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SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES

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Digital Marketing Plan for an Asian Market in Finland

Case study: Mokka market

Thesis

Autumn 2020

Faculty of Business and Culture

International Business



SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES

Thesis abstract

Faculty: Business and Culture

Degree Programme: International Business

Specialization: Digital Marketing

Author: Yen Doan

Title of thesis: Digital Marketing Plan for an Asian Market in Finland

Supervisor: Kimmo Kulmala

Year: 2021

Number of pages: 50

Number of appendices: 1

This thesis was a development project which was aimed at building up a detailed digital marketing plan for Asian markets in Finland, especially for new markets.

It is important because the population of Asian people in Finland is increasing, so demand must increase, also. According to Statistics Finland (2020), in terms of citizenship and language, the population from some Asian countries like China, Vietnam, Thailand, and India is increasing every year. Due to globalization, everyone has more chances to integrate with new, different cultures. People would like to try other countries' food and products, including the Asian countries. It is the reason for the appearance of many Asian markets in Finland. Mokka market is an Asian market in Seinäjoki and constitutes the target of the case study included in the present thesis. Not only Mokka market can use this thesis, but also other new Asian markets can have an example to follow. With the development of digital technology, they need a digital marketing plan. There may be many new ideas, but there may not be enough time and effort to implement them. Having a sample digital marketing plan to refer to will save time and effort compared to making a totally new one.

The study took place only in the Seinäjoki region because the target of the case study is Mokka market. However, Asian markets in other regions can use it because the location factor is not significant for this digital marketing plan. As the case company, Mokka market was analyzed using a situation analysis by business model canvas and a SWOT analysis. According to the situation, a detailed digital marketing plan with a to-do list was created to develop digital marketing in the future. Mokka market was a topic during the Innovation Week of SeAMK in 2019. There were potential ideas that could not be implemented. The ideas are listed again in this thesis, and some were used in the digital marketing plan.

¹ Keywords: digital marketing, digital marketing plan, grocery store, retail, Asian market

TABLE OF CONTENTS

Thesis abstract	2
TABLE OF CONTENTS.....	3
Pictures, Figures and Tables	5
Terms and Abbreviations	7
1 INTRODUCTION.....	8
1.1 Thesis background.....	8
1.2 The main aims and methods to achieve them	9
1.3 Thesis structure.....	9
2 THEORY ABOUT DIGITAL MARKETING	10
2.1 What is Digital Marketing?.....	10
2.1.1 Digital Marketing strategy	10
2.1.2 Applications of digital marketing.....	11
2.1.3 Benefits.....	11
2.2 Types of Digital Marketing.....	13
2.2.1 Social Media Marketing.....	13
2.2.2 Search Engine Marketing (SEM).....	14
2.2.3 Online PR.....	14
2.2.4 Online partnerships.....	14
2.2.5 Display advertising.....	15
2.2.6 Opt-in email marketing.....	15
2.3 Digital Marketing Plan	15
2.4 SWOT analysis.....	16
2.5 Digital marketing in grocery retail	16
3 Situation analysis	19
3.1 Development work.....	19
3.1.1 Innovation Week ideas.....	23
3.2 Business Model Canvas of the company	26
3.2.1 Customer segments.....	27
3.2.2 Value propositions	28
3.2.3 Channels.....	29

3.2.4	Customer relationships	29
3.2.5	Revenue streams	29
3.2.6	Key resources	30
3.2.7	Key activities	30
3.2.8	Key partners.....	31
3.2.9	Cost structure.....	31
3.3	SWOT analysis.....	31
3.3.1	Strengths.....	32
3.3.2	Weaknesses	33
3.3.3	Opportunities.....	33
3.3.4	Threats.....	34
3.4	Digital marketing strategies	34
4	TRIAL ACTIONS	36
5	DIGITAL MARKETING PLAN	39
5.1	Target audience	39
5.2	Keywords, SEO, SEM	39
5.3	Content.....	40
5.4	Activate and convert.....	41
5.5	Brand ambassadors	43
5.6	Campaigns	43
5.7	One-page managerial instructions.....	44
6	CONCLUSION	47
	BIBLIOGRAPHY	48
	APPENDICES	50

Pictures, Figures and Tables

Figure 1: 5Ss of the Internet marketing (Chaffey & Ellis-Chadwick 2016, 18).....	12
Figure 2: A generic digital channel-specific SWOT analysis showing typical opportunities and threats presented by digital media (Chaffey & Ellis-Chadwick 2016, 196).....	16
Figure 3: Likes and followers of Mokka market	20
Figure 4: Reach and engagement rate now, no ads	20
Figure 5: Reach and engagement rate at the beginning, using ads for a post.....	21
Figure 6: Reach and engagement rate of a post using ads	21
Figure 7: Audience insight of Mokka market Facebook page according to genders	22
Figure 8: Audience insight of Mokka market Facebook page according to cities	22
Figure 9: A small research made in Innovation Week.....	23
Figure 10: First trial Facebook post	36
Figure 11: Interaction rate of the first trial post after one day.....	37
Figure 12: Interaction rate of the second trial post after four days	38
Figure 13: Discounted post and its performance	42
Figure 14: Stamp card for Mokka market.....	42
Figure 15: 10€ voucher for Mokka market	43
Figure 16: Photo for the post informing monthly offer	44
Table 1: Customer feedback part 2.....	23
Table 2: Business Model Canvas of Mokka market	27
Table 3: SWOT analysis of Mokka market.....	31

Table 4: Marketing mix for digital marketing strategies of Mokka market..... 35

Terms and Abbreviations

SEO	Search Engine Optimization
SEM	Search Engine Marketing
E-CRM	Electronic Customer Relationship Management
PR	Public Relations
IT	Information Technology

1 INTRODUCTION

Due to the development of the Internet, digitalization has become popular and essential in business. There are many transformations in the way of marketing. It also offers a broader choice of products, services, and prices. Businesses can apply more new online communication techniques with customers. With the assistance of digital technology, they will have new tools to improve competitiveness. Social networks provide an opportunity to engage customers better (Chaffey & Ellis-Chadwick 2016). Not being out of the trend, the food industry is likewise developed more due to digital marketing. Thus, efficient digital marketing plans can help many successful businesses, and Mokka market also needs to develop an efficient digital marketing plan to increase customer engagement.

Accordingly, this thesis is about making a digital marketing plan and research to help Asian markets in Finland develop their business based on Innovation week material, other resources, and ideas. It should be mentioned that Innovation week is a course in SeAMK and its topic in 2019 was Mokka market, the case study of the thesis. There will be new ideas and campaigns to improve strengths and restrict weaknesses of Mokka market in the digital marketing plan. Therefore, this thesis includes three parts. The first part is about basic knowledge and definitions of digital marketing. The next step is studying the case company. Following the analysis, the final step is a digital marketing plan for an Asian market in Finland.

1.1 Thesis background

Case study: Mokka market

Mokka market was opened in Seinäjoki in 2020 with the aim is to bring Asian food to immigrants and Finnish people in local areas. Since the Asian population in Seinäjoki and Finland is increasing quickly, the demand for Asian products becomes higher. Understanding that high demand, the founder wants to make an Asian market with various choices of Asian products. With a digital marketing plan, the main goal is to spread popularity and advertise new products to new customers.

1.2 The main aims and methods to achieve them

This thesis aims to find an efficient but simple plan to develop digital marketing of Asian markets and Mokka market specifically. The research method is case study. According to the digital marketing plan for Mokka market, new Asian markets can have a referral for their digital marketing plan. A to-do list will be made at the end of the digital marketing plan so Mokka market will follow up effortlessly, based on the situation analysis.

1.3 Thesis structure

The thesis is written in a clear and straightforward structure so the readers can see and understand the content and plan smoothly. The first section will be about digital marketing knowledge. They are described in detail to base the research and digital marketing plan on the following parts. They include digital marketing definition, types of digital marketing, digital marketing plan, SWOT analysis, and digital marketing in a grocery store. After that, it will be the situation analysis to explain the situation of Mokka market. Then, there will be a trial action to check the reaction and set up the digital marketing plan at the end.

2 THEORY ABOUT DIGITAL MARKETING

2.1 What is Digital Marketing?

Digital marketing uses the Internet, other digital media, and technology to support “modern marketing” and achieve marketing objectives. Digital technologies are digital platforms such as desktop, mobile, tablet, and others (Chaffey & Ellis-Chadwick 2016, 11). It is to communicate interactively with customers by following electronic channels. The most popular systems of digital marketing are social media, mobile, analytics, and e-commerce. (Zahay 2015,16)

In practice, it is the work of managing different forms of online company presence, for example, company websites and social media company pages with online communications techniques. These activities include search engine marketing, social media marketing, online advertising, email marketing, and partnership arrangements with other websites to attract new customers, develop customer service and customer relationships with E-CRM.

Media consist of three different kinds: paid media for media that businesses need to pay to make visitors know about them; owned media which is owned by the businesses such as social media accounts and fan pages; earned media for publicity which is to increase awareness about a brand such as word-of-mouth. (Chaffey & Ellis-Chadwick 2016, 11)

2.1.1 Digital Marketing strategy

Business needs digital marketing strategy because businesses follow it when deciding their plans and future steps in digital marketing suitable for their businesses. A digital marketing strategy is a defined strategy in the digital marketing plan to help businesses to focus and make marketing activities always align with business goals. Additionally, it helps to target and engage the right potential customers. Different businesses have different digital marketing strategies according to their own sets of circumstances. (Ryan 2017)

According to Chaffey and Ellis-Chadwick (2016,178), an effective digital marketing strategy should support the business, marketing strategy, plan, and vision. It contains clear objectives and consistent types of customers. The value proposition of the channel also needs to be persuasive to have effective communication with customers. The business has a clear

guideline to indicate the mix of online and offline communication tools that draw customers to their digital media platforms. Besides that, the customers should get supports in all the buying processes on the digital channels. Digital marketing strategy can point out the online customer lifecycle during the attracting and growth process as well.

