Digital Marketing Plan for Beautyko Import Oy to Expand Its Online Store to Sweden

Jenna Hyyppä

Author(s) Jenna Hyyppä	
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This is a project-based bachelor's thesis for Beautyko Import Oy, a Finnish e-commerce company planning to expand their B2C business by opening an online store to Sweden. The objective and outcome of this project was to give recommendations for the commissioning company on gaining brand awareness, online presence, and customers in Sweden.

The theory section of this thesis introduced the concepts related to digital marketing – Search Engine Marketing (SEM), inbound marketing and social media marketing. The SOSTAC® planning model was used to create a structure for the final project. The theoretical section was written by utilising academic literature, e-books and online resources related to digital marketing and the SOSTAC®.

The thesis was conducted as a desktop study with quantitative and qualitative aspects to it. First, the thesis analysed existing numerical data to find out about the cosmetic industry and consumers in Sweden and how they differ from Finland. Second, the thesis analysed the commissioning company and three competitors to give recommendations and suggestions for the commissioning company. The situation analysis for the commissioning company was conducted via email inquiry to the company CEO. Third, a keyword analysis was conducted to give suggestions related to SEM and content creation.

The result of this project was a digital marketing plan that provides suggestions and recommendations for Beautyko Import Oy. The digital marketing plan suggested the company to utilise the SWOT and competitor analyses to know where to focus and to know what to not do. In addition to this, the plan recommended that the company focuses on both aspects of SEM which are Search Engine Optimisation (SEO) and paid advertising.

The digital marketing plan will not be implemented by the thesis author; thus, the implementation success and the results of the plan will be solely left for the commissioning company, Beautyko Import Oy.

Keywords Digital marketing plan, SOSTAC® model, digital marketing, social media marketing, Beautyko Import Oy, E-commerce, Korean cosmetics, Sweden, Search Engine Marketing, Search Engine Optimisation

Table of contents

1   Introduction

This is a product type of a bachelor's thesis for the Degree Programme in International Business in the specialization of marketing in the Haaga-Helia University of Applied Sciences.

This chapter tells the reader about the background of this thesis and briefly explains the term K-Beauty to the reader. It also introduces the project objective and the scope of this project as well as the international aspect of this thesis. It explains the benefits of this thesis and why this thesis is beneficial to the commissioning company and the author of this thesis. Next, this chapter briefly explains the key concepts used in this project as well as introduces the commissioning company, Beautyko Import Oy. Lastly, this chapter introduces the project management methods and the report structure.

1.1   Background

The starting background for this thesis is a thesis written in 2019 by Katariina Sorvari from Laurea University of Applied Sciences. In brief, the thesis examined the process of internationalisation with Nordic countries in mind. Sweden is also included in these countries. The outcome was an internationalisation strategy for Beautyko focusing on three Finnish K-Beauty online stores, measuring their capabilities in e-commerce and search engine visibility. (Sorvari 2019.)

This thesis focuses on looking into Sweden as a target market. It analyses the competitors and consumers in Sweden. An outcome of this thesis is a digital marketing plan for the commissioning company, Beautyko Import Oy, to use when entering the Swedish market. The author of this thesis utilised the SOSTAC® model as the planning tool for the marketing plan.

Almost childish product packaging with cute mascots such as pandas, products that seem too weird to be true, and innovations that have inspired big, global brands. This is what the Korean cosmetic industry is known for and it has captured the hearts of western consumers also. This trend is known as K-Beauty which is all about Korean cosmetics such as skincare and makeup.

During the past few years, K-Beauty has achieved big popularity in western countries. Especially Korean skincare is the one that has achieved its spot in the hearts of consumers, to the point that many western companies have gotten inspiration from Korean companies. One of the main reasons for the popularity of K-Beauty can be seen from a simple equation: Korean cosmetics combine affordable yet quality products with a chance of achieving results quickly. (Fredman 2019, 11.)

In 2016, Finnish beauty magazine Gloria mentioned South Korea as the Silicon Valley of cosmetics. K-Beauty attracts people due to innovative products that pop up constantly. People are attached to things that seem new. A basic cream sold at a pharmacy might seem more interesting if it is named "steam cream" and the packaging has cute bunny ears. (Nissi 2016.)

Global cosmetic giant company L'Oréal bought Korean lifestyle make-up and fashion company Nanda Co. Ltd in 2018. Nanda Co. Ltd consists of fashion brand Stylenanda and its makeup brand 3CE. Stylenanda became popular due to 3CE which made more than 70% of the company's business. In a news release by L'Oréal, they mentioned planning to expand the sales of 3CE internationally. (L'Oréal Finance 2018.)

In Finland, the markets of K-Beauty exploded in 2018 when products started to arrive at markets and suddenly Korean cosmetics were everywhere. Skincare became trendy among Finnish consumers. Before this happened, Finnish beauty trends were mostly related to makeup. Many thought that makeup was the key to covering imperfections in one's skin. Often a Finnish consumer thinks that the skin does not need to be taken care of if there are no problems whereas a Korean consumer is thankful that they have survived without big problems and will continue to take care of their skin by cleansing carefully and hydrating the skin in the future as well. (Ihalainen 2020.)

To find out the K-Beauty situation in Sweden, the author of this thesis contacted Virve Fredman on Instagram and asked her. Fredman is a writer of a beauty blog with more than 10 years of history. She has written a book about K-Beauty in Finnish and lives in Sweden. She has also worked as Finland's country manager for a Swedish cosmetic retail store Eleven AB.

According to Fredman (2020), K-Beauty has never been that big in Sweden compared to Finland. Swedish consumers are interested in luxury brands and spa brands. Thus, fame has not hit Sweden that well compared to Finland where consumers love affordable cosmetics. Swedish consumers, in general, are the type who jumps from one trend to another. (Fredman, 2020.)

1.2 Project Objective

The outcome of the thesis is a marketing plan for Beautyko Import to use when entering Swedish markets with its online store. Other companies can also use it as a reference and a guide on expanding a cosmetic related business to Sweden.

The project objective (PO) of this thesis is a **digital marketing plan for Beautyko Import to expand their online store to Sweden**. The project objective is divided into project tasks (PT) as follows:

PT 1. Preparing the theoretical framework for the project
PT 2. Analysing the cosmetic industry and consumers in Sweden
PT 3. Analysing the situation to expand an online store to Sweden
PT 4. Writing a digital marketing plan for Beautyko Import Oy
PT 5. Conclusions

Table 1 below presents the project tasks, theoretical framework components, project management methods, and outcomes for each project task.

Table 1. Overlay matrix

Project Task	Theoretical Framework	Project Management Methods	Outcomes
PT 1. Preparing the theoretical framework for the project	SOSTAC® model, digital and social media marketing, influencer marketing, search engine marketing (SEM), e-commerce	Literature review Desktop study	Theoretical framework
PT 2. Analysing the cosmetic industry and consumers in Sweden	Existing data on Swedish and Finnish consumers of cosmetic products	Desktop study	Statistical industry analysis A brief comparison of Swedish and Finnish consumers
PT 3. Analysing the situation to expand an online store to Sweden	SWOT Analysis Competitor Analysis	Desktop study Benchmarking competitors in Sweden	Case company situation Competitor analysis
PT 4. Writing a marketing plan for Beautyko Import Oy	Utilising the outcomes of PT1, PT2 and PT3	Literature review Planning Writing the marketing plan using the theoretical framework (PT1) and research results (PT2 & PT3)	Digital marketing plan
PT 5. Conclusions	none	GANTT chart Evaluation based on the results of PT1-4	Evaluation of the project outcomes

1.3   Project Scope

The project scope of this thesis consists of writing a digital marketing plan for the commissioning company on expanding their online store to Sweden as well as the background needed to write the actual marketing plan. This project focuses on Sweden as the target country. The background is made of the current situation of K-Beauty in Sweden and analysis on Swedish consumers of cosmetic products. The project is about writing the plan and not implementing the plan. Implementing the plan is to be decided by the commissioning company. The outcome of the project is the marketing plan for B2C customers.

The commissioning company mentioned being extremely interested in various analyses. The author of this thesis utilised the SOSTAC® model as the main tool to make the marketing plan. SWOT analysis and competitor analysis are part of the SOSTAC® model. This thesis briefly analysed the cosmetic industry in Sweden and Finland to draw a comparison between Finnish and Swedish consumers based on existing data.

Regarding the competitor analysis, the commissioning company specifically mentioned wishing to know how it would differentiate in Sweden from bigger companies such as Lyko and Cocopanda.

The commissioning company mentioned valuing social media and influencer marketing. Regarding social media, focusing on Instagram and influencer marketing is the most important aspect of the digital marketing plan.

1.4   International Aspect

Beautyko Import Oy is a young company that currently operates in Finland on its B2C and B2B side. On their B2B side, however, the company works also as a distributor of selected Korean cosmetic brands in the EU. The online store of Beautyko is in the Finnish language and the B2B website for importing and distributing is in English. As the company directly imports brands from South Korea and works together with these brands, English is the business language used in these situations.

As Beautyko is planning to expand its online store to Sweden, this is the main international aspect of this thesis project. As an outcome, there is a digital marketing plan for Beautyko Import Oy to use when the company decides to enter Swedish markets.

1.5   Benefits

The commissioning company benefits from a detailed and thorough digital marketing plan to expand its online store to the Swedish market. The company benefits from a competitor analysis that is done by an outsider with a fresh viewpoint as well as other analyses that come along with the marketing plan.

According to Ahokas (2020), the B2B clients would benefit from a distributor who would also have an online shop in Sweden. This means Beautyko Import could have sales numbers from their online store in Sweden to show to their B2B clients in Sweden. Beautyko as an importer would be the one who does all the required legal aspects of the importing process, such as CPNP-registration and safety testing. (Ahokas 2020.)

B2C customers in Sweden benefit from this thesis in a situation where the commissioning company decides to open their online store to the Swedish market. They would have access to more Korean cosmetics brands with possibly more affordable prices. The fewer middlemen there are in the process, the cheaper the product price will be for the B2C customer as Beautyko Import is the direct importer and distributor of their brands to Sweden.

The process of writing this thesis and completing it on time is beneficial to the author of this thesis. By designing a marketing plan on a phenomenon, she is interested in, her familiarity with marketing terms and e-commerce will improve significantly. As she is also doing her internship at this same company, she gains a lot of valuable experience in e-commerce and marketing from there too. The author also learns about time management as she must balance between the thesis and internship as well as her private life too.

Other possible stakeholders, less or more indirect, might include the thesis advisor, Haaga-Helia University of Applied Sciences and its partners, Beautyko Import Oy's shareholders, and partners.

1.6 Key Concepts

E-commerce is often referred to as digital commerce. E-commerce is not equal to E-Business thus E-commerce does not mean "anything digital" that a company does. E-commerce means using the Internet and mobile applications and browsers running on mobile devices to do business transactions. In short, E-commerce digitally enables commercial transactions between companies and individuals and among them. (Laudon & Traver 2018, 48-49.) E-commerce can be divided into B2C (Business to Consumer), B2B (Business to Business), C2C (Consumer to Consumer), M-Commerce (Mobile E-commerce), Social E-commerce, and Local E-commerce. (Laudon & Traver 2018, 67.)

A marketing plan provides direction and aims at helping the company to focus on their business operations such as launching new products. Marketing plans are used by companies, non-profit organizations, and governments. A marketing plan aims to document how the company will achieve its objectives by implementing specific marketing strategies and tactics. The customer is always the starting point. Smaller companies often have shorter and less formal marketing plans whereas big corporations require detailed and highly structured marketing plans. (Kotler & Armstrong 2018, 627.) The main factor in a marketing plan is a detailed SWOT analysis. It is used to analyse the current marketing situation and possible threats and opportunities. A marketing plan is about the what and the why of marketing activities. (Kotler & Armstrong 2018, 80-81.)

SOSTAC® model is a component of the SOSTAC® strategic planning framework. SOSTAC® is a registered trademark of PR Smith. It is used to improve the customer experience by following the following stages. SOSTAC® consists of six stages: Situation analysis (Where are we now?), Objectives (Where do we want to be?), Strategy (How do we get there?), Tactics (What are the steps to get there?), Action (The detail of the tactics) and Control (How do we monitor our performance?). (Hague & Hague 2018, 91-92.)

Digital and social media marketing is done by using digital marketing tools. This is often divided into online marketing (websites, online advertising, email, online videos, and blogs), social media marketing, and mobile marketing which is done via mobile applications for example. Digital marketing tools make it possible to reach consumers anytime, anywhere via their digital devices such as smartphones, computers, tablets, and smart-TVs. (Kotler & Armstrong, 514-515.)

Search Engine Marketing (SEM) uses search engines to build and sustain brands. According to eMarketer, in 2017 companies spent about 87 billion euros on SEM and advertising worldwide. In western countries, the top search engine is Google which has a market share of over 90%. (Laudon & Traver 2018, 402.)

Influencer marketing simply is engaging influential people with an online presence to share brand or company messages with their audience. Often this is in the form of sponsored content. Influencer marketing is like celebrity endorsements. But in influencer marketing, celebrities exist in the world of social media. Influencer marketing is used in blogs, Instagram, Twitter, Facebook, Pinterest, and YouTube for example. Influencer marketing is about finding the most relevant influencer, rather than the most popular influencer. Another form of influencer marketing is a person looking for information on a product or service and ends up on a blog they have not even heard about and reads a post written about the product or service. (Sammis, Lincoln, Pomponi, Ng, Gassmann Rodriquez & Zhou 2015, ch. 1.)

1.7 Commissioning Company

Beautyko Import Oy is a Finnish company founded in 2017 by Jenni Ahokas who is the CEO of the company. The company was first founded as an online store under the name Beautyko and was one of the first online stores in Finland that focused solely on K-Beauty. Beautyko's business grew rapidly as K-Beauty started to get more famous in Finland and Europe. (Beautyko Import 2020a.)

As an online store, Beautyko focused on selling K-Beauty products that were imported by other companies. The company also tried to do B2B (Business to Business) selling as a retailer, but there came some problems with some of the importers, mostly products being constantly out of stock. Thus, Beautyko decided to start importing products and this way the company would be able to do B2B also on a much wider scale. The CEO of Beautyko also dreams about launching her own brand. Being an importer and distributor makes the process of contact making smoother and one day, launching her brand also will be easier. (Ahokas 2020.)

Beautyko Import Oy offers Business to Business (B2B) and Business to Consumer (B2C) services to its customers. An online store is how it offers services to B2C customers. For the B2B side, Beautyko Import Oy acts as a distributor for carefully selected Korean beauty brands in Europe. Beautyko's goal is to help these brands enter European markets. The company works together with online and offline retailers around Europe. As an importer, the company helps their brands with CPNP-registration (Cosmetic Products Notification Portal) and safety assessments that are required in the EU. (Beautyko Import 2020a.)

In November 2019, Beautyko launched a new sales concept in Finland. This new concept, in a nutshell, is that anyone willing can sell Beautyko's products to others. Most of these retailers sell Beautyko's products in their own companies and stores. Some of these include hairdressers, nail artists and spas. Beautyko trains these people to sell and get to know the products. This concept, however, is not multi-level marketing as every sales representative works as an individual entrepreneur and oversees their sales volumes and sales channels used. (Beautyko 2020a.)

As of November 2020, Beautyko Import Oy is importing four brands (COSRX, Dewytree, Eyenlip and Skinfood) from South Korea and distributing them to five countries in Europe. These countries including Finland are Sweden, Norway, Estonia, and Poland. Beautyko also sells these brands in its Finnish online store. (Beautyko 2020b; Beautyko Import 2020a.) Out of these countries, Finland and Sweden are the most important and have the most customers. Bangerhead and Lyko are one of the B2B clients in Sweden. (Ahokas 2020.)

In November 2020, Beautyko launched an online exclusive section to its online store. The brands under this section are sold only for a limited time and have only a limited amount of the products. With this concept, Beautyko aims to give its customers a chance to get introduced to smaller Korean cosmetic brands. (Beautyko 2020c.)

At the time of writing this company introduction in November 2020, the online store of Beautyko is active only in Finland. However, the company is planning to expand its online store to Sweden in 2021.

1.8 Project Management Methods and Report Structure

This thesis is written by using desk research as the main project management method. The reason for this is that the data needed to build the marketing plan can be mostly found from already existing secondary sources and then used to produce new insights. The data is collected by using quantitative and qualitative research methods. A quantitative research method is chosen because most of the data needed are collected from existing sources such as company websites, social media channels, industry reports and statistics. Qualitative research is added to this as some of the data needed are collected by asking for opinions from few people by using Instagram or email inquiry.

Desk research means studying secondary sources of data. The secondary source is information that is already available. It can be available either for the public, for the company or for those who purchase the data. (Hague, Hague & Morgan 2013, 41.) Desk research is ideal when the secondary data or any data can be gathered without fieldwork. Some examples of this are published reports and statistics or digging into and analysing the company's internal sales statistics or interviewing experts. (Hague & al., 42.) The biggest limit of desk research is it being unpredictable when one is not familiar with the phenomena and cannot be sure what will be covered by the desk research and what will be left empty. (Hague & al., 54.) All in all, desk research is a great tool for putting together information such as market size and market trends. It is also useful when analysing consumers and competitors. (Hague & al., 55.)

The data used to build the marketing plan is collected from already existing sources, thus it is secondary data.

Secondary data comes in many forms. The most common are documentary sources in the written and non-written form and survey data in the form of statistical information. Few examples of written materials are internal reports and annual reports released by organizations, minutes of a meeting, publications such as books and newspapers, communications such as emails. Non-written material on the other hand can be gathered from television programmes, videotapes, or films of all types such as documentary and news. Survey data for example is about organizational surveys of markets or household surveys. (Walliman 2011, 79-80.)

