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Social Media Marketing (Mallassepät Oy)

Social media marketing calendar

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Thesis abstract

This thesis looks at social media marketing from the perspective of a small business, in this case, a small brewery, with limited resources and overworked staff. The aim was to help the company get a start on social media with the least number of resources and without an extra effort from the staff.

The research part of the thesis was conducted to make a calendar for the company to follow, which would include info about posting on socials, as well as suggested content and a schedule for the release of posts. Also, an analytical datasheet would be set up to find out to what variables companies should pay the most attention when analysing data based on their posting. The purpose here was that the company would be able to see how well they are doing. Even though this thesis is focused on Mallassepät, it should be concise enough for any small business to pick up, read and use, by applying their own business in the place of the one here.

The thesis includes a quick delve into marketing in general, and some social media marketing is looked at from different perspectives, the consumer, and the business. The most important part for a business, when it comes to social media marketing, is being able to understand the angle of how different platforms should be approached and what kinds of people typically spend time there, to better understand what can be done differently in each platform to maximize results.

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Opinnäytetyön tiivistelmä

Koulutusyksikkö: Seamk

Tutkinto-ohjelma: IBB

Tekijä: Liam Appleby

Työn nimi: Sosiaalisen median markkinointisuunnitelma: Case Mallassepät

Ohjaaja: Kimmo Kulmala

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Tämän opinnäytetyön tarkoituksena oli luoda vuoden mittainen sosiaalisen median markkinointisuunnitelma yritykselle Mallassepät.

Mallassepät on startup-pienpanimo, joka on perustettu 2018. Tällä hetkellä yrityksellä on niukasti henkilöstöä ja taloudellisia resursseja sosiaalisen median markkinointiin. Nykyinen ongelma on se, että kukaan ei ehdi ideoimaan ja päivittämään sivuja säännöllisesti. Postaukset ovat yksinkertaisia eivätkä herätä tarpeeksi huomiota. Sosiaalisen median kanavat olisi hyvä saada pyörimään sujuvasti ilman suurta pinnistystä omistajilta.

Tarkoituksena oli luoda vuoden mittainen suunnitelma, johon sisältyy postausideoita ja aikavälit, jolloin ne kannattaa julkaista sekä toistaa. Lisäksi tulee datan analysointitaulukko, jonka avulla pystytään seuraamaan postausten tuloksia ja keräämään niistä dataa. Yritys voi ohjata suunnitelmaa seuraamalla muuttujia ja muokkaamaan toimintaansa sen mukaisesti.

Opinnäytetyöhön sisältyy nopea läpiveto yleisesti markkinoinnista ja sosiaalisen median markkinoinnista. Tavoitteena on esitellä, miten nämä eroavat toisistaan ja miten kannattaa lähestyä sosiaalisen median markkinointia, jos on tottunut perinteisiin menetelmiin. Teoriassa käydään läpi, miten eri kanavilla kannattaa käyttäytyä ja minkälaiset ihmistyypit viettävät aikaa erilaisilla alustoilla. Kaikki tämä on arvokasta tietoa, kun halutaan menestyä sosiaalisen median markkinoinnissa.

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Pictures, Figures and Tables

Terms and Abbreviations

Social Media   Social network that allows people to connect with each other online.

Post(s)   A public statement on a social media platform, these can range from pictures, statements and in this case promotion for business.

1   Introduction

The aim of this thesis is to map out a social media marketing plan for the company Mallas sepät, as well as conduct research for the best way that small companies can be successful on social media, with minimal resources and effort. The goal is to map out analytical data that is easy to track and which variables companies should pay attention to be able to increase potential visibility when posting and analyzing data on social Medias.

After reading this paper it should be clear to the reader what is social media, what it is used for. How a business can use social media to their advantage using minimal budget. What a company should do for marketing on social media and how to tackle each platform. Each of the platforms will be analyzed more in depth as businesses need to understand the differences between the sites.

Businesses must also understand how social media marketing differs from traditional marketing and how approaches and data should be considered in a different way that people that have only done traditional marketing would be used to.

Once all these factors are understood there will be a basis and guideline on how to set up your own social media calendar and plan for a year, post suggestions, set up analytics, a data sheet to tell you which variables to track in each situation and what effect they all have. Everything needed to get a start on social media and gain that visibility that is so dearly needed in the modern day.

The topic can be interchangeable. Depending on the situation, mostly the variables that must be tracked are similar in all cases, only the content differs. But if a post type is suggested the contents can easily be molded to the company's purpose.

2 Social Media marketing

2.1 Social Media

Social media is any online site that allows for users to connect and share content with each other (Dollarhide 2021). The most popular sites are Facebook, Instagram, YouTube, Twitter, Snapchat, LinkedIn and TikTok. There are others such as Myspace and Tumblr, however these have become somewhat obsolete in the sense of the general population and popular culture.

Social media was first popularized by Myspace which was once the most popular social media site and a big part of popular culture (Dollarhide 2021). Later Facebook knocked it off the pedestal which currently has the largest number of registered users. However, people doubt if the active users are even anything close to this number.

Some say that "other social Medias are more popular nowadays after the Facebook copyright infringement scandal in 2018" (Patterson 2020) Even at this time it is believed that Facebook was already declining due to chunkiness, and everyone feeling uncomfortable with mar Zuckerberg's body language, claiming he is secretly a lizard. Yes, the internet is a weird place and people will avoid a platform if the founders seem reptilian! Just be prepared for strange occurrences! (Patterson 2020)

In marketing it is important to know the demographics so that the message is not displayed in a direction where no one interested in it will notice! By doing prior research it can be easier to gain visibility on socials, by directing the correct content in the right places. (Karr 2013)