2.1.2 Applications of digital marketing

Digital media cooperates in the products and services marketing process. Digital media and technology may be applied for a variety of purposes:

- Advertising medium: it will raise awareness for brands by advertisement on published websites and social networks.
- Direct-response medium: help businesses drive visits to their sites when customers search the related words to their products and services.
- Platform for sales transactions: for online shopping
- Lead-generation method: other features to support the platform of online shopping
- Distribution channel: to distribute the digital products
- Customer service mechanism: businesses can have a list of frequently asked questions or chatbots to support customer service more manageably.
- Relationship-building medium: businesses use digital platforms to interact with customers, build up relationships to understand their needs. (Chaffey & Ellis-Chadwick 2016, 16)

2.1.3 Benefits

About the benefits of digital marketing, it is obvious to support the marketing system. With the growth of Internet users, businesses apply the Internet for large numbers of marketing research to identify the customer needs and wants. Through Internet, customers have advantages in

reading information and buying products online; businesses' advantages are raising customer satisfaction by improving their electronic channel and online customer service.

Table 1.2

The 5Ss of Internet marketing

Benefit of e-marketing	How benefit is delivered	Examples of typical objectives
Sell – Grow sales	Includes direct online sales and sales from offline channels influenced online. Achieved through wider distribution to customers you cannot readily service offline or perhaps through a wider product range than in-store, or lower prices compared to other channels	<ul style="list-style-type: none"> • Achieve 10 per cent of sales online in market • Increase online sales for product by 20 per cent in year
Serve – Add value	Achieved through giving customers extra benefits online or inform product development through online dialogue and feedback	<ul style="list-style-type: none"> • Increase interaction with different content on site • Increase dwell-time duration on site by 10 per cent (sometimes known as 'stickiness') • Increasing number of customers actively using online services (at least once per month) to 30 per cent
Speak – Get closer to customers	Creating a two-way dialogue through web interactions like forums and surveys and conducting online market research through formal surveys and informally monitoring conversations to learn about them	<ul style="list-style-type: none"> • Grow email coverage to 50 per cent of current customer database • Survey 1000 customers online each month • Increase visitors to community site section by 5 per cent
Save – Save costs	Achieved through online email communications, sales and service transactions to reduce staff, print and postage costs. Savings also accrue through 'web self-service' where customers answer queries through online content	<ul style="list-style-type: none"> • Generate 10 per cent more sales for same communications budget • Reduce cost of direct marketing by 15 per cent through email • Increase web self-service to 40 per cent of all service enquiries and reduce overall cost-to-serve by 10 per cent
Sizzle – Extend the brand online	Achieved through providing new propositions, new offers and new experiences online including building communities	<ul style="list-style-type: none"> • Improve branding metrics such as brand awareness, reach, brand favourability and purchase intent

Source: Chaffey and Smith (2012)

Figure 1: 5Ss of the Internet marketing (Chaffey & Ellis-Chadwick 2016, 18)

Going with digital marketing is the development of digital sales. Online shopping has become popular and necessary in the daily life of many people around the world. It is said that the sales of online retails have reached 27 trillion USD in 2020 (Columbia Road 2020). It is growing up more intensely in the COVID-19 period. It boosts sales in existing markets and opens new

markets in different countries with low expenses when they do not need support for sales infrastructure. One more benefit is developing more products, especially digital products or new products, to new markets.

In another point of view, it is possible to expand the new customer segment which businesses have reached before, attract customers from other competitors and deepen the relationship with existing customers. (Chaffey & Ellis-Chadwick 2016, 17). Furthermore, with the benefits of the Internet, sellers have access to a massive database on customer behavior. (Rindfleisch & Malter 2019, 38)

Moreover, comparing standard laptops, desktop computers, and mobile devices shows that mobile advertising has higher revenue than others. It is because of the convenience of mobile. Users can access them at any time and at any place. With the simpler location setting, consumer's locations can be tracked easier. It brings a certain amount of data to analysis about the target and potential areas. (Rindfleisch & Malter 2019, 42)

2.2 Types of Digital Marketing

According to Chaffey and Ellis-Chadwick (2016, 32), marketers have many online communication tools to achieve communication strategies and plan a marketing campaign. Below are the popular types of digital marketing that businesses use in their digital marketing plan.

2.2.1 Social Media Marketing

Social media marketing is when a company makes advertisements on social media to reach and engage its audience. It is related to viral marketing and online word-of-mouth messages. Businesses share the content to spread their messages and increase awareness or even drive response.

It lets businesses encourage customer communications on their channels. Due to the ability to connect with the customer, it is used as a traditional broadcast media to send news, messages to customers or partners. Additionally, customer conversations on social media networks are relevant to products, promotions, or customer service. Businesses earn more chances to learn

about customers, offer support to improve company image by social media. (Chaffey & Ellis-Chadwick 2016, 33)

Global and local are more connected than ever before, thanks to social media. Perhaps any events in the world impact the business locally, positively, or negatively. Tremendous efforts in many years of a company are probably ruined by only one mistake on social media (Frawley 2015).

2.2.2 Search Engine Marketing (SEM)

SEM is a tool to boost the click-through amount when people search a specific keyword phrase on a search engine. Two small techniques of SEM are pay-per-click and search engine optimization (SEO). Pay-per-click is using paid placements or sponsored links, and it is a paid tool. Search engine optimization is the listing for users to click from the search engine naturally or organically, so it is no charge for businesses. (Chaffey & Ellis-Chadwick 2016, 33)

2.2.3 Online PR

Online PR is expanding the appearance of companies, brands, products, or websites on third-party websites that can attract the company's target audience. They are social networks, blogs, podcasts, or feeds. Moreover, replying to the negative mentions and operating public relations through those third-party websites is additionally a part of online PR. (Chaffey & Ellis-Chadwick 2016, 33)

2.2.4 Online partnerships

It is making promotion for online services on third-party websites or through email communication. It will lead to a long-term relationship with the third-party partners. Companies utilize many partnership methods, like link building, affiliate marketing, aggregators, online sponsorship, and co-branding. (Chaffey & Ellis-Chadwick 2016, 33)

2.2.5 Display advertising

Display advertising is the online ads that have a high-frequency appearance and are easy to see online. It will increase brand awareness and boost the click-through to the target site. (Chaffey & Ellis-Chadwick 2016, 33)

2.2.6 Opt-in email marketing

Opt-in email marketing is an advertisement through email. Businesses rent email lists or set an advertisement on e-newsletters, or use their in-house email lists to implement customer activation and retention. (Chaffey & Ellis-Chadwick 2016, 33)

2.3 Digital Marketing Plan

A digital marketing plan is used to improve the previous plan and deal with “e-campaign components”, which are the online communication tools mentioned above. It is a short-term, temporary plan to define the necessary changes in the developing process. It will be changed to broader marketing and communication plans when they have finished processing the issues. A digital marketing plan is to inform plans to stakeholders and attract buy-in from fellow marketers.

It causes a significant amount of problems if the digital marketing plan is failed: no or unrealistic objectives because of the under-resourced customer demand; losing market share to competitors with the inadequate resources and strategies; duplicating the resources when they use different tools or agencies but same tasks; business cannot respond to competitive threats appropriately when they do not have enough specific specialist digital marketing skills; incompetent customer data which is partly from relationship building is not fit with the existing system; business will miss some available benefits from online marketing; they will lose the good time to apply online marketing tools, or it may be inefficient; internal IT systems are not prioritized; the results will not be adequately analyzed; the major strategic initiative is not well defined. (Chaffey & Ellis-Chadwick 2016, 185)

2.4 SWOT analysis

SWOT is strengths, weaknesses, opportunities, and threats. In digital marketing, SWOT shows the external opportunities and threats of digital platforms. Besides, it demonstrates the strength and weaknesses of the companies in the Internet marketing background. Referring to the result of SWOT analysis, businesses discover their opportunities and threats. Further, they include the steps of counter the threats and take advantage of the opportunities in the digital marketing plan. (Chaffey & Ellis-Chadwick 2016, 195)

The organisation	Strengths – S 1. Existing brand 2. Existing customer base 3. Existing distribution	Weaknesses – W 1. Brand perception 2. Intermediary use 3. Technology/skills 4. Cross-channel support
Opportunities – O 1. Cross-selling 2. New markets 3. New services 4. Alliances/co-branding	SO strategies Leverage strengths to maximise opportunities = Attacking strategy	WO strategies Counter weaknesses through exploiting opportunities = Build strengths for attacking strategy
Threats – T 1. Customer choice 2. New entrants 3. New competitive products 4. Channel conflicts	ST strategies Leverage strengths to minimise threats = Defensive strategy	WT strategies Counter weaknesses and threats = Build strengths for defensive strategy

Figure 4.6

A generic digital channel-specific SWOT analysis showing typical opportunities and threats presented by digital media

Figure 2: A generic digital channel-specific SWOT analysis showing typical opportunities and threats presented by digital media (Chaffey & Ellis-Chadwick 2016, 196)

2.5 Digital marketing in grocery retail

In the digital age, it is not enough to promote only offline with printed paper. It is pointed out that many customers do not receive or check print media anymore. If grocery retailers do not follow it or have digital marketing activities but not effective, they will lose the customer segments who use digital tools and digital media. Using digital coupons is increasing rapidly,

which is 27 percent when the paper coupon is 38 percent. It is shown that more than a quarter of customers use the electronic circular when they are in store (PR Newswire 2019).

