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Tatu Kasurinen

MARKETING AND IMAGE RESEARCH

– Case Integrata Oy



TURUN AMMATTIKORKEAKOULU
TURKU UNIVERSITY OF APPLIED SCIENCES

Tatu Kasurinen

MARKETING & IMAGE RESEARCH CASE STUDY: INTEGRATA OY

It is very important for companies have marketing and image researches once in a while. It gives reliable feedback for company managers, where they stand out in the markets and information in which way they should design their PR-strategies to get best out of corporate image.

Integrata Oy is relatively new business, they started on 2008. Integrata Oy sells products and services to business-to-business sector. At this point they have managed to get good customer background and this is the point and time when they need to enlarge their business activities and get new customers.

This thesis presents the findings of marketing and image research. What kind of image Integrata Oy has gained during these last 3 years. With this thesis research findings Integrata Oy can design their marketing plan and get new ideas for which marketing channels to choose.

This thesis was done in cooperation with Integrata Oy.

KEYWORDS:

Business-to-business, B2B, Marketing research, Image Research

Tatu Kasurinen

MARKKINOINTI- JA IMAGOTUTKIMUS, INTEGRATA OY

Yritysten on tärkeää tehdä markkinointi- ja imagotutkimus silloin tällöin. Se antaa ensiarvoisen tärkeää tietoa yrityksen johdolle markkinoinnin kehittamisestä ja yrityskuvan kehittamisestä. Markkinointi ja imagotutkimuksen avulla yritys voi tarttua tärkeimpiin asioihin markkinoinnin ja imagon kehittämässä ja aikaa kuin myös rahaa saattaa säästyä paljon.

Integrata Oy on henkilöstöhallinnon sovelluksiin ja palveluihin keskittynyt yritys. Integrata Oy aloitti liiketoimintansa vuonna 2008, joten 3 vuoden taipaleen jälkeen on hyvä saada selville mikä on yrityksen imago ja samalla saada uusia ideoita markkinointiin.

Tämä opinnäytetyö esittää tutkimuksesta saatuja tietoja siitä miten Integrata Oy voi parantaa markkinointiaan ja mikä on Integrata Oy:n imago B2B alalla työskentelevien ihmisten mielestä.

ASIASANAT:

Markkinointitutkimus, B2B markkinointitutkimus, Imagotutkimus, Kyselytutkimus

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THESIS

1 INTRODUCTION

In 2010 autumn I contacted my relative who had a new company Integrata Oy with thesis subject. Company works in b2b business and b2b subject was something I wanted get in to. After few conversation we managed to find the research subject what would help Integrata Oy business activities in the future.

In my thesis I am researching Integrata Oy marketing effectiveness and image. What they have done well and what they should do better. They have launched new website in autumn 2011 and Integrata Oy wanted to get feedback of the websites functionality. What should be emphasized in the website and is there lack of information.

I have done this thesis with co-operation with Integrata Oy. We have designed the questionnaire in a way it is as effective as possible to find answers for the research questions. Integrata Oy have offered me the tools to create questionnaire with their website software and also analyzing tools for finding the end results.

The main information for this thesis was found in the questionnaire which was sent by e-mail for 1162 reviewers. The answer percentage was 16% so there was enough data to analyze the questionnaire and get validate result.

In addition to theory of questionnaire I become familiar with marketing material and internet marketing material.

Thesis was designed to find ideas for Integrata Oy, how to improve marketing, image and website functionality. The results can be used for any company and gives reliable feedback how people working in business-to-business sector see the effectiveness of marketing channels.

My thesis starts with theory-part with literature review. What is marketing research, what is image research and what factors need to be taken care of when conducting a questionnaire.

After theory part I am analyzing a questionnaire and giving directions how and what Integrata Oy should improve with their marketing, image and website functionality.

2 MARKETING & IMAGE RESEARCH

2.1 The role of marketing research

Marketing research is the process of defining marketing problems and opportunities, collecting and analyzing information and recommending actions to improve company's marketing and business activities. After marketing research process, it is easier to develop organizations marketing activities, to see what to do better and concentrate to key issues. This way marketing activities become much more effective and time saving.

According to Berkowitz&co; Marketing research is often categorized in to two different sections.

1. Consumer marketing research
2. Business-to-business (B2B) Marketing research

Consumer marketing research concentrates on understanding consumer buying behavior and it aims to understand the effects and success of marketing campaigns.

Business-to-business marketing research is far more complicated than consumer marketing research. In business-to-business marketing research it is essential to find the right respondents to get the most realistic result for the research.

(Berkowitz & co , 2000, 227)

2.2 Business to business marketing

In this research the main focus was on business-to-business marketing (B2B). B2B marketing is one of the segments of marketing. The main difference to consumer marketing is that it is marketing between organizations and companies.

Business to business marketing doesn't differentiate much from consumer marketing because the marketing is targeted to people within organization and company. In B2B marketing target group are people, so it is essential to know the customer behavior in organization. There are few different factors in B2B marketing and in customer marketing which needs to be noticed. The main difference is that people inside organization or company buys the product or service to company and not to them self. When buying everyday products or services it is much simple process than buying for a company. In business markets people who are buying are professional in that field. Besides that, in organizations there are more people deciding what to buy and from who.

(Rope 1998, 6-15)

2.3 Image research

Image research gives reliable information which can help to create company PR-strategies. Proficiently created image research accomplish valuable information about company image which need to be proven and developed. Image research gives valuable information which works as a great tool for company managers, what should be developed and where does the company stand in the markets.

Image research gives information about next subjects.

- How well known is the company and products known in the markets
- How well your company stand out in the markets
- What is customers image about products or service price, quality and functionality
- What is customers image about company reliability, image and marketing effectiveness

Image research with competitor analysis helps company to regonise where company stand out and companies competitiveness in the markets. Competitor analyse and image research works as strategic and operative tool and gives company managers valuable feedback of their competitiveness.

<http://www.promate.fi/yrityskuvatutkimus.php>

2.4 Marketing Research Planning

Marketing research is time-taking process and it needs to have competent marketing researcher to carry it out. Systematic planning is the key factor for getting best out of marketing research and planning the research is essential part when starting the marketing research. As Berkowitz & co define it; for planning it is good to use five step diagram.

Step 1: Company and researcher needs to define the marketing problem. In this stage there is need for setting research objectives and identifying possible marketing actions.

Step 2: Developing the research plan. Need for identifying data needed for marketing actions and determining how to collect the data.

Step 3: Collecting relevant information by specifying secondary and primary data. What company already know about the issues and what issues are needed to find out.

Step 4: Developing findings and recommendations. Developing findings and recommendations in structural way so it is easy to show the research results.

Step 5: Take marketing actions. Implement recommendations and evaluating the results.

(Berkowitz & co, 2000, 228)

2.5 Research Objectives

The research objective is a statement, in as precise terminology as possible, of what information is needed. The research objective should be framed so that obtaining the information will ensure that the research purpose is satisfied.

(Aaker&co, 1997, 48)

2.6 Research Questions

Research objectives have three components. The first is the research question. The research question asks what specific information is required to achieve the research purpose. If the research question is answered by the research, then the information should aid the decision maker. The second and third elements help the researcher make the research question as specific and precise as possible. The second element is the development of hypotheses that are basically alternative answers to the research question. The research determines which of these alternative answers is correct. It is not always possible to develop hypotheses, but the effort should be made. The third is the scope or boundaries of the research. For example, is the interest in current customers only or in all potential customers? (Aaker&co,49,1997)

2.7 Defining Target Group

Target group defining is essential part of the research. Defining target group happens in the similar way when defining companies target market or target audience. Marketing research aims to understand customer buying behavior so the target market and possible customers are the one where to put the focus on. This is more clear with business-to-business (b2b) marketing research because the scope of the customers is not that wide.