It all depends on which platform that is being used, all of them have their own community, and communities within that community. Certain types of communities' flock to websites more often as it suits them best, and once there are many there the rest follow to be able to connect with other that are into the same thing they are. More on each individual platform, later. (Dollarhide 2021)
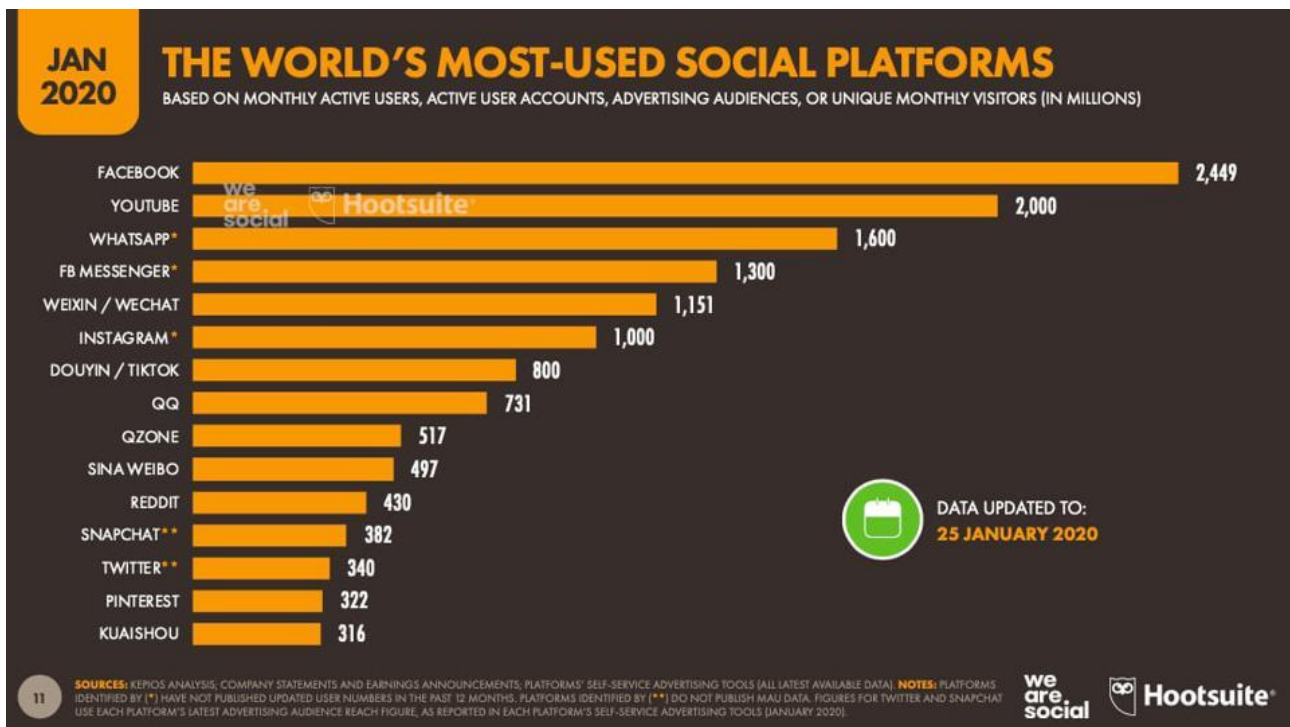
Figure 1. Worlds most used social platforms (Koetsier 2020).

2.2   Social Media Marketing

In short, any kind of publicity garnered on social media, Social Media marketing in the modern day. This is one of the most important tools to get more publicity and to get connected with customers. It is an easy way to connect with everyone and spread your word around the globe on an international scale. Here lie all the possibilities as almost everyone uses social media. Most companies have a profile and use it to promote, advertise and connect with everyone. Customers, partners, and advertisers anyone is at the reach of your fingertips. It is also an easy way to provide customers with a more personalized experience. (Bramble 2018)

By allowing connection with consumers on a personal level, a more connected experience is created, which adds value and in turn gives a stronger perceived connection to the brand. Brands now build a story and a following on social media, and by correctly utilizing these tools we have at our reach. It is possible to grow to heights that were completely impossible 10 years ago, when social media was just starting out and only a few people saw the potential it had in the times. "If you are trying to learn how to run social media campaign and have no real idea of where to start, looking at some of the best examples on the Oberlo website is a good place to start." (RedAlkemi 2020)

There is an easy way out, which will mostly cause negative feedback, but it will gain attention. Sometimes in advertising that is what is desired. This is to follow the latest "challenge" trend or post a version of the latest meme format. This will gain lots of attention online; however, most of it will be completely unwanted and negative. (Lee 2021)

People tend to view trend chasing as a desperate attempt on cashing in on a craze. Unless it is somehow directly tied to your company or can come up with some clever spin on it. Done wrong however, this can damage the authenticity of a brand, in a sense where people view the corporation decision makers out of touch with their audience.

By trying to please people in a way where no one that previously was loyal to your brand is happy and feel alienated. If the popular route is taken, chances are that the people that the company is targeting will not even see it and the corporation will receive all kinds of unnecessary and taxing traffic like page trolls or Invaders. (Mundine 2021)

There is a double-edged sword to this statement also. Which is that now when most of the world and businesses are on social media, how is it possible to stand out and even make a ripple in the endless sea of all kinds of ads and sponsored content? How can the key be found to gain lots of attention, and stand out from the crowd? There are many aspects in play. Knowledge, Resources, Media reading / prediction skills and lots of good ole fashioned luck. (Lee 2021)

Does your company use social media for business?
Percent of total respondents, N = 350 small business owners

48% — Yes, since before 2016
28% — Yes, began in 2016
13% — No, planning to in 2017
8% — No, unlikely to in future
3% — No, will do in 2018 or later

Source: Clutch 2017; Small Business Social Media Marketing Survey
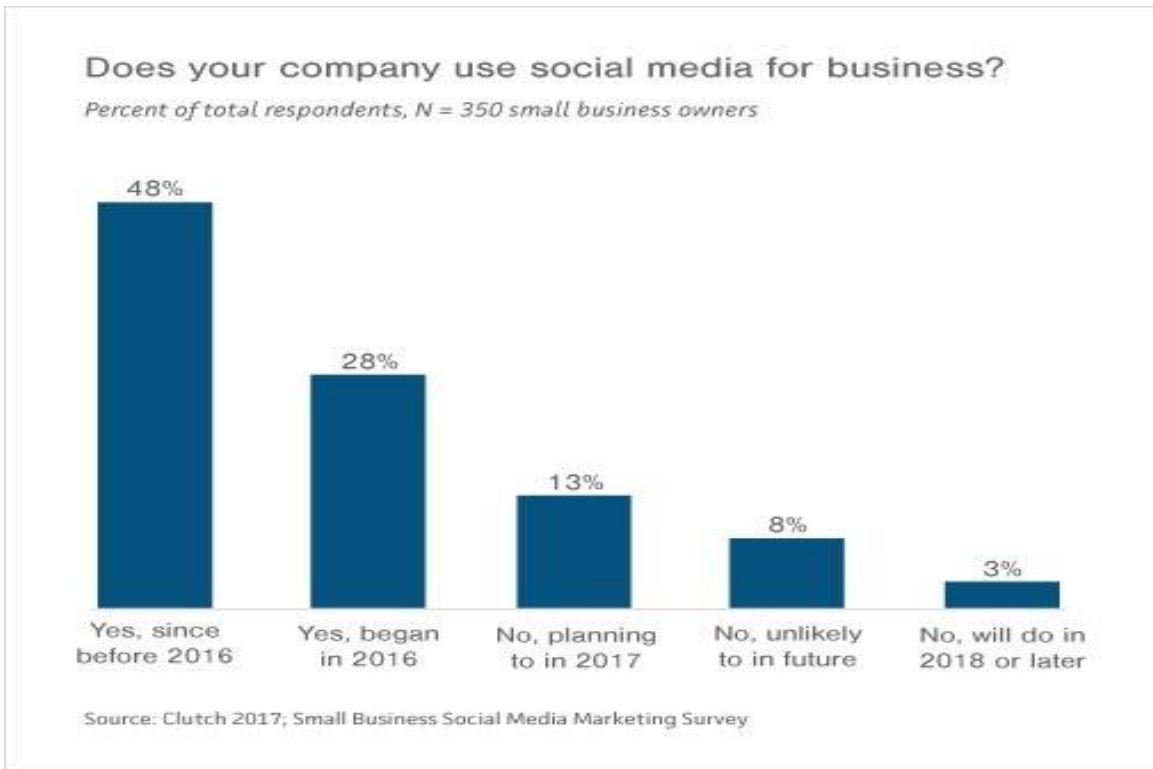
Figure 2. Does your company use social media for business? (Panko 2017).