Quantitative research method is often called as statistical research. It is used to find out answers to questions related to numbers and percentages. Quantitative research answers to questions such as "what, where, how much, how often". It is used to describe a certain phenomenon based on numerical statistics. The data needed for quantitative research can be gathered from already existing sources or by gathering new data from the scratch. Examples of the existing sources are various databases, registers, and statistics. An example of newly gathered data are surveys. (Heikkilä 2014, 15-17.)

Qualitative research is often used when the phenomena is not well known and there are no theories that would explain the phenomena being researched. Qualitative research aims to answer the question "what is this all about?". Qualitative research is used when there are no theories or prior research about the phenomena, want to get a deep knowledge about the phenomena or the goal is to create new theories and hypotheses. In qualitative research, the researcher wants to know and understand the phenomena being researched. (Kananen 2017, 32-33.)

Figure 3 on the next page demonstrates the process of the project tasks. The project is divided into five project tasks. Under each task is an explanation of each project task. From the explanation, the reader knows where and how the data is collected, how it is analysed and processed and lastly, what is the outcome of each project task.
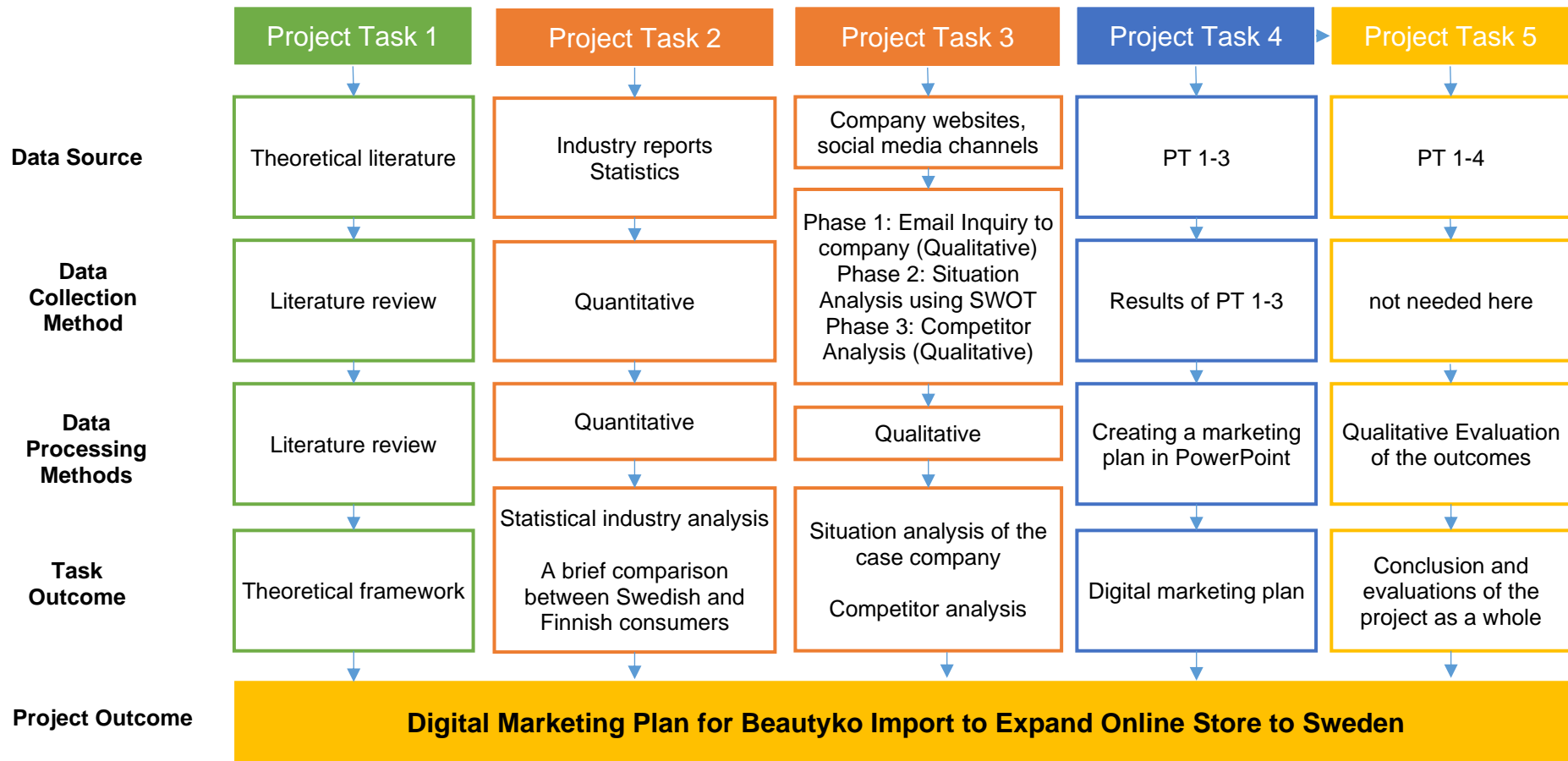
	Project Task 1	Project Task 2	Project Task 3	Project Task 4	Project Task 5
Data Source	Theoretical literature	Industry reports Statistics	Company websites, social media channels	PT 1-3	PT 1-4
Data Collection Method	Literature review	Quantitative	Phase 1: Email Inquiry to company (Qualitative) Phase 2: Situation Analysis using SWOT Phase 3: Competitor Analysis (Qualitative)	Results of PT 1-3	not needed here
Data Processing Methods	Literature review	Quantitative	Qualitative	Creating a marketing plan in PowerPoint	Qualitative Evaluation of the outcomes
Task Outcome	Theoretical framework	Statistical industry analysis A brief comparison between Swedish and Finnish consumers	Situation analysis of the case company Competitor analysis	Digital marketing plan	Conclusion and evaluations of the project as a whole
Project Outcome	**Digital Marketing Plan for Beautyko Import to Expand Online Store to Sweden**				

Figure 3. Project Management Methods

PT 1. Preparing the Theoretical Framework for the Project

The first task focuses on preparing the theoretical framework for the project. It is used to build a theoretical basis for the following tasks in the process. It also explains relevant theoretical terminology to the reader. The main method used in this PT is a literature review and the outcome is a finalized theoretical framework. The results of this PT are found in the chapter 2 of this thesis.

PT 2. Analysing the Cosmetic Industry and Consumers in Sweden

The second project task is about analysing the cosmetic industry and consumers in Sweden by conducting a desktop research using quantitative research methods. The author uses existing data to briefly analyse the cosmetic industry as well as consumers in Sweden and Finland. An outcome of this task is a comparison between Finnish and Swedish consumers of cosmetics. The results of this PT are found in the chapter 3 of this thesis.

PT 3. Analysing the Situation to Expand an Online Store to Sweden

The third project task starts by analysing the current situation of the company and finding out reasons why commissioning company is planning to expand in Sweden. This task also focuses on analysing competitors in Sweden to find out what to focus on in the marketing plan. The author utilised SWOT analysis as the main tool. For competitor analysis, a desktop research is conducted by using the existing data available online. The results of this task are used as a guide when writing the marketing plan. The results of this PT can be found from the chapter 4 of this thesis.

PT 4. Writing a Digital Marketing Plan for Beautyko Import Oy

Project task four is about planning and writing the marketing plan by utilising the SOSTAC® model and the data found on PT 2 & PT3. The plan is done by using PowerPoint. A literature review is also used to make sure everything is correct regarding the SOSTAC® model. An outcome of this task is the final digital marketing plan. The results of this PT are found from the chapter 5 of this thesis as well as the Appendix 3 listed in the appendices.

PT 5. Conclusions

The last project task is about concluding the project. The conclusion includes and evaluation of the key outcomes of the project, recommendations for the commissioning company, evaluation of the project as a process, feedback from the commissioning company and the thesis author's personal reflection on learning.

2   Building a Digital Marketing Plan

From this chapter, the reader can learn about the theoretical framework used in this product-based thesis. The purpose of this chapter is to explain the theoretical concepts, theories and models the author uses in her thesis process. This chapter introduces a marketing planning model called SOSTAC® which is used to build the marketing plan. Next is digital media marketing and inside that are search engine marketing, inbound marketing, and social media marketing.

As Beautyko Import Oy is planning to expand their online store to Sweden, a marketing plan focusing on Sweden as the target market is needed to help the company to figure out what aspects to focus on the process of expanding to Sweden.

Digital Marketing
Search Engine Marketing
Inbound Marketing
Social Media Marketing

SOSTAC® model

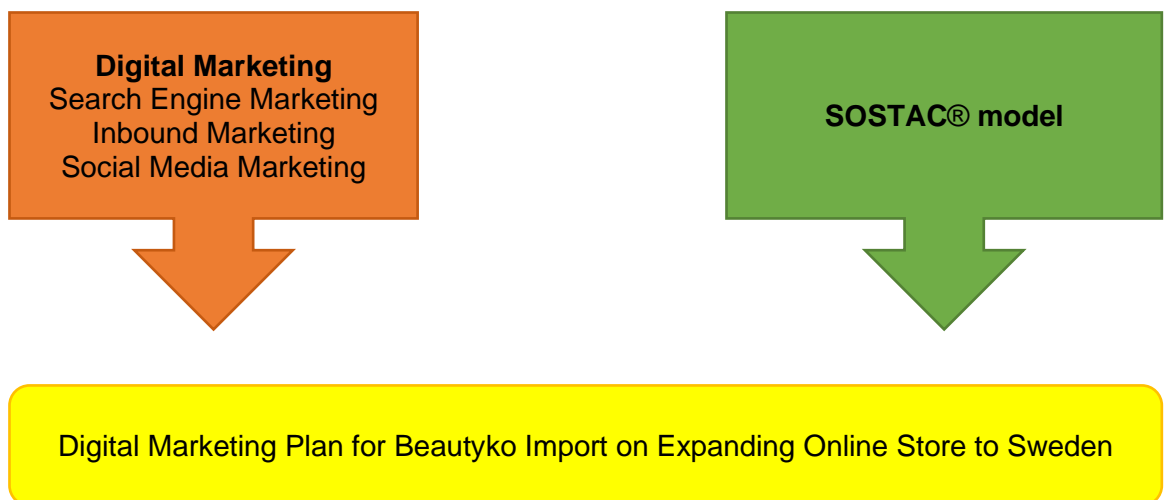Digital Marketing Plan for Beautyko Import on Expanding Online Store to Sweden

Figure 1. Theoretical Framework

The theoretical framework above is divided into two sections that are the major factors in building the final marketing plan. The orange part is digital media marketing and the tools used are search engine marketing (SEM), inbound marketing and social media marketing which focuses on Instagram and influencer marketing. The green part consists of the SOSTAC® model which is used throughout the process of writing the marketing plan.

2.1 Digital Marketing

Chaffey and Ellis-Chadwick (2019, 9), define digital marketing as achieving marketing objectives through applying digital media, data, and technology. In the past, digital marketing has been called Internet marketing, e-marketing, and web marketing. One part of digital marketing is managing the company's online presence. An online presence can be websites, mobile applications, social media pages or online communication techniques such as search engine marketing, social media marketing, online advertising, and email marketing. Online presence is used to acquire new customers and provide help to existing customers who develop the customer relationship. (Chaffey & Ellis-Chadwick 2019, 9-10.)

Some challenges in developing and managing digital marketing strategy are having no specific objectives set for digital marketing and not measuring or reviewing the results from digital marketing strategy, thus actions are not taken to improve the effectiveness. (Chaffey & Ellis-Chadwick 2019, 21.)

Digital marketing makes it possible to reach the right people in the right place at the right time. Reaching more of these right people is easier with an online presence compared to using purely offline marketing. Digital marketing also allows us to see accurate results in real-time. Measuring ROI (Return On Investment) is easier with digital marketing compared to offline marketing. (Hubspot 2020a.)

2.1.1 Search Engine Marketing (SEM)

Search Engine Marketing (SEM) is about marketing a website via search engines and entailing organic search engine optimisation and paid search strategies. Organic search means the unpaid, natural rankings that the search engine algorithms determine. They can be optimised with search engine optimisation (SEO). Paid search means that a company pays to a search engine when their website is displayed on the search engine results page (SERP) when someone types in specific keywords or phrases to the search engine site. The pay is determined usually based on whether the person clicks in the paid advertisement or not. Paid advertising is a good option if a company does not rank well in the search engines with just organic search. (Hubspot, p. 4-5.)

Thus, SEM combines the benefits of SEO and paid search as the content is optimised for higher rankings in search engines and is also placed in front of a user who is likely to convert when they click on paid advertisement. Paid search is not equal to SEM, but is a major part of SEM. Here, paid search means pay-per-click (PPC) advertisements specifically. (Rende 2020.)

The key difference is that SEM is a strategy that combines paid search and SEO. A standard example of a paid search is when someone sets up a PPC advertisement but does not optimise their advertisement or website the advertisement links to. However, when someone optimises their website and search content with solid keywords by using SEO and use the money for PPC advertisements, this is an example of SEM. (Rende 2020.)

2.1.2 Inbound Marketing

Inbound marketing is used to attract customers by creating valuable content and experiences tailored to them. Unlike outbound marketing that interrupts the online audience with content, they do not necessarily want, inbound marketing shows them what they are looking for and solves problems they might have already. (Hubspot 2020b.)

Inbound marketing is the method used to grow as a company by building a long-lasting relationship with consumers, prospects and, and customers. Inbound marketing can be applied in three ways:
1. Attracting in the right people by providing valuable content and conversations that establish the company as a trusted advisor the audience wants to engage with.
2. Engaging by presenting insights and solutions aligned with the pain points and goals of the audience so that they are more likely to make a purchase.
3. Delighting by providing help and support to empower the customers to find success with their purchases.

(Hubspot 2020b.)

According to Hubspot (2020b), company growth happens at all these three stages, but it is also a continuous loop. Once a company attracts in strangers, they become prospects who the company will engage with. Again, these prospects become customers who are then delighted by their purchase and some of them will become promoters who attract new strangers. (Hubspot 2020b.)

Attracting strangers starts by creating and publishing content that provides value. One example would be blog posts on how to use certain products. While creating the content, it is important to optimise all the content by using SEO (Search Engine Optimisation) which is about using specific keywords and phrases related to the company's products or services. SEO makes it possible for the content and information to appear when someone searches on search engine sites. (Hubspot 2020b.)

2.1.3 Social Media Marketing

Social media marketing is part of digital marketing and it is used to encourage customers to communicate on a company's website, blog, or other social media platforms such as Instagram, Facebook, or Twitter. To benefit from social media, it is necessary to start conversations and participate in conversations started by customers for example. These conversations can be about products, promotions, or customer service, and they are a good way to learn more about customers as well as provide support to them which is a way to improve how a company is perceived. (Chaffey & Ellis-Chadwick 2019, 29.)

Instagram is a global platform that makes it possible for brands and companies to showcase their products, recruit new people, and inspire the online audience. Instagram is a good way to grow brand awareness and introduce new products. Companies can for example share behind-the-scenes type of posts that show a piece of the business that people usually do not get to see anywhere. (Decker 2017.)

Influencer marketing is a part of social media marketing. Influencer marketing, in a nutshell, is about influencers endorsing and mentioning products. Influencers are individuals with a dedicated social following, and they are experts of the niche they belong to. (Chen 2020.)

2.1 SOSTAC® Planning Model

SOSTAC® is a marketing planning model built on a logic that allows companies to make more informed decisions. It delivers order and is structured so that the learnings of the final section feed into the next period's starting point. Utilising SOSTAC® allows one to write long term plans, short term plans or agile plans every 90 days. The planning framework can be used to write business plans and marketing plans for example. (SOSTAC 2020.)

As figure 2 below shows, the model is made of six stages: situation analysis, objectives, strategy, tactics, actions, and control. The model is a continuous loop that starts from situation analysis and ends at control. As mentioned in the chapter above, the learnings from the last stage (control) can be used to analyse the situation for example, when starting a new round to fix things that did not quite work on the first round.

Figure 2. SOSTAC® Planning System (adapted from SOSTAC® 2020)

Situation analysis is the first stage in the planning system. It is used to find out in what situation the company is right now and what kind of problems the company might be facing currently. (Hague & Hague 2018, p. 92.) The situation analysis is made of goal performance, 5S's (Sell Serve Sizzle Speak Save), customer insights, SWOT-analysis, brand perceptions and lastly, internal capabilities and resources. (PR Smith Marketing 9 July 2019.)

A SWOT analysis is a core activity tool used for analysing the situation. **SWOT** is used to summarise the external opportunities and threats and internal strengths and weaknesses. The outcome of a SWOT is an analysis of how a company can increase their internal strengths and how to improve their weaknesses into strengths as well as how to use the external opportunities to their benefit and how to fight external threats. (Chaffey & Ellis-Chadwick 2019, 153.)

The objective is the second stage used to figure out where the company is heading, what they want to achieve and what kind of position they wish to hold in the target market. (Hague & Hague 2018, p. 92.) Objectives are made of the long- and short-term missions and visions of the company. The 5S's are part of objectives as follows; sales and market share (sell), customer service (serve), wow factor (sizzle), dialogue or trialogue (speak) and quantified efficiency gains (save). (PR Smith Marketing 9 July 2019.)