(Kotler, The Journal of Marketing, 1972)

2.8 Gathering Information

There are two different sources where to find data for marketing research. This process needs multiple hours of planning and gathering information is time-taking process.

Kotler & co defines it "Secondary data is information that already exists somewhere, having been collected for another purposes. Primary data consists of information collected for the specific purpose at hand". Researchers usually start by gathering secondary data which can be found from company's internal database. Collecting primary data is time-taking and expensive. Primary data can be collected with qualitative research that measures a small sample of customer's view, or quantitative research that provides statistics from large sample of consumers. (Kotler&co,1999, 275)

2.8.1 Quantitative Research

Quantitative research is often used in marketing researches. As a social research method, it typically involves the construction of questionnaires and scales. People who respond are asked to complete the survey. Marketers use the information so obtained to understand the needs of individuals in the marketplace, and to create strategies and marketing plans.

Quantitative research is defined as use of sampling techniques (such as consumer surveys) whose findings may be expressed numerically, and are amenable to statistical manipulation enabling the researcher to estimate future events or quantities. Quantitative methods are research techniques that are used to gather quantitative data which are information dealing with numbers and anything that is measurable. Statistics, tables and graphs, are often used to present the results of these methods.

<http://www.businessdictionary.com/definition/quantitative-research.html>

2.8.2. Qualitative Research

Qualitative research is a method of inquiry appropriated in many different academic disciplines, traditionally in the social sciences but also in market research and further contexts. Qualitative researchers aim to gather an in-depth understanding of human behavior and the reasons that govern such behavior. The qualitative method investigates the why and how of decision making, not just what, where, when. Smaller but focused samples are more often needed, rather than large samples. Qualitative methods produce information only on the particular cases studied, and any more general conclusions are only informative guesses. Quantitative methods can be used to verify which of such hypotheses are true.

http://en.wikipedia.org/wiki/Qualitative_research

2.8.3 Research Design

A research design is the detailed blueprint used to guide a research study toward its objectives.

The process of designing a research study involves many interrelated decisions. The most significant decision is the choice of research approach, because it determines how the information will be obtained. Typical questions at this stage are: Which is more appropriate, an exploratory approach with group discussions or a survey? Is a mail, telephone, fax, or personal interview survey better for this problem? (Aaker&co ,1997, 79)

2.8.4 Data Collection Method

The research designer has a wide variety of methods to consider either singly or in combination. According to Aaker&co “They can be grouped first according to whether they use secondary or primary sources of data. Secondary data are already available, because they were collected for some purpose other than solving the present problem. Included here are the existing company information system, databanks of other organizations, syndicated data sources, such as consumer purchase panels, where organization collects reasonably standardized data for use by client companies. Primary data are collected especially to address a specific research objective. A variety of methods, ranging from qualitative research to surveys to experiments, may be employed”.

Because different methods serve different purposes, a researcher often will use several in methods so the results from one method can be used by another.

(Aaker&co,1997,78)

2.8.5 Defining The Questions

Questionnaires are inexpensive way to gather data from a potentially large number of respondents. Often they are the only way to reach a large enough number of reviewers to get enough information about the subject so that it can be analyzed. A well-designed questionnaire that is used effectively can gather information on both the overall performance of the company as well as information on specific components of the business.

The importance of well-defined objectives can't be over highlighted. A questionnaire that is written without a clear goal and purpose is going to overlook important issues and waste participants' time by asking useless questions. The questionnaire may lack a logical flow and thereby cause the participant to lose interest. The problems of a poorly defined questionnaire continue on to the analysis stage. It is difficult to imagine and identify a problem and its cause. In other words, how would it be possible to reach insightful conclusions if researcher didn't actually know what they had been looking for or planning to observe.

Most questionnaires also gather demographic data on the participants. This is used to correlate response sets between different groups of people. It is important to see whether responses are consistent across groups. Typically, demographic data is collected at the beginning of the questionnaire, but such questions could be located anywhere or even scattered throughout the questionnaire. One obvious argument in favor of the beginning of the questionnaire is that normally background questions are easier to answer and can ease the respondent into questionnaire.

http://www.cc.gatech.edu/classes/cs6751_97_winter/Topics/quest-design/

2.8.6 Open Format Questions

Open format questions are those that ask for self-imposed opinions . There is no predetermined set of responses, and the participant is free to answer however he/she chooses. An obvious advantage is that the variety of responses should be wider and more truly reflect the opinions of the respondents. This increases the likelihood of receiving unexpected and insightful suggestions, for it is impossible to predict the full range of opinion. It is common for a questionnaire to end with and open format questions asking the respondent for ideas for changes or improvements.

Open format questions has several disadvantages. There is no way to automatically perform statistical analysis on them. This is obviously more costly in both time and money and may not be practical for lower budget or time sensitive evaluations. For no two people will interpret answer in the same way. Open format questions require more thought and time on the part of the respondent. Whenever more is asked of the respondent, the chance of tiring or boring the respondent increases.

http://www.cc.gatech.edu/classes/cs6751_97_winter/Topics/quest-design/

2.8.7 Closed Format Questions

Closed format questions usually take the form of a multiple-choice question. There is no clear consensus on the number of options that should be given in an closed format question. Obviously there needs to be sufficient choices to fully cover the range of answers but not so many that the distinction between them becomes blurred. Closed format questions offer many advantages in time and money. By restricting the answer set, it is easy to calculate percentages and other hard statistical data over the whole group or over any subgroup of participants. Modern scanners and computers make it possible to administer, tabulate and perform preliminary analysis in matter of days. Closed format questions also make it easier to track opinion over time by administering the same questionnaire to different but similar participant groups at regular intervals. Finally closed format questions allow the researcher to filter out useless or extreme answers that might occur in an open format question.

http://www.cc.gatech.edu/classes/cs6751_97_winter/Topics/quest-design/

2.9 Testing The Questions And Repair Needs

Questionnaire and survey needs to go through quality testing. One of the most important thing in questionnaires is to design it clear and understandable to all. Just as usability test observes a test user with the actual interface, questionnaire must observe a few questionnaire takers. Then questionnaire needs to be reviewed with test takers and discuss all points that were in any way confusing and work to solve the problems. Then new questionnaire needs to be produced. It is possible that this step may need to be repeated more than once depending on resources and the need for accuracy.

http://www.cc.gatech.edu/classes/cs6751_97_winter/Topics/quest-design/

3 CASE STUDY: INTEGRATA OY

Integrata Oy offers human resource administration applications and services to its clients. Integrata products includes applications for human resource-, travel and worktime and travelling expenses account. Beside applications Integrata offers process and application consulting, project management consulting, application training and help desk services.

Basically Integrata sells SaaS (Software as a service) model which is application leasing model. SaaS is inexpensive and easy model for companies to get the best applications for human resource administration without investing to devices or getting more employees.

Integrata is Tampere based company which is fully owned by their managers. Integrata business was started in 2008 and company managers have two decades of experience in human resource administration application services.

CEO of the Integrata is Riku Heinonen, Project Manager is Tuomas Schwartz and Service Manager is Veli-Ville Kasurinen.

