

**Marketing Strategies and Strategic Marketing:
Building a Social Media Channel for Polar Lights Tours Oy**

Ann-Kathrin Seefloth

Bachelor's thesis
Business Administration
Turku 2021



BACHELOR'S THESIS

Author: Ann-Kathrin Seefloth

Degree Program: Business Administration

Specialization: Marketing

Supervisor: Helena Nordström

Title: Marketing Strategies and Strategic Marketing:
Building a Social Media Channel for Polar Lights Tours Oy

Date: June 06, 2021 Number of pages: 55 Appendices: 4

Abstract

This thesis aimed to research marketing strategies and to create a strategic social media strategy for the case company Polar Lights Tours Oy. Moreover, I established an Instagram channel that includes the update of the posts and the research and creation of content.

During my studies, I also started with a prototype Instagram post and continued with an update of the social media Instagram feed of the company. I had different discussions with the owner Päivi Hiukka and different employees.

In conclusion, the establishment of the new strategy was a success for the company and Polar Lights Tours Oy will further use my research to create new content to widen the social media reach of their account and the promotion of their services.

Language: English

Key words: marketing strategy, strategic marketing, content creation, social media marketing, Polar Lights Tours Oy

Table of Contents

1	Introduction	1
1.1	Aim and Goals for my Thesis and the Case Company.....	2
1.2	Research Questions	2
1.3	Limitations of the Thesis	2
1.4	Literature Sources.....	3
2	Marketing Strategies	4
2.1	Marketing Mix.....	4
2.1.1	Product	4
2.1.2	Price	5
2.1.3	Promotion.....	6
2.1.4	Additional P's	6
2.2	Different Marketing Strategies.....	7
2.2.1	Affiliate Marketing.....	8
2.2.2	Social Media Marketing.....	8
3	Concepts in Marketing.....	10
3.1	Production Concept.....	10
3.2	Product Concept.....	10
3.3	Selling Concepts	10
3.4	Marketing Concept.....	11
3.5	Societal Marketing Concept.....	11
4	Strategic Marketing	12
4.1	Difference Between Marketing Strategies and Strategic Marketing	12
4.2	The Process of Strategic Marketing.....	13
4.3	Importance of Strategic Marketing.....	13
5	User-Generated Content (UGC).....	14
6	Social Media Platforms.....	15
6.1	Facebook.....	15
6.1.1	Facebook Algorithm	17
6.1.2	Influencing Factors of the Facebook Algorithm.....	17
6.1.3	How to Use the Facebook Algorithm to Expand the Reach	18
6.2	Instagram	19
6.2.1	Instagram Algorithm	20
6.2.2	Influencing Factors of the Instagram Algorithm	20
6.2.3	How to Use the Instagram Algorithm to Expand the Reach.....	21
6.3	Pinterest.....	22
6.3.1	Pinterest Algorithm	23

6.3.2	Influencing Factors of the Pinterest Algorithm	24
6.3.3	How to Use the Pinterest Algorithm to Expand the Reach.....	24
7	Content Creation when Using Social Media Platforms	26
8	Building a Social Media Channel for Polar Lights Tours Oy.....	29
8.1	Introduction of the Company.....	29
8.2	Interview as a Qualitative Research Method with Focus on the Action Research Method.....	30
8.3	Competitor Analysis	31
8.3.1	Bearhill Husky Tours.....	31
8.3.2	Instagram Presence of Bearhill Husky Tours and SWOT analysis	32
8.3.3	Husky Ranch Lapland.....	33
8.3.4	Instagram Presence of Husky Ranch Lapland and SWOT analysis	34
8.4	Social Media Marketing of the Company	35
8.5	Developing a Social Media Strategy	36
8.6	Content Strategy	37
8.7	Content Plan	38
8.8	Calendar	40
8.9	Hashtags.....	41
8.10	Research Conclusion.....	42
8.11	Further Options for the Company	47
8.11.1	Long-Term Social Media Options for the Future.....	47
8.11.2	QR-Code on Flyers	48
9	Summary and Critical Review on my Research.....	49
10	Sources.....	51
10.1	List of References.....	51
10.2	List of Figures	55
10.3	List of Appendice.....	56

List of Appendices

- | | |
|------------|--|
| Appendix 1 | Interview with owner of Polar Lights Tours Oy Päivi Hiukka |
| Appendix 2 | Statistics about the layout and posting times on Instagram |
| Appendix 3 | Infographic of insights of Polar Lights Tours Oy's Instagram channel |
| Appendix 4 | Feed posts of Polar Lights Tours Oy created by Ann-Kathrin Seefloth |

1 Introduction

“Ignoring online marketing is like opening a business but not telling anyone.”