The 5S's are used to set the right goals related to online marketing:

- **Sell:** The most important factor in 5S is sales as they lead to revenues and profits. One way to increase sales is by offering free delivery.
- **Serve:** Customers get answers to their questions from the company website and social media channels. It is important to pay attention to the quality and service offered online as it supports all the other activities in 5S.
- **Sizzle:** It is the wow factor of the company and helps to boost sales. One example is creating a positive online experience for the online audience; if it is effective, the interactions within the site and other channels are smooth and the visitor is willing to visit again and tells their friends also about their experience.
- **Speak:** Getting closer to customers through dialogue and participation. In addition to being great sales channels, digital channels are a good way to engage the communication with the online audience.
- **Save:** Simply, this is about saving costs. One example of this is reducing printing and opting for an online option.

(Chaffey 2020.)

A strategy is the third stage, and it is used to come up with a strategy on how the company achieves its objectives and figure out who to target. (Hague & Hague 2018, 92.) According to PR Smith Marketing (2019), this is the most difficult part of a marketing plan. One way to come up with a strategy is to use the STOP & SIT method which is made of segmentation, targeting and positioning, OVPs (Online Value Propositions), sequence, integration, and tools. Sequence means credibility before visibility. (PR Smith Marketing 9 July 2019.)

Tactics are the exact methods needed to do to achieve what has been mentioned in the strategy. The marketing mix is one example of these tactics. (Hague & Hague 2018, 92.) Tactics are the details of the strategy. (PR Smith Marketing 9 July 2019.)

One of the most classic marketing models is a **marketing mix**. It was originally limited to the core 4Ps (Product, Price, Place and Promotion). There also exists the 7Ps (Product, Price, Place, Promotion, People, Process and Physical evidence) model that was originally devised by E. Jerome McCarthy who published it in his book in the 1960s. (Hanlon 2020.)

The 4Ps were designed when companies were more likely to sell products, thus the role of customer service was not that well known in helping brand development. Over time, three extended services related Ps were added to the mix; Participants (later renamed to People), Physical evidence and Process. In 2020 it is recommended for companies to use the full 7Ps of the marketing mix when reviewing competitive strategies. (Hanlon 2020.)

Action is the fifth stage in the process. It is the details of the tactics. It is about what are the responsibilities of everyone in the process and who is accountable for these actions taken. (Hague & Hague 2018, p. 92.) Actions are also about whether to use internal staff or external agencies and what kind of systems and processes are used. (PR Smith Marketing 9 July 2019.)

Control is the last step that is used to figure out how to monitor the performance. It uses internal and external metrics to find out whether the process is on track to achieve the objectives set earlier. (Hague & Hague 2018, 92.) It is recommended to check the progress often, rather than waiting a whole year to spot what works and what does not work. This can be done quarterly, monthly or every other month, for example, to make the changes quickly. Some aspects of control are 5S's combined with web analytics and KPIs (Key Performance Indicators), usability testing or mystery shopping, customer satisfaction surveys and site visitor profiling. (PR Smith Marketing 9 July 2019.)

3 Analysing the Cosmetic Industry and Consumers in Sweden

This chapter briefly analyses the cosmetic industry in the target country Sweden. First, it looks at the sales and distribution channels in beauty and personal care. Next, this chapter briefly compares Swedish and Finnish consumers of cosmetic products. As an outcome of this chapter, there is a comparison of Swedish and Finnish based on the data analysed.

3.1 Cosmetic Industry in Numbers

3.1.1 Sweden

Figure 3 below explains the sales of beauty and personal care products in Sweden and demonstrates the growth from 2005 to 2019.
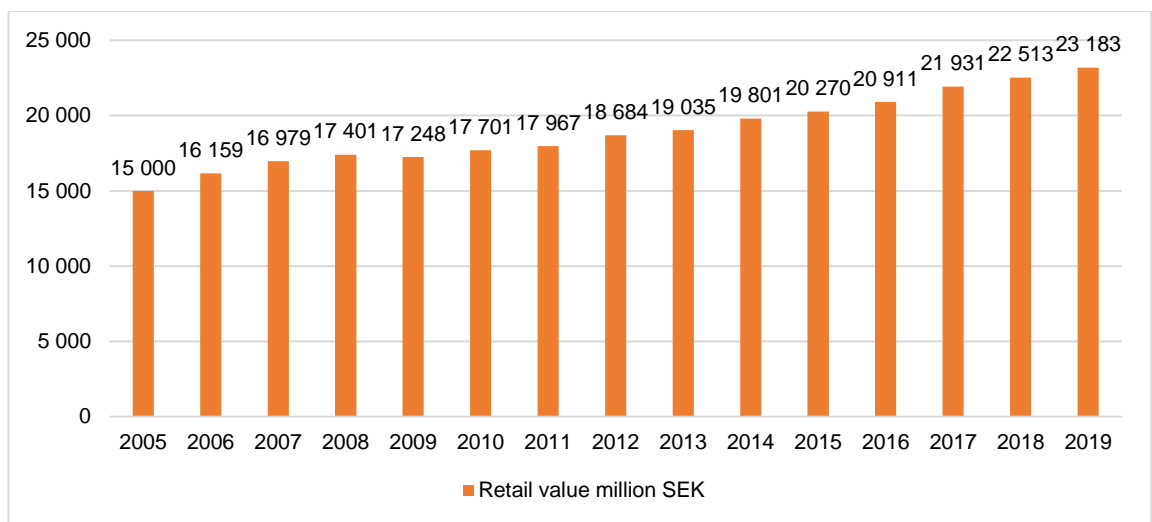
Figure 3. Sales of Beauty and Personal Care in Sweden 2005-2019, Adapted from Passport 2020a.

The sales of beauty and personal care in Sweden were 23 183 million SEK (~2 278 million EUR) in 2019. The sales have gone up by nearly 10 000 million SEK (~983 million EUR) since 2005 and are forecasted to grow steadily in the upcoming years. (Passport 2020a.) The values are converted to EUR using a currency calculator on the Bank of Finland website on March 19th in 2021. (Bank of Finland 2021.)

Figure 4 below explains the sales of beauty and personal care in 2019 divided into categories.
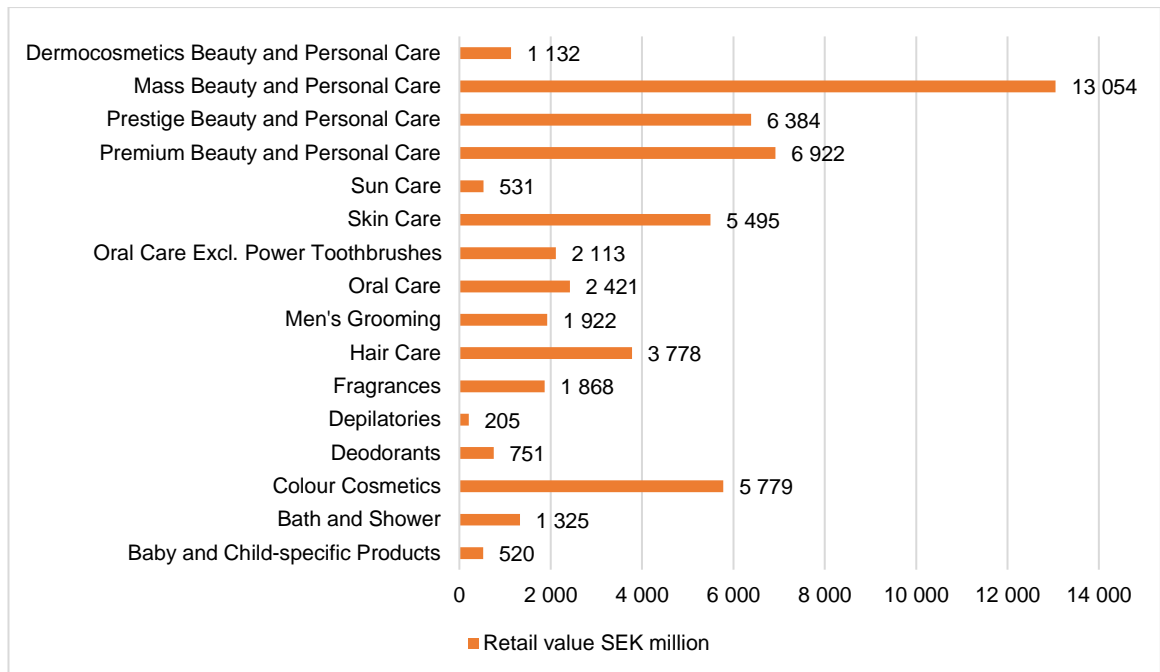

Figure 4. Sales of Beauty and Personal Care in Sweden by Category in 2019, Adapted from Passport 2020a.

When the sales in beauty and personal care are divided into categories, the biggest categories are:

- mass beauty and personal care with 13 054 million SEK (~1 283 million EUR),
- premium beauty and personal care with 6 922 million SEK (~680 million EUR),
- prestige beauty and personal care with 6 384 million SEK (~627,5 million EUR),
- colour cosmetics with 5 779 million SEK (~568 million EUR) and
- skincare with 5 495 million SEK (~540 million EUR). (Passport 2020a.)

The values above are converted from SEK to EUR using the currency calculator on the Bank of Finland website on March 19th in 2021. (Bank of Finland 2021.)

Out of these, skincare is the most relevant category for the commissioning company Beautyko Import Oy.

In Sweden, over 80% of the beauty and personal care products are distributed in store-based retailing and 14,7% are distributed in non-store retailing with e-commerce being 11,4% of it. Since 2014, non-store retailing has been growing whereas store-based retailing has been decreasing. Inside store-based retailing, non-grocery specialist retailers have been growing and take 36,9% of the distribution with 29,4% of it being health and beauty specialist retailers such as pharmacies. (Passport 2020a.)

Pharmacies are the leading distribution channel for skincare. E-commerce has been growing its share of sales due to online specialists. The COVID-19 has impacted skincare sales in pharmacies. It was forecasted that the sales of skincare decrease by 5% in 2020 compared to 2019. This is mainly due to pharmacies having to experience staff shortages and resulting to ask consumers to stay away to not overburden the pharmacy sector. (Passport 2020b.)

In 2020, it was forecasted that new categories such as snail mucin filtrate and sheet masks continue to grow while Japanese cosmetics (J-Beauty) will become more established among consumers who wish to use anti-age products and prevent ageing. (Passport 2020b.)

This is good information for Beautyko Import Oy, as Korean skincare is known for sheet masks and using snail mucin filtrate in skincare products.

3.1.2 Finland

E-commerce is growing year by year as online sites have become more advanced and offer lower prices. 90% of the cosmetic products are on average, 27% cheaper when purchased online compared to tax-free. E-commerce retailers also offer personalized customer service and skin analysis which is an additional advantage when competing against store-based retailers. (Passport 2020c.)

Store-based retailing takes 75,5% which is slightly less compared to Sweden. Non-store retailing in Finland is 22,5% with E-Commerce being 18,6% of it. This is slightly more than in Sweden. (Passport 2020c.)

3.2 Consumers of Cosmetics in Finland and Sweden

Swedish consumers have educated themselves about skincare routines and product content properties. As a result, they put more emphasis on the product quality than the brand image. They have been also interested in AHA (Alpha Hydroxy Acid) or DHA (Docosahexaenoic Acid; omega-3 fatty acid) products for example. (Passport 2020b.)

Finnish consumers focused on skincare in 2019. In Finland, the popular Korean skincare method is one factor behind the skincare boom. Toners, anti-age products, face masks and acne treatments performed well in value sales. Many Finnish consumers have added additional steps to their skincare routines due to being influenced by media and social media or due to Korean skincare products being expanded to Finnish retail stores. (Passport 2020c.)

4 Analysing the Situation to Expand an Online Store to Sweden

This chapter assesses the situation analysis of the case company Beautyko Import Oy regarding its online store opening to Sweden. The situation analysis analyses the current company situation including a SWOT analysis of the case company on entering the Swedish market with its online store. Lastly, this chapter analyses three competitors in Sweden.

4.1 Case Company Situation

As mentioned in the company introduction (Ch. 1.7), Beautyko Import Oy has an online store that is active in Finland and the company is planning to open an online store in Sweden in 2021.

Below is the starting situation of Beautyko Import Oy and the reasons for opening an online store in Sweden. The data was gathered through an email conversation with Jenni Ahokas the CEO of Beautyko Import Oy. The original email conversation in Finnish can be read from Appendix 1.

The reason for expanding to Sweden is it being the easiest target country for the commissioning company. Beautyko Import Oy has a contact person there who oversees the selling process to B2B clients. Few of the B2B clients have mentioned they do not want to be the one launching a new brand in Sweden for the first time. Thus, Beautyko Import Oy thinks, if the company had an online store in Sweden, it could present the sales numbers to their business partners. This way, having an online store in Sweden would support other business activities in Sweden too. (Ahokas 2020.)

In Finland, Beautyko has been doing marketing that is much centred around the CEO herself. She is always present by producing material to social media channels, telling her product recommendations as well as is the face of Beautyko in Finland. She is worried that Swedish people are not interested to see a normal Finnish entrepreneur on their screen. She is also worried about the language barrier. She knows that the marketing strategy that works in Finland will not work in Sweden. (Ahokas 2020.)

4.2   SWOT Analysis

A SWOT analysis describes the company's internal strengths and weaknesses as well as external opportunities and threats. It is a simple method of getting an understanding of where to focus on business strategies or planning. (Laudon & Traver 2018, 181.)

Table 2 below presents the SWOT analysis of Beautyko Import Oy with Sweden as the target market. It summarises the main strengths and weaknesses that affect the company internally, and opportunities and threats affecting the company externally.

Beautyko's first main strength in Sweden is a Swedish contact person who is currently working on the B2B side. The contact person being Swedish himself knows what Swedish consumers want to buy. The second main strength is the unique sales concept which has been proven to work in Finland. It would be a good idea to test it out and see how it works in Sweden. The third main strength is that as an importer of Korean cosmetics, Beautyko can offer lower prices to its B2C customers. With this Beautyko can attract consumers from competitors to its online store. The fourth main strength is Beautyko offering carefully selected skincare brands, the consumers find what they are looking for. A consumer who is looking for skincare products finds skincare products. And lastly, as an importer and distributor selling only CPNP-registered products as required by EU law, Beautyko can seem more reliable and trustworthy to the consumers.

Beautyko's first main weakness is not having an existing B2C customer base in Sweden. The second main weakness is that the CEO centred marketing will not work in Sweden. CEO centred marketing concept has been working in Finland and it is a cost-efficient way of marketing, however, it will not work in Sweden due to the CEO not being a fluent Swedish speaker. If this approach is used in Sweden, there is bound to be a communication barrier. In addition to this, Swedish consumers have no idea who the CEO is as the CEO is not a famous influencer or celebrity in Sweden. The third weakness is that the sales concept might not work in Sweden. The fourth main weakness is that Beautyko does not have many brands to offer and no colour cosmetics either. In Sweden, colour cosmetics sell more than skincare.

The main opportunity for Beautyko in Sweden would be the growing e-commerce as a distribution channel. With consumers purchasing more online, there is a chance Beautyko will fit in there just well. Beautyko's sales concept is also an opportunity because if it works, Beautyko can reach consumers who are not interested in online shopping. As Beautyko's CEO mentioned, the online store on the B2C side is a good opportunity to grow business on the B2B side. The company can use B2C to attract more B2B clients in Sweden. As many Finns are living in Sweden, Beautyko can use this opportunity and target them as Beautyko can offer Finnish customer service to these people. After COVID-19, there are opportunities for Beautyko to participate in various beauty fairs in Sweden to attract customers to the online store. And lastly, an online store in Sweden would be an opportunity to offer potential on expanding to other Nordic countries in the future.

Possible threats for Beautyko in Sweden would be competitors copying the sales concept if it is proven to be successful in Sweden. In addition to this, bigger online stores retailing at cheaper prices is a major threat as Beautyko would lose its customers to these bigger competitors. Some other threats for Beautyko as a company selling Korean cosmetics are K-Beauty as a trend slowing down in Sweden as well as possible competition from Japanese skincare brands as it was mentioned in the cosmetic industry analysis briefly.

Table 2. SWOT Analysis of Beautyko Import Oy

STRENGTHS	WEAKNESSES
• Swedish contact person on the B2B side who is likely to know Swedish consumers • A unique sales concept where everyone can be a retailer • Few carefully selected, quality skincare brands • Classic brands such as SKINFOOD and COSRX which have a worldwide hype • Experienced in importing & distributing • Can offer lower prices for B2C customers as an importer • All products are CPNP-registered as required by EU law -> offers reliability against some grey area retailers	• No existing B2C customer base • CEO centred marketing concept will not work in Sweden • The sales concept might not work in Sweden • Only a few brands to offer • No colour cosmetics, only skincare offered
OPPORTUNITIES	THREATS
• In addition to Swedish consumers, targeting also Finns living in Sweden as Beautyko can offer Finnish customer service too • Growing e-commerce retailing in Sweden • If the sales concept works, a chance to reach consumers who do not shop online • Using B2C online store to attract more B2B clients in Sweden • Participating in beauty fairs in Sweden to attract B2C customers (After COVID-19) • Potential to expand to other Nordic countries next	• The sales concept could be copied by competitors • Bigger online stores retailing with cheaper pricing • Consumers might get bored due to low brand catalogue • K-Beauty as a trend is slowing down in Sweden • Possible competition from Japanese skincare brands

4.3 Competitor Analysis

Competitor analysis is one of the key aspects in analysing the situation. (Chaffey, Hemphill & Edmundson-Bird 2019, 205.) Competitor analysis is a way to monitor competitors who are in the same industry. In e-commerce, competitor analysis is crucial due to the dynamic nature of online media. By monitoring competitors, a company can launch new services and change promotions much faster compared to print media. In e-commerce, monitoring the competitors is a continuous part of a business strategy and needs to be done regularly. By analysing competitors, a company can also figure out whether it should lower or raise prices. (Chaffey & al. 2019, 320.)