3.1 Research Questions

Integrata Oy is relatively new company in its business field, business started at 2008. Marketing and company's functionality has been good because they have gained good customer relationships in short period of time. In this research I and Integrata want to find out what kind of image Integrata has gained in its business field and which marketing channels and actions their customers respect the most. Company image and marketing is vital for new company to

grow and this should be recognized what is the image of company and effectiveness of marketing.

My research questions are:

1. What kind of image Integrata has and how well they are known as human resource administration application service providers?
2. What marketing channels and actions Integrata customers respect the most?
3. What is Integrata Oy website functionality?

3.2 Research Methods

Research was carried out with closed-format questionnaire which was send to 1162 reviewers. For the questionnaire it was important to find out different perspectives, and because of that questionnaire was send to all the possible future customers. At the same there was plan to give impulses, use this questionnaire as one marketing channel and to get people visit Integrata website.

In questionnaire there was three different parts;

1. First part was related to Integrata image.
2. Second part covered the marketing channels.
3. Third part covered Integrata website and how people liked it.

3.3 Questionnaire Design and Respondents

Questionnaire was designed in a way that it was easy to answer it and this way to get as high respond percent as possible. Response percentage for this questionnaire was 16.4%, 190 respondents. This respond percentage gave us

good background information to analyze this questionnaire. Most of the questions were categorized to Likert scale of 1 to 5:

1. Not so good
2. Fair
3. Good
4. Great
5. Excellent

Questionnaire was held in Finnish language. Below is English translation for questionnaire;

1. Reviewer information
2. Have you heard about Integrata Oy?

If you answered yes, what kind image do you have about Integrata Oy?

3. How effective do you consider these marketing channels?
 - Fairs 1-5
 - Direct marketing 1-5
 - Bushradio 1-5
 - Television 1-5
 - Radio 1-5
 - Google ads 1-5
 - E-mail direct marketing 1-5
 - Website 1-5
4. What do you think about Integrata Oy website www.integrata.com
 - Website is clear and formal 1-5
 - You can get reliable image about company 1-5
 - The services and products are explained well 1-5

- Employers know-how and expertise can be clearly discovered through website 1-5
- Website offers enough information about the company 1-5

5. Would you like to get more information about the Integrata Oy?
Yes/No

4 ANALYZING THE RESULTS

Questionnaire was held on Integrata owned software website Sympahr. With this program questionnaire was easy to design and to give it professional look. Program collected the questionnaire answers and at the same time gave valuable information for analyzing process.

4.1 Analyzing the questionnaire; Part 1

The list of the mail addresses was received from the fair which Integrata Oy participated during spring time 2011. Marketing section of the questionnaire was smaller part when thinking about the value of this research. One of the most important factor was to see how many people remembered Integrata from the fair. Marketing channels section was in the questionnaire just to see how people think about marketing in general and what marketing channels they see is the best possible forum to do the marketing for this kind of business.

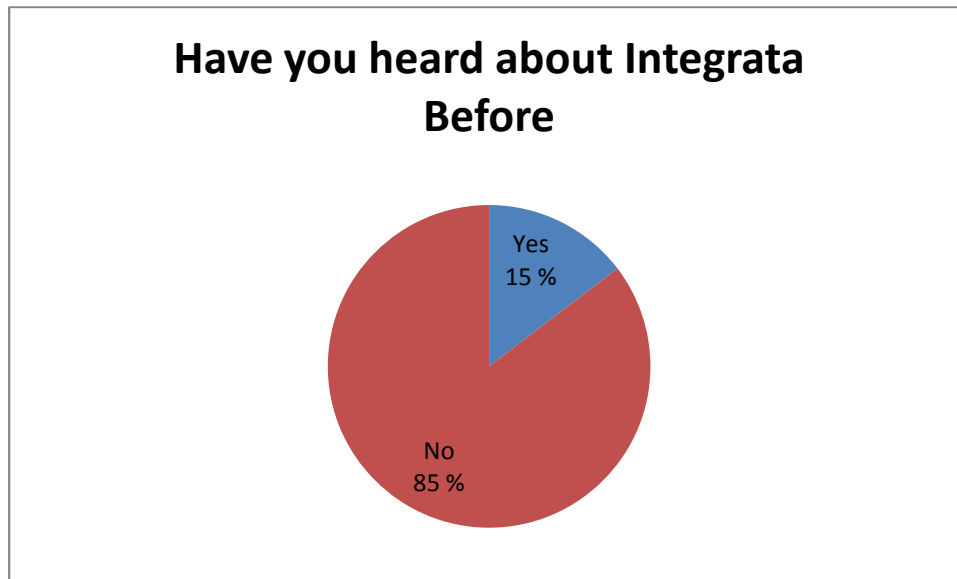


Chart 1; Have you heard about Integrata Oy before

15% of the reviewers have heard about Integrata Oy before. This was relatively low answer percentage because Integrata Oy received list of e-mails from the fair which they visited during spring time 2011. Integrata thought fairs are great marketing channels for B2B businesses but result was somewhat disappointing. Business-to-business fairs are expensive events and takes major percentage of yearly marketing budget. It might be that Integrata booth wasn't as attractive as it should have been or there was lack of something else.

Integrata Oy is 3 years old business and in this time scale company name should have been recognized in it's business section. There might have been lack of marketing efforts and this is something Integrata Oy should have more effort in the future.

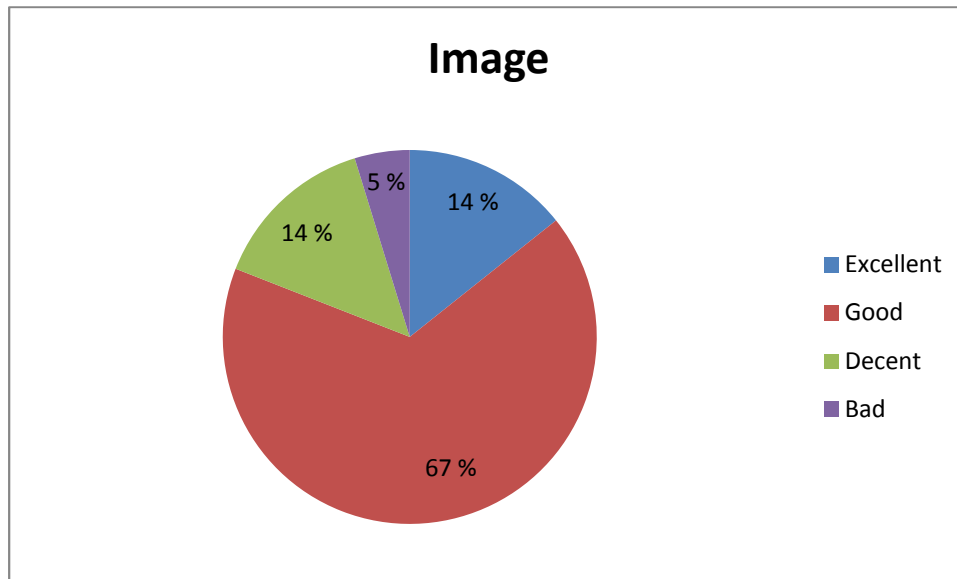


Chart 2; Image

Respondents who answered yes to the question " have you heard about Integrata Oy before" 67% answered they have a good Image. 14% answered image is good or decent and 5% answered image is bad. In this question there was open-format box also available where respondents could leave notes about Integrata Oy image. Most of the notes were related to that they have heard about the company somewhere but don't know what their business is about. Few of them have met Integrata Oy employees in tradeshows.