According to Google (2018), five popular consumer digital trends in the food industry are: strong is the new skinny, semi-homemade meal, planning, stock management, and preparation. "Strong is the new skinny" means that people do not care about being skinny as much as being healthy. The trend is not being fit and weight loss anymore, and it will change how businesses offer products and services to consumers. People start to care more about physical activities. There is sixty-three percent of people who exercise are aware of how much protein they eat. It is a chance to do marketing for the producers who have protein products. The semi-homemade meal is trendy in the digital age because of the busy schedule, technology, and modern life. People want to have a good meal with family, but they are too busy in daily life. Businesses have taken this opportunity. It is the reason why semi-homemade meal and meal kits have become more popular. It can reduce the cooking time and is easier to use. About planning, in the digital world, customers have more time to research the products before they buy owing to the product information on digital media. In the number of people who care about what they eat, 90 percent said they get information about the products on websites and social media instead of asking at the shop. They are thinking more about the benefits of the food, not only the taste like before. Stock management becomes a trend because of an increasing number of consumers asking about the products they already have and the shelf life of products. Businesses need to promote to customers who already buy the products various ways to cook or use them. Finally, preparation is about customers needing help in preparing the food, which businesses can offer online. It is because of the development of smartphones. They can cook and read the instructions at the same time conveniently to help them in cooking. It is said, "Your customers are walking around with something in their pockets that will teach them about your product.". Grocery retail should catch up with the digital trends above and apply them in the marketing plan to attract customers.

Moreover, due to the Internet and customer needs, new ways of shopping have appeared. It is online shopping. It is formed because some social groups have problems with food shopping and other objective causes, so something that can save time or effort will be attractive (Seth & Randall 2011, 156). Many retailers are starting to have both online and offline platforms to take advantage of both sides. While offline retails have advantages in delivery time and non-digital items in the desired form, online retailers can save more in stores, inventories, and large

assortment. They also reduce the cost when the production and distribution of transaction services are separated. By using both, retailers can offer all types of service, and they become multichannel retailing. The integrated service of online and offline channels enhances service quality, decreases risks, and increases buying intentions (Rindfleisch and Malter 2019, 55).

3 Situation analysis

3.1 Development work

Mokka market was opened in Seinäjoki in 2019 with the aim is to bring Asian food to immigrants and Finnish people in local areas. The market has an ideal location in the city center and near the train station. In Ilkka-Pohjalainen newspaper (Hakala 2020), the owner shared that he found opportunities for entrepreneurship in Seinäjoki because Seinäjoki is developing rapidly. Additionally, he wants to contribute to making the center more active. In Seinäjoen Sanomat newspaper (Haapala 2020), he said that he would like to make Seinäjoki more diverse by Mokka Market. The customers will not be only foreigners in Finland, but also Finnish people. Since the Asian population in Seinäjoki and Finland is increasing quickly, the demand for Asian products becomes higher. Some local people want to try exotic food and know different food cultures.

The digital marketing activities of Mokka market are not influential enough at present, with 822 followers on Facebook. There can be more interactions when the population of Seinäjoki is 63,781 (City of Seinäjoki 2019), and we have a big neighborhood in the South Ostrobothnia area. Mokka market appeared in Ilkka-Pohjalainen newspaper and Seinäjoen Sanomat newspaper when it was just opened. It is a digital marketing activity because these newspapers have digital editions like websites and mobile applications. The only digital platform Mokka market uses is Facebook. He uses it to post photos of new products, discounted products and notify the opening time. It is as well used to communicate with customers through comments and messages. Mokka market got an introducing post from IntoSeinäjoki at the beginning on Facebook. He already boosted posts by Facebook ads at the beginning and two more times after that. It helped the reach rate and engagement to the page increase. However, lately, without Facebook ads, the reach rate decreases much. It is possibly because of the recommendations and introductions in the newspaper initially, and now he does not have it anymore. The organic reach rate is decreasing, showing from the insights of Facebook.

It is easy to understand for a small and new entrepreneur. Referring to the views of Jelfs and Thomson (2016), it is easier for even the smallest business to reach the global markets at a low cost thanks to digital marketing in theory. However, in a practical situation, it is not simple. While big businesses have marketing specialists to analyze the problems, finding solutions,

and make digital marketing plans, small businesses do not have enough budget to do that. It will lead to actions that do not come with significant results.

Our main goal is to bring diversity to the market place of the area where we live by offering stuff that most people need.

798 people like this

821 people follow this

49 people checked in here

040 6642879

[Send Message](#)

Price Range · \$\$

mokka-market@taninternational.fi

Closed Now
10:00 AM - 8:00 PM

Grocery Store · Shopping & Retail

Figure 3: Likes and followers of Mokka market

Published Posts

Search


Create Post

Posts	Reach	Engagement	Date	Privacy
Hyvää päivää kaikille! Meillä on tuoreita vihannek...	440 People reached	115 Post engagements	May 22, 2021 at 10:36 AM	Public
Hyvää asiakkaamme! Meidän aukioloajat muuttu...	322 People reached	24 Post engagements	May 11, 2021 at 5:46 PM	Public
Hyvää päivää kaikille! Meillä on tuoreita vihannek...	381 People reached	96 Post engagements	May 8, 2021 at 12:23 PM	Public
Meille on tullut tuoreita. Hyvää vappua!	579 People reached	120 Post engagements	April 30, 2021 at 3:35 PM	Public
Hyvää päivää kaikille! Meille on tullut uusia ja tuor...	470 People reached	114 Post engagements	April 24, 2021 at 12:51 PM	Public

Figure 4: Reach and engagement rate now, no ads

Posts	Date Published	Reach	Engagement	Reactions/Likes	Comments
https://www.ilkka.fi/tilaajal... Boost Unavailable	January 26, 2020 at 12:59 AM	936 People Reached	188 Post Engagements	71 Reactions	4 Comments
Ja meille on tullut myös lisää tuor... Boost Post	January 25, 2020 at 12:35 PM	972 People Reached	149 Post Engagements	47 Reactions	0 Comments
Kiirettä pitää! Meidät on lö... Boost Unavailable	January 24, 2020 at 4:19 PM	1 051 People Reached	191 Post Engagements	79 Reactions	5 Comments
Tänään klo 12! Tervetuloa! ... Boost Unavailable	January 24, 2020 at 7:55 AM	1 897 People Reached	543 Post Engagements	173 Reactions	29 Comments
This post has no text Boost Unavailable	January 23, 2020 at 9:16 PM	4 People Reached	14 Post Engagements	14 Reactions	0 Comments
Ad Completed Mokka Market aukeaa Seinäjoell... Boost Again	January 23, 2020 at 9:12 PM	15 592 People Reached	1 288 Post Engagements	191 Reactions	40 Comments
Mokka Market... Boost Unavailable	January 23, 2020 at 9:04 PM	814 People Reached	9 Post Engagements	9 Reactions	0 Comments

Figure 5: Reach and engagement rate at the beginning, using ads for a post



Boost Again

Hyvää asiakkaamme, Meille on tullut uusia tuoreita ja tuotteita. Muistutamme e...

October 13, 2020 at 1:55 AM
ID: 194197955442451

Interactions

👍
66 Reactions

💬
6 Comments

➦
1 Share

Performance

Reach

Total
2,141

Organic 807 (38%)
Paid 1,588 (62%)

Engagements

Reactions
66

Comments 6
Shares 1

View Details

Negative Interactions

Total
0

Unique 0

Paid Results

Times when this post has been boosted to reach more people.

Figure 6: Reach and engagement rate of a post using ads

About the audience, it is shown in the insights of Facebook. The biggest group is women, especially from 35-44 years old, then from 25 to 34. Mokka market has viewers in Seinäjoki mostly. Some are from the neighborhood areas. Interestingly, there are even Helsinki audiences while they have many choices of Asian products and exotic food there.

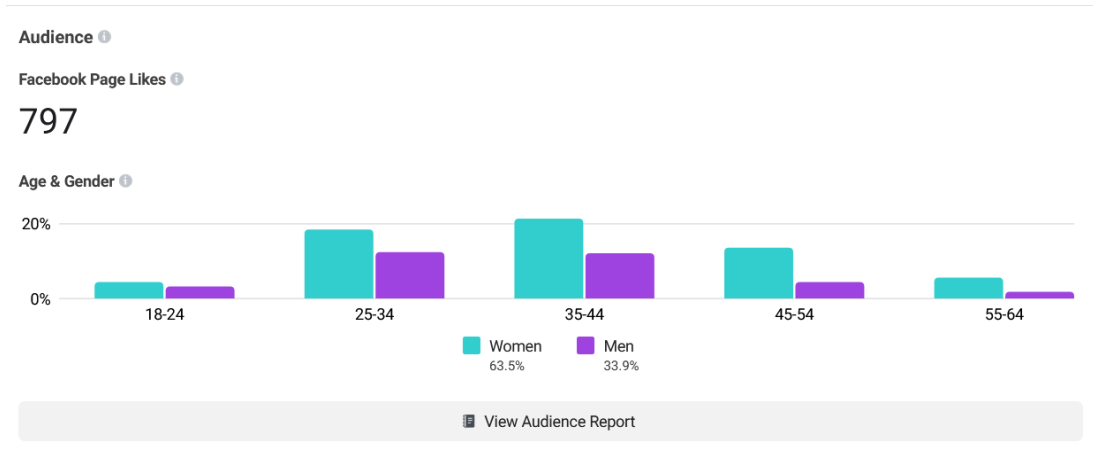


Figure 7: Audience insight of Mokka market Facebook page according to genders



Figure 8: Audience insight of Mokka market Facebook page according to cities

Mokka market was a topic in Innovation Week of SeAMK. Students used the design thinking method to make development ideas for Mokka market. However, the owners have not applied much due to a lack of time.

3.1.1 Innovation Week ideas

Customer feedback:

- Age and target group: 18-35 local Finnish people
- What do they like about other grocery stores: space, free parking, and large selection.
- Have they heard about Mokka Market: 11/23 people had heard about Mokka Market, but most did not know what the store was or where it was.
- Would they go to Mokka Market in the future: 13/23 people would go or at least try, but most would not go because they get most from other stores, do not like walking to the store, and think the store is cramped.