The competitor analysis was conducted by checking the competitors' websites and Instagram as it is the main social media channel to focus on in the digital marketing plan. From the website, the author of this thesis analysed the main page, easiness of navigation and the overall vibe of the website. Regarding Instagram analysis, the author analysed the overall feed and the content posted by the competitors. The goal of this competitor analysis is to find out the strengths and weaknesses of the competitors to gain information on where the commissioning company should focus on.

Two of the competitors for the competitor analysis are chosen based on which competitors the commissioning company hopes to focus on. These companies are two big online stores Lyko and Cocopanda that sell Korean cosmetics but also cosmetics from other countries. The author of this thesis added GLOWiD to the competitor analysis as she felt it needs one competitor which is a purely Korean cosmetics online store.

4.3.1   Lyko

Lyko is one of the leading e-commerce companies in the beauty industry. Originally the company was focused on hair care, but it has expanded to other beauty industry-related areas. Lyko's omnichannel retail system has over 55 000 products from 1000 brands and the company also has a physical store in Sweden and Norway. Lyko's online store is operating in Austria, Denmark, Finland, Germany, Netherlands, Norway, Poland, and Sweden. (Lyko 2021.)

Lyko's website is easy to navigate, however, the front page is heavy on banners which can give a feel of a cluttered website. It can also cause slowness in the loading speed of the website. The graphic design on the website is cohesive and it is easy for the visitor to figure out that the website is about cosmetics. However, finding the K-Beauty section of the online store is difficult. It can be found when the consumer goes under the "Fler" (Other) category in the navigation. Korean cosmetic brands of Lyko can also be found on the "Brands" page, but if one is not sure what is a Korean brand and what is not, it might be difficult for the visitor to figure out that.

Figure 5 below shows the main page of Lyko's website. The customer service on Lyko's website is very visible. The visitor can instantly see the chat button as well as the "Kundservice" (Customer Service) button on the right side of the website. One good thing about Lyko's website's main page is that there is also a way for the visitor to see the latest uploads on the company's YouTube channel as well as the latest articles on the blog, Lyko Magazine.
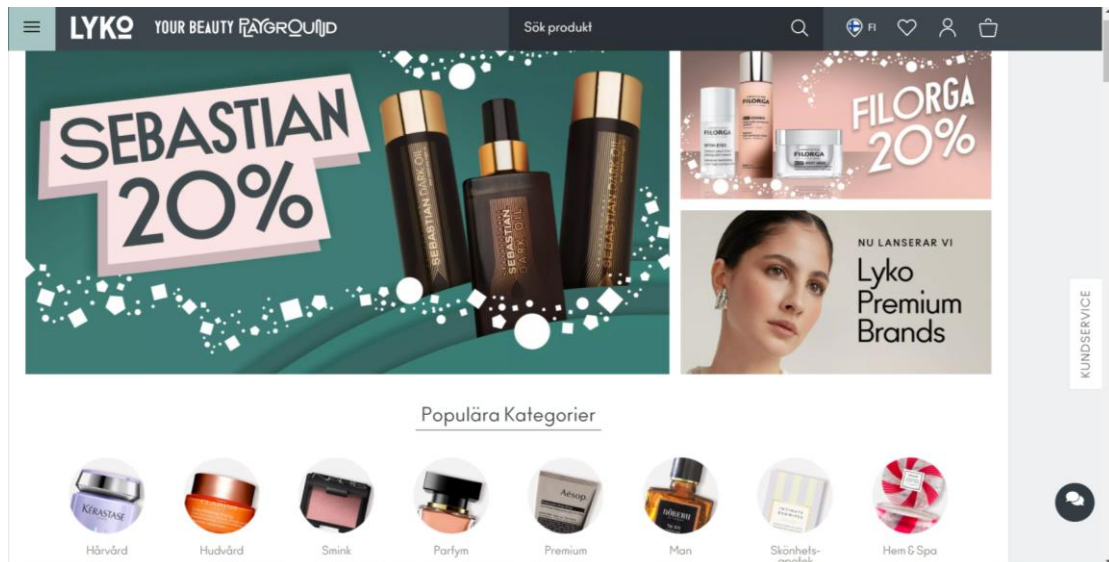

Figure 5. Lyko's website

Figure 7 below summarises Lyko's Instagram activities. On Instagram, Lyko has 150 000 followers and almost 1500 posts. The language on the Instagram account is English as it is not specified to a certain country of operation. A good thing about this is that the company needs to manage only one Instagram account, but consumers might find it negative. If there is a marketing campaign happening only in a certain country, consumers from other countries might find it annoying if the same campaign is not in their country.

Lyko's Instagram posts include photos and videos about cosmetics. The company posts actively, about a few times a week. The overall feel of the Instagram feed is cohesive and in line with the company's brand image. The company is also utilising IGTV which allows longer videos such as makeup tutorials. The company is not utilising the Instagram Highlights feature which is something the company could improve. Based on Lyko's Instagram the follower is unable to know whether the company sells Korean cosmetics or not.

On average, Lyko's Instagram posts get 400-450 likes. When taking the follower count of 105 000 into account, the engagement of the posts is about 0,40%. IGTV posts and videos have approximately 4000 views on average which are 3,8% of all Lyko's Instagram followers. These were calculated simply by dividing the average amount of likes/views by the number of followers and multiplied by 100%. On average, the comments on photo posts are 5 which is good but from an account of this size, it could be better.
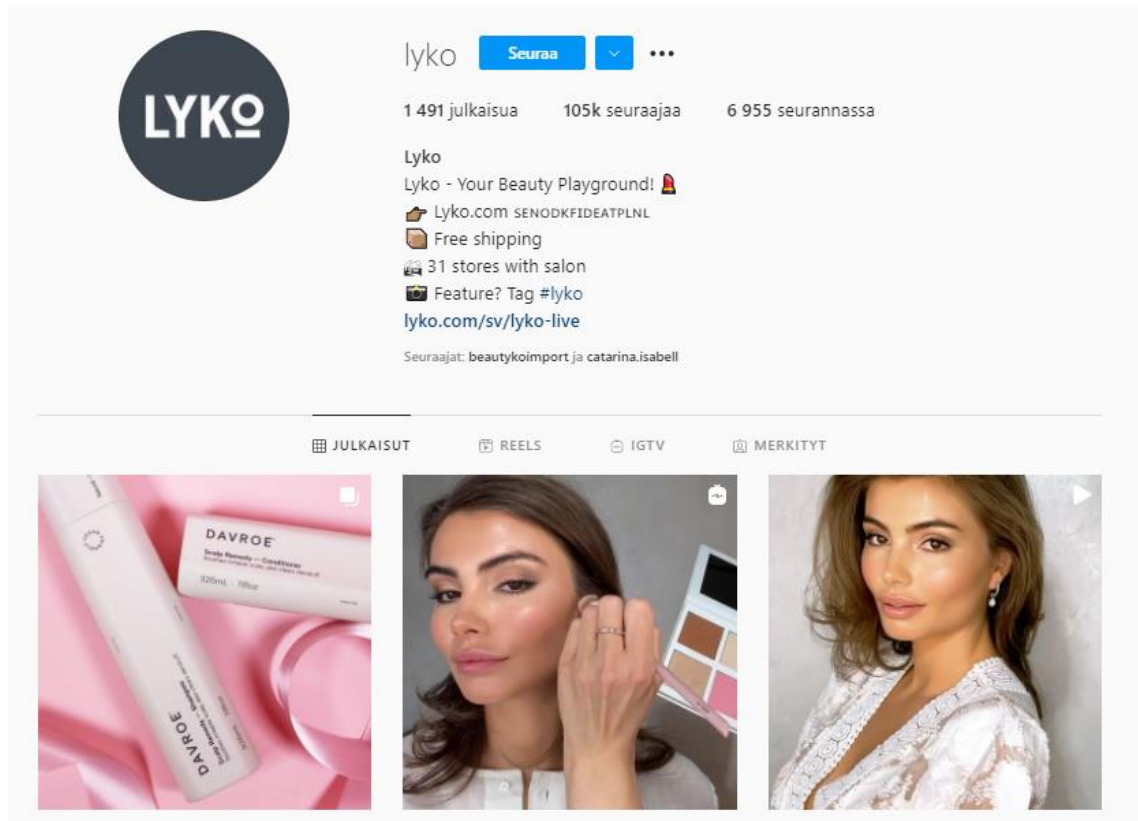

Figure 6. Lyko's Instagram

4.3.2 Cocopanda

Cocopanda is part of a Brandsdal Group which is a Norwegian corporation. Cocopanda's online store is available in Finland, Denmark, Norway, Sweden, Germany, and Poland. (Cocopanda Finland 2021.) As of April 2021, Cocopanda Sweden has roughly 290 brands in their brand catalogue. (Cocopanda Sweden 2021.)

Cocopanda's website is also easy to navigate and has much fewer banners than Lyko's website which makes Cocopanda's website less cluttered. Just like Lyko, Cocopanda also has a chat option available which is easy to spot when navigating the website. The website of Cocopanda uses its pink colour throughout the site as an accent colour which gives a cohesive vibe. Without this choice, the website would not have a feel of a brand in there. The company's logo could need some refreshing. The main page of Cocopanda's website is summarised in Figure 7 below.

On the main site, Cocopanda has a separate category showcasing Korean cosmetics which is good for a customer who is looking for K-Beauty. Cocopanda mentions K-Beauty twice on their website – first in the lower menu which can be seen from Figure 7 below and the second time at the end of the site as a banner. For a consumer interested in K-Beauty, Cocopanda is a much better option compared to Lyko.
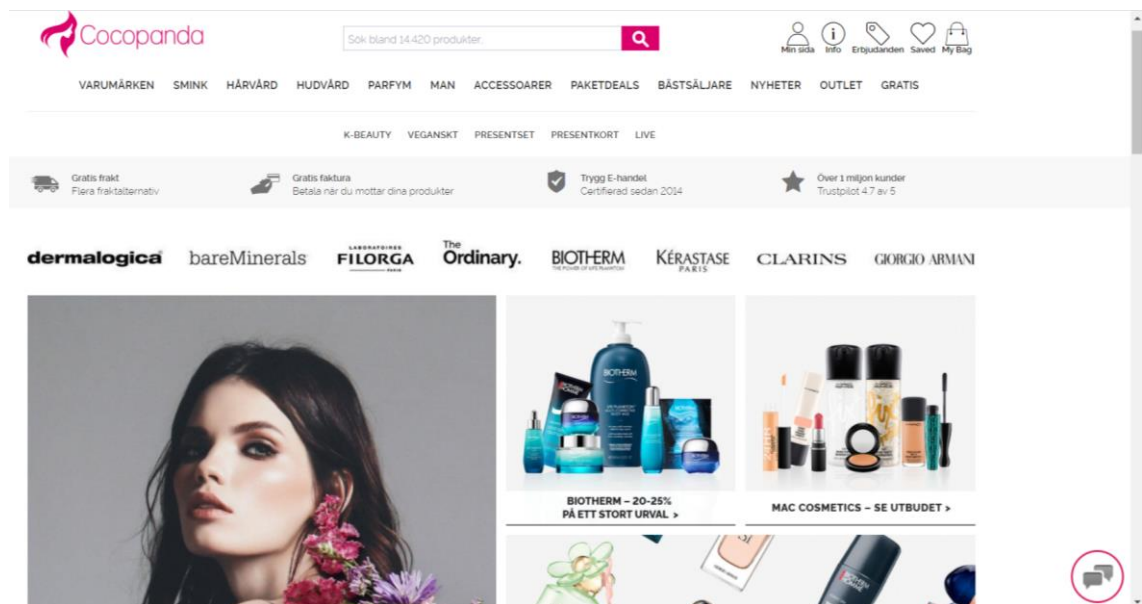

Figure 7. Cocopanda's website

Cocopanda's Instagram accounts are divided based on the country of operation. As this thesis talks about Sweden as the target market, the account being analysed is Cocopanda's Swedish account. As seen from Figure 8 below, Cocopanda has 87 500 followers and a bit over 2800 posts on Instagram. Cocopanda is active on Instagram and posts few times a week. The company is utilising Instagram highlights which is good because the followers can view the stories they missed. The company has also touched slightly on IGTV and Instagram Reels which are getting more popular amongst Instagram users.

Cocopanda's Instagram posts are mainly photos about cosmetics, but the feed is slightly messy and does not seem as cohesive as Lyko's feed. Cocopanda's latest post about K-Beauty is from February 2021 which slightly better than Lyko's Instagram. However, if the company wants Instagram followers to know that the company also sells K-Beauty, they could post K-Beauty related posts more often.

On average, Cocopanda's posts on Instagram have 200 likes. Since the company has 87 500 followers, this is not a good thing. This means that only 0,22% of the followers are engaged in the posts. On average, the posts have 1-2 comments, which is something the company could improve in.
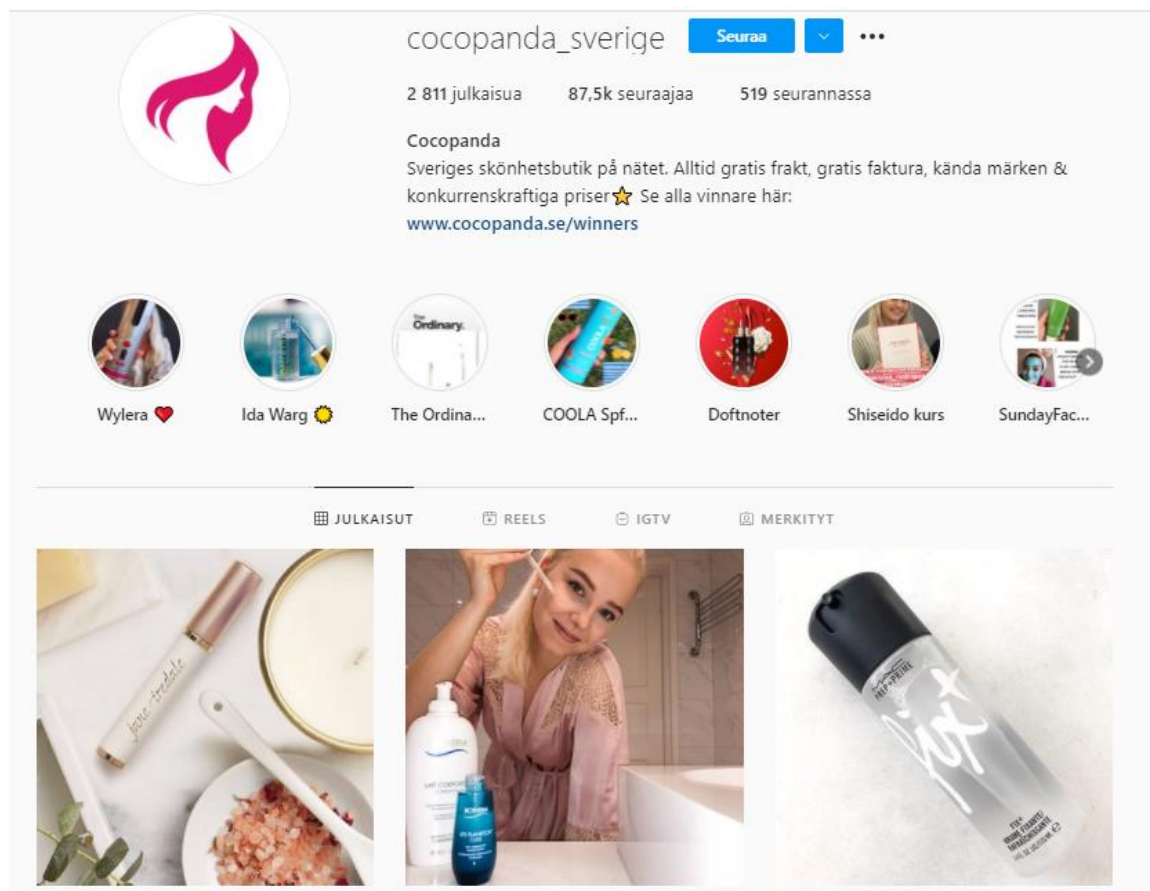

Figure 8. Cocopanda's Instagram

4.3.3 GLOWiD

GLOWiD is a Swedish online store focused on Korean cosmetics. The company was founded by Cecilia Ortmark Söder who has lived in Seoul, South Korea and this way knows the latest K-beauty trends. All products sold at GLOWiD are cruelty-free and some are completely vegan. (GLOWiD 2021.)

GLOWiD is a direct competitor of Beautyko as both companies are selling only Korean skincare products. GLOWiD already has a strong foothold in the Swedish market, and they are present in the country as the CEO is Swedish. GLOWiD is selling COSRX which is one of the brands of Beautyko also.