4.2 Analyzing the questionnaire; Part 2

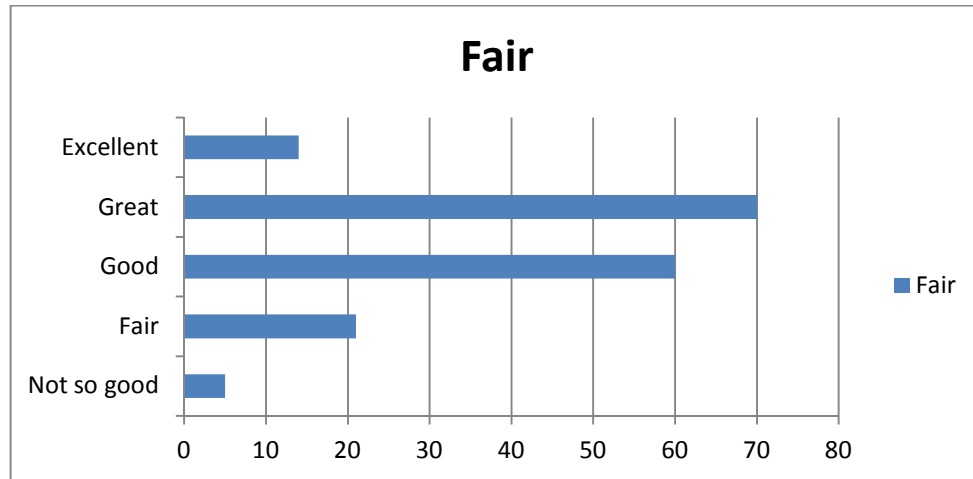


Chart 3; Fair

It was interesting to see fair got good overall points in the customers point of view. This was interesting fact for Integrata Oy. They have been in fairs many times and thought that it is good marketing channel for B2B marketing. The list of the mail addresses was received from the fair which Integrata Oy participated during spring time 2011. But making conclusions about how people answered to section "Have you heard about Integrata before", the answer percentage was relatively low. Hence it is not the best possible marketing channel or Integrata have done something wrong with their booth in the fair. One important part in participating the fair is to make the booth as attractive as possible. Special offers, if it is possible and overall view of the booth is the most important part when participating fairs. There are plenty of huge companies who have own marketing teams and extra help building up a booth in fair, so this should be something to consider for Integrata in the future, making plans for the fairs and possibly recruit extra people to create attractive and interesting booth for the upcoming fairs.

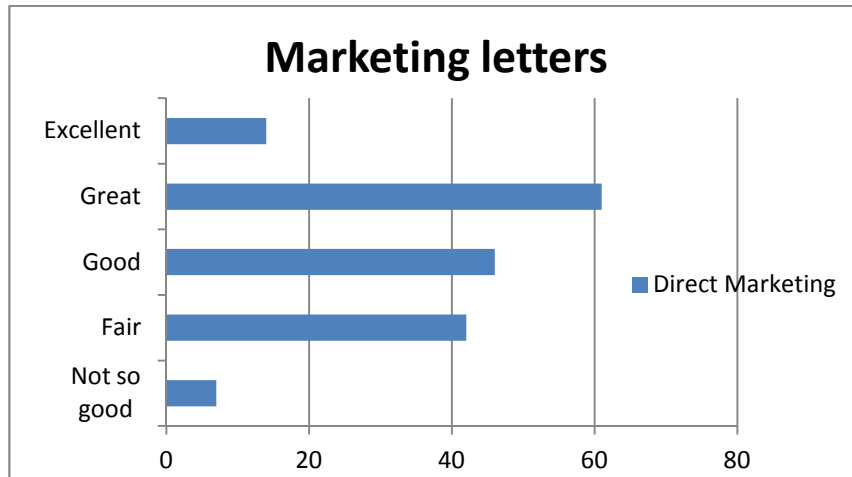


Chart 4; Marketing letters

Marketing letters got great overall points and this was pretty obvious and protected result. Marketing letter is one of the most important direct marketing method. With marketing letter it is possible to segmentate the target market and marketing letter results can be seen very easily. There are few important factors to be taken care of when planning and coordinating marketing letter campaign; segmentating target market, designing interesting letter and sending it to right respondent. Designing marketing letter is time taking process and Integrata needs good background information about target market. In the end marketing letter campaign is relatively cheap to conclude and this should be one of the major marketing channel for any company.

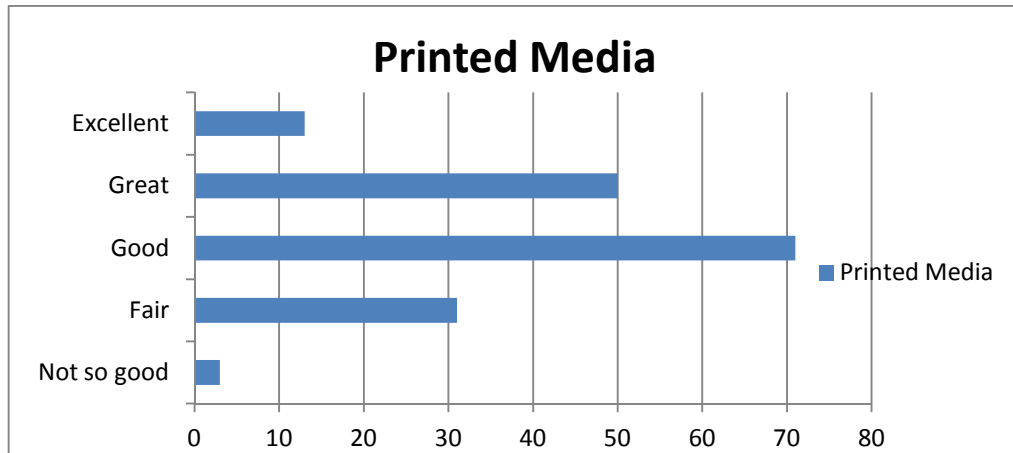


Chart 5; Printed media

Printed media got good overall points. In b2b marketing printed media marketing should be directed to professional magazines. In Integrata software business this could be any business magazine available. Such as Kauppalehti or other magazine related to business. One of the major issues is that it is very expensive marketing channel. There should be many advertisement many times and it should be designed carefully. There is always possibility that printed adds are not noticed and doesn't give as good result as it should comparing to price.

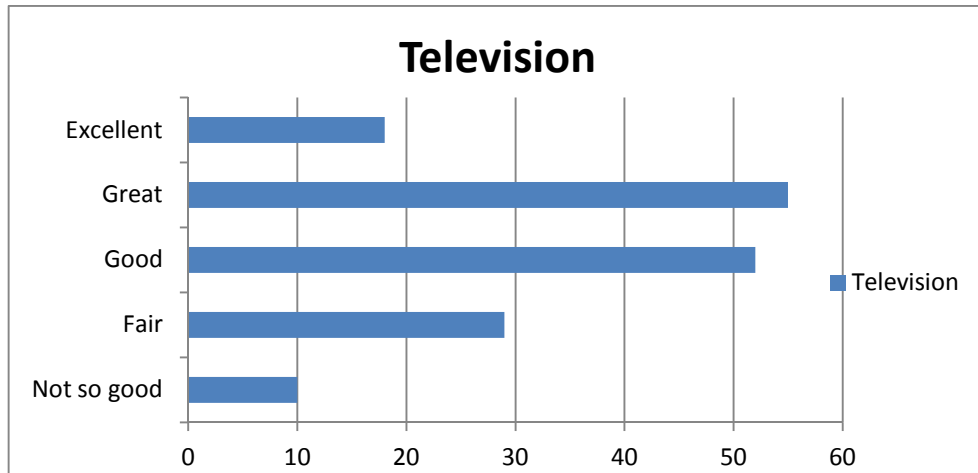


Chart 6; Television

Marketing in television is always good way to get your company to be noticed. Television as a marketing channel got great overall points. With television marketing target market is always hard to find, especially when we are talking about B2B marketing. It is possible to get good results with television marketing campaign but it is very risky and there are cheaper options available when choosing best marketing channel.

