the spring. The geographical distribution of the ad was narrowed to Helsinki, Espoo and Vantaa meaning that the add was only shown to people in this area. This is a good thing as the company only operates in Helsinki. The Google auction bidding strategy was selected to maximize the number of clicks of the ads with daily budget limit. This means that Google shows the ads on an auction with in the limits of daily budget.

The ad itself looks good and has elements that a good online ad should have. There is a picture that draws attention and the headline of the ad is "Valmistujaistarjous" that already tells the customer what the ad is about. There is also a discount mentioned in the ad that works as a call to action.

The problem with the display campaign is that it is not sales oriented. The display campaigns are great to raise awareness but the problem is that the ad is not shown to people while they are making searches and looking for a solution to their problem. The reports of the campaign show that people came to the web site through different mobile applications, meaning that they were probably not actively buying anything when they saw the ad. A key word campaign would do just that. In short term campaign the company could use key word campaign with strict key words for people who are seeking for a graduation present together with the display ad. This way the company would reach the customers also at the right time and this could improve their sales.

The customer groups were automatically created by Google. The group that gained the most clicks was a group that combined of people who according to Google ads search and compare products online when making a buying decision. The ad was shown to this group 86 378 times and the click through rate was 0,82 %. The most effective group in terms of cost per click and click trough rate was an optimized list that Google created. This list combined the customers from other groups and included people that had visited the web site earlier. The click through rates of these groups were approximately 20% higher than in other groups and the click through rate of the optimized list was almost 300 % higher than the one of the second best customer group. There one can see the differences in marketing for people who have already visited the web page in comparison to marketing for customers who do not know what the company and product is all about.

Automatically created ad groups are extremely large. This combined to the fact that there were no key words used meant that the ad was seen by a big group of people who are not necessarily potential customers. This is not automatically a bad thing because it brings visibility for the campaign but when used alone in a short term sale oriented campaign it does not serve the purpose.

The Offer campaign was a key word campaign and the differences in results compared to the gift card campaign were clear. The campaign was designed to promote limited 10 % discount offer in the fall of 2019.

It had the same geographical distribution as the Graduation campaign but the defined key words narrowed the group of people the campaign was shown to only people who are interested in room escape. Also the bid price strategy was different. The Offer campaign used cost per click strategy. This means that the marketer defines the maximum amount of money they are willing to pay for click and Google shows their ads to customers when the bid price in the auction is below this and consumer makes searches that match the key words defined for the ad.

Figure 18. Google Ads Offer campaign (Google 2020)

The campaign had only one active ad and the key words used matched the ad. The most effective key word combinations were "pakohuone tarjous" and search term [pakohuone tarjous] the difference is that the key word combination "pakohuone tarjous" activates when people use similar kind of search words whereas search term [pakohuone tarjous] needs an exact search term match to activate the ad.

The bidding strategy combined with the search terms resulted to the click through rate of 46 % this means that almost every other people that the ad was shown to clicked the ad when in Gift card campaign this figure was 6%. This is a good example on how to get right type of traffic to the web page using Google ads.

The ad itself is also really good. The head line is "Pakohuone tarjous -10 % | Koodilla SYKSY. The headline draws attention with discount offer and the code syksy refers to limited offer. Also the description emphasizes the benefits of the product. The best escape rooms in the city and excellent location are things that promise the customer something great that is easily accessible.

Although two campaigns is a pretty small example one can see the differences of the different types of campaigns can be seen. Both campaigns were short term campaigns where the objective was to get consumers to the web page. The display campaign gained significantly more views than the search word campaign with a smaller budget but the   size of the traffic it steered to the campaign page was not remarkably bigger. This leads to the conclusion that the combination of these two could work really well in a short term campaigns as people would see the campaign in different parts of the buying decision.

3.3   Facebook ads

The company has Facebook pixel added to their web page and their Facebook page has 2600 followers 74 % of these are women and 26 % are men. In the Instagram the company has 269 followers.

Facebook ads were not used in neither of the campaigns. This is something that the company should definitely think about doing in the future as Facebook, Instagram are the biggest social media platforms in Finland and people spend a lot of time on social media. With well targeted social media marketing campaign the company could be able to enhance the visibility of their campaigns and raise awareness of their product.

Facebook and Instagram would also give the company the opportunity to show the customers how they differentiate from the rest of the escape rooms in Helsinki area. With visual ads, the commissioning company could bring out the high quality details they have in their rooms as they are embraced by that in their online reviews.

4   CONCLUSION AND RECOMMENDATIONS

In conclusion, the company has most of the elements of a good digital marketing campaign in place. Company is using the most important digital marketing channels and is present on social media. They also have the tools for successful monitoring of the campaigns as they are able to track down who clicks their ads and which pages these people visit.

This being said, there is still some room for improvement in the following campaigns. One of the more important things would be implementing separate landing pages for their campaigns. This would lower the costs of the search engine marketing as well as drive more traffic to the web page through organic search. Landing page is also a vital tool for turning clicks to sales. The company is renewing their website at the moment. This should improve the mobile optimization of the web pages. They could also design couple of different landing page layouts that they could modify to suit different campaigns in the future.

Also the multichannel nature of digital marketing could be used better in the following campaigns. Instead of having just a Google dispaly or key word campaign, company should combine these two and also add Facebook campaign in the mix. They have all the tools required to target the ads to right people with Facebook pixel and Google analytics. Another thing that should be done in the future campaigns is re marketing. By marketing to people who have already visited the web page the company could increase their sales even more in the future.

The objectives of the campaigns should also be defined more precisely in order to be able to analyze the results of the campaign. From these campaigns the company can see how many people they steered to the web page but they cannot tell for sure how many people bought the product from during the campaign. This makes it difficult to follow the effectiveness of the landing page as the objective is only drive traffic to the web page.

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Appendix 1: Digital marketing vocabulary

Conversion

A desired outcome of the ad. This can be for example a call to the company, visit to a web page, subscription for a mail list or a purchase order made from the online store. Conversions are used when calculated the ROI. The higher the number of conversions is, the better.'

ROI

Return of investment is the money spent to the ad divided by the number of desired conversions. The smaller the ROI is the better.

CTR

Click through rate. Implies the number of people that have clicked your Google ad divided by the number of impressions or phoned your company by pushing the phone symbol on an advert.

Ad position

The position, in which your ad is shown among the search results. Usually the lower the number the better. Things that affect this: The amount of money the advertiser is willing to pay to show his advert and the quality

Bid price

The maximum amount of money that the advertiser is willing to pay for one click of a given keyword. Bid price can be set manually or then

Call to action

A good digital marketing campaign should always have a call to action implemented to the ad in order to steer as much traffic to the campaign page as possible. Call to action depends on

the nature and the objectives of the campaign. It can either be a recommendation to buy or visit the desired web site.

Keyword

Keyword is a word that the advertiser wants his ad to be shown. For example the case company can define the wanted keywords depending on whether they are focusing on reaching adults or teenagers. Keyword planning is an essential part of designing effective Google Ads campaigns as if wrong keywords are used the advertiser does not reach potential customers and ends up paying money for nothing.

Display networks

Websites that are not owned by Google but have Google Ads ads on them.

Impression

The display of an advert on a web page or among the Google search results.

PPC

Pay per click. Advertising model that charges the customer when their ad is clicked. The most common form of Google advertising models.

Traffic

Traffic refers to the number of people that are directed to the web page.