2.3 What it is good for?

By interacting with consumers on a personal level, a closer experience is created, which in turn gives a stronger connection to the brand. Nowadays it is not enough to just have a good product that works, companies must add value to their products by creating a story that a consumer can relate to. By adding an emotional connection to the product or brand the consumer will automatically view the product or brand as more valuable to them when deciding. Some consumers are loyal to certain brands because of these stories and emotional connections that have been made. (Dollarhide 2021)

It is a fast way to react to negative feedback and voicing your apology/reclamation. It is very important for a brand to maintain their image; by using social media correctly damage control can be implanted to insure minimum damage to brand authenticity.

Best and fastest way to gain an international network of advertisers, clients, and customers. Fast and cheap advertising, if done correctly. By growing the following on social media, it is much easier to get your message and products to the mind of the consumer. Once you have a stable enough following and quality products, people will start promoting the brand for you. This is the end goal of any business. Where consumers are so loyal to a brand, they start to promote it without incentive from the company, just because they are so satisfied experience provided! Once this happens, it is quite safe to say that a consumer is loyal to that brand. (Mundine 2021)
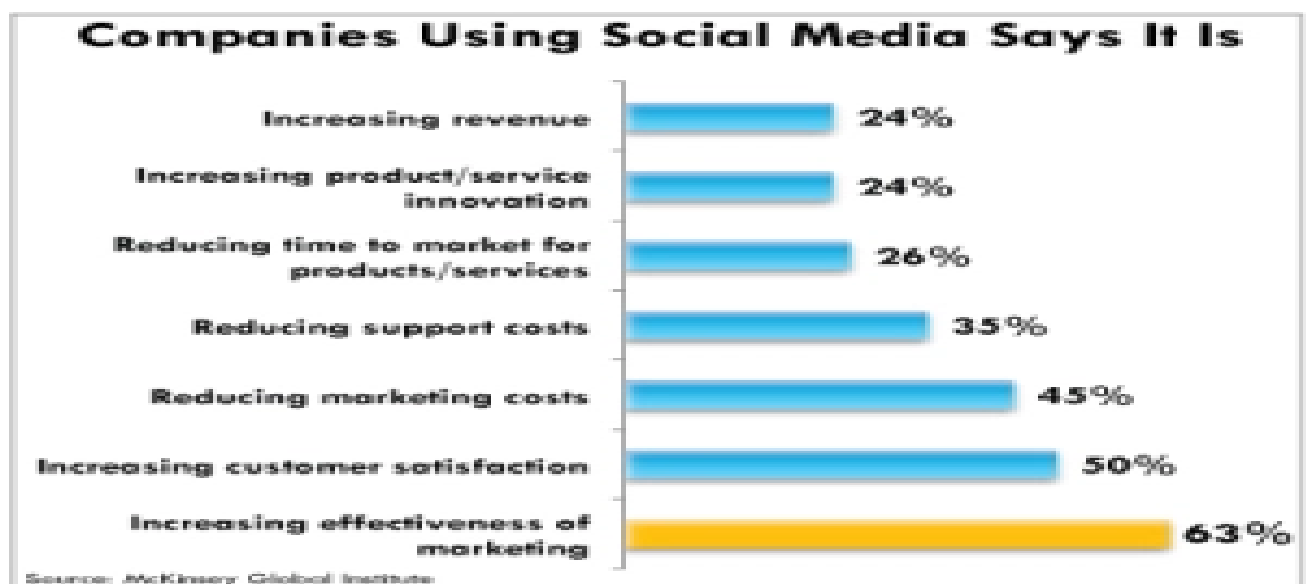

Figure 3. Companies using social media (McKinsey [Ref. April 22 2020]).

2.4 Traditional marketing vs Social media marketing

Even though the end goals of both are the same, the methods of approach must be considered, as what works in traditional marketing could be counterproductive on socials. The goals of marketing are to entice customers as well as boost brand awareness. Traditional marketing consists of TV, Newspapers, Magazines, and radio, most commonly. These used to be the only methods available, and many people are still stubborn enough to not switch from these methods. These methods are still viable, but reach is limited as most of these require for the listener to be at the right time in the right place. The costs are higher, and the reach possibility is much smaller. And mistakes cannot be edited, this can cause issues down the line if the error is damaging to the brand, all that money has been wasted. (Karr 2013)

Marketing on social media requires much less resource is easier and gives access to analytical data that can be tracked. However, it can be harder to stand out and grab people's attention. A well planned out campaign on social media will spread like wildfire thru the internet and many people will come across it randomly. Once the algorithm favors something it tends to blow up everywhere. The algorithm will suggest your content to people predisposed to it and have already similar interests so people who see it are more likely to interact with the ad in some way. (Hayes 2018)

Newspapers were the first-place companies could advertise; however, the reach was limited as there was no way to target ads. Back in those days the only source of information was the newspaper so it guaranteed that everyone would at least look at it. Later magazines allowed companies to target certain groups of people based on demographics who read the magazine. Later Radio allowed to broadcast adverts to reach further away than the local newspaper, However It had to guarantee that the people would listen in at that exact moment, Later TV picturized the possibilities and made use of people wanting to watch shows, by sticking adverts in between them forcing people to keep watching if they wanted to see the rest of what they watch. Interruption ads may not be the best way as people tend to lose interest if they are annoyed. (Gordon 2021)

2.5   Platforms

There are different social media platforms, and it is important to understand the differences between these platforms to be able to maximize efficiency use of each.

The main platforms everyone uses are, Facebook, Instagram, Twitter, YouTube, LinkedIn, Snapchat and TikTok have become more popular recently, however they seem to be more targeted towards the kids/teen's demographic. Not to say you should not use them, just to know who /what demographic is being targeting. (Kern 2020)

The older platforms have become a major hub for businesses to strive in. The main powerhouses here are Facebook, Instagram, and LinkedIn. They are a great way of getting connected with other businesses and clients, run advertisements or contests. Run giveaways to get traffic, all kinds of fun business-related shenanigans. Snapchat and twitter are also popular for big businesses; however, they are more entertainment type platforms where you can post fun and relatable content for people to share. Not to say they are not a good source of traffic, just keep the demographics in mind (Hayes 2018)

2.5.1   Facebook

Facebook is the most popular social media in the world, it currently has over 2 billion registered users; Facebook has become so much more than just a social hub for friends. In recent years it has become a legitimate platform for advertising, doing business and building an international network. (Gregory 2019)

 It seems people seem people are skeptical about the ethics of Facebook after the user privacy scandal in 2018 and are abandoning the platform. Facebook also has a habit of eating any potential competition for example WhatsApp and Instagram. (Patterson 2020)

Facebook is still good for reaching potential customers, partners, and investors around the globe. Facebook has the broadest audience out of all the social Medias, so making the posts as culturally appropriate as possible is a must. There are people from every single continent and every country with internet on the platform so the reach possibilities on Facebook are the biggest. However, because of how large and dense the platform is, It can be very hard to stand out and make any sort of effect in the system. (Lee 2021)

When there are billions of companies and people all screaming and a million flashy pop-up ads, flashing on the screen at the same time trying to take the attention of the reader, a strategy of how to be visible in the sea of adds sponsored content must be devised. (Lee 2021)

Intractable posts are the best way to gain traffic, Give the followers a reason to interact wit, Share, like or comment on a post, and there will be a high chance that all the people connected with the interactor will have it pop up on their timeline. Usually this takes minimum effort and resources and can be expanded on once the following grows. (Gregory 2019)

2.5.2 LinkedIn

LinkedIn is like Facebook, but solely for business (Harding 2020)(Kuligowski2020) Everyone has a professional profile, and most people find it important to maintain a professional image on this website. It is way more serious than Facebook, or at least that is what it gives off on the service.