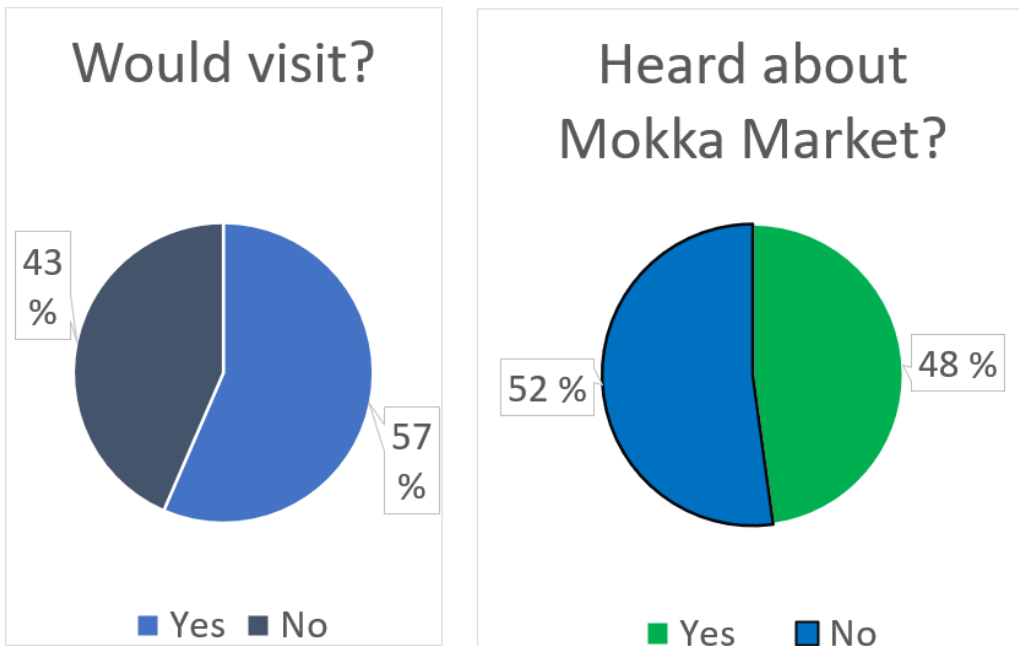


Figure 9: A small research made in Innovation Week

Table 1: Customer feedback part 2

What they asked from 18-30 years old people	Results
<ul style="list-style-type: none"> • What did they think about changing the name of the store? 	<ul style="list-style-type: none"> • The name change was not important
<ul style="list-style-type: none"> • What about opening a website with products? 	<ul style="list-style-type: none"> • They loved the idea of a website

<ul style="list-style-type: none"> • What about social media? 	<ul style="list-style-type: none"> • Most people either used or did not use social media, mainly Instagram for 18-30 years old
<ul style="list-style-type: none"> • What about newspapers? 	<ul style="list-style-type: none"> • Most young people did not use newspapers, but older people did.
<ul style="list-style-type: none"> • Would they like a delivery service? 	<ul style="list-style-type: none"> • A high amount of people loved the idea of delivery service and would use it if the price were around 3-5 euros
<ul style="list-style-type: none"> • What about moving to a different location? 	<ul style="list-style-type: none"> • Most people did not like the idea of paying for parking and believed that the location was better to be inside a grocery store.

Problem: Not enough Marketing. Some solutions were set up below:

1. Branch out from Facebook only by making a website and social media accounts, where people can see the products, location and maybe be able to pre-purchase them before going to the store (This has been made but not efficient enough)
2. Start informing people by running adverts in newspapers, for example, Ilkka and Seinäjoen Sanomat. Right now, people do not seem to know what Mokka Market stands for and what products it has. (This has been made)
3. Start a delivery service with the website where Mokka market can deliver for customers and businesses. With this, Mokka market hit the target market of disabled people and other companies such as restaurants. (This has been made in the COVID-19 period)

How to attract local customers:

- Cooperate with local food bloggers to help advertising products and shop
- Use local newspapers for advertising
- Participate in local events
- Easy and comfortable shop experience for every type of customers
- Circulate discount cards

- Flyers to all around
- The logo must be shown everywhere
- Decoration and tidiness are important
- Unique product (cannot be found elsewhere)
- Monthly offers
- Better Facebook page (more posts, active)
- Local sports events and advertising in their magazines
- Well organized premises
- Helpers (who speak Finnish)
- Use story behind the brand
- Stand outside the shop
- More activity in popular events
- Discount companies for extra products
- There are fairs all the time during the summer
- Give out flyers at the fairs, mailboxes and put out posters in the widespread public hangout places
- App, electronic brochures, social media, and other platforms
- The estimated budget for this is around 500€ per month

Advertising method:

- Local bloggers
- Newspaper
- Instagram
- Sponsoring local events
- Mouth to mouth

Stamp card idea:

- Money-back 10€ from 10 purchases (over 20€).
- Cheap solution. 0.20€ per card
- No one objected to stamp cards.
- The card is a good reminder.










Customers wanted more information about the products

3.2 Business Model Canvas of the company

A business model explains how an organization generates, distributes, and captures value. Business Model Canvas is known as a practical tool to create and analyze business models to show how a company intends to do business. It consists of nine basic building blocks about four principal business areas: customers, offer, infrastructure, and financial viability. (Osterwalder, Pigneur, Clark, Smith & Pijl 2010)

Business Model Canvas will help readers understand better the situation of Mokka market in a logical way. The theory of building blocks is mentioned below for readers to keep track of the blocks directly.

Table 2: Business Model Canvas of Mokka market

<i>Key Partners</i> 	<i>Key Activities</i> 	<i>Value Proposition</i> 	<i>Customer Relationships</i> 	<i>Customer Segments</i> 
<p>Suppliers: Helsinki, the Netherlands, Sweden</p> <p>Association: WIISE</p>	<p>Sales</p> <p>Marketing and advertising</p> <p>Networking</p>	<p>Newness: Exotic food</p> <p>Food from hometown for immigrants</p> <p>Friendly customer service</p> <p>Customization : Customers can ask for a specific product and the owner will try finding it if he can</p>	<p>Personal assistance</p> <p>Long-term</p> <p>Transactional</p>	<p>Mass market: Immigrants in Finland and local Finnish customers</p> <p>Niche market: People who are interested with exotic food</p>
<p><i>Key Resources</i> </p> <p>- Physical: the store and logistics infrastructure. - Exotic products - Customer oriented</p>		<p><i>Channels</i> </p> <p>- Own store - Facebook page - Phone number, Whatsapp - Email</p>		<p><i>Cost Structure</i> </p> <p>- Cost of capital - Renting store - Advertisement on Facebook - Membership fee in WIISE</p>
		<p><i>Revenue Streams</i> </p> <p>Asset sale: food</p> <p>Pricing Mechanisms: Fixed Menu Pricing</p>		

3.2.1 Customer segments

In customer segments, businesses define different groups of customers they want to reach and serve. It is crucial since customers decide the development of a business. With customer segments, they can focus on their target customers, understand their needs, and fulfill them (Osterwalder, Pigneur, Clark, Smith & Pijl 2010).

The owner would like the customer segments to be mass market, which means that Mokka market will be for both immigrants and Finnish people. The immigrant customer segment is

broader, with the location is all Finland. He can deliver by Matkahuolto. The Finnish people are mostly local Finnish, who lives in Seinäjoki and the neighborhoods.

However, at present, it seems like a niche market, which is for people who are interested in exotic food. It includes immigrants, Asian people, and only Finnish who want to try exotic food from Mokka market or like some specific products.

It indicates that Mokka market requires a plan or actions to bring the Finnish segment in a niche market to a mass market. Mokka market needs to attract more Finnish people, not only those who want to try exotic food. The immigrants in Seinäjoki and the neighborhoods, especially Asian people, are the main customers now. If he wants to develop in all of Finland, he oughts to implement delivery services, especially frozen products.

3.2.2 Value propositions

Value propositions define the values businesses offer from products and services to fulfill the needs of customer segments. With these values, businesses are cable of solving customer problems or satisfying customer needs. Values may be functions about quantitative (price, speed of service) or qualitative (design, customer experience). (Osterwalder, Pigneur, Clark, Smith & Pijl 2010).

The primary value position of Mokka market is the newness as it brings exotic food that people cannot find anywhere else in Seinäjoki. Additionally, it provides food from hometown for immigrants in Seinäjoki and neighborhoods. It is an important sector. When they miss the flavors of their hometown, they mostly find them in Mokka market.

Mokka market has a good reputation for friendly customer service. The owner likes to speak with customers, and he is willing to help them find the right products. It is also relevant to customization. Customers can ask for a specific product, and the owner will try finding it if he can. He will notify customers who are looking for that exact product before on Facebook message. If it is not possible to find those products, the attitude is still impressive for customers. Customer and consumer satisfaction influence the business in many ways when communicating, engaging on social media, and performing other activities. It is analyzed in a study that approximately 73 percent of participants visit the retailers owing to location-aware text messages and 61 percent decided to buy. (Frawley 2015)

3.2.3 Channels

Channels are how businesses communicate with customer segments to deliver value propositions. They are the channels to implement communications, distributions, and sales activities. It affects much in customer experience. (Osterwalder, Pigneur, Clark, Smith & Pijl 2010).

Mokka market's primary channels are its store and Facebook page. Customers can buy food directly at Mokka market. In COVID-19 time, Mokka market has delivery service. Customers order from the Facebook page, phone number, or email. Mokka market mainly communicates by Facebook posts and Facebook messages. The phone number and email are working, but not so many people use them to contact. Mokka market raised awareness through the news on Seinäjoen Sanomat and Ilkkaa-Pohjalainen. Post-purchase customer support is on Facebook message mostly. They can ask questions related to products if they want.