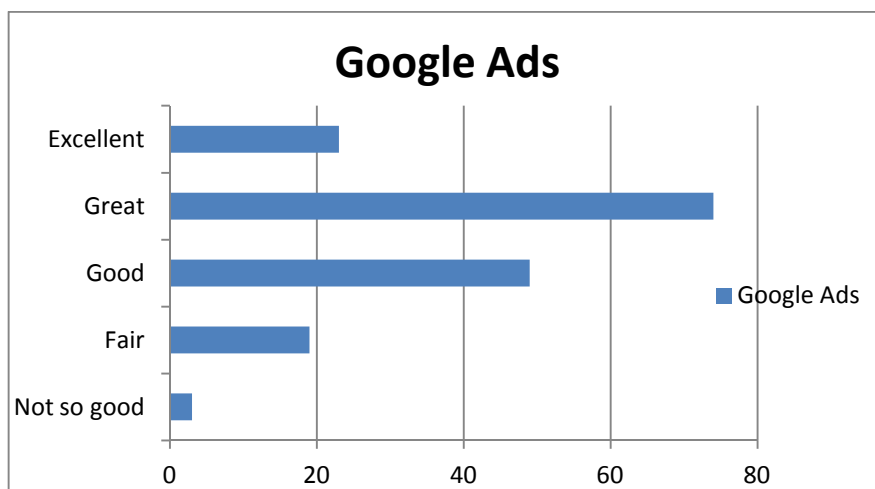


Chart 7; Google Ads

With google ads company gets noticed in the best possible situation. Google ads got great overall points. When customer has a need for something he or she usually try to search the information through internet and through google. With google ad company information get noticed when there is a need for service. In business field what Integrata is doing there is not that many competitors available and with google ads Integrata will definitely get noticed in the right place and situation.

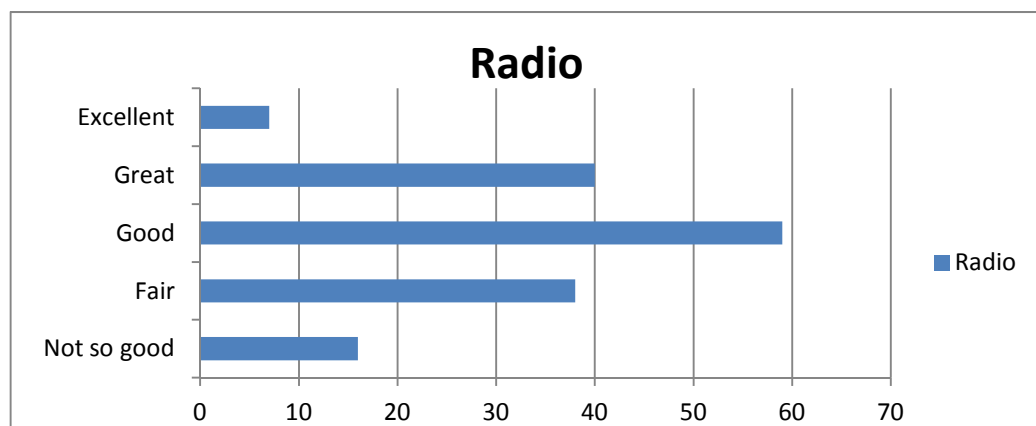


Chart 8; Radio

Radio got good overall points. Radio works great with consumer marketing but with B2B marketing it is very hard to find the right target group.

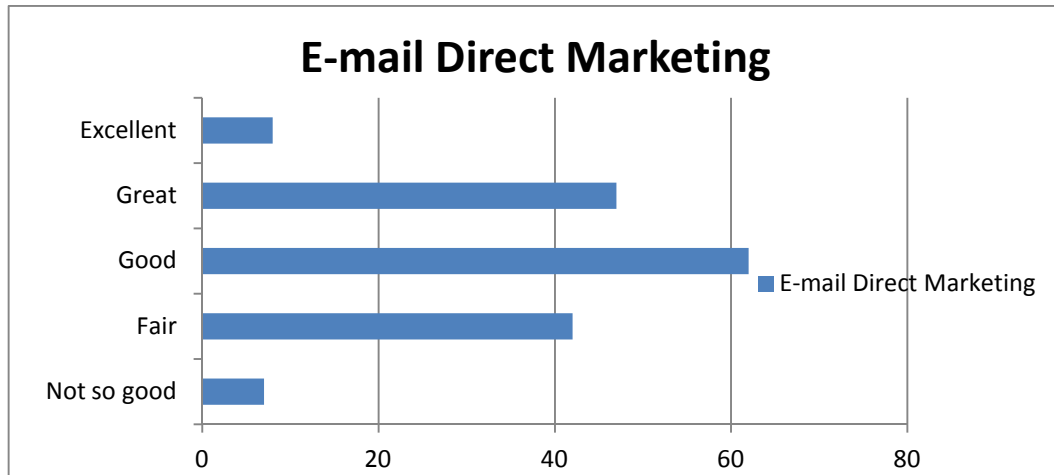


Chart 9; E-mail Direct Marketing

E-mail direct marketing got good overall points. E-mail direct marketing is simple and cost-effective way to do marketing. One of the major risk is that marketing letter through e-mail won't get noticed. Company e-mails are full of marketing trash e-mails and it is hard to get noticed through e-mail.

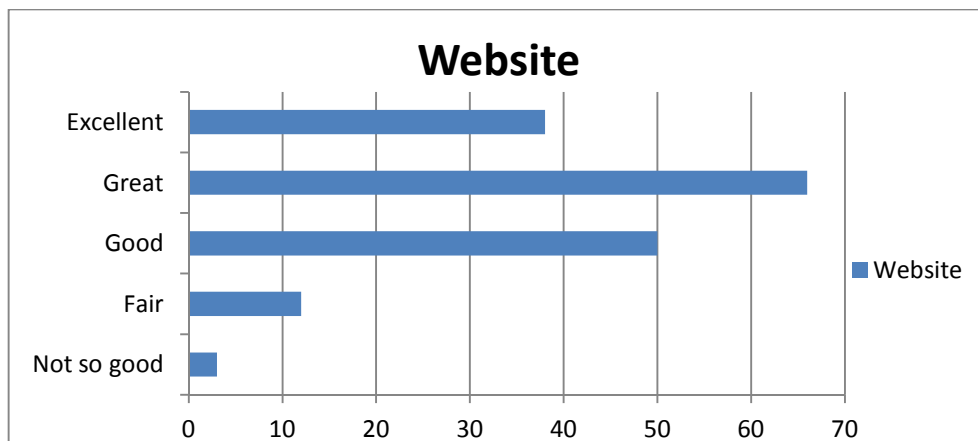


Chart 10; Website

Website got great overall points. With website it is possible to give great image about the company and easily explain the core values and business activities of the company. Website is something where company should invest in money and effort. Informative website with great references increase interest and gives great overall image about the company.