– KB Marketing Agency –

The online media sector is growing. Social media platforms such as Facebook, Instagram, Pinterest, Twitter, and YouTube remark constantly new input by users. According to Alan Charlesworth’s book “Social Media Marketing – Marketing Panacea or the Emperor’s New Digital Clothes?” the potential increase of sales for a company, which is using social media platforms is “[...] 41 percent [and] online advertising 21 percent” (Charlesworth, 2018, p. Introduction). This was after a research from Barnes and Daubitz mentioned in Charlesworth’s book. In conclusion, the part of the networking platforms is enormous with nearly fifty percent of all marketing.

In our daily language, we often use the phrase “Social Media” and associate it with a phenomenon of the 20th century. If we have a look back in time, social media already appeared more than 2,000 years ago. (Standage, 2013) According to Standage, the sharing of information via letters should also be forwarded to friends and members of their social circle. “Such sharing was normally via speeches and books – but these messages were also posted on the walls of buildings in public areas.” (Charlesworth, 2018, p. 1) The term of posting something was invented already at that time. The only difference to these days is, that back in the time, the main circle consisted of family and friends. Today, both, the quality and the design of the content have improved. People can share comments, pictures, videos, and opinions with a community that is much bigger and has a wider reach than 2,000 years ago. The form changed from writing on papyrus to simply touching a smart screen, but the idea of sharing information stays the same as well as the concept of staying in contact with the community.

Social media nowadays is not definable with just one definition. It is more than that. In my opinion, the definition of A. Charlesworth is describing this complex topic very appropriate: “[...] social media is, was, and always will be, for people to ‘communicate and share information’.” (Charlesworth, 2018, p. 4). While using the phrase “Social Media” in daily language, people often associate it with platforms, applications, or websites such as Facebook, Instagram, Twitter, etc. These platforms or brands are “[...] an entity that exists to facilitate social media.” (Charlesworth, 2018, p. 7) but they are not “Social Media”.

1.1 Aim and Goals for my Thesis and the Case Company

In my thesis I will aim to clarify the difference between marketing strategies and strategic marketing and will have a closer look on social media marketing. Therefore, I will analyze different social media channels and their algorithm. Moreover, I will reflect different parts of social media and content marketing.

I will move on in the empirical part by using an interview as the qualitative research method of my thesis. Moreover, I use action-based research to find out, how to raise the reach of the Instagram account of Polar Lights Tours Oy. This was made by establishing a successful Instagram channel, by creating posts and captions for the company. Finally, I will summarize my results in the conclusion of my thesis and will give some further improvements and recommendations for the company.

1.2 Research Questions

To achieve the goals mentioned above I will first research the what the difference between marketing strategies and strategic marketing is. This will be outlined by clarifying both topics. In both, the theoretical and the empirical part I will come up with social media channels and which should be chosen as well as what potential each channel has by analyzing the algorithm. My last research question is about what strategy lets the online reach of a company rise and creates a successful social media network. This will be explored in the empirical part of my thesis on my case company Polar Lights Tours Oy.

1.3 Limitations of the Thesis

Marketing strategies and strategic marketing are both very complex topics. During my research and the learning process I realized that I need to set myself some limitations in the extent of both topics. Therefore, I focused at the marketing strategies on the social media marketing and the affiliate marketing. When reflecting different social media platforms, I limited the research on the three big B2C platforms Facebook, Instagram and Pinterest. In my case company related research I focused on the Instagram channel of the company, as this was the channel next to Facebook, where they promoted the most.

In my empirical part, when using the action-based research method to establish a social media channel, I set myself the time limitation of four weeks for the execution of the project. This means, the posting time, where I created content and posted it was afterwards analyzed in relation to the previous month.