GLOWiD's website is very easy to navigate. When a consumer arrives to the website, they will immediately notice that this store sells only Korean skincare. The website is pleasing to the eye and the brand's colour theme can be seen clearly. The company uses owner-centric advertising just like Beautyko uses in Finland. GLOWiD has a point system where the customer can collect points when shopping and use them to get a discount when there are enough points collected. Figure 9 below presents the main page of GLOWiD's website.
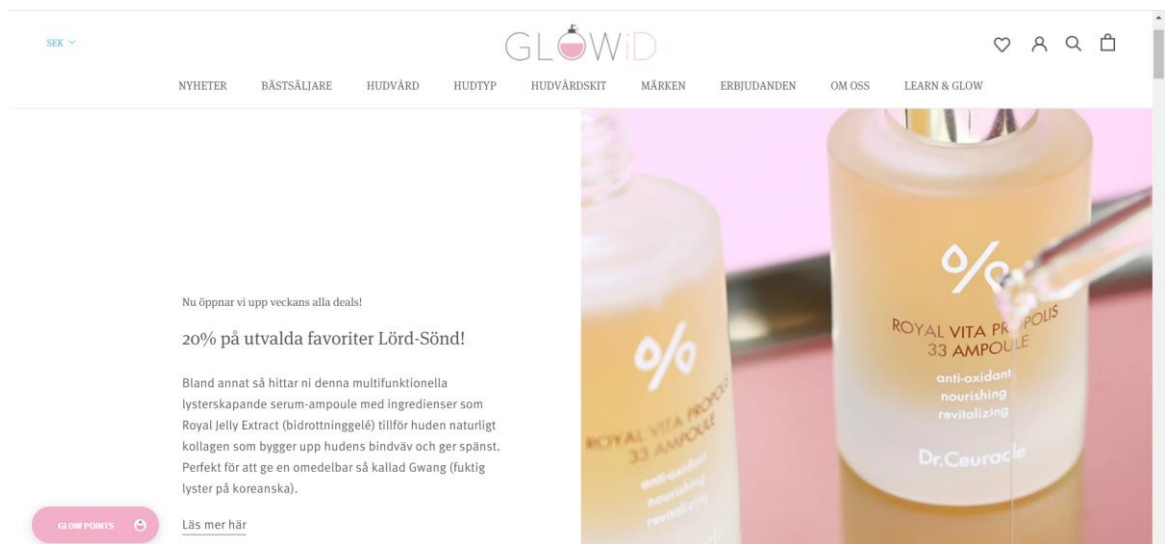

Figure 9. GLOWiD's website

GLOWiD is active on Instagram and has over 20 600 followers there. The posts on the account are purely about Korean cosmetics and the feed is cohesive and eye-pleasing. Mostly the posts are photos but there are also few videos here and there. GLOWiD utilises IGTV a lot and has recently (in March-April 2021) started Reels also. The company posts tutorials, skincare routines and tips for example on IGTV. The company is using the Instagram Stories Highlights feature which is good for the consumers and followers. Figure 10 below summarises the Instagram activities of GLOWiD.

On average, GLOWiD's Instagram posts have 200 likes. As the company has 20 600 followers on Instagram, the engagement rate of the posts is 0,97%. On average, the photos get 5 comments. This makes GLOWiD's audience most engaged out of these three companies. Out of the content that GLOWiD has shared on Instagram, video content is performing better than photos.
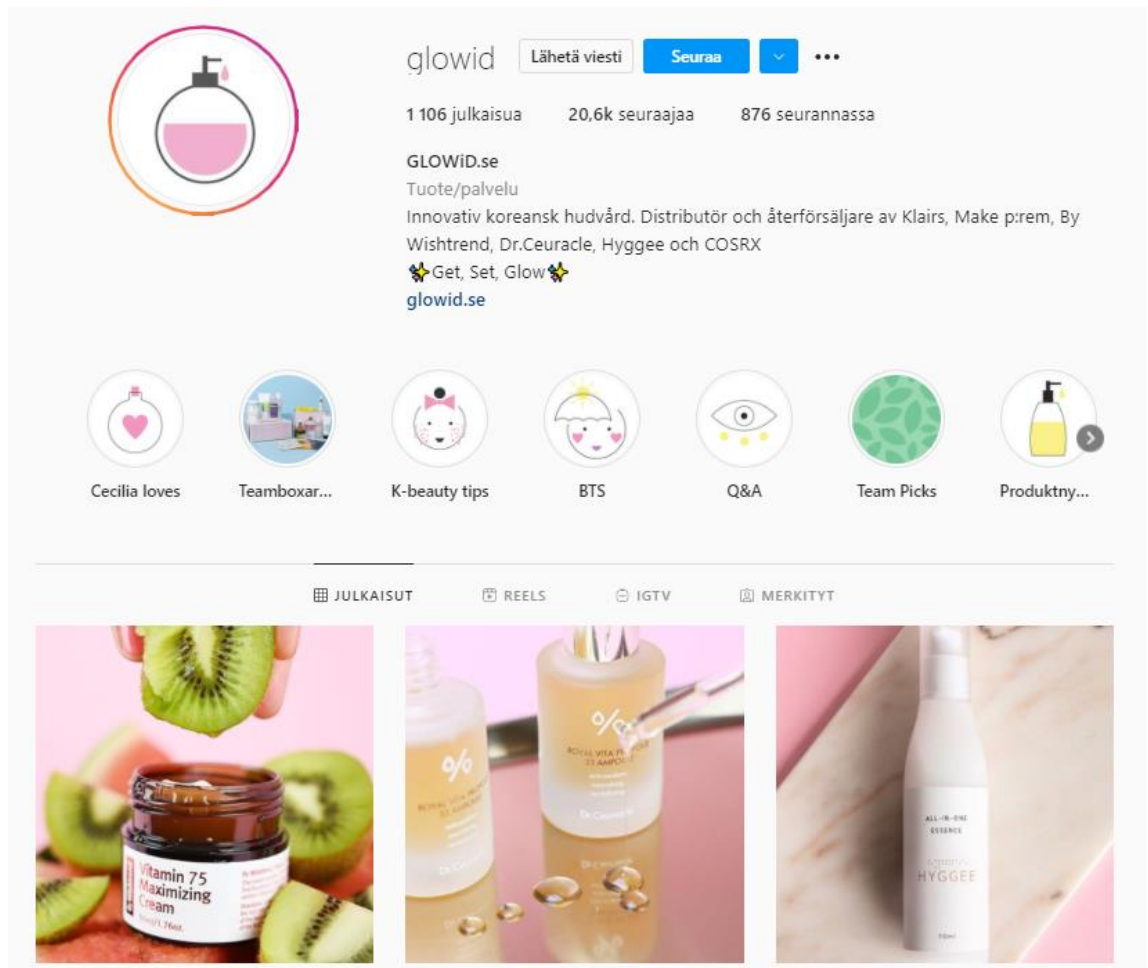

Figure 10. GLOWiD Instagram

4.3.4 Summary

This subchapter summarises the three competitors of Beautyko in Sweden. Table 3 below gives the reader an overview of the strengths and weaknesses of the three competitors regarding their websites and Instagram.

Lyko's biggest strength is its existing fame as the leading e-commerce retailer as well as its physical store in Sweden. The website is easy to navigate, and the brand image is strong and cohesive on the website and Instagram. Lyko's biggest weakness is that the website is heavy on banners which can cause slowness in the loading speed of the page. The second biggest weakness is the lack of Korean cosmetics being mentioned on Instagram and being difficult to find on the website. It is as if Lyko does not want to sell Korean cosmetics but is selling them as it is popular in Europe.

Cocopanda's biggest strengths are that the website is easy to navigate, and the K-Beauty category is visible to the consumers, making it easy to find it. Another strength of Cocopanda is that it has different Instagram accounts for the different countries it operates in. The biggest weakness of Cocopanda is that the Instagram feed is not that cohesive compared to the other two companies. The brand image of the company is not that strong, and the logo could need some updating.

Out of all three competitors, GLOWiD is what the author of this thesis determines as the biggest competitor to Beautyko. GLOWiD has a strong brand image, and the business appears to be steady in Sweden. The company has also the benefit of being in the home ground as the company is Swedish. The biggest strength of GLOWiD is that the customer base is more niche and targets only people who are using or will use Korean cosmetics. This also might be the reason why GLOWiD's Instagram audience is the most engaged out of the three companies. The weakness of GLOWiD is that the customer service could be more visible on their website. Besides this, the author of this thesis could not think of any other weaknesses.

Table 3. Competitor analysis

	Strengths	Weaknesses
Lyko	• Fame as the leading e-commerce retailer in Sweden • Physical store in Sweden • The website is easy to navigate • The brand image is strong on the website and Instagram • Customer service visible • Chat feature	• K-Beauty category is difficult to find • Lack of content regarding Korean cosmetics on Instagram • Banner heavy front page • Same Instagram account for every country of operation • The Instagram audience is not engaged to the account
Cocopanda	• The website is easy to navigate • Chat option available • K-Beauty category is easy to find • Country specific Instagram	• The logo is somewhat outdated • Instagram feed is not as cohesive • The Instagram audience is not that engaged
GLOWiD	• The website is easy to navigate • Brand image is strong on the website and Instagram • The customer base is more niche which makes it possible to focus only on them • Due to niche clientele, GLOWiD has the most engaged Instagram audience out of the three companies • Point system • Utilising Instagram and its different features well	• The Instagram audience could be more engaged • Customer service could be more visible on the website

5   Writing a Digital Marketing Plan for Beautyko Import Oy

This chapter presents how the digital marketing plan was done based on the commissioning company's objectives to gain customers and create brand awareness in Sweden. The final plan utilises the theory presented in chapter 2 and the data and analyses presented in chapters 3 and 4. This chapter presents the additional information needed to produce the final plan and give recommendations to the company. The final product of this project can be found in the appendices (Appendix 3) at the end of this thesis.

5.1   Content Marketing Matrix

The Content Marketing Matrix is a planning tool created by Smart Insights originally in 2012. It is used to help companies and marketers to plan out how to create engaging content for their audiences. It is extremely useful for planning what kind of content to publish to create brand awareness and what kind of content to publish so that it leads to a purchase decision. (Chaffey 2021.)

Based on Figure 11 below, in the digital marketing plan, the author of this thesis recommends the commissioning company to focus on the "Educate" and "Convince" sections when creating content. From the "educate" section, e-books and visual infographics especially are a good way to gain brand awareness. From the "convince" section, product features and case studies are a good way to explain to the consumers why they should purchase Korean cosmetics from Beautyko's online store. In addition to these, the "Entertainment" and "Inspire" sections are ideal to utilise on social media channels.
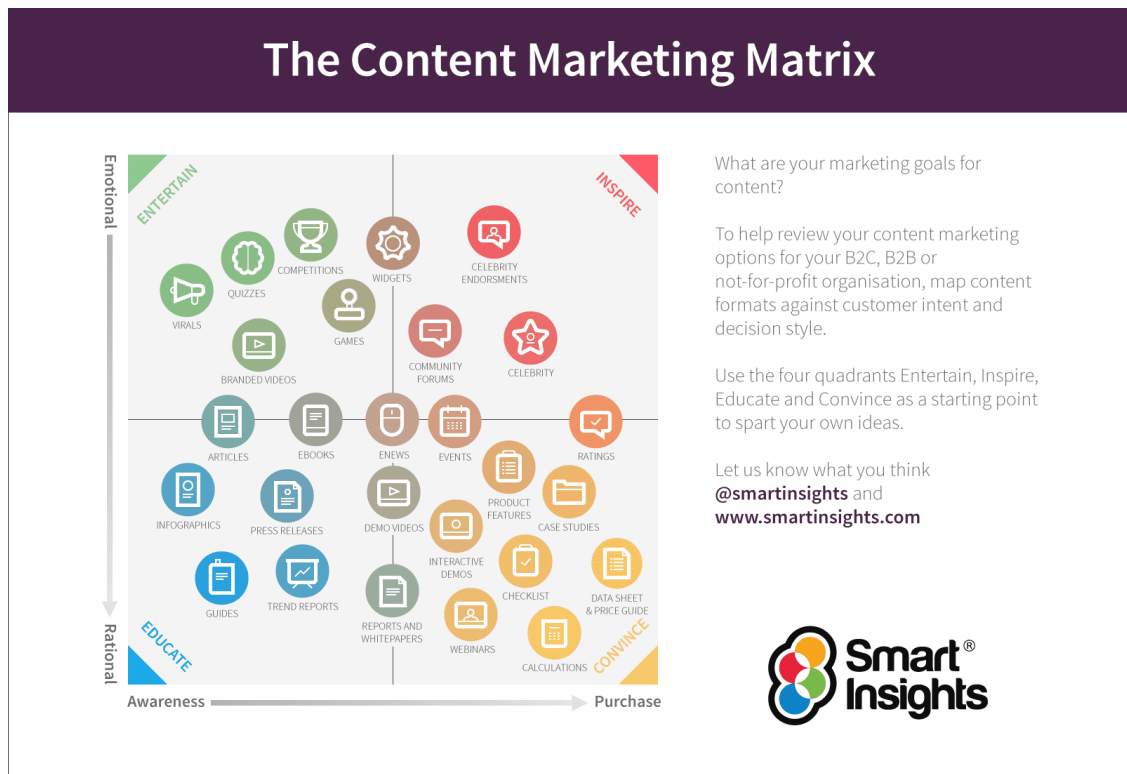
Figure 11. The Content Marketing Matrix created by Smart Insights. (Chaffey 2021.)

5.2   Search Engine Marketing (SEM)

As explained in the theoretical framework in chapter 2, SEM combines Search Engine Optimisation (SEO) and paid advertising. This subchapter explains how the commissioning company should implement SEM in its digital marketing activities in the target country, Sweden. To make the most out of SEM, it is recommended to optimise the website using SEO and to use paid advertising to gain traffic to the website.

5.2.1   Keywords

In this subchapter, the author of this thesis used keyword tools to analyse keywords and traffic volumes. This was done to get an understanding of what keywords the commissioning company should use in their SEO when creating content and what keywords to use in PPC advertisements. The screenshots in this subchapter were taken on a different day than the screenshots taken in the digital marketing plan which is why the numbers in the plan are slightly different from the numbers in this chapter.

The first step in the keyword analysis is to test different keywords on Google Trends to **find out what kind of keywords the consumers are using to search for information related to the topic**. The author of this thesis tried out multiple keywords, however, for this analysis, she chose the ones that are used by Swedish consumers.

As seen from Figure 12 below, the keywords that the Swedish consumers use when searching information about Korean cosmetics are "koreansk hudvård", "k-beauty Sverige" and "k-beauty". Out of these, "koreansk hudvård" and "k-beauty" are the ones that the consumers use the most. The figure below showcases the interest in the beforementioned keywords during the past five years (2016-2021).
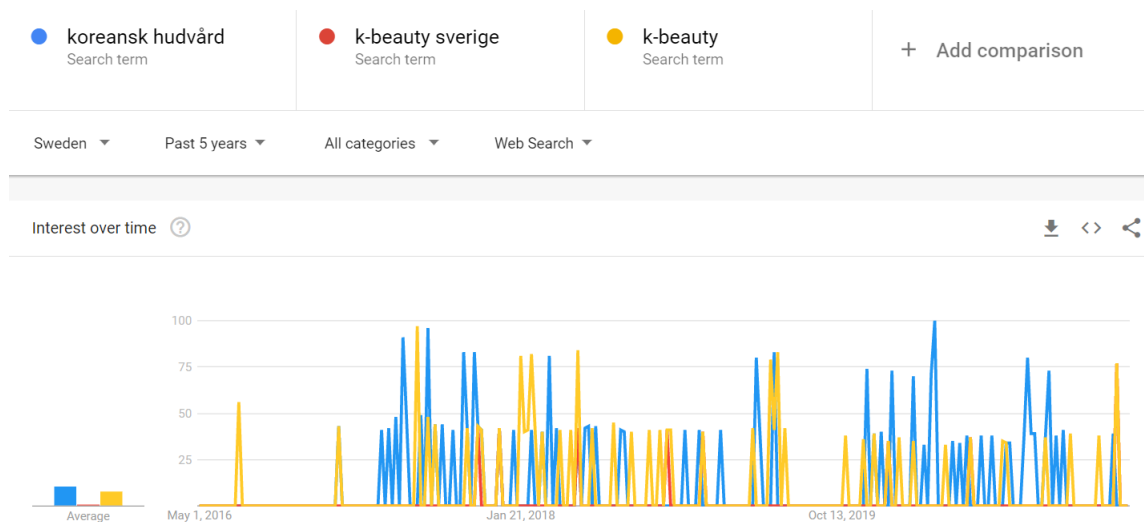

Figure 12. K-Beauty related keywords used by Swedish consumers in the past 5 years (Google Trends 2021.)

Figure 13 below showcases how many results the author got when using the search term "koreansk hudvård". The first result is one of the three main competitors and it is not a paid search result which proves that GLOWiD has been paying attention to their keywords and SEO to rank first in the organic search.
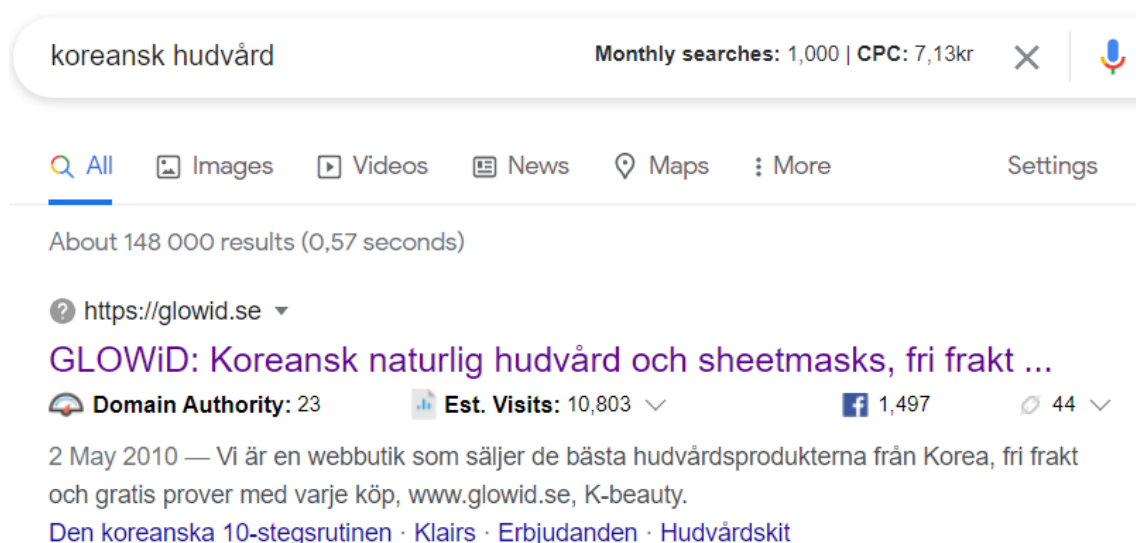

Figure 13. Google Search results for the keyword "koreansk hudvård".