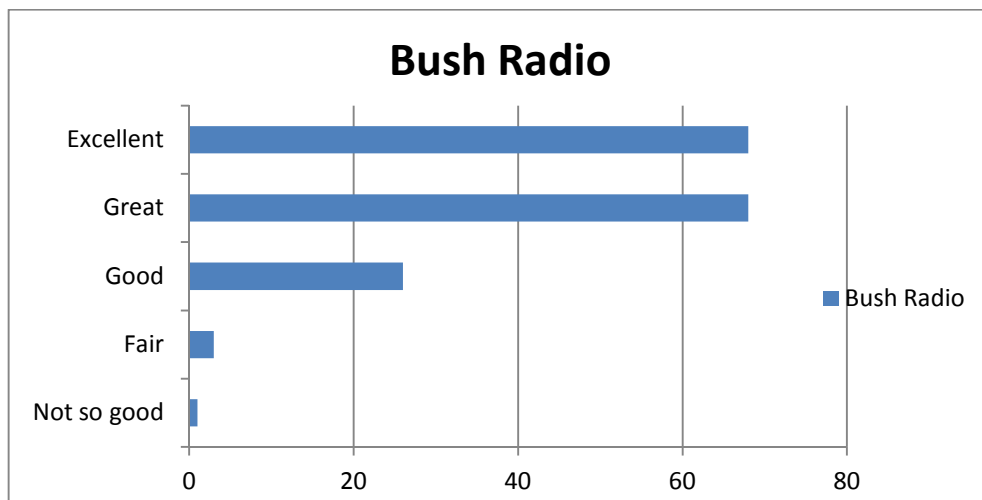


Chart 11; Bush Radio

“Bush radio” is absolutely the best way for marketing. “Bush radio” as it can be called got excellent overall points. Having a good customer network and getting excellent ratings is the best way to promote company. Good personal relations for customers is important factor. Long, lasting and reliable customer relations builds up background for new customers. Organizing events for customers eventhough it is not in business purposes is great way to take care of the personal relations.

Overall results

	Not so good	Fair	Good	Great	Excellent	Total respondents
Fair	5 (2,9%)	21 (12,4%)	60 (35,3%)	70 (41,2%)	14 (8,24%)	170
Marketing letters, phone	7 (4,1%)	42 (24,7%)	46 (27,1%)	61 (35,9%)	14 (8,2%)	170
Printed media	3 (1,8%)	31 (18,5%)	71 (42,3%)	50 (29,8%)	13 (7,6%)	168
Bush Radio	1 (0,6%)	3 (1,8%)	26 (15,66%)	68 (41%)	68 (41%)	166
Television	10 (6,1%)	29 (17,7%)	52 (31,7%)	55 (33,5%)	18 (11%)	164
Radio	16 (10%)	38 (23,75%)	59 (36,9%)	40 (25%)	7 (4,4%)	160
Google Ads	3 (1,8%)	19 (11,3%)	49 (29,2%)	74 (44%)	23 (13,7%)	168
E-mail Direct Marketing	7 (4,2%)	43 (25,7%)	62 (37,1%)	47 (28,1%)	8 (4,8%)	167
Website	3 (1,8%)	12 (7,1%)	50 (29,6%)	66 (39,1%)	38 (22,5%)	169

Chart 12; Overall results, Marketing channel questionnaire

It is essential to find right marketing channels and this how get better results and more customers.

Here is overall view how reviewers considered the best marketing channels;

1. Bush Radio

2. Fair
3. Google ads
4. Website
5. Marketing letters
6. Television
7. Printed media
8. Radio

Website marketing is vital for such company as Integrata Oy is. Informative, professionally designed website gives good overall view of the company. Website with inclusive google ad campaign gives more hits and website to be noticed. Information about the references should be clearly seen on the website. This can be considered as one part of the “bush radio” and bush marketing. Taking part in to the fairs with interesting and professional looking booth is great way to promote the company and to get more customer contacts.

Website is one of the most important marketing channels for all the companies. Creating and designing website should be invested in money and effort. In this research and survey one of the most important factors was to see how people think about the Integrata website and how Integrata can develop it.

4.3 Integrata Oy website

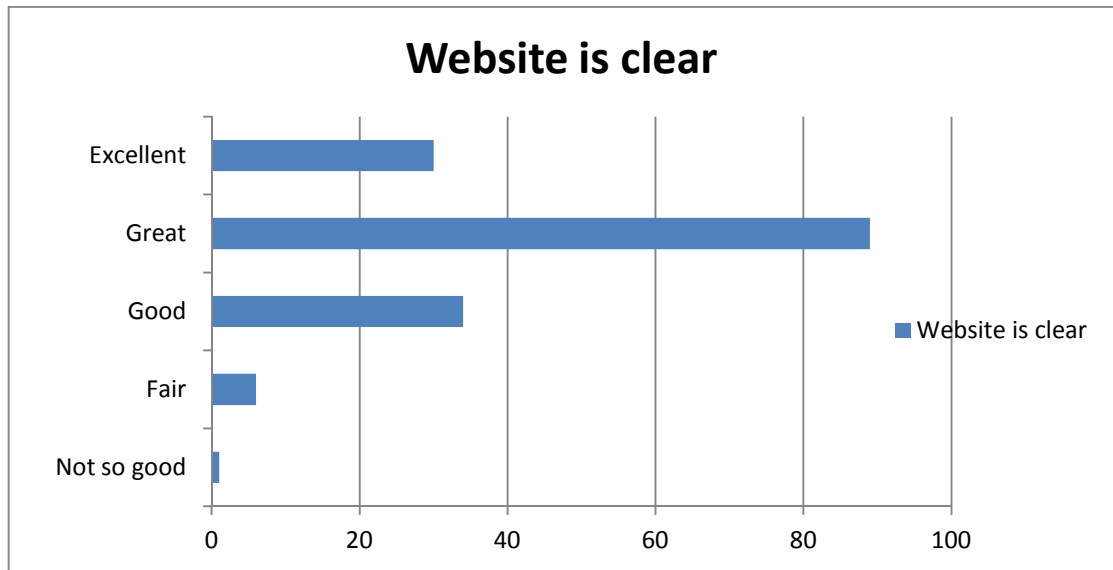


Chart 13; Website clearness

For question asking about Integrata website clearness the results was great. Clear structure and easy navigating is important factor for company website.

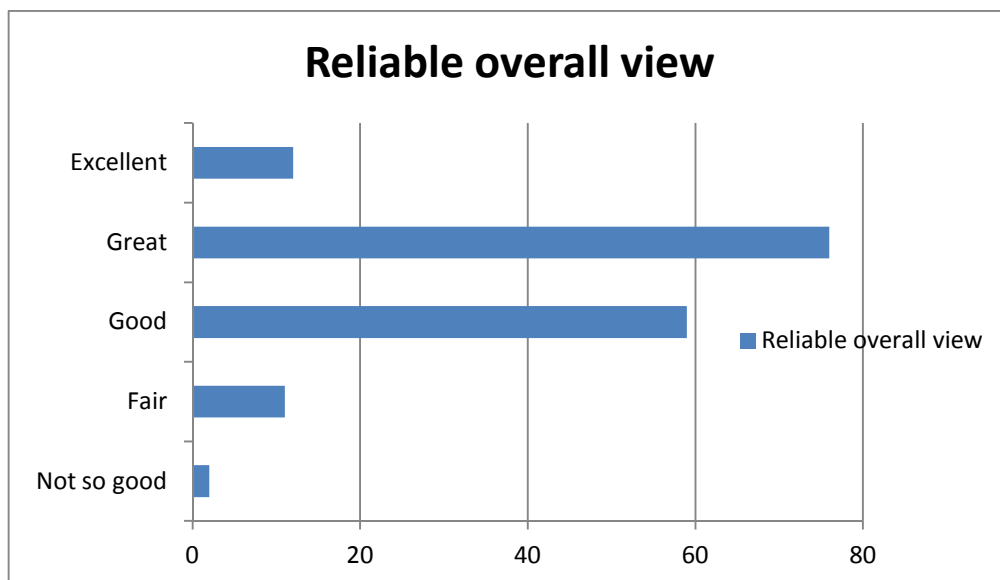


Chart 14; Website reliable overall view

Question asking reliable overall view of the company through website the result was great. Professional, structured, informative and well designed website gives good image about the company. In software business services and products are

rather complicated, explaining services and products in understandable way is important.