1.4 Literature Sources

During my research I often related on the statistics form [statista.com](https://www.statista.com). These statistics and survey helped me to clarify topics. Moreover, I used different book literature from different authors to especially research the social media marketing and how it works in the practice. One big part of my sources had also been online sources from websites. Due to the fact that a lot of recent updates of social media marketing and social media marketing strategies are very new and not available in books, I used those websites to gain a clear and up to date view on the topics.

2 Marketing Strategies

”Marketing is everywhere.”

– (Kotler & Keller, 1997, p. 43) –

Marketing is not just a good movie, picture, or caption. It is not just about selling products to customers. Marketing is the identification of the human and social needs of the target customer. A good marketing strategy is a long-term executive plan on how to proceed to reach the goals of the company. The marketing mix provides a suitable basis for this. In the next chapters, I will have a closer look at the marketing mix and different online marketing strategies and concepts.

2.1 Marketing Mix

Before defining a concrete strategy for a product or service, a company should first define the marketing mix. It is a tool to elaborate what should be considered ahead of the actual realization. Indeed, the marketing mix plays a role when products already exist. Hence, it will be more used to define and realize the weaknesses of a product or service. The goal is to find ways to eliminate those.

The basic marketing mix after Kotler and Keller is consisting of product, price, promotion, and place.

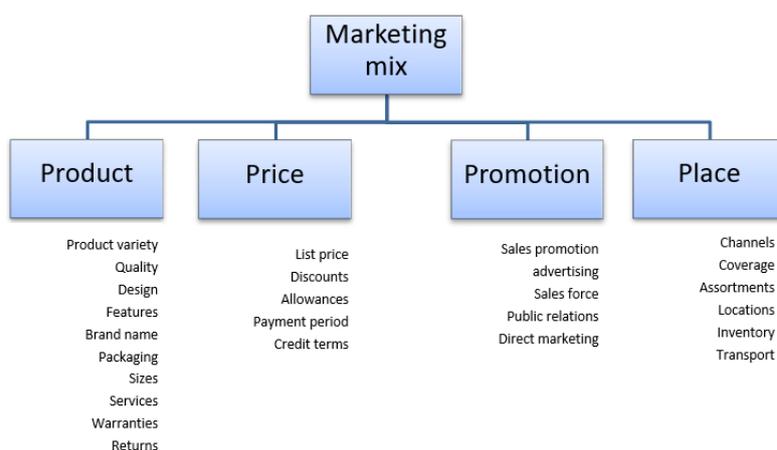


Figure 1: Marketing Mix according to Kotler and Keller

2.1.1 Product

When creating a product, the added value of the product for the customer is important. In the end, the design of the product, packaging, logo, and slogan, including the colors of the product and the customer service, should work together in harmony. The brand must be

recognizable from the customer and should leave an emotionally bound impression. In the service sector, it is in special interest to create a product that is in any way different from competitors. (Geyer, Magerhans, & Ephrosi, 2017, pp. 81-85) On the example of the case company Polar Lights Tours, which is operating in the tourism sector for providing safaris in Finnish Lapland, the offer of different safari services but also accommodation in connection with a unique experience offers the customers different options and therefore stands out from the competition. The intention is to offer the customer the “whole” experience and a wide range of experiences. Therefore, it is also in special interest to keep products up to date. That means to differentiate the product and offering a variety of the service or the product. The main goal of a company should be customer satisfaction and keeping those products and services up to date. If the customer needs change significantly, then the features of the products and service need to be changed according to that. This includes the function, aesthetic, and modification of the program but also the program reduction. However, innovation and modification of the product is a key performance of good customer knowledge. (Geyer, Magerhans, & Ephrosi, 2017, pp. 85-92)

2.1.2 Price

The price of a product or service is a central element of keeping up with the competition. The price and the different price conditions can be competitive. This includes the final price of the product as well as different conditions such as discounts, couponing, and terms of delivery and payment.