Linked In is a great tool to advertise to other businesses or even recruit new people to work for your own business. Here big connections can be made, since it's purely for business and most corporations on the platform are actively seeking out new clients or partners. (Harding 2020)

2.5.3 Instagram

Instagram is more of a lifestyle-oriented platform, and this is apparent even by the way it is represented. Everything is slick, minimalistic, and streamlined. There is not much else to do besides post pictures and short videos. After some competition with Facebook, the bigger company decided to eat Instagram and it is now owned and linked directly to Facebook. (RedAlkemi 2020)

Despite all this, Instagram is still a useful tool for businesses to connect promote new things, and just post pics about your day. When something new need to be promoted, but it's not so important that a big event is needed for it. (Driver 2020)

Instagram popularized the use of hashtags (#searchforme) These are now a term in popular culture, on the website it is a way to add a search word that a user can type to find specific posts or photos. Coming up with clever hashtags is a big key to success on Instagram. It also has a feature made popular by snapchat, where you can post a story that is visible to everyone you allow for 24h. (RedAlkemi 2020)

A good thing to do as a business would be to interact with other users as much as possible to be visible everywhere. Tagging people, liking photos, commenting…..all that good stuff. (Driver 2020)

2.5.4 Twitter

Twitter popularized sharing your thoughts online in 140 characters or less. This is good for quickly spreading small tidbits of information, as well as deliver urgent statements.

Usually stuff gets lost here fast, so it is a good idea not to share anything too important or something that you want everyone to pay attention to for a long time. Twitter is more about quick attention for small things. It is good for announcing upcoming promotions so people can be aware. (Driver 2021)

It can also be used to funnel traffic to certain other socials by putting out a notification about a post or promotion happening now! It is also a good way to remind of ongoing events that can be participated in on other websites. (Driver 2021)

2.5.5 YouTube

YouTube is the most popular and biggest video sharing website on the internet. It used to be a creator friendly website that promotes new creators and miscellaneous videos. Not to say it still does not do this, but in recent years YouTube has become a major advertising hub and promotion platform for companies. (Baird & Sehl 2020)

There are so many people watching "Influencers" That anything they talk about or promote, will instantly reach a massive audience plus there is someone they look up to verifying the authenticity of whatever it is they are promoting. Around 86% of young adults and teens watch YouTube videos. (Baird & Sehl 2020)

Starting a YouTube channel for your business is not a bad idea; however, with the fierce competition, high production value and all the sponsored content that gets priority. Nowadays it is a massive investment, time, work, and money wise, if you want to stand out. Until there is extra resources YouTube is not that recommended unless that is the focus of your business.

2.5.6 Snapchat

Snapchat is a video/picture sharing app where you can send personal messages to your friends or post into a story that everyone can see for 24h. Nowadays the app allows for influencer and business accounts, that can be followed, they can post content that is visible to everyone and nowadays there is a section for promoted content on snapchat. This content specializes in grabbing your attention for a Short amount of Time. (Driver 2020)

2.5.7 TikTok

TikTok started out as a platform for teens to express themselves, which has not changed at all. However, it has now become an advertising powerhouse. Some of the influencers on the site have tens of millions of followers, so advertisers will pay top dollar to have their products mentioned on these pages. (Harding 2020)

Most of the users here are young. In the US, the user base Under 30 years old is 65%, and the content on the website is designed ground up for kids and teens! Here user generated content shines as a business. On the platform you can put out a challenge or a competition for the followers to create a Tik-Tok and in the process can secretly advertise something for you. (Harding 2020)

For example, apple can say the phone is waterproof and people will go on Tik-Tok to test if it is true. This is free publicity and good press. Just make sure there is no way that the thing you are promoting can blow back up in your face, cause that can cause a whole heap of trouble if it is negative attention and it starts to spread like wildfire.

This is true for all social media platforms however, but the community on Tik-Tok seems to be the most toxic out of the socials discussed here. There have been many cases of bad reactions to social media campaigns and just general disarray in recent years. (Harding 2020)

2.6 Posts

The kinds of things posted, and the timing of those posts are key to generate good traffic to your socials. To assure maximum efficiency the proper research must be done first, Things like SWOT analysis, Customer profile…etc.

According to Hayes the posts must be interesting enough that people want to share them or have a reason to interact with it. Leaving a comment or tagging their friends, this way you can assure traffic to your website as one comment left, will have a high chance of that post popping up on the feed of their friends, even if they do not follow your company. (Hayes 2018)

How can a company be relatable and active, without making the followers feel uncomfortable? According to Internet historian, in 2010 when everyone was still relatively new on social media. Some companies have hired professional "Redditors to create mems for their page which would feel fresh and relatable. People seemed to like it at first, but after a while they started to feel very annoyed, and it caused unforeseen feedback. People kept attacking brand pages with retaliatory memes and the pages seemed to receive mostly negative attention. All individual post types can be handled in several ways that will be looked at more in depth. (Internet historian 2019)

2.6.1   Contests / Giveaways

According to Hayes, Facebook these are the easiest ways to gain quick traffic to socials, is the promise of something to give out in return! This is positive press for the company, it shows that you are willing to interact with and actively engage with consumers. (Hayes 2018)

Hines points out to make sure the prizes for the contest are something related to your company, otherwise there will be random people who do not care about the company competing only for the prize and once the competition is over, the page goes back to its usual self. (Hines 2021)

2.6.2   Intractable posts

These are less demanding than contests/ giveaways, but still give followers a reason to interact and engage with others. Stuff like posting a poll or a question related to the company that will get many answers, and perhaps even spark some discussion on the comments! (RedAlkemi 2020)

These are a quick way of generating small traffic and can be attached to new promotions or something you want people to see for a while.

2.6.3   User generated content

Incentivizing your followers to generate some sort of content that can be utilized by yourself, this actively engages the community and creates lots of attention.

Parkinson mentions that "it is not too wise to pull this stunt too often. Otherwise, it seems like you keep demanding things from your followers". (Parkinson 2020) This can also be attached to the contest posts, where the user generated content is used as the competition and the best production wins! (Parkinson 2020)

2.6.4   Miscellaneous

Posts can range from pictures to thoughts. Posting pictures of the day at work, advertising some new promotion, noting major, usually if you have something major to promote, it is better to combine it with one of the more intractable and sharable posts to gain maximum attention. (Driver 2020)

A good plan would be to post reminders of ongoing promotions or teasing upcoming Events / Contests. Posting a story on Instagram or Snapchat, just to get a greeting out for the day. Posting something to brighten up the follower's day, which will not require any action other than to look. (Driver 2020)

2.7   Blogs

Blogs are what you think of when u hear a middle-aged single woman or a transgender vegan non-binary atheist. However, as a business they are a useful way of giving interested followers a more in-depth experience of how things work behind the scenes.