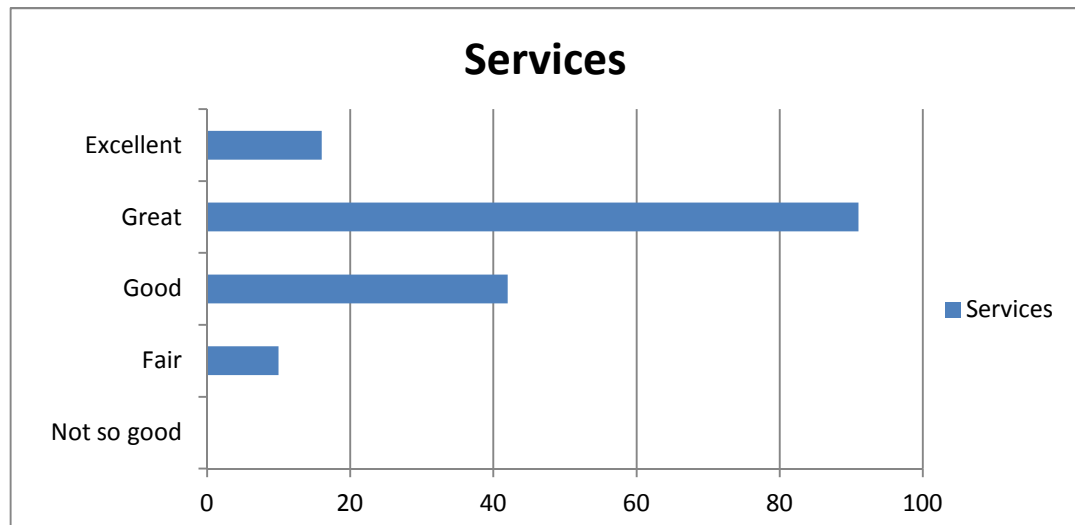


Chart 15; Services

In services and products question the result was great. In software business products and services are rather complicated and explaining them in understandable way is important. It is essential to give message how company can help to save money and effort in everyday business. Structured and well designed marketing texts are the best way to give reliable image about the services and products.

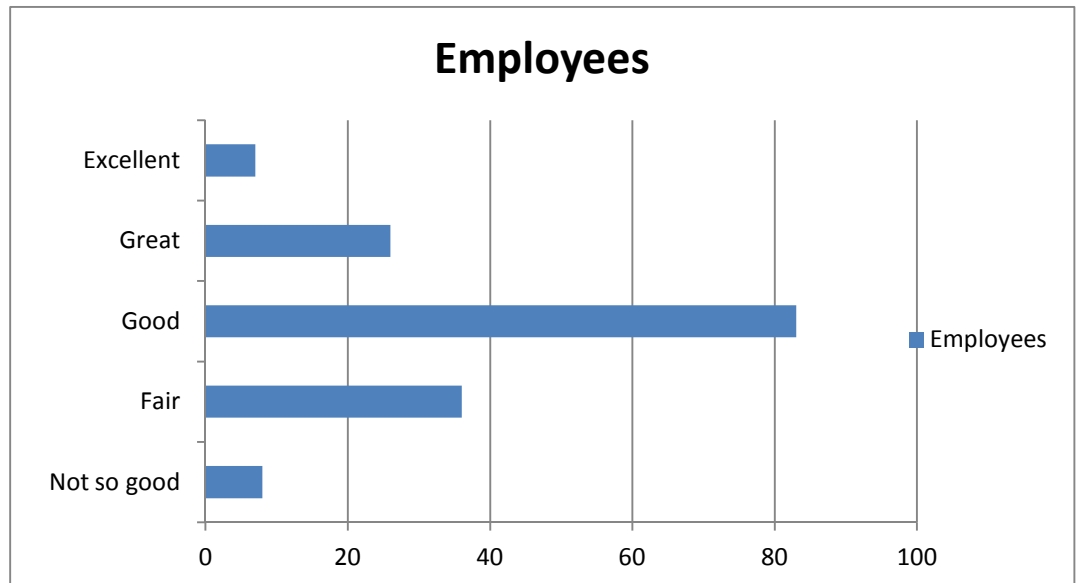


Chart 16; Employees

Question asking about the “expertise and know-how of the employees can be clearly seen” the result was good. Besides giving good image about the services and products of the company, the people who are executing the work is important factor when starting business relationship. References gives good image for employees but a small part in website should be about employees. In Integrata website there is propably not enough information about the employees. This could be designed with customer interviews in reference sections. Customer tells how well the business relationship has affected to their business activities and how well the relationship with Integrata employees have been working. Business is about great services and products but business is also about great people and social skills which affect to the end-result.

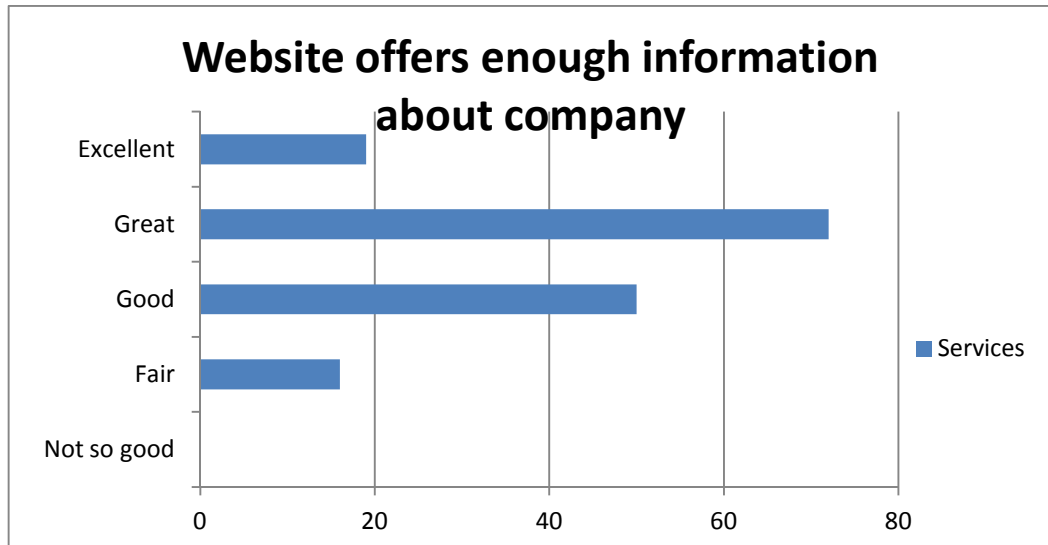


Chart 17; Information in website

The question "website offers enough information about the company" the result was great. This can be seen as overall view of the website. The main idea with website is to give information about the companies business activities. With this question it is easy to see that Integrata website is good and there is not that many things to be changed. It is working as great marketing channel. There is always things to improve and this is something which should not be forgot.