When establishing the price for a product, it is important to know the customer is willing to pay the price for a product when the personal value is higher than the price. The price is the deciding factor whether the customer buys from a supplier or not. The price setting is based on the costs a company has for the product or service and the competitive market price. However, there are borders when trying to lower the price. In the end, it is all about convincing the customer, that the service or product fulfills its needs, and the added value is higher than the price the customer pays. To calculate the lowest price for a product or service the break-even analysis is a great tool. It is calculated by dividing the fixed costs by the difference between price and variable costs. This calculation is also very helpful to ascertain which products generate the highest profit, how many products or services a company has to provide till the total revenues equal the total costs, or if additional products might be useful to utilize the capacity. (Geyer, Magerhans, & Ephrosi, 2017, pp. 96-106)

2.1.3 Promotion

Promotion is about how to communicate with the audience. First, it is important to know who communicates, what message should be transferred, and what the target group is. It should also clarify what channels to use and how long and how often the company should communicate with the target group. Furthermore, it needs to be analyzed if the strategy works out, depending on how many products were sold or how often people used the services after the advertisement. Next to that, especially in social media marketing it is important to know what image the company wants to create. Some communication instruments, such as sponsoring, direct marketing, event marketing, product placement, and online marketing, can help to improve the company's sales and image. (Geyer, Magerhans, & Ephrosi, 2017, pp. 110-112) In the following chapters of my thesis, I will look closer at the online marketing of a company.

The place is about the distribution of the product or the service and how the customer gets the product to know. This could be through direct sales such as wholesalers and retailers or the sale on internet channels such as the website or online distributors. The product or service must be in the right amount, in good order and condition, at the right time, and in the right place. However, this should happen in a set cost frame. (Geyer, Magerhans, & Ephrosi, 2017, pp. 160-161)

2.1.4 Additional P's

Keller and Kotler created the very simple concept of product, price, promotion, and place. Hence, Booms and Bitner added three more P's to the concept: people, process, and physical evidence.

In addition to Keller and Kotler's concept the people of a company are important. When providing services as a company, it is in the highest interest to know the employees. Customers pay not only for the service they get, but for the way they will receive the service. (Blythe, 2009, p. 130)

On the example of my chosen company Polar Lights Tours Oy: They provide different tour operating services with animals including huskies and horses. The tours are guided by specialized professional guides, which take care of the guests and provide relevant safety information and basic information about the animals and the company.

The employees are part of the customer experience and customers get the impression of the company through these guides. Hence, customers evaluate the tour experience they had either good or bad, depending on the performance of the guide.

Not only the people who are involved are important, but also the process that delivers the product or service to the customer. An effective process provides a continuously good standard of quality for the products. Resulting from good working processes, a company saves time and expenditures while continuously increasing the efficiency. This is a very important factor for service-providing companies. However, it should always be in the special interest of the company to improve the processes to increase efficiency and turnover. (Blythe, 2009, p. 130)

Physical Evidence refers to all impressions the customer gets from the company or business when he/she is interacting with the firm. This includes the physical environment, layout and interior design, packaging of the product, and branding of the product or service. But all that is depending on the service or product the company offers. (Queensland, 2017)

2.2 Different Marketing Strategies

After using the 7P's to firstly define and analyze the business, a strategy needs to be established for the company. However, when defining a concrete strategy, it is essential to identify where to focus on. For example, when the focus is on relationship marketing, a company sets its interest on customer attention and satisfaction to increase the loyalty of the customers. Or maybe main intension is the undercover marketing. Undercover marketing is indirect marketing where the potential consumer is influenced by well-placed advertisements. Nevertheless, the focus in this writing is on online marketing strategies.

Online marketing strategies “[...] combine[] web and email to advertise and drive e-commerce sales.” (Woschnick, 2020). The system of mouth-to-mouth marketing plays a big role. Online marketing is a lot based on reviews of customers and recommendations to friends and family via social media but also how the company is presenting itself online. This includes the layout of the website, the presence of specified promotion, and the social media appearance. Creating a positive presence online and having great customer feedback through online reviews and recommendations leads to high traffic and customer satisfaction. (Woschnick, 2020) (Geyer, Magerhans, & Ephrosi, 2017, pp. 215-216)