3.2.4 Customer relationships

Customer relationships are the relationships businesses build with their customer segments. These relationships are from personal to automated. (Osterwalder, Pigneur, Clark, Smith & Pijl 2010).

Customer relationships of Mokka market are mostly personal assistance. The customers ask for help during and after the sales process. It happens at the store or on other channels like Facebook, email, phone number. They usually ask where the product is, when new products come, whether he has that specific product or not, and how to use or cook the products. It will turn to long-term when they are satisfied with the service. The relationship will be more profound in that case. Some people only come and buy once because of many reasons. Then they are on standard transactions without a relationship.

3.2.5 Revenue streams

Revenue streams show earning money a business makes from each customer segment. It also explains how and when customers pay for products or services. To have successful revenue streams, they need to ask themselves, "What value are our customers willing to pay?" (Osterwalder, Pigneur, Clark, Smith & Pijl 2010).

It is all asset sales in the case of Mokka market. Food is also a type of asset, and Mokka market sells the ownership of them to customers. Then customers do anything they want with the products.

Additionally, Mokka market uses fixed menu pricing. The owner has a list of fixed prices for products. It is changed in line with the origin price of stocks. Nevertheless, it has a small customer segment dependence. Mokka market gives a 5 percent discount for every SeAMK student.

3.2.6 Key resources

Key resources are the most valuable assets to build up a business model. They create a value proposition for a business. (Osterwalder, Pigneur, Clark, Smith & Pijl 2010).

The most important physical resource is the store. The logistics infrastructure is necessary for a grocery store. Mokka market has a warehouse behind the store. The exotic products are things that make customers visit and come back many times. They cannot find anywhere else in Seinäjoki. A customer-oriented attitude is an element many customers give good feedback. It cooperates with other factors of Mokka market to improve its image.

3.2.7 Key activities

Key activities are the activities a business does to maintain its business models. They must do key activities to operate successfully. (Osterwalder, Pigneur, Clark, Smith & Pijl 2010).

It is a grocery store, so the first key activity must be sales. Without sales, it means nothing to open the store. Marketing and advertising are necessary to make it more popular and chiefly spread the sales. They are the things this thesis focuses on developing. Networking is essential in business. With good networks, the sales and marketing process will work better. Membership of E-P WIISE RY is helpful to build up a network in the area.

3.2.8 Key partners

Key partners are the networks of business with suppliers and partners. Alliances are formed by businesses to improve their business models, decrease risk, or acquire resources. (Osterwalder, Pigneur, Clark, Smith & Pijl 2010).

The key partners of Mokka market are the suppliers. Mokka market takes products from Helsinki, the Netherlands, and Sweden. The suppliers do not have all the products Mokka market need, so he needs to take from three places.

Furthermore, Mokka market is a member of E-P WIISE Ry. It is an association that creates and maintains a favorable ecosystem for immigrants and Finnish who move to South Ostrobothnia. Due to that, they can integrate with working life and settle down daily life. As a new entrepreneur member, Mokka market will have advice from WIISE and attend networking meetings every month. (WIISE 2020).

3.2.9 Cost structure

Cost Structure is all expenditures incurred to execute a business model. It is divided into two classes: cost-driven and value-driven (Osterwalder, Pigneur, Clark, Smith & Pijl 2010).

The cost of capital is the first obvious cost. Without it, Mokka market cannot have products to offer. After that, it is the cost of renting a store to sell products because it is a brick-and-mortar business. Sometimes, he boosts the post by Facebook advertisement. Mokka market also pays a membership fee for WIISE.

Now, Mokka will follow a cost-driven concept. The reason is that the income is not high enough and not enough time to develop more values.

3.3 SWOT analysis

Table 3: SWOT analysis of Mokka market

Strengths	Weaknesses

<ul style="list-style-type: none"> - Exotic food - Unique in the area - Friendly customer service - Networks - Regular suppliers - Regular customers - Value propositions above in Business Model Canvas - Limited competition in the area 	<ul style="list-style-type: none"> - Lack of time - Low income - Unfamiliar food for Finnish - Fresh food cannot last long if no one buys - No clear digital marketing plan - Quality of fresh products are affected by transportation, as well as frozen products - Cannot replace with an ordinary supermarket in the daily life of a person
<p>Opportunities</p> <ul style="list-style-type: none"> - Globalization makes people are more interested in different food cultures - Increasing immigrants in the area - Seinäjoki is more and more international, and high amount of exchange students every year to SeAMK - Develop website, online sales, and long-distance delivery - Offer more kinds and categories of products 	<p>Threats</p> <ul style="list-style-type: none"> - Supermarkets in the area are starting to offer Asian and other exotic products - Some Asian stores in other areas can deliver products to Seinäjoki with more diversified kinds of food - Changes in regulations can affect the market - Increases in the price of input will increase the price of products - New competitors can appear in the future

SWOT analysis of Mokka market is expressed briefly in Table 3 above. Some features need to be explained.

3.3.1 Strengths

At present, it seems like Mokka market does not have much competition. When people want to find Asian and food from other cultures, they think about Mokka market first. It forms regular

customers and builds up long-term relationships with customers. It is partly due to the friendly customer service of the owner. When customers are satisfied, they may introduce Mokka market to other people with the same demands.

Small grocery stores succeeded thanks to a mix of excellent customer service and niche marketing. They can quickly respond to consumer demand, releasing new product offers in response to consumers' preferences. (Great Neck Publishing 2010). These are as well the strengths of Mokka market.

3.3.2 Weaknesses

Many Finnish people do not know what the products are even though they are interested in the market and exotic food. Because of that, if immigrant customers do not want to buy fresh food, they will be ruined and cause capital loss. Besides that, it is possible if a person does not want to buy food in Mokka market but replace it with buying in ordinary supermarkets. In contrast, it is not possible to do conversely due to the thinking of customers. Finnish supermarkets have a critical stand. Immigrants think it is normal when they see the products of their countries in Mokka market, but they are happy and want to buy to support the food of their countries when they see it in Finnish markets.

3.3.3 Opportunities

The founder has many suggestions about making a website and spread online sales. Alternatively, due to the weaknesses are lack of time and income, it is not possible to do it now. With a better digital marketing plan, hopefully, Mokka market can spread more popularity and sale, an equally significant aspect of earning more income to develop these opportunities.

Because the primary concept is exotic food from different cultures, Mokka market should offer more diversified products for immigrants. It is marked that the demand for some other kinds of food is high through comments and messages of customers on Facebook.

3.3.4 Threats

The main threats are competitors. With globalization, Finnish supermarkets are starting to offer food from many different countries. It is not much, but still some. Especially the S-market in Megakeskus opposite Mokka market, they have a small section for Asian products. It is a direct competitor because the location is so near Mokka market. Lidl offers different food cultures in different periods. For example, in the Lunar new year, they have a separate section to offer Asian products. K-city market makes a separate big shelf for Asian food. It is said that the food is not authentic for Asians, but it attracts many Finnish people who are potential customers for Mokka market.

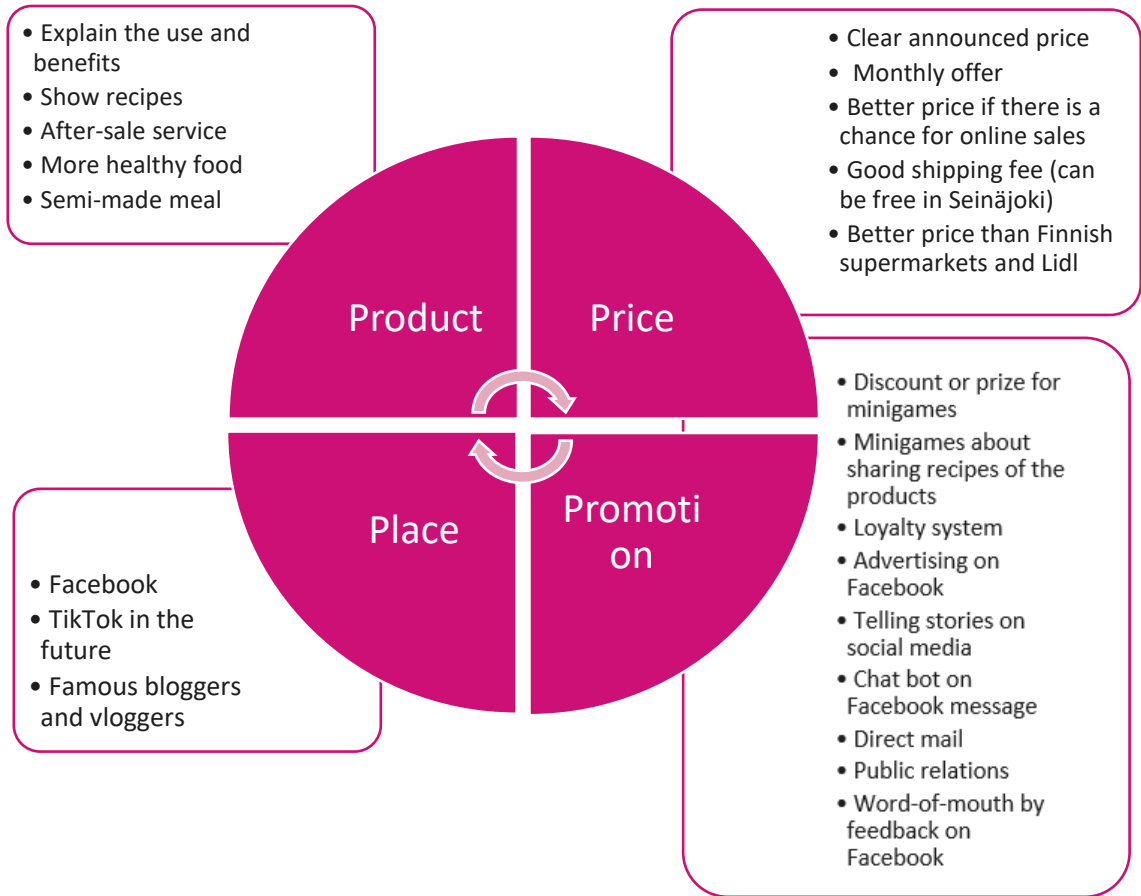
Furthermore, many Asian markets in Finland are offering delivery. Customers can order from there for more diversified choices of products that Mokka market does not have. According to the owners, the competitors are three Asian markets in Vaasa, one in Närpes (Närpiö) and others in Tampere and Helsinki. Tomtep market in Närpes even offers free delivery to Seinäjoki as the short distance. They are from Vietnam, and they attract many Vietnamese customers in all areas of Finland with many special Vietnamese ingredients. They deliver each area in a certain period and inform the time by Facebook event and Facebook messages. They can take Vietnamese customers in Seinäjoki from Mokka market.