5 RECOMMENDATIONS & CONCLUSIONS

These following recommendations are based on literature review, theoretical framework and questionnaire. And also the personal experience that the researcher have in this subject.

5.1 What kind of image Integrata has and how well they are known as human resource administration application service providers?

Integrata Oy is relatively new company in it's business field because they started on year 2008. After 3 years it is possible to research the image of the company because within this time the marketing efforts and customer contacts has given some conspicuousness to company. The image what integrata oy has can be clearly seen that it is good. Most of the answer in survey to open-box sections were related that Integrata is that most of the respondents have heard about the company but they don't know what Integrata business is about. The marketing efforts and good long lasting customer relations will make this fact better. The image of the website is good and most of the respondents liked it and that is one of the biggest matter what affects to customer image about the company.

For the question how well Integrata Oy is known as human resource administration application service providers it can be seen that there are things to improve with marketing. The scope we had with 190 respondents in the survey tells that 15% of the respondents answered they know the company called Integrata Oy or they have heard about it. This can be seen a small percentage and marketing efforts should be made. More people getting to know company and name of the company affects new customer acquiring. Integrata Oy should make marketing efforts for getting the people know their business.

5.2 What marketing channels and actions Integrata customers respect the most?

For this research question the answers were somewhat clear and predictable but these research results gives good frame for the future for Integrata Oy marketing planning and efforts.

Marketing plan is easy tool to coordinate yearly marketing efforts. Integrata Oy should decide two tradeshows for the year and have extra effort for it. Well designed booth in the fairs gives good image for the company and people want to see what this company is about. One important part in participating the fair is to make the booth as attractive as possible. Special offers, if it is possible and overall view of the booth is the most important part when participating fairs. There are plenty of huge companies who have own marketing teams and extra help building up a booth in fair, so this should be something to consider for Integrata Oy in the future. Planning and creating stunning booth is not that expensive and Integrata Oy should use extra help for it. In overall tradeshows are expensive and they could cost over 10000€ for the company so it is very important to give special attention for concluding all the needed aspects in best possible way. According to Robert Grede the most important things company can get from tradeshows are;

- See new products and industry innovations, and show off your own new products or services
- Meet and greet prospective customers face to face
- Secure leads that you can follow-up later
- Develop names for your mailing list
- Socialize with buyers on an informal basis

Website is great way promoting company and website should be up to date all the time. That is the place what affects customers purchasing decisions greatly. The services and products in B2B business are complicated

so the services should be explained in easy way so ordinary people can understand them. One important note what came through survey was that there was very little about employees of Integrata. One part of the website could be where employees of Integrata Oy are introduced. When the company is not that well known it is easier to get reliable image of the company when there are faces shown and introduction of employees.

Google ads got also good results and Integrata has already done efforts with this marketing channel. This should be up to date all the time.

Sending marketing letters always gives impulses to people even though it sometimes might feel that it is waste of time. With marketing letters it is easy to send messages directly to people who decide purchases.

Ofcourse bushradio is the best way with marketing. Conducting the work in the best possible way and getting excellent feedback from the customers gives new customers and best image for the company.

These five marketing channels should be used and making proper marketing plan yearly gives good results in the future.

5.3 What is Integrata Oy website functionality?

Website functionality got great overall results. It is designed well and there are not that many things to do better. One thing that could have done better is employee presentation. In the website there could be section where all the employees are presented with their pictures included. Only picture above all the information could make this better. It is easier to have reliable feeling of the company when there is people seen. Especially at this moment when the company is young and people haven't heard about company yet. It is important to keep website fresh and up to date all the time. Website could be renewed every second year with finding the times trends on it. This gives image to public that company is agile, fresh and well adapted to market changes.

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visited: 13.1.2011

Cover Letter for Questionnaire

Hyvä vastaanottaja!

Olisiko Teillä mahdollisesti pieni hetki aikaa täyttää opinnäytetyökysely. Kyselyyn vastaaminen vie aikaa vain muutaman minuutin.

Markkinointitutkimus on Turun Ammattikorkeakoulun kansainvälisen kaupan liiketalouden opiskelijan Tatu Kasurisen opinnäytetyö. Tutkimuksen tiedot ovat ehdottoman luottamuksellisia ja tulokset raportoidaan siten, ettei yksittäisen yrityksen tai vastaajan tiedot ole niistä pääteltävissä.

Markkinointitutkimukseen voitte vastata osoitteessa:

<https://www.oskart.net/public/pq.aspx?a83e21f2>

Kysely on avoinna 1.11.2011 asti.

Integrata Oy tarjoaa yrityksille ja yhteisöille helppokäyttöiset työkalut ja asiantuntijapalvelut henkilöstön, työajanhallinnan sekä matka- ja kuluhallinnan seuraamiseen ja kehittämiseen. Tutkimuksen tavoitteena on kehittää Integrata Oy:n markkinointia ja internetsivujen toimivuutta.

Lisätietoja markkinointitutkimuksesta antaa Tatu Kasurinen puh. 044 06 77 866

Sähköposti: tatu.kasurinen@students.turkuamk.fi

Ystävällisin terveisin,
Tatu Kasurinen
Turun Ammattikorkeakoulu

Questionnaire

Heading of appendix

integrata

Lopputyöhön liittyvä markkinointitutkimus

Markkinointitutkimus on Turun Ammattikorkeakoulun kansainvälisen kaupan liiketalouden opiskelijan Tatu Kasurisen opinnäytetyö. Tutkimuksen tiedot ovat ehdottoman luottamuksellisia ja tulokset raportoidaan siten, ettei yksittäisen yrityksen tai vastaajan tiedot ole niistä pääteltävissä. Integrata Oy tarjoaa yrityksille ja yhteisöille helppokäyttöiset työkalut ja asiantuntijapalvelut henkilöstön, työajanhallinnan sekä matka- ja kuluhallinnan seuraamiseen ja kehittämiseen. Tutkimuksen tavoitteena on kehittää Integrata Oy:n markkinointia ja internetsivujen toimivuutta.

Yritys/organisaatio *

Nimi *

Tehtävänimike *

Puhelin

Sähköposti

Oletteko kuulleet aikaisemmin Integrata Oy:stä? Kyllä Ei

Jos vastasitte kyllä, niin minkälainen kuva teillä on yrityksestä? Erinomainen Hyvä Kohtalainen Huono

Lisätietoja?

Markkinointitutkimus

Arviointiasteikko Lisätiedot

1 2 3 4 5

1 = huono ... 5 = erinomainen

Kuinka tehokkaina markkinointikanavina pidätte yleisesti seuraavia vaihtoehtoja?

Messut

Suoramarkkinointi (kirje, puhelin)

Painettu media

Puskaradio

Televisio

Radio

Sähköiset kanavat

Hakukonemainonta (esim. Google)

Sähköpostisuoramainonta

Kotisivut

Mitä mieltä olette Integrata Oy:n internetsivustosta? www.integrata.fi

Sivut ovat selkeät

Yrityksestä saa hyvän ja luotettavan kuvan

Tarjottavat palvelut ovat selitetty ymmärrettävästi

Yrityksen työntekijöiden vankka ammattitaito tulee esille sivuston kautta

Sivustot tarjoavat tarpeeksi informaatiota Integrata Oy:stä

Lisätiedot

Kyllä / ei Lisätiedot

1 2

Haluaisitteko saada lisätietoa Integratan palveluista?