2.2.1 Affiliate Marketing

Affiliate marketing is a new version of marketing. When using affiliate marketing, a company promotes the product of another company through online channels. The company that shares its platforms is earning a commission for the promotion from the company that is offering the product. Those third-party publishers, so-called affiliates, generate traffic on the website of the company that sells the products. Affiliates can for example own multiple websites or email lists, which a company can then use to promote its product over the channel of the affiliate. However, “[a] company running an affiliate marketing program can track the links that bring in leads and, through internal analytics, see how many convert to sales.” (Frankenfield, 2019)

By creating banner ads, text ads, or links on the website or via email, customers will notice the product or service and remain in the customers’ minds. The intention is to attract customers by articles, videos, or images and then search on the website of the product and buy it. The goal of affiliate marketing is to increase sales, while both parties, the affiliate, and the merchant will benefit from it. To prevent special software from fictitiously generating clicks in affiliate marketing, strict terms and conditions are necessary. Therefore, companies must ensure strict rules about click and lead generation. (Frankenfield, 2019)

Despite this risk, affiliate marketing is very interesting for a lot of companies and a great strategy to promote a product or service of a company.

2.2.2 Social Media Marketing

When focusing on social media marketing, the focus of companies is on connecting with their audience via social networks. The goal is to increase sales and drive the website traffic on their page. However, social media marketing relates to the communication with followers, the analysis of the insights of the social media channel as well as well-placed advertisement of the company. Moreover, videos, pictures, and captions need to be chosen correctly to get the attention and interest of the followers. Hence, the creation of new content and added value for the followers is very important and should be focused on, when having the goal to increase the reach of the channel as well as the traffic on the page. (Buffer, n.d.)

When establishing a social media marketing strategy for the company, the importance lies on the creation of value for the customer to establish a strong customer relationship. The focus of the value creation and fulfilling needs should be on the satisfaction of the needs of the customer and follower.

This will lead to an effective increase in the sales of the product or service. Content creators should always keep in mind, to stay sympathetic and authentic. It is about gaining followers and friends. In the social media business, brands want to build up customer relationships, but as humans are social beings, brands need to be “social beings” as well. The question of the brand experience has the main focus. It is not anymore just about the features of a product but about the relationship to the brand or the product. Personal interaction with the customer is very important. This includes also the people behind the brand. Social media marketing, if done correctly, is about being socially active as a brand including creating brand and product updates for the customers. (Platschke, 2017, pp. 34, 35)

In chapter “6 Social Media Platforms” I will have a closer look at different social media channels and will research how those networks can be used to increase the sales of the products or services of a company.

3 Concepts in Marketing

Concepts are the implementation of the strategy a company developed to satisfy the needs of the customers, but also to increase the sales and the profit of the company. Moreover, it implements the strategy of how to compete against competitors. (iEduNote, n.d.)

In the following, I will have a detailed look at five different concepts that organizations can adopt and execute.

3.1 Production Concept

By focusing on the production concept, a company wants to achieve a minimization of its production costs. This happens by improving the efficiency of the production. To achieve that and to have an advantage over the competitors when gaining customers, the firm will execute an extensive distribution. This concept often applies to the situation when the demand is higher than the supply of the product or when the product is very high priced. In the first situation, the consumer is interested in owning the product. The quality or features of it are secondary. However, the goal is to create a strong position in the market. This can be achieved by reducing production costs. (iEduNote, n.d.)

3.2 Product Concept

The product concept is about focusing on innovation of the features of a product as well as the quality and performance. Therefore, the company wants to create high value and desire for the customer to own a product, which is reliable in all its categories. By “[u]sing product concepts, a company can give identity to the product and can add functional value and usability so that the intended customers can derive this benefit and eventually buy the product in the market.” (MBA Skool Team, 2021)

3.3 Selling Concepts

The selling concept is mostly used for unsought goods such as insurances. It is about investing a high amount in the sales and promotion of the product or service. The goal is to create an inner need for the good in the customer to increase the net profit of the company. Hence, the persuasion of the customer is in the special interest of the company. It is from lower interest if the customer needs the product at all. (Shaw, 2020)

3.4 Marketing Concept

In difference to the selling concept, the marketing concept focuses on the needs and wants of the customers. Moreover, it is about satisfying the customer with the product of the company to make the firm more profitable.