3.4 Digital marketing strategies

According to the following analysis, specific digital marketing strategies are designed to improve the digital marketing situation in the future. They do not include the situation now.

Digital marketing strategies of Mokka market are formed by the marketing mix, which is known as 4Ps (Products, Price, Place, and Promotion). It is usually used to set up a marketing strategy. In digital marketing, 4Ps also helps like traditional marketing (Chaffey & Ellis-Chadwick 2016).

Table 4: Marketing mix for digital marketing strategies of Mokka market



4 TRIAL ACTIONS

Considering the feedback and solutions from everyone and Innovation Week results, we came out to have some Facebook posts to introduce products and recipes in Finnish and English. It will help Finnish people and immigrants know the products and how to use them. Because for people who do not use those products before and do not have an introduction about them, they are not interested enough with the products.

Our first post is about summer rolls, and the products are rice paper, rice noodles, shrimp, Thai basil, and hoisin sauce. We had a problem that the video we used is from another Facebook page and added the video source, and it brings a copyright problem. I scheduled the post before, so I did not solve the problem in time. Therefore, we lost the gold time which we chose was 7 pm. I fixed it at 10 pm. Luckily, it was Friday night. It seemed like people were online late. Fortunately, the post had a fair reach rate after one day, and it had been as high as the previous post, which was already five days before.



Figure 10: First trial Facebook post

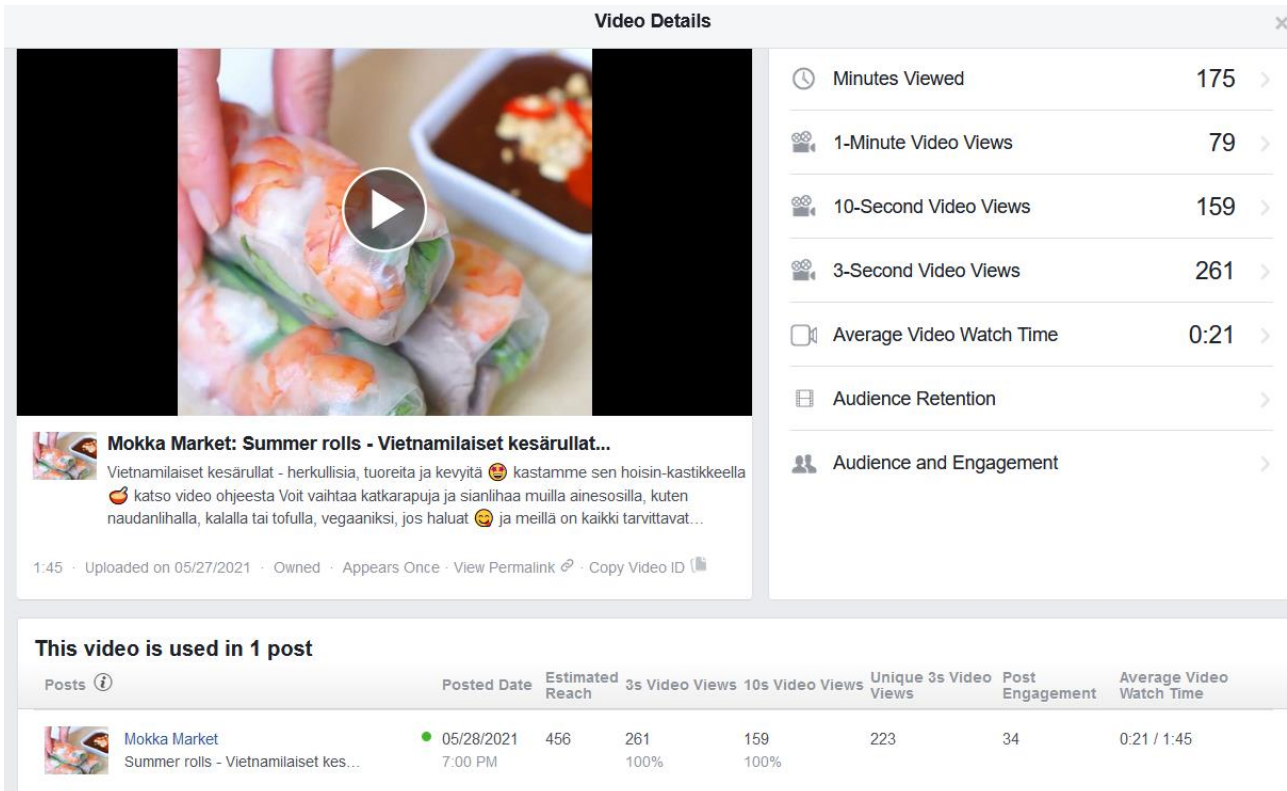


Figure 11: Interaction rate of the first trial post after one day

We had the next trial posts on the following day. It was better at the beginning but the result after one day was not as good as before. There were only 245 reaches. The owner posted a post about new products the following morning, and all traffic focused on that. It showed that there should be a plan and schedule for posting. The amount should also be limited. Customers will be annoyed if they see posts too many times. It is good enough with 2-3 posts per week. These posts do not work immediately with a massive amount of reach. It will need time to see the benefits and attract more engagement. However, after the posts, customers are more interested in the products. The reach rate of the owner’s post about new products has good engagement also.

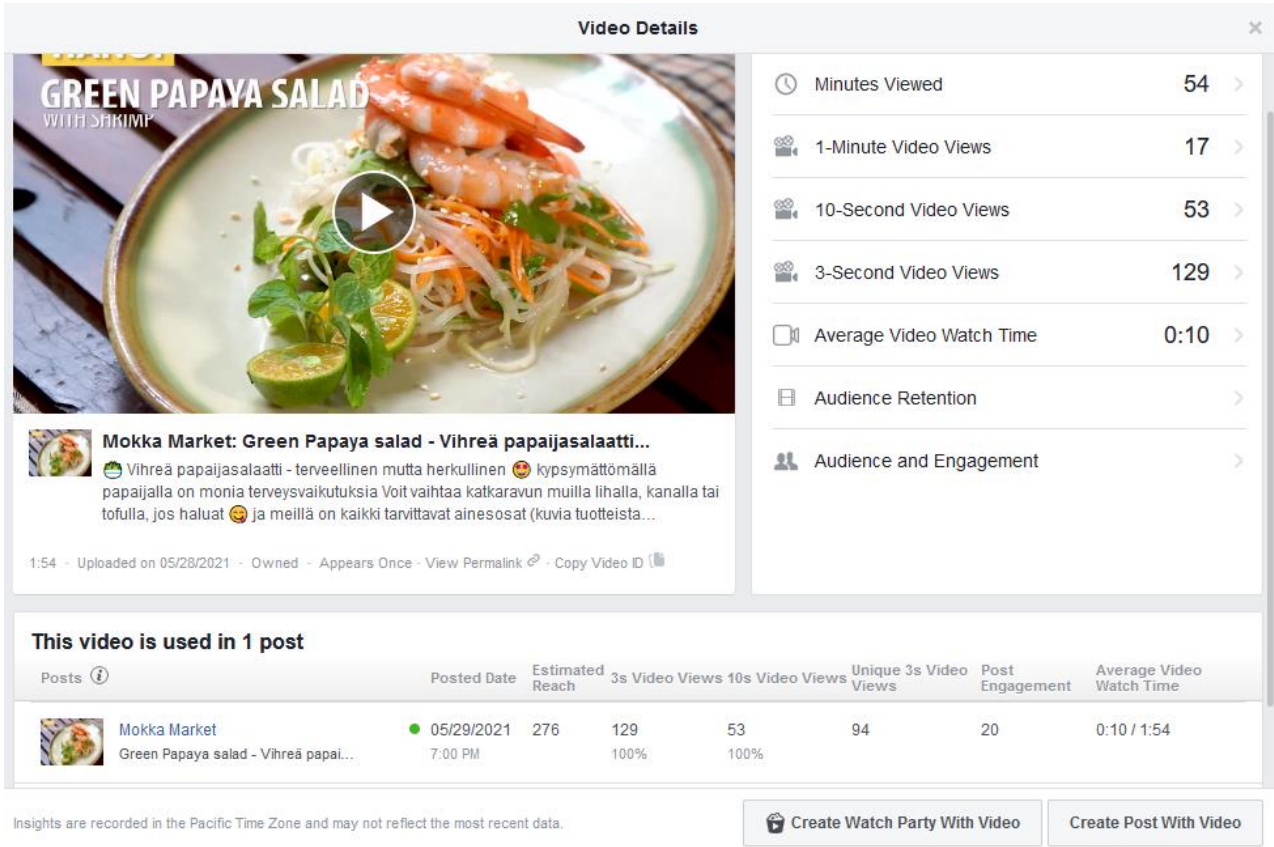


Figure 12: Interaction rate of the second trial post after four days

Based on these trials, the digital marketing plan can be more successful with real experience. The experience will be used in the digital marketing plan to minimize the weaknesses and threats.