Keep in mind that most Young people have the attention span of a squirrel because of other more interesting things going on, the target demographic here would be people around 30 years old. According to Bump "Statistics show that around 50% of people who read blogs are ages 21 - 35" (Bump 2021). Which is not surprising as that is the age fork when blogging really started to become a viable way to make an income. (Quellette 2021)

Businesses that run blogs have on average more traffic to their websites due to there being more content for the followers to digest, this also creates a deeper bond between the customer and the brand since the customers has a little preview of what it is like behind the scenes of the business, and even better if the reader can relate to the contents of the blog. (Bump 2021)

Blogs are good to discuss upcoming products or give some insight into future projects for example. Bump mentions that blogs are usually much lower maintenance than other socials since the Contents here are more personal. (Bump 2021)

2.8   How to use it

So how can a brand create these personalized experiences with all these rules and privacy regulations? All the terms and conditions have, made it difficult for brands to run cheap, widespread advertising on social media platforms.

Currently it requires money or clever knowledge of the guidelines to by-pass these regulations. On top of the rules, there are other companies looking to do the exact same thing, gain as much attention and drive it away from the competition. (Bramble 2018)

Companies can spend all their resources on making the most relatable, funny, or attention-grabbing post, but then no one sees it. Kuligowski mentions that" in the modern day, it is hard to grab attention online. There is so much happening at once and people do not know where to look anymore". So many attentions grabbing and flashing adds, this is that look like news but are ads, where do you even look? (Kuligowski 2020)a

A good way of gaining attention is to empathize with the customers, think of what I would want to see and share, usually it is memes, a heartwarming story or chance to win a prize. Memes can be risky, as they can offend people and cause a media backlash. Depending on how you handle it this could be good or bad, since it creates lots of attention. (Barker 2021)

The other way would be the give-away/contest to win a prize. These are good if you can make it, so the "competitors must interact with the post someway that does not interfere with the guidelines and rules of the website" (Lee 2021). For example, comment and tell us the best way to spend the summer for a chance to win a prize! Would be good as it is a contest, no entry fee and generates traffic as the people must comment on the post if they want to play. (Lee 2021)

Another popular option is to share a heartwarming or motivational post, these are safer as they always tend to have a positive atmosphere surrounding them, and it is hard to find offensive and "Cancel" Something generally pleasing. There are tons of other kinds of examples, and you can even create something new. There is no set-in stone method; these are just the most popular ones. (Lee 2021)

2.9   Good and Bad Examples of social media marketing

A good example for this case study would be Kyrö Distillery. The official name of the company is Rye Rye Oy, founded in 2015. 2019 company turnover was 4.4 million € and 2021 company has 36 employees. (Kyrö Distillery Company 2016)

They came up with a magnificent story that you can sell, and they just so happened to have a top-quality product to go with it. Now it is an internationally recognized brand! It may seem like they just got lucky, but behind ´the scenes it was all planned and there were investors galore. But on the surface, it all seemed so innocent and lucky. Just a smalltime business getting a lucky break. (Kyrö Distillery Company 2016)

2.9.1 The Story Of Kyrö Distillery*Good Example

Finnish Sauna:" A group of friends were having a sauna and drinking rye whisky, when they began to ponder why nobody was making rye whisky in Finland. since Finns consume so much rye, weird that none came up with their idea before Surprisingly, the idea of starting their own distillery still seemed like a good one the following morning and from there, the journey of Kyrö began." (Kyrö Distillery Company 2016)

" To get feedback in 2015 C.E.O Miika Lipiäinen smuggled a sample into The Whiskey Show in London, even though their whiskey was not accepted. He poured drams in the gent's toilet for tasting and went from stand to stand and gave everyone a taste. The new make gained praise. The people could not believe how good it was and wanted to know how and where this was made, as it was really something special." (Billy 2015)

" Once their first batch of whisky was resting in barrels, they realized it may be important to have something else to sell while waiting, they made a gin. In 2015 Miika Lipiäinen get phone call saying:" We know nothing about your distillery but, your gin has been selected as the best Gin & Tonic. We suggest you prepare before the award goes public". They prepared the gin, and it was sold out in two days. They were so adaptable in 2020 when most businesses went bankrupt due to hard times. They came up with a way to stay afloat and sold more hand sanitizer then gin." (Kyrö Distillery Company 2016)

2.9.2 The story of Krispy Kreme KKK Wednesday, (Bad example)

This would be a bad example if trying to gain attention on social media. A company named Krispy Kreme had a special Wednesday and they wanted to name it something special yet funny and attention grabbing, SO some daredevil decided it would be a good idea to name the new social day KKK Wednesday. And if you are not shocked then believe me, the people who saw the texts that day were. There was massive outrage about the company being insensitive and racist, which is even a bigger issue now with the cancel culture rampage wreaking havoc. Nowadays it seems companies and people get into trouble over seemingly nothing. people make money out of publicizing outrage, so make sure everything is thought pout beforehand and do not make it easy for them This could also be utilized in a positive way because negative attention spread faster, so a fake outrage could be manufactured to create attention and the problem could be heroically solved putting the company on a pedestal and gaining traffic at the same time. Risky business though! (Little 2018)

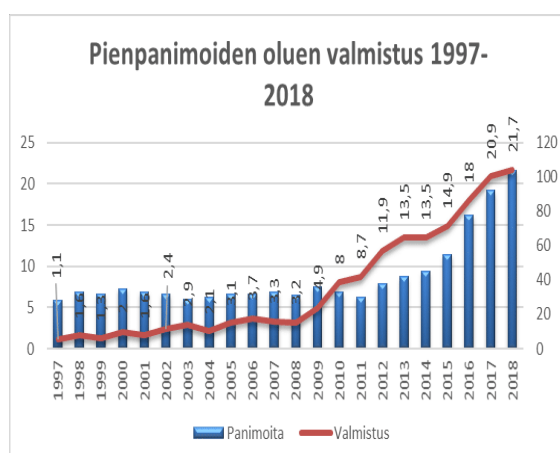Picture 1. Krispy kreme KKK scandal (Catshpole 2015).

3   Case and approach

3.1   Story

Mallassepät Oy was founded by Kim Ketonen and Jaakko Hartemaa in the year 2017. It is an Independent small-time brewery based in Naantali Finland. They currently have a production per year of 66,000 liters. (Mallassepät 2021)

According to Kim, Jaakko and Kim started out brewing beers as a hobby, and slowly stated having more interest in brewing their own beers a business. They have been brewing beers for around 10 years now. It all started out as a challenge! The boys all bet that who could brew the best batch of beer for their trip to the summer cottage. One of the beers was so amazing, that it made everyone realize, they have something special. They stated, "When we tasted our brewed beer, it was so good that it awoke the artist deep inside of them!" (Ketonen 2021) Since then, it has been close to the heart of the boys. After this they got equipment, enough to brew 100 liters of beer. That equipment is still in use today as a test brew chamber. (Ketonen 2021)

The Boys want to create simple beers with flavors that tickle the taste buds! Their end goal is to be recognized as the number one independent brewery in Finland, known for their professional craftsmanship and amazing flavors. They want you to think every time you taste a new beer that "YES! The smiths have done it again!" (Ketonen 2021)In the year 2021 Mallassepät had more than 30 different products in stock. Demand for specialty beer has grown steadily in recent years and microbreweries established has become a rising trend in the past 3-year Competition in the sector has intensified due to surge in supply. (Teivainen 2016) (Painilainen 2016)

Figure 4. Independent breweries production statistics.   (Airola 2019).