Figure 14 below shows the results for the search term "k-beauty Sverige". **Compared to the search term above, this search term has approximately 78 times more search results**. In this search term, another competitor, Cocopanda ranks the first. The author tried this search on few different days and in one of them, another competitor, Lyko ranked first with a paid advertisement. The fact that this search term has much more results, means it is that much more difficult to rank high using just SEO. One unique thing about this search term is that the consumers search less using this keyword, but the search term has the most results out of the search terms the author tested for this analysis.
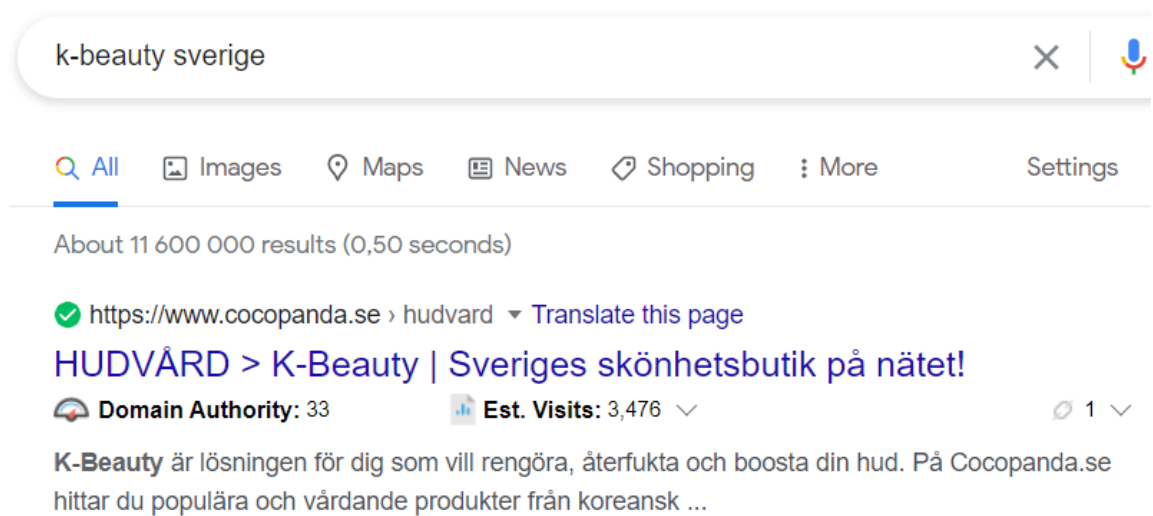

Figure 14. Google Search Results for the keyword "k-beauty Sverige".

Figure 15 below showcases the search results for the search term "koreansk hudvård Sverige" which does not bring that many results compared to the search terms above. The first result in this search is a Swedish K-Beauty focused online store named Korean Beauty.
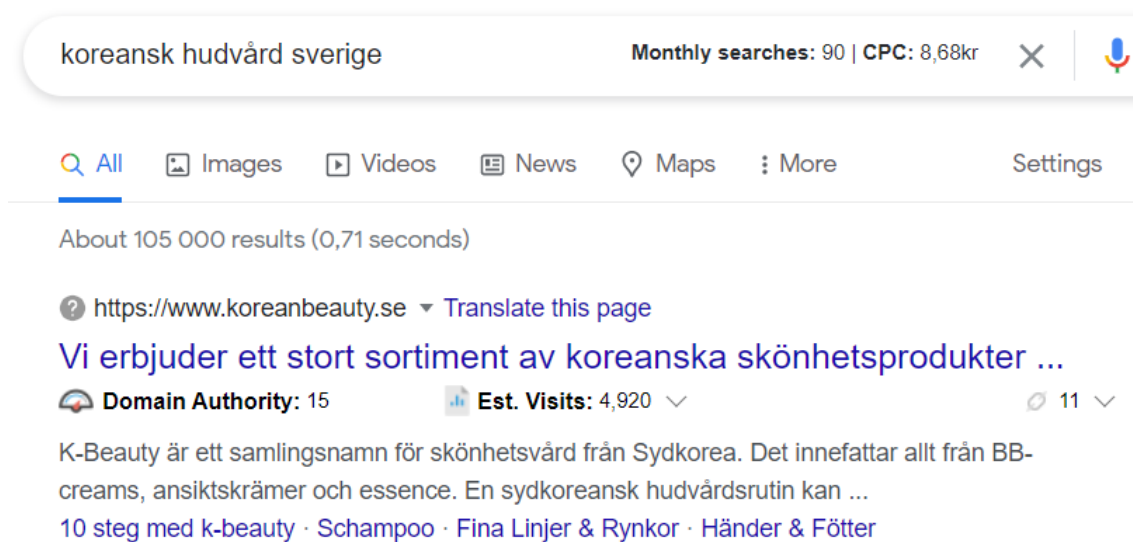
Figure 15. Google Search results for the keyword "koreansk hudvård Sverige".

The author was not able to use the term "K-Beauty" for this comparison as she got only Finnish results for this search term even after setting the location to Sweden. Instead of this, she decided to use the term "cosrx Sverige" as COSRX is one of the brands distributed by the commissioning company.

As Figure 16 below showcases, this search term does not have as many results as the other terms which makes it a good keyword for the commissioning company to focus on. The first result of this keyword is a Swedish K-Beauty online store named SKINiD and the second result is one of the competitors analysed, Cocopanda.

Figure 16. Google Search results for the keyword "cosrx Sverige".
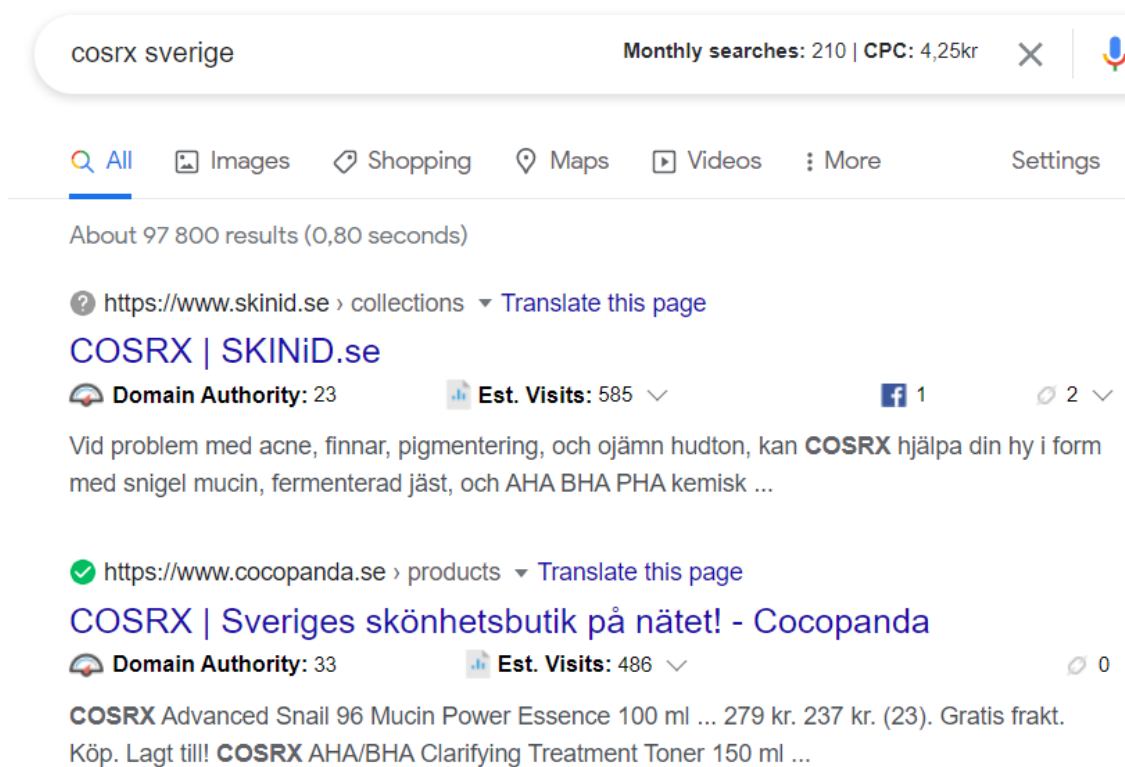
After analysing the keywords above, the author used Ubersuggest which is a keyword tool developed by Neil Patel. Ubersuggest is used to understand information related to keyword cost, search volume and the difficulty level of ranking high when using a specific keyword in SEO and paid advertisements. (Ubersuggest 2021.)

Figure 17 below shows that the keyword "koreansk hudvård" has a search volume of 1000 searches per month. The SEO difficulty of ranking high is 32/100 and the paid difficulty is 99/100. The cost-per-click (CPC) is 7,13 SEK (~0.71€). The figure also shows the keyword suggestions related to the keyword "koreansk hudvård". (Ubersuggest 2021.) Based on this information it is safe to say that ranking high with SEO is relatively easy whereas ranking high with a paid advertisement is challenging as other competitors are using the same keyword.

KEYWORD		VOLUME	CPC	PAID DIFFICULTY	SEO DIFFICULTY
koreansk hudvård	Search Results ⌄	1,000	7,13kr	99	32
koreansk hudvård sverige	Search Results ⌄	90	8,68kr	100	25
koreansk hudvård kit	Search Results ⌄	50	5,78kr	100	44
koreansk hudvård tips	Search Results ⌄	30	2,88kr	95	42
koreansk hudvård blogg	Search Results ⌄	30	3,45kr	34	24
koreansk hudvård 10 steg	Search Results ⌄	20	3,06kr	100	36
koreansk hudvård klairs	Search Results ⌄	10	12,79kr	100	44
koreansk hudvård skincity	Search Results ⌄	10	1,46kr	100	44
koreansk hudvård snigel	Search Results ⌄	0	0kr	1	12
koreansk hudvård bäst i test	Search Results ⌄	0	0kr	1	4
koreansk hudvård set	Search Results ⌄	0	0kr	1	12

Figure 17. Keyword suggestions related to "koreansk hudvård" (Ubersuggest 2021.)

As demonstrated in Figure 18 below, the monthly search volume for the keyword "k-beauty Sverige" is 390 which is quite low. However, considering that the topic of Korean cosmetics is a niche, it is not that low volume anymore. As shown in Figure 12, this specific search term offers most of the results related to Korean cosmetics on Google Search in Sweden. The SEO difficulty of this keyword is 44/100 which is more difficult to rank than the keyword above. The paid difficulty in this is 100/100 and the CPC is 5,07 SEK (~0.50€) which is more affordable than the keyword mentioned above.

KEYWORD		VOLUME	CPC	PAID DIFFICULTY	SEO DIFFICULTY
k beauty sverige	Search Results ⌄	390	5,07kr	100	44
k beauty online sverige	Search Results ⌄	0	0kr	1	4
k beauty sverige smink	Search Results ⌄	0	0kr	1	4

Figure 18. Keyword suggestions related to "k-beauty Sverige" (Ubersuggest 2021.)

Figure 19 below showcases the keyword information related to the keyword "cosrx Sverige". The search volume for the keyword is 210 which again is less than the keywords above. The SEO difficulty is 49/100 and paid difficulty of the keyword is 100/100. The CPC is 4,25 SEK (~0.42€).

KEYWORD		VOLUME	CPC	PAID DIFFICULTY	SEO DIFFICULTY
cosrx sverige	Search Results ⌄	210	4,25kr	100	49
cosrx pimple patch sverige	Search Results ⌄	10	4,00kr	100	36
cosrx snail essence sverige	Search Results ⌄	10	4,36kr	100	36
cosrx bha sverige	Search Results ⌄	0	0kr	1	12

Figure 19. Keyword suggestions for "cosrx Sverige" (Ubersuggest 2021.)

5.2.2   Organic Traffic Acquired Through SEO

SEO is a long-term marketing strategy used to attract visitors to the website. The key to creating content that is useful to visitors and possible customers is to have SEO in mind when writing the content.

There exist two kinds of SEO: the black hat SEO and the white hat SEO. The difference between these two is that the black hat SEO is used to utilise various tactics to trick Google. One example of this would be shady links that send traffic to the website. The white hat SEO on the other hand is Google-approved SEO strategies such as quality content creation. (Backlinko.) This thesis focuses on white hat SEO.

Out of all the keywords analysed in the previous subchapter, "koreansk hudvård" is the most used keyword and has the highest search volume. Based on this, in the digital marketing plan, the author of this thesis suggests the commissioning company utilise all the keywords (koreansk hudvård, k-beauty Sverige, koreansk hudvård Sverige and cosrx Sverige) in their SEO when creating content.

5.2.3   Paid Traffic Acquired Through Google Ads

As Beautyko does not have an existing B2C customer base or brand awareness in Sweden, it is recommended to use paid advertising to attract visitors to the website by targeting those who search on Google. In addition to not having an existing customer base, the company does not have any organic traffic to the website when it launches. This is another reason why paid advertising is recommended to get the e-commerce store running in Sweden.

For the paid advertising, in the marketing plan, the author of this thesis suggests focusing on the keywords that are most used by Swedish consumers when they search for information related to Korean cosmetics; "koreansk hudvård" and "k-beauty Sverige".

The author of this thesis created an example advertisement presented in Figure 20 below. As seen from the example advertisement, the author chose to use both keywords "koreansk hudvård" and "k-beauty Sverige". In the advertisement, the author highlighted that Beautyko is an official distributor of the brand COSRX as well as free delivery for orders over 500 SEK (~50€). In the advertisement headline, the author wrote "free samples with every order".

Figure 20. An example ad (created by the thesis author)

5.3 Micro-influencers on Instagram

A micro-influencer is an individual with a smaller following on the chosen social media
platform, Instagram in this case. Companies and brands use micro-influencers to promote
their products in a form of authentic, more visual posts instead of sponsored
advertisements. A micro-influencer has usually a follower count varying from 1000 to
10 000 followers. Micro-influencers are often popular in their area of interest. Micro-
influencers usually have high engagement rates. Micro-influencers are not celebrities or
public figures. They are normal users of social media who post content that they are
interested in. (Bernazzani 2019.)

In the final plan, the author recommends Beautyko considering collaborating with Swedish
micro-influencers who have the knowledge and followers related to Korean cosmetics or
cosmetics in general. In the digital marketing plan found in Appendix 3, the author briefly
introduces Swedish micro-influencers for the company to consider. The micro-influencers
introduced all have an Instagram account focused on cosmetics and beauty.

6   Conclusions

This chapter provides an overview of the thesis process and the end-product which is a digital marketing plan for Beautyko Import Oy. The author discusses the key outcomes, recommendations for the commissioning company, evaluation of the project, feedback from the commissioning company and self-reflection on learning acquired while writing the thesis.

6.1   Key Outcomes

The project objective (PO) for this thesis was to do a digital marketing plan for the commissioning company, Beautyko Import Oy. The main goal of the digital marketing plan was to give suggestions and recommendations for the company on how it can gain brand awareness and customers in the target country, Sweden. The project consisted of five project tasks (PT).

In the first PT, the author of this thesis came up with the theoretical framework for the digital marketing plan. The theoretical framework was designed from the following concepts: Search Engine Marketing, inbound marketing, and social media marketing. These concepts formed and explained the main concept, digital marketing. In addition to these, the author used the SOSTAC® planning model to build the base for the digital marketing plan. The outcome of this PT was a theoretical knowledge gained to build the digital marketing plan.

During the second PT, the author analysed the cosmetic industry in Finland and Sweden to gain an understanding of the industry in Sweden and to see how it differs from the cosmetic industry in Finland. As a part of this analysis, the author briefly compared the consumers of cosmetics in the two countries mentioned. The data was gathered by utilising the databases that the author can access using the Haaga-Helia login credentials. In addition to this, the author conducted a situation analysis utilising the SOSTAC® planning model and the information gathered during the second PT. The author communicated with the commissioning company via email to analyse the starting situation and the objectives of the company. The outcome of this PT was a starting point for the digital marketing plan utilising the SOSTAC® model to add depth to the plan.

The third PT consisted of analysing the three competitors thoroughly. The analysis was conducted based on the website and Instagram activities of the three competitors: Lyko, Cocopanda and GLOWiD. The outcome of this PT was a competitor analysis and the data gathered during the analysis was used to give recommendations to the commissioning company, Beautyko Import Oy, regarding on what they should do and what to not do.

The fourth PT included creating the digital marketing plan by utilising the information gained and data gathered from the previous tasks. During this task, the author conducted a keyword analysis and introduced the concept of micro-influencers. As an outcome of this PT, the keyword analysis was utilised to add depth to the Search Engine Marketing part in the digital marketing plan. Another outcome of this PT was the final digital marketing plan which provides insights to the commissioning company regarding its digital marketing activities when launching an e-commerce store to Sweden.