In the marketing concept, the customer comes first and is setting the price for the product or service. Afterward, the costs of the product will be defined. However, this concept is highly customer oriented. (Shaw, 2020)

3.5 Societal Marketing Concept

This concept “[...] takes into consideration the long-term welfare of society.” (Oxford Reference, n.d.). The goal is to increase sales by creating a picture of the company in the mind of the customers. Therefore, it is important for every marketer to “[...] take care of the society’s welfare to achieve its mission and vision.” (Startup Strings, 2020)

Today, governments can ban companies whose marketing actions are against the well-being of society. As an example, the advertisement of cigarettes or alcohol can be restricted by the government to prevent addiction and to keep society healthy.

4 Strategic Marketing

After presenting marketing strategies, I will continue now with the definition of strategic marketing. It is the process of carrying out the marketing strategy in the practice. This marketing strategy must be clear and well-documented and should show a clear path for all company activities. “It is long-term in its nature and is the bedrock upon which all marketing decisions are made.” (Kirk, 2019)

4.1 Difference Between Marketing Strategies and Strategic Marketing

Even though both terms seem to be very similar, there is a clear difference between marketing strategies and strategic marketing. A marketing strategy is to define first a strategy and then implement this concrete plan “to target people and convert them into consumers of the organization’s products and services.” (Mehta, 2019). This plan is defined for a specific product or service of the company to distribute a foreseen profit.

Moreover, the marketing strategy is about focusing on a product or service and its way how to place and promote it in the very best way to attract customers. However, the creation of a marketing strategy does not involve higher management.

Contrastingly, strategic marketing is “[...] a method through which an organization differentiates itself from its competition by focusing on its strengths to provide better service and value to its customers” (Mehta, 2019) and as one of that it relates to the management level. Strategic marketing involves the determination of budgets, the allocation of resources, and the improvement of the specific product quality. Furthermore, strategic marketing covers all marketing goals and includes all products and services. It is more an analysis that has a look at numerous factors “[...] such as organization performance, competition environment, competitors and demographic behavior of customers in order to achieve organizational goals.” (Mehta, 2019)

4.2 The Process of Strategic Marketing

It is not just important to be atheistic as a marketer about new inventions and the product but also to have a very well overthought marketing strategy. Therefore, many marketers do not think strategically, even if this is one of the essentials of a strategy. Basically, strategic marketing is used by companies to differentiate themselves from others. Therefore, it is important to focus on the strengths of the firm to provide greater service and value for the customer. (Mehta, 2019)

However, first the mission, vision, and values of the company should be determined. Defining first, what the goal and purpose of the company are and afterward, how a company can reach it and what direction possibilities there are. The objectives of the company must be clarified as well as the product or service the company offers and the target group or audience. These are just the basic steps. When thinking strategically, it is also always important to consider the competition. Competitors can be direct as well as indirect, therefore it should be in the special interest of the marketer and the company to identify that competition and how the own company wants to place itself against them in the mind of the customers. The goal is to differentiate the company from others and to figure out why the customer choose it instead of another. (Center for Managment and Organization Effectiveness, n.d.)

However, often marketing strategies are not working because “[...] the marketing messaging is not aligned with everything else that goes into strategic marketing, then it is never going to maximize its impact.” (Kirk, 2019)

4.3 Importance of Strategic Marketing

Strategic marketing is often underrated. But it is “[...] assessing the positioning and performance of an organization.” (Mehta, 2019). The collection of data to provide the company with relevant information about the organization’s environment helps it to get a better understanding of the environment. This also counts for competitor’s analysis. Moreover, strategic marketing helps to establish achievable marketing objectives as well as with the creation of long-term profitable products and services. (Mehta, 2019)

5 User-Generated Content (UGC)

In the last years, with the invention of the internet and later, the creation of different online platforms, but also the ability to recommend and share different information, the online environment got overwhelmed with generated content. Users generate content online and share it with friends and family, but also with their followers. User-generated content can for example include restaurant ratings, movie reviews, or reviews about experiences. However, this volunteered shared data can be useful for other users of the worldwide web who search for recommendations and reviews or information about products or services. The user-generated content is useful for both sides, the content suppliers such as different companies which offer different products and the direct users. The suppliers can gain information out of reviews, recommendations, videos, or posts about their products and can then improve it or analyze their customers better. The company receives a direct view of the consumer. “For consumers, besides the potential to inform or entertain, the content gives a glimpse into the real data from other people, unsensitized by regular media outlets.” (Krumm, Davies, & Narayanaswami, 2008)

User-generated content can help to gather different data, recognize patterns of the behavior of users, building up a community, and raising awareness among different local groups of people.