3.2   Image

The goal for Mallassepät is not to be a trend brewery, but instead cater to those who really love beer for what it is. The taste of it, the schmeeel of it the texture!!! People who really appreciate beer for what it is and respect the creation process.

They want to radiate that good ole Finnish attitude in their brand. They also name their beers using inspiration from old Finnish folklore and language. Sometimes they name they are beers using wordplay in English for example (Double or nothing) the gimmick was that it had double the amount of everything added to it.

For them, flavor is the most important thing and will cut no costs to get the flavor right. They are willing to make sacrifices in other areas if it means making the flavors better. They present themselves as being proud of constant improvement and progress! Creativity is at its highest when you can innovate and try new things.

They are close to customers, which is why they want to be able to familiarize people with the brewing process by organizing a brewery tour in Naantali, during which you can learn what is the journey of malt from grain to tasty beer. The tour introduces the brewery's operations and products. This way the brewers want brewing production to be familiar with the people. They also co-operate with the local tourist office, Visit Naantali, for their tours. All the people who visit the city will have an opportunity to stop by and learn how everything works! (Visit Naantali 2020)

Previously on their social the owners had posted videos where they taste and comment on their brews. Sometimes they get influencers involved, however these are usually relatively unknown "Influencers" This plays along with their image as they try to portray themselves as professional beer connoisseurs. (Ketonen 2021)

3.3 Products

Their beers are all handcrafted and brewed with passion. Their products range from all kinds of beers, Ales, Lagers Stouts and everything in between, to some specialty batches for example ciders. The Ingredients range from Citra, Simcoe, Cascade, Saaz, Mosaic, Nelson Sauvin, Amarillo, Idaho7, A new and relatively unknown sabro as (hop). (Baessler 2021) As a base they use Wheat, oat and barley, and as flavoring they use citrus, almond, grapefruit, cherry, cocoa, raspberry, vanilla, lactose among other things. (Zhuang & Shetty, Hansen 2017) They want to combine these flavors to make new and exciting tastes. All beers are brewed on the premises and are also sold at the brewery store. (Mallassepät 2021)

The Brewery store has a wide range of products from all the bottled beers, to merchandise for example Gift cards t-shirts etc.…... It is possible to shop in the online website store that has been set up, there it is possible to make orders and pick them up later at the brewery. There is also an option on the premises, to have a growler bottle filled straight from the brew tank, for the beer to be as fresh as possible. This is because every touch of air to the beer disintegrates the atoms a little. (Mallassepät 2021)

Some examples of their products would be Experimental beer flavors that break the mold of the ordinary, Classic flavors, Beers that have crazy inspired names. In English they name the beers using wordplay. When naming in finish they want to be inspired by old Finnish language and folklore, Like Kalevala. (Mallassepät 2021)

They create specialty contract products especially for certain bars and restaurants, for example a beer called Break ale, was specifically manufactured for Aura Billiard in Turku. (Ketonen 2020). They also made a Beer for a restaurant called City Hospoda, and then beer was called City Hospoda Pilsner. (City Hospoda Restaurace [Ref. 25 April 2021]). Lots of Local bars serve their brews and even some supermarkets have a small selection of beers from the brewery. Locally it has really become quite a popular brand. (Mallassepät 2021)

Picture 2, 3, 4, 5, 6. Various products of Mallasepät (Mallassepät 2021).

3.4   Brand

They want to post more user relatable and intractable content. They want to bring both their own personas and be more active on social media.

A story they told me was, that they went to a beer convention with only 2 flavor barrels and 2 tables. However, they still won the entire quality and flavor contest. Even though they had the smallest booth and least amount of equipment, they still blew the competition away. I think this just goes to show how much these guys mean business when it comes to the making of beer. No Nonsense just good brew!

Their goal is to be recognized as the best independent brewery in Finland for professional craftsmanship and good beer! They are always trying to improve their flavors, by trying new things and innovating in areas that no one else would dare. (Ketonen 2021)

2020 Mallassepät was voted the number one microbrewery on the pint-please mobile phone application! Pint please application is the beer lover's application. In this app it is possible to list and check all the beers you have ever tasted. The Mallas boys' beers had the highest average score out of all breweries on the whole database. (Pint Please 2021)

Picture 7. Mallassepät Banner (Ketonen 2019).

3.5   Interview

The interviews I had with the guys opened my eyes to their vision. We had a long talk and after this, I had a much clearer picture and saw with them on the same wavelength. Now I knew what kind of image they want to portray into people's heads on social media.

The first point that Ketonen emphasized was that "the goal here is not to become a trendy social media focused brewery. Instead, the focus is to cater to those that love beer and the flavor first, and if in the process we get popular ion social media then great, but we don't want to be famous just for being famous" (Ketonen 2021).

The next point they emphasized was that Flavor is the focus and the brand should radiate that good ole Finnish attitude. The have named some of their beers inspired by old finish words and folklore, and they brand themselves as good ole Finnish smiths!

A big point that was made is that everyone at the business has their hands full for a long time, because they are so busy. They focus most of their manpower and budget on manufacturing, as their business is growing so rapidly, they can hardly keep up on production. So, there is no budget or team for marketing.

So far, the social media has been running by the owners; however, the posts are very rushed and basic. The job was to come up with a way that busy people can have a ready template and be able to post every time without having to think of new crazy idea, instead just filling in the blanks on those busy days, when there is no time to be making stunning posts. (Ketonen 2021)

3.6   SWOT

Swot analysis is needed to figure out what to pursue in business. Sitting down and mapping out all Strengths and weaknesses can open a new perspective on how to approach things. Mapping out opportunities and threats will also give more insight into what should be done in order to succeed in all aspects of the business. Here is the Swot analysis made by the owners in 2021

Figure 1. SWOT analysis (Mallas/sepät 2020).

3.6.1 STRENGHTS

- **Good Products,** Mallassepät currently have a reputation of pleasing. They are not known to disappoint. The network my by small, but the existing customers are loyal and usually satisfied.

- **Quality and High standards,** Mallassepät are known for their high standards for quality and sticking to those standards as an absolute minimum. Quality is always top notch, or it is binned.

- **Quick Innovation and small size,** Due to Mallassepät small size, they can adapt and change operations more easily. This was considered a strength die to possibility of easy flexibility.

- **Hype behind Specialty Beers,** there are many places that brew specialty beers, however Mallasepät have garnered a huge reputation locally for making especially exceptional brew. The problem is getting everyone to know what kind of magic they have on hand!"

- **Good Reputation / Local Network,** Locally Mallasepät have become known for their high quality and the reputation in their current network is outstanding. Other people and companies view Mallassepät as a reliable source of quality and reliability. Now the keyword here is expansion!