In the last PT the author concluded the thesis and evaluated the overall project in this chapter of the thesis. The outcome of this PT was a thoroughly conducted evaluation of this thesis process, recommendations for the commissioning company for future research and projects, and a self-reflection on the thesis author's learning during the project.

6.2 Recommendations for Further Research and Projects

With digital marketing developing continuously and new social media platforms emerging, it is important for a marketer to keep up with the newest trends. The thesis author recommends Beautyko to try out various social media platforms after having a stable Instagram account. This should be done to find out what platforms work in Sweden and what platforms does not work. In addition to this, continuously creating high quality content with SEO in mind is highly recommended. The author recommends using the content marketing matrix introduced in chapter 5.1. to produce engaging content that will bring in traffic to the website.

As mentioned in chapter 1.3., the author of this thesis will not be implementing the final product which is the digital marketing plan. Thus, Beautyko needs to test out what works and what does not work by monitoring results of the digital marketing activities the company decides to do. The digital marketing plan designed by the author of this thesis is recommended to use as a base for creating a more developed digital marketing plan after launching the online store. Especially, the SOSTAC® planning model recommended to utilise to its full potential. Lastly, the author of this thesis recommends spying on competitors and finding what keywords they use in their websites. This can be done by utilising the Ubersuggest tool created by Neil Patel.

6.3 Project Evaluation

With digital marketing becoming more and more important every year, Search Engine Marketing had a big part in producing the final product. The biggest difficulty in producing the digital marketing plan was the fact that Beautyko does not have any existing organic SEO presence in the target country as the online store does not exist yet.

Conducting the keyword analysis might have been easier if there was an existing website to analyse and improve the SEO. After conducting the keyword analysis, the author again realised how niche the topic is. With a niche topic and no existing SEO presence, utilising paid advertisement is strongly recommended for the commissioning company.

After conducting the keyword analysis, the author found out that there exist much more competitors than the competitors that were analysed in the competitor analysis. As the competitor analysis focused on two big, more global e-commerce retailers and one purely K-beauty related e-commerce store, other direct competitors are missing from the analysis. Due to this, the author suggests the commissioning company to conduct a new, more deeper competitor analysis focusing purely on the direct competitors, in other words, the e-commerce stores that are focused on Korean cosmetics. This will provide Beautyko valuable insights that can be used to plan the digital marketing practices in the future.

6.4 Commissioning Company Feedback

The CEO of Beautyko Import, Jenni Ahokas, provided feedback on the digital marketing plan found on the appendices. She mentioned that there were great tips about the micro-influencers to collaborate with in Sweden. She also liked that the plan mentioned the Finnish people living in Sweden as it was something Beautyko had forgotten and will be focusing on them when starting the marketing.

6.5 Reflection on Learning

This thesis process started in October 2020 and is finally completed in the beginning of May 2021. The whole thesis process lasted for approximately 6,5 months. The thesis was finished on time. As the author of this thesis, I was glad to write my thesis for the same company where I worked as a marketing intern for my second work placement.

The final goal for finishing this thesis process by the first week of May 2021 is to be able to graduate on time in June 2021. I am proud I was able to complete the thesis process on time, although there were times when I was late from my own deadlines that I had set for this thesis process. Being the only one in charge of the scheduling, the time management was difficult at times as I was doing my internship at the same time. In addition to time management, the second biggest challenge was technical difficulties as I was on the edge of losing all the data as well as my thesis due to having to reinstall Windows to my laptop for various reasons. I have now learned to back up all the files to a cloud as well as have another backup of the important files on a USB stick or an external hard drive.

As a person who has used Korean cosmetics for a long time, this topic was interesting to me, and I was able to deepen my knowledge related to cosmetic industry.

This thesis process has been a great learning experience for me. I have learned much more about digital marketing that I was not able to learn during the time I have studied at Haaga-Helia UAS.

I had a basic understanding of digital marketing before this thesis process, but during the process I have been able to deepen my knowledge a lot. Especially about the SOSTAC® planning tool and Search Engine Marketing. Before the process, I thought SEM and SEO are different things and now I know that SEO is a part of SEM. I also got to learn that there exist two kinds of SEO which was an eye-opener for me.

During this thesis process, I have gained much more knowledge about digital marketing and I believe it will be beneficial for me in the future as well. As I am writing this sentence, I am inspired to learn more about the constantly changing field of digital marketing.

Finally, I would like to thank everyone who have helped me with this thesis project. I have received much help from my friends who have given me comments for improvement and proofread my thesis during the process as I tend to become blind for my own text.

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Appendices

Appendix 1. Email Discussion with Beautyko Import Oy CEO

Some parts of the discussion have been cut away due to privacy and some due to not being related to this thesis.

17 November 2020

Hei,

Minulla olisi pari kysymystä Beautykon tavoitteista, toiveista ja muusta opparini sisältöön liittyen.

Opparini pääaiheena on siis "Beautykon verkkokaupan laajentumisprosessi ulkomaille/Ruotsiin". Tähän liittyen kysyisinkin, onko Beautykon tarve opparrilani se, että teoreettisesti seuraan prosessia ja tutkin esimerkiksi sitä, toimiiko Ruotsissa samat markkinointikikat kuin Suomessa?

Vai onko Beautykon kannalta enempi tarve siinä, että opparin lopputulemana on esimerkiksi markkinointisuunnitelma Ruotsiin? Tämän tiedon pohjalta osaan paremmin alkaa rakentamaan oppariani.

Terveisin,

Jenna Hyyppä

18 November 2020

Moikka,

Meillä varmasti hyödyllisempi olisi ihan konkreettinen markkinointisuunnitelma Ruotsiin.

Ystävällisin terveisin / Best regards,

Jenni Ahokas

27 November 2020

Moi,

Tässä lista kysymyksistä, joita olin ajatellut palaverissa kysäistä 😁

Ensiksi muutama käytännön kysymys oppariin liittyen:
- Minun puolestani tämä oppari sisältää siis sen markkinointisuunnitelman laatimisen, mutta ei toteuttamista, onko tämä ok?
- Mitä kaikkea Beautykon puolesta markkinointisuunnitelman tulisi sisältää? Tämä auttaisi rajaamaan ylimääräiset alueet poies tässä suunnitteluvaiheessa. Itse olen miettinyt mm. SWOT- analyysin tekoa, sosiaalisen median suunnitelmaa, mahdollisia influencereita yms.
- Haluaako Beautyko, että esitän suunnitelman teille, siinä vaiheessa, kun se on valmis, ja sitten parantelen sitä kommenttien perusteella vai teenkö suoraan lopullisen version enkä tee siihen korjauksia enää sitten, kun se on valmis?

Ja loppuun pari kysymystä taustatietoja varten:
- Mihin kaikkiin maihin Beautyko Import tällä hetkellä jakelee tuotteita? Jaetaanko kaikki merkit kaikkiin maihin, vai onko maakohtaisia eroja?
- Miksi päädyit muuttamaan konseptia tavallisesta, muiden tuotteita myyvästä verkkokaupasta maahantuojaksi?
- Onko jotain erityisiä syitä sille, miksi Ruotsi on ensimmäisenä laajentumislistalla?

Terveisin,

Jenna Hyyppä

1 December 2020

Moikka,

Suunnitelman laatiminen on ok 🙂

Analyysit kuulostaa tosi hyvältä, itse nimenomaan koen tällä hetkellä haasteena sen, että miten me erottaudutaan Ruotsissa esim. Lykoa, Cocopandaa yms vastaan. Täällä Suomessa mulla on ollut selkeetä se, että olen itse "läsnä" eli teen materiaalia someen, kerron omia vinkkejä yms ja tuon tavallaan Beautykolle kasvot mutta kiinnostaako Ruotsissa ketään joku suomalainen yrittäjä + kielimuuri. Eli mun strategia Suomessa ei sellaisenaan toimi Suomessa. Muuten juurikin some ja vaikuttajamarkkinointi on meille tärkeetä mutta nyt loppuvuonna olen koittanut panostaa myös PR:n, sitä voisi ehkä sivuta kans.

Mun mielestä voit tehdä suoraan lopullisen suunnitelman

Meillä on tällä hetkellä asiakkaita Suomessa, Ruotsissa, Virossa, Norjassa ja Puolassa mutta Suomi ja Ruotsi tärkeimmät (niissä myös isoimmat asiakkaat). Toki sitten Bangerheadin ja Lykon kautta meidän tuotteita saa ostettua myös muista maista.

Yrittäjänä koin maahantuonnin "parempana bisneksenä" sillä halusin kasvattaa erityisesti yritysmyynnin osuutta. Aiemmin koitin tehdä yritysmyyntiä jälleenmyyjänä (möin X brändiä esim Prismoissa) mutta siinä tuli ongelmia brändin maahantuojan kanssa ja päätin, että siirryn sitte itse maahantuojaksi niin pääsen tekemään yritysmyyntiä. Tällä hetkellä tavoitteena on myös lanseerata oma brändi, joten maahantuonti mahdollistaa mulle verkostojen luonnin, jolloin oman brändin lanseeraus on helpompaa.

Ruotsi on helpoin kohde 😅 Plus meillä on siellä oma yhteyshenkilö, joka hoitaa mm. yritysmyyntiä. Muutamalta yritysasiakkaalta tuli aluksi palautetta, että he eivät halua olla ensimmäinen, joka lanseeraa Ruotsissa jonkun brändin, esim. Skinfoodin, joten ajateltiin, että jos meidän verkkokauppa toimisi jo Ruotsissa, saataisiin sieltä myyntilukuja mitä esittää yritysasiakkaille. Eli tavallaan oma verkkokauppa tukisi meidän muuta toimintaa Ruotsissa.

Ystävällisin terveisin / Best regards,

Jenni Ahokas

5 December 2020

Moi,

Kiitos vastauksista 😊 Mulla tuli muutama kysymys lisää.

Keskitytäänkö tässä jo olemassa oleviin B2B-asiakkaisiin Ruotsissa, vai uuteen B2C-markettiin, ja mitä kaikkea suunnitelmaan tulisi sisällyttää?

Mainitsit nimenomaan kilpailijoista Lykon ja Cocopandan, mutta mitä kaikkea tulisi kilpailijoista tietää, Beautykon näkökulmasta siis.

Mihin keskittyä sosiaalisessa mediassa & vaikuttajamarkkinoinnissa? Keskitytäänkö yhteen tiettyyn platformiin, esim. Instagram tai Youtube?

Jos Beautyko haluaa Ruotsissa käyttää samaa taktiikkaa kuin Suomessa, että verkkokaupalle tulee "kasvot", niin kuka se olisi Ruotsissa? Olisiko se jokin sosiaalisen median vaikuttajista?

Terveisin,

Jenna Hyyppä

8 December 2020

Moikka,

B2C suunnitelma mielestäni oleellisempi, B2B asiakkaiden kanssa ei tarvita varsinaista markkinointisuunnitelmaa vaan jokaisen kanssa sovitaan markkinoinnista erikseen / käytetään heidän kanavia ja valmiita suunnitelmia.

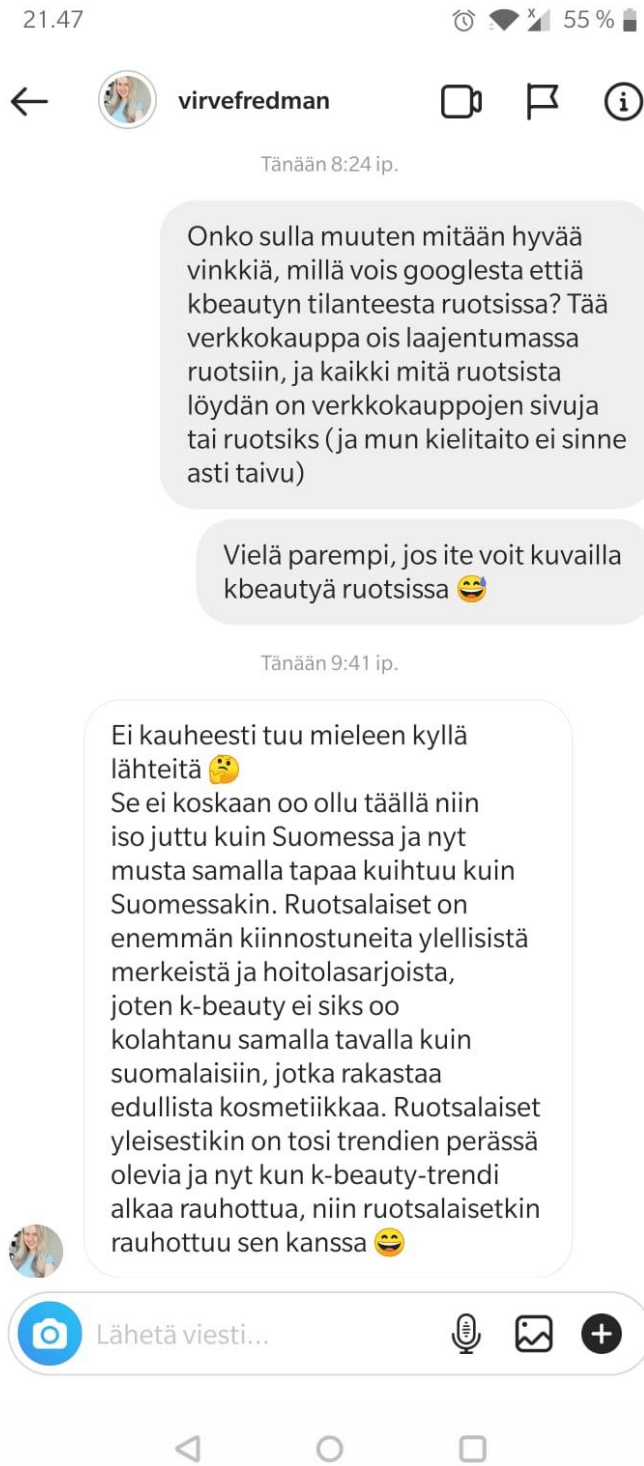Oleellista kilpailijoiden osalta on varmasti se, että miksi asiakkaat ostavat juuri heiltä.

Instagram varmasti tärkein somekanava.

Kuten taisin tuossa aiemmassa viestissä mainita niin en usko että sama taktiikka toimii Ruotsissa tai sitten minun pitäisi vaihtaa kieli englanniksi, jolloin taas päästään siihen että samaistuuko ruotsalaiset samalla tavalla minuun kun nyt Suomessa. Tai sitten yksi vaihtoehto on tosiaan joku "brand ambassador".

Ystävällisin terveisin / Best regards,

Jenni Ahokas

Appendix 2. Instagram conversation with Virve Fredman on 22 November 2020

21.47   ⏰ ▼ ⚡ 55 %

←   virvefredman   🎥   ⚑   ⓘ

Tänään 8:24 ip.

> Onko sulla muuten mitään hyvää vinkkiä, millä vois googlesta ettiä kbeautyn tilanteesta ruotsissa? Tää verkkokauppa ois laajentumassa ruotsiin, ja kaikki mitä ruotsista löydän on verkkokauppojen sivuja tai ruotsiks (ja mun kielitaito ei sinne asti taivu)

> Vielä parempi, jos ite voit kuvailla kbeautyä ruotsissa 😅

Tänään 9:41 ip.

> Ei kauheesti tuu mieleen kyllä lähteitä 🤔
> Se ei koskaan oo ollu täällä niin iso juttu kuin Suomessa ja nyt musta samalla tapaa kuihtuu kuin Suomessakin. Ruotsalaiset on enemmän kiinnostuneita ylellisistä merkeistä ja hoitolasarjoista, joten k-beauty ei siks oo kolahtanu samalla tavalla kuin suomalaisiin, jotka rakastaa edullista kosmetiikkaa. Ruotsalaiset yleisestikin on tosi trendien perässä olevia ja nyt kun k-beauty-trendi alkaa rauhottua, niin ruotsalaisetkin rauhottuu sen kanssa 😄

Lähetä viesti...   🎤 🖼 ➕

◁   ○   ▢

60

Appendix 3. Digital marketing plan for Beautyko Import Oy

Digital Marketing Plan

Table of Contents

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1. SOSTAC ®
Planning
Model

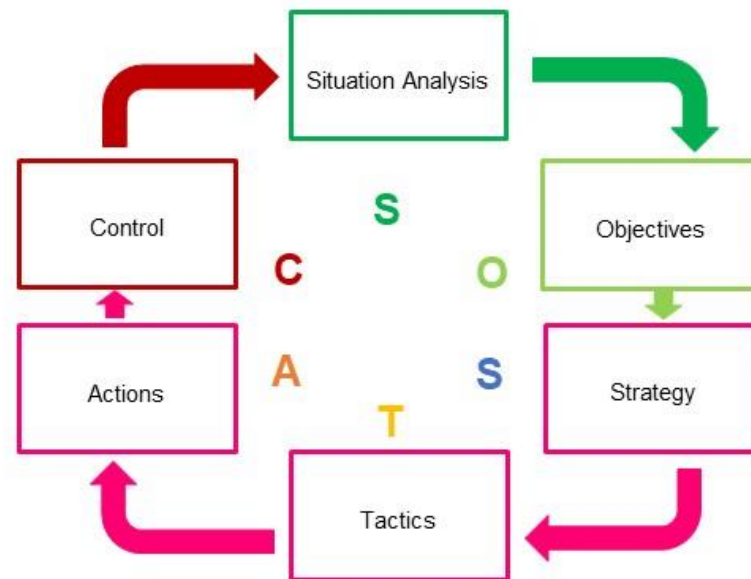SOSTAC ® is a marketing planning model built on a logic which allows companies to make more informed decisions

Figure: SOSTAC® Planning System (adapted from SOSTAC® 2020)

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Situation Analysis – Where is Beautyko Now?