5 DIGITAL MARKETING PLAN

5.1 Target audience

Due to the insight of Facebook, Mokka market's biggest audience group is women from 25-44 years old. It is understandable because women of that age care much about cooking, the number of men is less than women, but some are interested in it. They may be curious about other food cultures. The group of women 45 to 54 years old has a positive amount. Younger ages and older ages seem like not care much.

According to that, the most prominent target audience is women 25-44 years old. The most potential audiences are people who want to try new food from other cultures. The most important audiences are immigrants. Three customer profiles are built up to describe three target groups easier:

- Annie: 35 years old. She likes cooking and interested in new recipes. She uses Facebook only.
- Tiina: 25 years old. She likes traveling and tried many food cultures. She sometimes wants to try cooking these exotic foods instead of going to a restaurant. She uses Facebook, Instagram, Tiktok.
- Simon: 23 years old. He moved from Thailand to Seinäjoki, Finland, to study in SeAMK. He misses the food from his country a lot. He usually cooks traditional Thai food at home instead of Finnish food. He uses Facebook, Instagram, Tiktok, and Twitter.

5.2 Keywords, SEO, SEM

Keywords: Mokka market, Asian food, Seinäjoki, Turkish food, Thai food, Vietnamese food, Chinese food, groceries, exotic food, healthy recipes

On-site SEO:

- Create a username for the Facebook page. People can easily find out a Facebook page with a username. It can be MokkaMarket or MokkaKauppa.

- Hashtag on posts
- Repeat the keywords on posts
- Update business information frequently

SEM: buying advertisements on Facebook for the page and separate posts, focusing on the target audience for better results, primarily women aged 25-44 years old in Seinäjoki.

5.3 Content

Mokka market will use the Facebook page to explain the use and benefits and show recipes of the products. It is being implemented in trial actions. According to the trial experience, these posts can only appear about 2-3 times per week initially. It is not a good idea to make the posts near each other; the new will take the traffic from the old. The posts will follow the seasons as well. For example, hot soup is suitable for winter, fresh and light salad is suitable for summer. These posts will be expressed better with videos. 1.8 million words in written form are expressed in a video. Videos will raise the interest of the audience better. It is reported that 78 percent of adults watch at least one video a week. Therefore, many marketers use it in content marketing strategies (Barry 2015). A prepared list of post content and videos will be prepared with the needed products ready to use made from this thesis process. The owner can use it anytime and as much as he wants. It will repair the weaknesses about lack of time.

Moreover, the Facebook page will be for after-sale service. Customers can ask for information about the products on the Facebook message or how to cook them properly.

To catch the trend, content about healthy food will attract many people. The recipes can be salad dishes from different countries. It is suitable for Mokka because he has fresh products every week and customers love them. The semi-made meal is also a digital trend. It could be a kit for making an Asian dish, for example, a sushi kit. It can be created by collecting different products and make them become a combo.

Customers usually ask for the price when there are new fresh vegetables and fruit. A clear announced price list on Facebook will satisfy them better. Developing the chatbot will reduce the workload. For example, it can notify the price automatically when customers ask.

Because Finnish people are interested in stories, he should consider making short videos to talk about his stories to post on Facebook, Instagram, Tiktok, and Twitter. With the help of Tiktok, making a video is much easier. Businesses earn extra attention by emotionalizing the audience with their own stories. It shows the business's personality to audiences and creates a lasting emotional connection with them. With emotion, stories are easier to recall and share than value statements. (Barry 2015)

The posts about monthly offers and minigames will make customers more excited. They are sales promotion and conversion marketing which raise awareness, evoke actions and convert online visitors to customers. (Chaffey & Ellis-Chadwick 2016, 69)

Despite many advantages, the website is not a priority now. It will be developed when there is more income and time.

The first step in any social content strategy should be identifying and qualifying conversational themes to raise the target audience's interest. By sharing the advice on social media to support content, the audience will build up trust with the business (Barry 2015). Therefore, it is needed to have some posts asking for recipes for a product on the Facebook page of Mokka market.

Moreover, good feedback is content Mokka market should take care of. He can encourage them to give feedback on Facebook. According to Smith, Wollan, and Zhou (2010), feedback is a free but valuable method to collect data and improve the service. Mokka market is recommended to share the good feedback of customers to build up the trust of audiences.

5.4 Activate and convert

With attractive recipes and information about the products on Facebook, customers may want to share them with their friends. Lottery and minigame with sharing and hashtag requirements will be a part of the activating plan. They should be once per month.

Monthly offers and a loyalty system will help him convert customers. It is beneficial, as evidenced by a post about discounted products on the Facebook page. The post got a higher reach rate than others even without paying ads. The loyalty system cannot be digital now because of the low budget. A stamp card or point card is good enough. On the other hand, the post to notify about the card and the card's design are designed carefully to impress audiences.

Post Preview Actions

Mokka Market
March 8

Esitämme täällä tämän kuukauden tarjoukset. Tervetuloa kaikki!
[See Translation](#)

Performance for Your Post
Reported stats may be delayed from what appears on posts.

1021
People Reached

26
Reactions, Comments & Shares

22	1	1
Like	Wow	Love
0	0	0
Haha	Sad	Angry
0	2	
Comments	Shares	

114
Post Clicks

41	0	73
Photo Views	Link Clicks	Other Clicks

Negative Feedback

0	0	0
Hide Post	Hide All Posts	Report as Spam

Figure 13: Discounted post and its performance

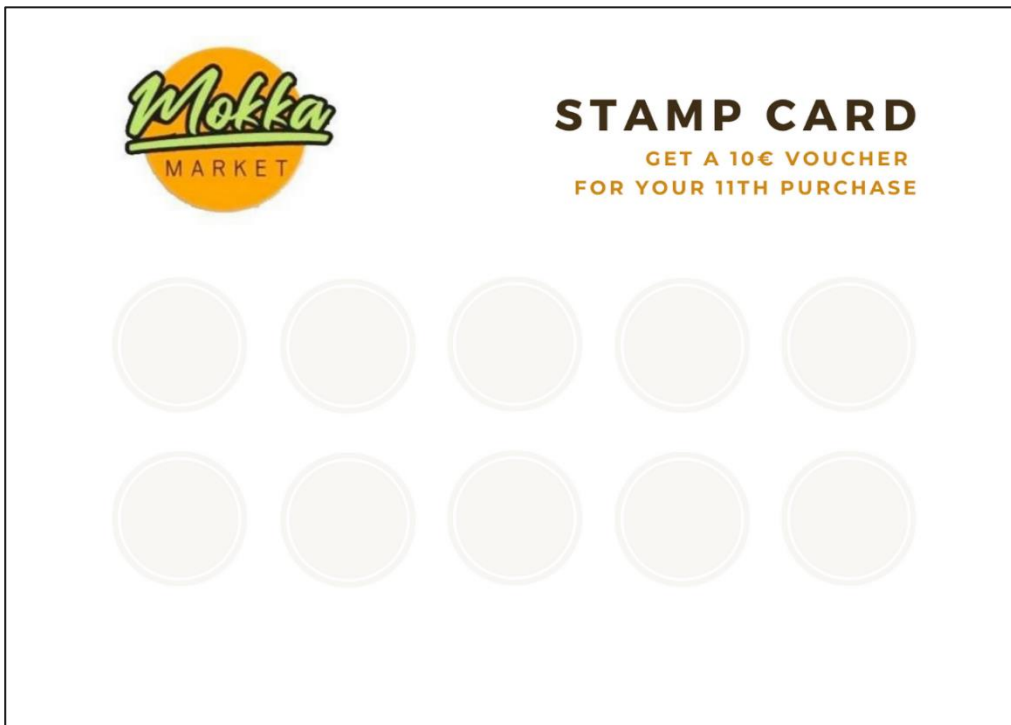


Figure 14: Stamp card for Mokka market

5.5 Brand ambassadors

Businesses may profit from a quantum increase in brand recognition and credibility with the support of influencers (Barry 2015). There are some vloggers and podcasters in the area. Mokka market can ask them to be ambassadors. Besides that, he may ask for positive posts on Facebook, which is in feedback style from the well-known people in Seinäjoki.

In the future, he can ask the cooking vloggers to make videos of the recipes and products introducing, likewise advertising Mokka then pays for each video. It will make Mokka market have its videos or even its Youtube channel. Some bloggers are famous in Finland. VisitSeinäjoki is a blog website introducing Seinäjoki for visitors and new residents. It is helpful to be mentioned there.

5.6 Campaigns

Minigames (Facebook): Asking about the best recipes for a product. The comment with the most likes will receive a prize (voucher 10€)



Figure 15: 10€ voucher for Mokka market

Lottery (Facebook): Comment what they like most about Mokka market. The random winner will receive a prize (a sushi kit, for instance)

Videos about small stories (TikTok, Facebook, Instagram): Tell small stories about the owner, why and how he opens Mokka market

Monthly offer through direct mail (email): A pinned post on Facebook about registering for the monthly offer. If they register, they will receive an email about the monthly offer from Mokka market.



Figure 16: Photo for the post informing monthly offer

5.7 One-page managerial instructions

A to-do list is set up for Mokka market to follow the plan easily

- Create a username for the page
- Update business information on Facebook frequently

- Posts about instructions of products every Tuesday and Friday 7 pm (Posts need hashtag and repeat the keywords: Mokka market, Asian food, Seinäjoki, Turkish food, Thai food, Vietnamese food, Chinese food, groceries, exotic food, recipes)

Note: Post content should follow the season - light and fresh food for summer, hot soups for winter. The future posts that have been set up from this thesis work are all listed in appendices.