3.6.2 Opportunities

- **New Types of Beer,** there are always opportunities to dazzle and wow consumers with new and creative flavors and types of beer. For example, creating a new flavor combination, or using new ingredients in the old processes to create a whole new way of making something new to give it a little twist. The opportunities in this field are endless.

- **New distribution channel,** there are opportunities to open deals with distribution companies. For example, s group or Kesko, which are the biggest distribution networks in the whole of Finland. They own the markets and control most of the produce distribution in Finland. If they could get on board the possibilities for capacity would be endless if supply suffices.

- **Expanding operations Abroad,** Mallasepät already have an online store that delivers inside of Finland. If this could be expanded and shifted abroad, the opportunities for growth would be phenomenal.

3.6.3 WEAKNESSES

-   **Limited Budget,** This is a difficult threat as the only way out of a tight budget is to expand, However expanding can be difficult if you are already facing capacity, labor and budget issues. Perhaps it would be time to make some major investments soon in the future.

-   **Branding in process,** This means that the company is finding its feet when it come to the marketing side, story and how they want to project themselves to customers and partners alike, social media is a good place to build and mold the way people view your company and brand. The aim of then whole research is to be able to help them reach their potential vision, in the least time consuming and labor-intensive way possible.

-   **Shorthanded,** So far, the company has 9 people working full time every day, and they all have their hands full. It can be hard to run social media or think about marketing when the workers are so shorthanded that everyone must give their all just to get the products out of the door on time!

-   **Over capacity,** The company just made a huge investment and doubled its brewing capacity. However, there is not enough people to run the machines and still the shipments are so large that soon even the expansion will not make the cut!

3.6.4 THREATS

- **Global pandemic,** With the ongoing pandemic, the company has seen a small loss on sales, however with the advent of the online store they have been able to, maintain their business even thru the pandemic by filling online order requests.

- **Equipment failure**, Due to tiny budget the expensive equipment failing could lead to a massive loss, as the investments made need to be returned. If equipment malfunctions and resources, staff and time are at shorthand the company could face serious issues.

- **New Laws,** New laws being passed within the EU could restrict future trade abroad and maybe even within the country.

- **Alcohol laws,** Finland has strict alcohol laws that require massive workarounds, and if the laws are broken the penalties that will be faced could be devastating to a business just starting out. A strike would put them on the map and make them targets for constant visits from the alcohol inspector which will require abnormally much maintenance and upkeep just to be able to keep running.

- **Competition,** The boys themselves didn't vie the competition as a threat, but that attitude is not really a good one to have as it may say you feel comfortable doing what you do and the competition innovates past you because they are struggling. or just have that push to do that bit better.

3.7 Approach

After all the local data was looked at and the theory part of the thesis complete. It was time to start mapping out a plan. The first course of action was of course to analyze all avoidable local data and see what information from here could be extracted to be able to better mold the posts into the eyes of the company and customers. The local data consisted of all previous posts, SWOT analysis, customer profile, ETC… anything prior to this research that was done within the wall of the company. This data is the most valuable as it gives insight into what the current customers are like and what kinds of customers are ideal to attract.

Once the local data had been looked at, a few examples of social media stories of companies having major success from a startup perspective. It was important to analyze how other companies in similar fields had seen success and what kinds of strategies and methods they had used to get to this point. By analyzing other successful companies some key strategies were able to be pinpointed. By analyzing further into these stories. Most of the time the success was not by chance, and everything was mapped out well before even the first little smidgin of the plan was put into action. So, mapping out a plan for a whole year is a key point. The plan does not have to have exact dates but should have a guideline to follow to be able to keep tabs on how well the pan is going.

Once the local data and other examples of companies were looked at, it was time to start searching for the correct solution for our current problem, which was that there are no resources, time, and creativity to run social media at the level the company would ideally like to. The plan here is to create an easy-to-follow guideline that is as easy as fill in the blanks. By using the data gathered in research the final verdict was that a calendar might not be the best option, but instead create a list of suggested posts and time windows in which they should be repeated. More demanding posts would be less common and some of the easier non interactable posts can be used to fill in the blanks when there are no bigger activities to participate in. These are all golden, however there must be a way to track progress and possibly deviate from the plan a little depending on the results of posting. Which is why a data sheet will be setup to analyzer all main variables to track. This way the data can be harvested and put into good use, based on the data the posts can be tweaked and molded. In some cases, maybe even switch around the posts.

4 Mallassepät Social Media Marketing plan

4.1 Plan for the year

Here is a perfectly mapped out plan for the year, with explanations everywhere, next chapter includes the calendar and its individual months. Decisions made and conclusion for the calendar was based on the research done and feedback from the owners. A schedule was made based on all data, and a data sheet was created to better understand what to do with the data and how to use it to improve for the future.

The plan that was made includes directions for posting and a way to analyze the data from the posts, to customize and innovate for better results. The plan is to post 2 or 3 times a week alternating each week. Once a month hold a giveaway or some sort of contest On Facebook. The posts should be more intractable than the ones being used now and raise interest in those who read them. There is a plan to get more influencers on board and perhaps sponsor some famous people.

On Instagram/ other platforms there should also be 1 or 2 posts a week, these can be more lifestyle oriented, cool stuff for people to share.

LinkedIn and Twitter do not exist currently, so it would be important to get accounts running on both of those platforms as well. LinkedIn to get in touch with possible contractor clients, and other possible partners. Here connection can be made, that can be beneficial in the future. For example, if a business likes the brewery, they can order a massive load for a company party or something similar. Also, some businesses may need big shipments regularly, this way the network can be easily expanded beyond just consumers and single customers.

Twitter is also a useful tool for generating new traffic, as it is easy to just pump out a few lights posts a week that might grab some attention. Even from people that do not follow you on any other socials. Twitter would also be useful for reminding followers of ongoing promotions or interaction possibilities, for example remind followers to participate in the giveaway that we are hosting that week. It is useful for promoting upcoming Events and funneling people to other sites to interact with posts, using small notifications and reminders. For example, if you plan to run a major contest on Facebook, it would be a good idea to tease it in advance on Twitter for example, so followers can prepare accordingly!

Another Idea that came up during research was for the company to run a blog; it would be perfect for their brand as blog readers are mostly in the age group of their target audience. They want to cater to the beer lover that loves the brewing process and everything that goes into it all. This is the perfect way to show those interested.

4.2 Posts

Once the content is figured out, it is time to plan everything in advance. The plan that was created includes a calendar for the year with mapped out days and what to post on each individual day, a data sheet, and a template to mold into the vision that is wanted. At first the calendar will be the go-to option to follow, however eventually once enough data is gathered from posting. It can be used to start shaping the final format/plan to set in stone. Then in future it will always be easy to run the socials, as you always have a guide to point you in the right direction! Not to say it must be exactly as it is the whole rest of Time. There is always room to adjust.

The purpose of the data collection is to be able to analyze what is happening and how people react to certain types of posts if some things can be posted too often. Can interest be lost over time, if not enough attention is not paid to the followers. Parkinson wonders "Can you drive away followers by being too active and encouraging them to actively engage too often?" (Parkinson 2018) Some followers might find this very annoying or taxing and can choose to unfollow companies that post too much clutter on their feed. The key here is to find the golden balance. (Parkinson 2018)

4.3   Calendar

All 12 months of the calendar go here is one month of the calendar, as can be seen here. There will be 2 or 3 post each week, alternating each week. The calendar will be molded in future using the data gained from posting analytics.