Beautyko's current situation:

- Opening Swedish online store in 2021

- Marketing in Finland is CEO centred

- Main reason for an online store in Sweden: It can bring in more B2B clients in Sweden

How to assess the situation?

- Knowing how Swedish consumers differ from Finnish consumers

- Conducting a SWOT analysis

- Analysing competitors: What can Beautyko do better?

- Figuring out who to target

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4

How Swedish consumers differ from Finnish consumers?

Finnish Consumers

- Started to focus on skin care in 2019 due to K-Beauty becoming popular

- Toners, anti-age products, face masks and acne treatments sold well in 2019

- Many Finnish consumers have added additional steps to their skin care routines after being influenced by media, social media and due to K-Beauty reaching Finnish retail stores

Swedish Consumers

- Skin care sales in 2019: ~540 million EUR

- Educated themselves about skin care routines and product content properties

- Due to this, they emphasise product quality more than the brand image

- Interest towards AHA (Alpha Hydroxy Acid) and DHA (Docosahexaenoic Acid; Omega-3 fatty acid)

- In 2020, it was forecasted that snail serum and sheet masks as categories continue to grow while J-Beauty becomes more established regarding anti-aging

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SWOT Analysis

STRENGTHS	WEAKNESSES
- Swedish contact person on B2B side - A unique sales concept - Few carefully selected brands - Experience in importing and distributing - Able to offer lower prices for B2C customers as an importer - All products are CPNP registered as required by EU law -> offers reliability	- No existing B2C customer base - CEO centred marketing concept will not work in Sweden - The sales concept might not work in Sweden - Only few brands to offer - No colour cosmetics, only skin care offered

OPPORTUNITIES	THREATS
- In addition to Swedish consumers, targeting Finns living in Sweden -> Able to provide Finnish customer service - Growing e-commerce retailing in Sweden - If the sales concept works, a chance to reach customers who do not shop online - Using B2C to attract more B2B clients in Sweden - Beauty fairs in Sweden to attract B2C customers after COVID-19 - Potential to expand to other Nordic countries after Sweden	- The sales concept could be copied by competitors - Bigger competitors retailing with cheaper pricing - Consumers might get bored due to low number of brands - K-Beauty as a trend is slowing down in Sweden - Possible competition from Japanese skin care brands

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Competitor Analysis

	STRENGTHS	WEAKNESSES
Lyko	- Existing fame as the leading e-commerce retailer in Sweden - A physical store in Sweden - Strong brand image on website and Instagram - Customer Service visible - Chat feature	- K-Beauty category is difficult to find - Lack of content regarding K-Beauty on Instagram - Banner heavy front page - Same Instagram account for every country of operation - Instagram audience is not really engaged
Cocopanda	- Website is easy to navigate - Chat option - K-Beauty category is easy to find - Country specific Instagram	- Brand image is not that strong - Instagram feed is not cohesive - Instagram audience is not that engaged
GLOWiD	- The brand image is strong on the website and Instagram - Customer base is more niche which is the reason why the Instagram is most engaged out of the three companies - A point system - Utilizing Instagram and its different features well	- Instagram audience could be more engaged - Customer service could be more visible

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Objectives – Where Does Beautyko to Be?

Beautyko's objective:

- To gain customers in Sweden and create brand recognition

How to do it:

- Creating content on website and Instagram
- Using SEO keywords on the website for organic traffic
- Increasing the website traffic with paid advertising
- Using the 5s Framework

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Objectives: 5s Framework

- **Sell** – Increase sales by optimizing the website for search engines. Try to gain competitive advantage by offering free delivery. In the beginning, use paid advertising to drive traffic to the website.

- **Serve** – Focus on providing exceptional customer service. Consider adding a chat feature on the website and state the chat opening times clearly. Answer to customer's questions – Always. Ask for customer feedback on a regular basis and use it as a tool for improvement.

- **Speak** – Interact with the audience on Instagram. Create content that attracts consumers and keeps the audience engaged to your content. Increase brand awareness through content creation with SEO in mind.

- **Save** – Use online presence to reduce operational costs. Consider the campaign percentages carefully – How low can you go and still make money?

- **Sizzle** – Improve the user experience by upgrading the online presence. Strong online presence brings in brand awareness and business will grow as a result of word-of-mouth marketing. In Beautyko's case – the unique sales concept is definitely Sizzle.

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9

Strategy – How Will Beautyko Get There?

How to form a strategy?

- Keeping the company goals and brand's vision in mind

- Figuring out who are Beautyko's ideal customers and how to attract them to you

- Utilize the competitor analysis to attract consumers

- Focusing on the strengths mentioned in the SWOT analysis

The STOP model

- Segments – Decide which segments to target online

- Target markets – Figuring out the right target market

- Objectives – Objectives of the strategy in order to gain new customers and increase brand awareness

- Positioning – Figuring out how to position the brand for the target audience

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10

Tactics – How Exactly Does Beautyko Get There?

- **What are tactics?** They combine the previous steps (Objectives & Strategy)

- Figuring out the most useful social media platforms for Beautyko to use in Sweden
  - Better to have only one or two platforms and focus on those than try to have every possible platform and not doing well in any of those

- Making sure that the customers are using **the correct information and correct hashtags** when they post on social media or tell about Beautyko to their friends and families

- A keyword analysis to find out what keywords people use most often

- Conducting a SEO analysis on a regular basis & checking what to improve

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72

Actions – What Does Beautyko Need to Get There?

Create action plans:

- Weekly team meetings to keep up with timelines, checklists and to-do lists

- Having clear company guidelines to execute the plan

- Who does what and when? – Everyone needs to know what to do -> Allocating **clear roles and responsibilities** for everyone

Strategy 1: Search Engine Optimisation

- Keyword Analysis – Which keywords should Beautyko use to gain organic traffic to the website?

- Content – What kind of content should Beautyko create to attract visitors?

Strategy 2: Paid Advertising

- Keyword Optimisation – Which keywords should Beautyko focus on?

- Budget – How much is Beautyko willing to invest in pay-per click advertising on Google?

Control – Did Beautyko Get There?

- Monitoring the results; Measuring the performance of the objectives, tactics and actions taken. Figuring out what to improve and how.

- **KPIs (Key Performance Indicators) to measure:**
  - Daily/weekly/monthly sales
  - Daily/weekly/monthly website traffic
  - Email newsletter subscribers
  - Content published this month
  - Followers on Instagram
  - Likes, comments, mentions & shares on Instagram
  - Discount codes used in marketing campaigns
 - Influencers – Did they bring in new customers?

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2. Content Marketing Matrix

Using Content Marketing Matrix to Create Content

- Educate
  - Articles about Korean skincare and cosmetics
  - Short & simple guides
  - **Visual infographics that are easy to share** on social media channels and email -> More traffic to Beautyko's website
  - E-Books

- Entertainment
  - Instagram Story templates with Beautyko's logo
    - "This or that?"
  - Quizzes
    - "What kind of skincare product are you?"

- Inspire
  - Reviews from customers on the website and Instagram
  - Reposting photos of influencers and celebrities who use the products sold at Beautyko

- Convince
  - Product features
  - Case studies
    - "This is why Korean skincare is beneficial for you"
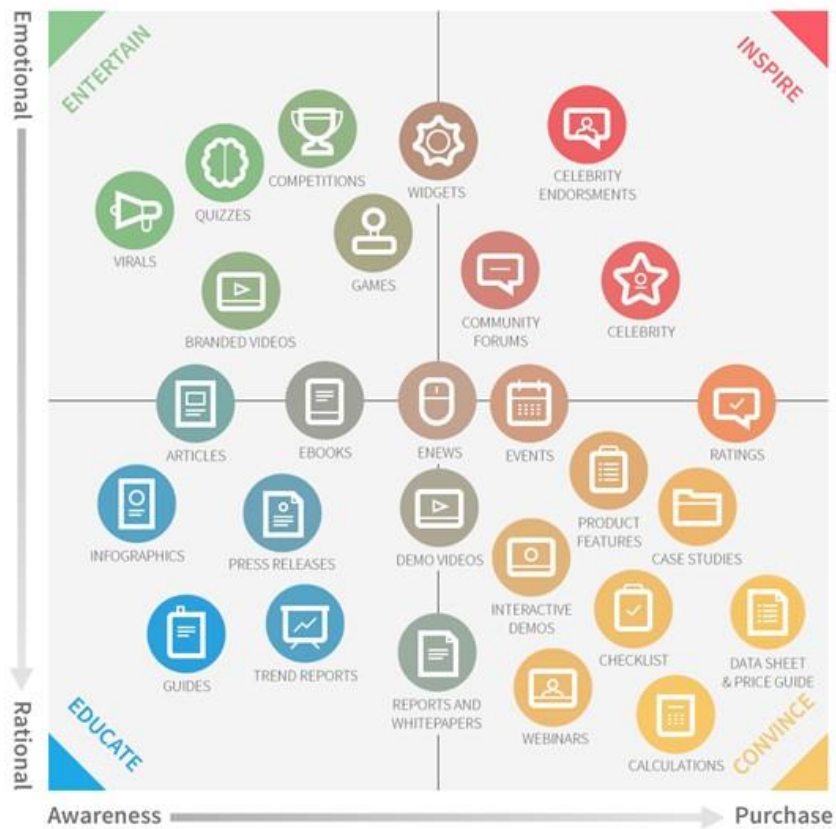
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The Content Marketing Matrix

3. Search Engine Marketing (SEM)

Organic traffic

- Keywords to use in SEO

Paid traffic

- Pay-Per-Click Advertisements (Google Ads)
- Budget Example

Organic Traffic

SEO keywords to use in the website

- Koreansk hudvård
  - Approximately 1000 searches per month
  - About 148 000 results in Google Search

- Koreansk hudvård Sverige
  - Approximately 90 searches per month
  - About 109 000 results in Google Search

- K-Beauty Sverige
  - Approximately 390 searches per month
  - About 10 600 000 results
  - First result is Lyko's paid link

- COSRX Sverige
  - Approximately 210 searches per month
  - About 98 800 results in Google Search

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17

78

Paid Traffic

- In addition to using SEO keywords, Beautyko should use Google Ads in order to get the company known to Swedish consumers and to drive traffic to the website in the beginning

- Google Ads is the best option as it provides the best results for the money invested to Pay-Per-Click (PPC) Advertisements

- To reach the best results, Beautyko should consider using the following keywords that **Swedish consumers use the most to search information on K-Beauty**:

- **Koreansk hudvård** – SEO difficulty is at level 48 and the Cost-Per-Click (CPC) is 7.17 SEK (~0.71 €)

- **K-Beauty Sverige** – SEO difficulty is 44 and the CPC is 5.10 SEK (~0.50 €)

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Paid Traffic

Budget Example For a 3 Week Test

- **Start with 500 €** (increase or decrease based on the results and money available to use)

- **1st week:** Create 2 ads on Google Ads with 100€ spending per ad. Use Google Analytics to see how these two ads perform and how successful they are.
  - Used: 200€
  - Left: 300 €

- **2nd week:** Replace the lower performing ad with a new ad. Try out new keywords in the new ad. Use **Google Ad's Keyword Planner** to find out new keyword options. Spend 100€ per ad again.
  - Used: 200 €
  - Left: 100 €

- **3rd week:** Compare the two ads and invest into the one that is performing better. Use 100 € for this ad.
 - Used: 100 €
  - Left: 0 €

4. Instagram

- Competitors on Instagram
- Tips for Instagram
- Influencer marketing

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20

81

Lyko

- 105 000 followers, 1490+ posts
- Lyko has one Instagram account for all of the countries it operates in
- The account is in English
- Posts are mainly photos and videos
- Posts few times a week
- **Not using Instagram Highlights** feature
- Using IGTV actively, **not using Reels** that much
- Feed is cohesive
- Lyko **does not post about Korean cosmetics** on Instagram

Example of Lyko's Post
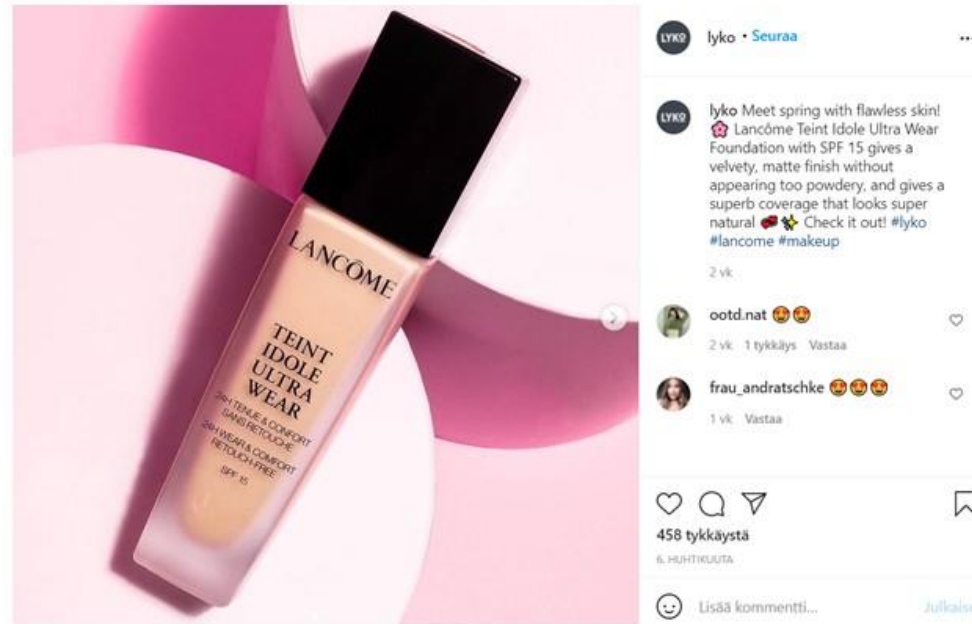
- 458 likes, 2 comments (Very low engagement considering Lyko's account has 105k followers)
- Could use more hashtags

83

Cocopanda

- 87 300 followers, 2810+ posts
- The account is in Swedish, dedicated for the Swedish customers
- Posts are mainly photos but there are also few videos here and there
- Posts few times a week
- **Using Instagram Highlights** feature
- **Using IGTV, however not actively**
- Has posted few Reels
- **Feed is not as cohesive** as the other two competitors
- Latest post about Korean cosmetics (as of April 2021) is from February 2021

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23

84

Example of Cocopanda's Post

- 142 likes, 1 (useless) comment (Low engagement rate considering Cocopanda has over 87 thousand followers)
- Not using hashtags

24

GLOWiD

- 20 600+ followers, 1100+ posts
- The account is in Swedish
- Posts are **mainly photos** with few videos here and there
- Posts few times a week
- **Actively using IGTV** and has posted few Reels
- Is using Instagram Stories Highlights
- **Feed is cohesive and eye-pleasing**

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25

Example of GLOWiD's Post

- 149 likes, 2 comments + GLOWiD's answers to both comments
- Out of these three companies, **GLOWiD's Instagram audience is the most engaged**
- Not using hashtags

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26

87

Instagram tips

- Sharing posts to feed at least 3 times a week
- Using the location tag in posts: Stockholm, Sweden
- **What type of posts to share?**
  - Everything - Photos, videos, stories, **IGTV** & Reels
  - Introducing the staff of Beautyko, product introductions, reviews from customers, brand introductions, tutorials, routines, fun memes

- **Good captions are the key**
  - Creative, funny, informative
  - Asking **questions** to get audience engaged
  - Using emojis

- **Hashtags to use in Sweden**
  - #kbeautysverige #koreanskhudvård #kbeautysweden #skönhetstips #skönhetsprodukter #hudvårdsprodukter #skönhet #ansiktsrengöring #rengöring #koreanskhudvårdisverige

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Influencer Marketing

Some microinfluencers to consider for collaboration:

- Hudvardstankar – 2640+ followers
- Hudochhy – 1460+ followers
- Soindelaskin – 2610+ followers
- Beautyoflinn – 7530+ followers
- Myownmaskness – 1290+ followers
- Beautygeekiam – 3070+ followers
- Loveforkbeauty – 2930+ followers
- Hudvardsfreak – 1260+ followers

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5. Conclusion

- Use the SWOT and competitor analyses to know where to focus and to know what to NOT DO

- Know how Swedish consumers differ from Finnish consumers

- Keyword optimised content is the key for ranking on the first page on Google Search

- Paid advertising in addition to SEO optimized content is the **best way to get traffic to the website as a newcomer** on the Swedish cosmetic e-commerce market

- It is better to have niche clientele than try to target everyone

- Utilize IGTV in Sweden to produce tutorials, skincare routines and other longer type of content

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6. Online Tools

- **SpyFu (SEO Analysing)**
  - https://www.spyfu.com/
  - Use to spy on what keywords the competitors are using, what keywords work and improve your own SEO based on the results
  - One free search per day

- **Neil Patel's SEO Analyzer & Ubersuggest**
  - https://neilpatel.com/seo-analyzer/ and https://neilpatel.com/ubersuggest/
  - Use to analyze your own website and your competitors
  - Use to gain keyword ideas
  - Download Chrome Extension to see how busy keywords are and how much they cost
  - 3 free searches per day

- **Google Trends**
  - https://trends.google.com/trends/?geo=US
  - Remember to change the location to the country you need
  - Use it to search for trends and current topics

- **Socialblade**
  - https://socialblade.com/
  - Use to check how your competitors and influencers are performing on Instagram, YouTube, Facebook, Twitter etc.

- **BuzzSumo**
  - https://app.buzzsumo.com/
  - Use to find out topics for content to create