- Posts about healthy food. It can be explaining the health benefits of vegetable products.
- A post about the monthly offer on direct email and pin it
- Posts about minigame or lottery once a month
- An inspiring video about why he opened Mokka market, encourage globalization, and trying new food cultures (to raise brand awareness)
- A post about good feedbacks every two months
- A video about small stories on Facebook, TikTok, Instagram every month
- Use a stamp card and notify it nicely on Facebook to attract more attention
- Develop chatbot with price list
- Advertisement from some local bloggers and good feedbacks from influencers in the area
- If buying advertisement on Facebook is needed, set up the target audiences are women in Seinäjoki at 25-54 years old

In addition, some ideas are potential to develop in the future, when the budget is allowable:

- Making a website
- Online sales on the website

- Expanding long distance delivery
- Free delivery in Seinäjoki
- Making semi-made meal by combining different products (sushi kit, for instance)
- Hire cooking vloggers to make cooking videos for the YouTube channel of Mokka market

6 CONCLUSION

A digital marketing plan is always necessary for a business in this digital age. Asian markets are not a usual concept of supermarkets. They meet many difficulties in attracting new customers, specifically Finnish people. With precise digital marketing strategies and a detailed marketing plan to follow, the Asian markets can reach more potential audiences and attract their target customers.

About the case study, chapter 3 showed all the situation of Mokka market, their problems, and many bright ideas from Innovation week. With Mokka market's situation, digital trends, and new ideas, the digital marketing plan has been formed to solve its weaknesses and threats, improve strengths, and take new opportunities.

The to-do list will need to be implemented continuously to see a significant result. It will not be effective if the actions are not frequent. Customers forget fast. These actions will help Mokka market channels, mostly the Facebook page, have more reach and engagement rates, earn more audiences, and turn audiences into customers.

In conclusion, this sample of the digital marketing plan will help consult for all new Asian markets. It is an essential step for all businesses at the beginning time to spread the popularity and increase the awareness of people in the area.

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APPENDICES

Appendix 1. Facebook posts about recipes

Appendix 1. Facebook posts about recipes

All needed videos for the Facebook posts are sent privately to the owner of Mokka market.

1. Summer rolls

Vietnamese summer rolls - delicious, fresh, and light 🥰 we dip it with hoisin sauce 🥡
watch the video for the instruction

You can change shrimp & pork to other ingredients like beef, fish, or tofu for vegan if you want 😊 and we have all needed ingredients (photos of products in comment):

- Rice paper 3,20€ - 3,50€
- Rice noodle 2,50€-3,00€
- Black tiger shrimps (31/40 15€; 16/20 18€; 8/12 20€-24€; 6/8 28€-30€)
- Thai basil 2,99€/100g
- Hoisin sauce 3,50€

Video source: VietCan's recipes

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[#Vietnamesefood](#) [#Vietnamilainenruoka](#)

2. Green papaya salad

🥗 Green Papaya salad - healthy but delicious 😊 unripe Papaya has many health benefits 🤝 watch the video for the instruction

You can change shrimp to any other meat, chicken, or tofu if you want 😊 and we have all needed ingredients (photos of products in comment):

- Green Papaya 16.90 € / kg
- Praew leaf / Vietnamese coriander 2.99 € / 100g
- Mint leaves 2 € / bundle
- Black Tiger shrimps (31/40 € 5.00, 16/20 €18.00, 8/12 €20.00-24.00, 6/8 €28.00-€30.00)
- Fish sauce 2.80 €
- Chilli sauce 4.6 € - 5.99 €

Video source: Nhà hàng Home Mộc

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3. Stuffed zucchini

Stuffed white zucchini 🥰 a simple healthy meal but not boring 🤦 watch video for the instruction

We have all needed ingredients 😊:

- White zucchini 5.50€/kg
- Mincemeat 6,99-8,99€/750g
- Round rice 2,50-2,99€/kg
- Mint leaves 2 € / bundle
- Coriander 2,00€ bundle
- Parsley 1,80€ bundle

- Chilli powder 1,80€/100g

- Cumin 1,80€/100g

Video source: SBS Food


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4. Prawn cracker

 Prawn cracker 5€/pack: eat like a snack or with a salad like Vietnamese 

(Vietnamese papaya salad instruction is coming soon 😊)

Deep fry with oil. See video for instruction

 Please do not boil them 😬

Video source: Facebook Tsep Betsin

5. Korean spicy noodle

Only for our big fans of spicy food 🌶️

 Hot Chicken flavor ramen (noodle) 2 - 2.20€/pack

Do you dare to take our spicy noodle challenge? 😬 Let's see who can stand it!

We have many different flavors: origin, cheese, carbonara, curry, stew and of course
DOUBLE SPICY 🌶️👀 See the video to know how to cook it 😬

Video source: Facebook Samyangfoods

6. Water spinach



 Water spinach 4,99€/100g - the most popular vegetable in many Asian countries 

You can boil and dip with soy sauce, stir fry with garlic or make salad  watch the video for the instruction

Video source: Feedy

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7. Spring rolls

Spring rolls - a popular Asian food  now you can make at home easily  watch the video for the instruction

And we have all needed ingredients, come and buy them:


- Spring rolls pastry 3,20€
- Vermicelli noodles 2,90€
- Coriander roots 3,50€/100g
- Fish sauce 2,80€

Video source: Marion Grasby

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8. Okra

 Okra 4,99€/100g - an exotic vegetable with many health benefits 

You can boil and dip with soy sauce or stir fry with garlic  watch the video for the instruction

Video source: Home cooking with Somjit

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9. Vietnamese beef pho

Vietnamese beef phở - the most famous Vietnamese dish 🥰 you cannot miss it if you ever have a chance visiting Vietnam 😊 Phở is a kind of rice noodle, super healthy and light 📺 watch video for the instruction

You can change to other meat or tofu if you want ❤️ And we have all needed ingredients, come and buy them:

- Phở 2,80€
- Phở flavor 1,20€
- Beef bones 5,50€/kg
- Ginger 4,99€/200g
- Spring onion 1,80€/bundle
- Thai basil 2,99€/100g
- Bean sprouts 1,50€

Video source: Tasty

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10. Purple sweet potato

Purple sweet potato cake - a new recipe to change your dessert 😊 Purple sweet potato is a healthy ingredient you should not miss 😊 watch video for the instruction

And we have all needed ingredients, come and buy them:

- Purple sweet potato 6,99€/kg

- Glutinous rice flour 2,50€

- Rice flour 2,50€

Video source: Food bar

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11. Mango sticky rice

Mango sticky rice - a popular Thai dessert 😊 now you can make at home easily 😊 watch video for the instruction

And we have all needed ingredients, come and buy them:

- Sticky rice 3,99€/kg

- Coconut milk 2,80€

- Mango 9€/kg

Video source: Marion Grasby

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12. Wonton in chilli oil

Wonton in chili oil - hot and delicious 😊 Wonton is a popular dish in many Asian countries, you can eat with vegetable soup or with chili oil 😋 watch video for the instruction

And we have all needed ingredients, come and buy them:

- Wonton pastry 2,50€
- Chilli oil 5,00€
- Mincemeat 6,99-8,99€/750g
- Soy sauce 2,50€

Video source: Khin's kitchen

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13. Gyoza

Gyoza- crispy and delicious 😊 Gyoza is a popular dish in Korea, it is crispy but not oily 😋 watch the video for the instruction

And we have all needed ingredients, come and buy them:

- Gyoza skin 3,20€
- Ginger 4,99€/200g
- Mincemeat 6,99-8,99€/750g
- Soy sauce 2,50€

Video source: Yummy

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14. Kimbap

Kimbap from Korea 😊 If you like sushi from Japan, you should not miss kimbap from Korea. It is super healthy with many vegetables and easy to make at home 🥰 watch video for the instruction

You can change the ingredients inside to suit your preferences ❤️ And we have all needed ingredients, come and buy them:

- Nori sheets 4,50€
- Black tiger shrimps (31/40 15,00€, 16/20 18,00€, 8/12 20,00-24,00€, 6/8 28,00€-30,00€)
- Bread crumbs 2,70/ 200g
- Sushi rice 4,50€/1kg

Video source: Cookat

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15. Stir-fried chicken with bamboo shoots

Stir-fried chicken with bamboo shoots - healthy and delicious, suitable to eat with rice 😊 bamboo shoot is a popular ingredient in Asia with many health benefits 🥰 watch the video for the instruction

You can change the chicken to any other meat or tofu if you want 😊 and we have all needed ingredients:

- Bamboo shoots 2,80€

- Fish sauce. 2,80€
- Seasoning powder 1,80€-4,80€ (depending on what type)

Video source: Feedy

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16. Spicy squid pasta

Spicy squid pasta - change your boring pasta dish 😊 watch the video for the instruction

And we have all needed ingredients, come and buy them:

- Squid 12,00€
- Chilli powder 1,80€ / 100g
- Korean chili sauce 5,99€
- Soy sauce 2,50€

Video source: Cookat

#healthy #Mokkamarket #terveellinenateria #assialainenruoka #asianfood

17. Banana with palm sugar

Banana with palm sugar - a new recipe to change your dessert 😊 It is a popular dessert some Asian countries like Thailand and Vietnam 😊 watch video for the instruction

And we have all needed ingredients, come and buy them:

- Asian banana 2,50€

- Palm sugar 3,00€

- Coconut milk 2,80€

Video source: Feedy

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18. Stir-fired egg plant with apple snail

Stir-fried eggplant with apple snail - healthy and exotic 🤩 you will love the crunchy texture of apple snail 😊 eggplant has many health benefits 💪 watch the video for the instruction

You can change apple snail to any other meat or tofu if you want 😊 and we have all needed ingredients:

- Apple-snail 5,00€

- Eggplant 11,99€/kg

- Fish sauce 2,80€

Video source: Feedy

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19. Chicken casher with palm oil

Chicken cashew with palm oil - super delicious and healthy, suitable to eat with rice 🤩 watch video for the instruction

You can change the chicken to any other meat or tofu if you want 😊 and we have all needed ingredients:

- Palm oil 5,99€/L

- Soy sauce 2,50€

Video source: Malaysian Palm Oil Council - Parkistan

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