The first month of the calendar was based purely on estimates and previous knowledge gathered, discussed earlier in the chapters. After more data has been gathered by action and posting, a more concise plan can be laid out! The data sheet will prove useful here as it will point the user in the right direction when deciding what to post.

When the project is over the company should be able to run social media channels with minimal thinking and a small number of resources. By looking at the calendar there will be a suggestion as of what to post on that specific day and on which platform. For example, a calendar day could say. Ask the followers a question and then the reader can decide if they want a poll or ask the consumers an open question they can answer in the comments.

4.4   Data sheet

The data harvested from the posts goes into the sheet and by using the sheet progress can be tracked on how things are going! By using analytics data can be harvested and it can be utilized in many ways to gain better results in the future. By tracking all traffic from posts, a proper schedule can be made that will inform the user on what to post and when, backed up by data.

The way the sheet is set up, is by reviewing all the traffic that was on the page before the project starts. Then analyze how much change the project sets in motion. Then by analyzing the reactions a more conclusive vision of what should be done can be achieved. Ideally it will be a process to map out, however if a process is made to more easily be able to pick out and allocate the data. This could be utilized anywhere by just changing the focus.

4.4.1 Analytics

Analytics will be analyzed to see how this project has affected activity on the social medias. The most important variables will be mapped pout and they are the ones that should be said most attention to in this case.

According to Atchison (2021) the main variables here would be comments, shares, likes, post clicks and total views. If possible, a heat map and time spent on page can also help. Comments, shares and likes (Re-tweets, etc.....) are the main variables to follow as they give out the most information about how engaging the post was. Other variables like views look good for stats to flex, but really give no context to how effective the content was in reaching people, as most viewers just scroll past quickly.

Once the main variables have been identified it is time to start tracking data from posting, an easy way to do this is by setting up google analytics, if you have your own website. Most social media websites have analytical number trackers free to use, so those are also recommended as they can provide all the information needed!

Most companies tend to skip this phase or apply the stats that make their portfolio look good; however, these ego stroking stats have no real value when it comes to viable reasons to believe people are reacting positively to what is being posted. (Atchison 2021)

4.5 Blog

On the blog there could be an in depth look at the brewery site, how the people there work the brewery and get the product made.

There could be a step-by-step walkthrough on how the brewing process is made, and even how the result is treated. There could be thoughts and stories about how the business was made, what the thought process behind each product is and a fun way to have a look inside the day in the life of the Smiths! However, with being short staffed this could be a preposition for the future! (Bump 2021)

Picture 8. Mallassepät Logo (Ketonen 2019).

5   Application

5.1   Posting

Starting off with a competition post. The first idea to generate traffic was to hold a comment for a chance to win a prize. This way the post will get posted on everyone's friend's wall that interacts with it. The contest should be related to the company someway, for example who can come up with the best beer flavor. Then follow-through with the winning flavor, and gift something to the winner. Beer mugs, T-shirts, Coasters Etc….. This will generate traffic and is not very costly.

These kinds of posts should only be run at most once a month; otherwise, it just seems like attention grabbing. No one will be interested anymore if they know there will be another chance to win shortly after. Kills all sense of urgency which is what makes people share and compete.

Then once a week we should post something else intractable, like a question. Something related to the company, maybe run a poll on the best flavor according to followers. This will give a reason for followers to keep checking in, in case there is anything interesting going on. By giving your followers something to interact with you open a whole new flood of traffic. Molding the post in a way that sparks discussion, so that people talk in the comments.

The first competition posts quickly became the most viewed and interacted post in the whole company's history. Page viewers and post interactors went up by 300 - 400% for the whole month. They gained 80 new followers. A good sign of things to come. A week later, the winner was picked, received their prize, and got their made-up name to be branded on one of the new flavors of beer! First post was a success! (Ketonen 2021)

Later that week a post that asked people which beer flavor out of 4 new ones the boys came up with should be introduced, increasing activity but not being as demanding as the other post where it required the people to come up with a name. Just a small little engager to boost activity!

5.2 Calendar

The findings during the first moth of posting were that the calendar is a bad idea to map out each day individually. Rather have a list of different post types and time windows in how often these should and could be posted. Then Guideline were laid down suggesting how many posts should go where each week. The general census was to post 2 - 3 times a week depending on if and how much there is to say. By using this time frame and the time windowed suggestions there is freedom to be more flexible without needing to come up with constant new ideas. In the company's case, it was so dependent on when they would release new products and when interesting opportunities arise. It would be impossible to map everything out for the future to be exact. Being more flexible here gives more freedom to do whatever they want, while still having set lines to follow.

The posts go as follows. Big raffles and giveaways, these should be held maximum of once every month and even then, only on special occasions. Always make sure that these are somehow related to the company, or else there will be only raffle goers interested in the prizes. Interactable posts, such as a question, poll or maybe voting to bring out a new product. Maximum 2 times a month. These interactable posts that get a lot of attention are also good bandwagons for advertising. If you know a head of time that a post will gain lots of traction, then why not put a sneaky little add in the mix? These are always a good way to engage consumers and give them the feeling that they are also part of some of the decision making.   Sometimes it can be good to sprinkle in a little challenge for some user generated content. For example, taking a picture with products or something more creative.

The rest of the posts can be sprinkled out, little reminders or just some relatable or funny content to quickly look at and smile. It is important not to fill the timeline with too many demanding activities.

5.3 Data Sheet

The analytical variables that should be tracked are shares, comments, tags, likes and interactions, in order from most important to least. Each website has their own versions of these however, they all follow the same basis. (Atchison 2021)

6 Conclusions / Final Thoughts

The conclusion was that the project was successful in the sense that the company now has an idea on what they should post to gain more traffic when needed. The things that were figured out were that engaging customers makes them more loyal to the brand. And if there are always activities to participate in, people keep checking back, so there will be always more traffic. The more activity you have, the more the algorithm favors.

Creating a well fleshed out story will add value to the brand and make customers feel more personally connected with it. This means they will most likely stick with their brand that resonates most with their own persona!

The company now has a clear understanding on how to engage customers to gain extra traffic and positive feedback. A guideline was laid out to give assistance when it comes to posting, Timing and content! So as not to oversaturate the timeline with too many demanding activities. The key here is the golden balance. The balance can only be found over time, however now the data sheet has been setup, it will be much easier to track the data and use it to mold the calendar to its final and best from. The way it is set up allows for adjustments to be made to ensure maximum results.

The social media page also gained more views as the first post that was made gained a 400% increase in the page activity. After this post the page activity was hot for a while until it was started up again, proving that posting interesting content in a constant but not too often stream is the key to make the social blow up.

The variables that were the most important to track were (On Facebook share comment, tag, like, interact, in that order) and other websites the equivalent to those. Still applies to each website. If possible, a heat map and time spent on page can be valuable information also!

The calendar turned out to be a bad idea as mapping out exact days in the future was a chore, instead there was now a list of post suggestions and time windows in which they should all be repeated.

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