6 Social Media Platforms

The most common social media platforms in B2C businesses are Facebook, Instagram, Pinterest, and YouTube. In the B2B especially Twitter, LinkedIn, or Xing. It needs to be in the special interest of a company, to figure out, through which channels to connect, interact, and communicate with their customers. Furthermore, it should be separated between one-way communication and networking. One-way communication is just sending out information without the response of the audience. Where else, networking is about “making contacts and exchanging ideas [and] thoughts” (Charlesworth, 2018, p. 9) with the customers.

During the years, plenty of social media platforms for every kind of discussion and broadcasting were established. In my thesis, I will focus on the big platforms from the B2C market.

6.1 Facebook

Facebook is an American online company founded in 2004, which also includes the same-named social media platform Facebook. Next to that, it offers other different social networking services such as Facebook Messenger, WhatsApp, and Instagram. The founders are the former Harvard students Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, and Chris Hughes.

The company concept started with the creation of a social media network called Facemash in 2003. The main idea of the platform was to let students judge the attractiveness of fellow students. After some difficulties, Mark Zuckerberg “[...] register[ed] the URL <http://thefacebook.com> in January 2004” (Hall, 2021) and Facebook gained soon popularity first on Harvard, then also on other campuses. In June 2004, Facebook had already more than 250,000 accounts from 34 different universities and already cooperations with different companies such as MasterCard. Today, the headquarters of the company is based in Menlo Park in California. Next to several other projects, the company earns money from advertisements on their platforms. (Hall, 2021) The “Facebook-family” counts Instagram, Messenger, and WhatsApp.



Figure 2: Family Daily Active People in billion (DAP)

According to the Facebook Earnings Presentation of 2021 in figure 2, the company remarks a constant growth in every quarter beginning from the last quarter of 2018. Even if the performance of some parts of the Facebook family is not always perfect, the growth of the total family remains positive constantly. (investor.fb.com, 2021)

According to Facebook, the monthly active users had grown in the last quarter of 2020 to 2,797 million users.

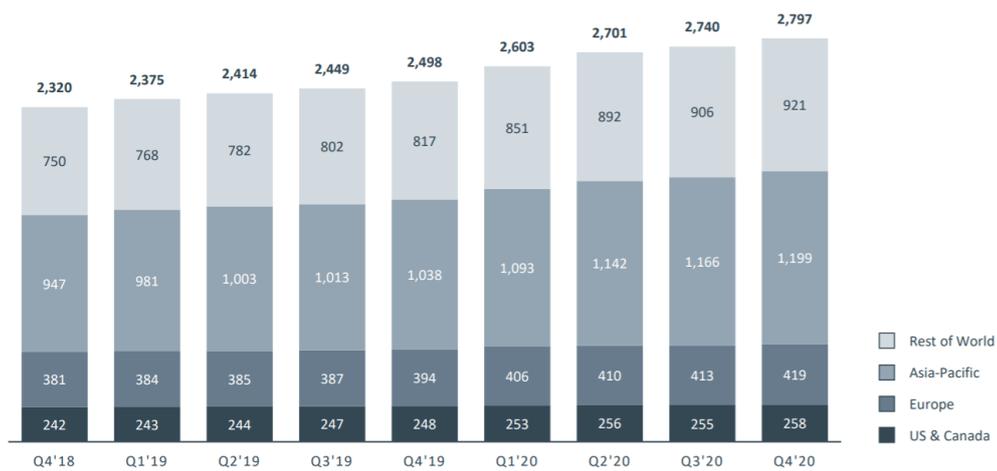


Figure 3: Facebook Monthly Active Users (MAUS) in millions

According to the statistic of Facebook in figure 3, the number of users from European countries were regressive, where else the user number raised slightly in the USA and Canada. (investor.fb.com, 2021)

However, even after the huge data protection scandal in 2018, where Facebook transferred user data to Cambridge Analytica, the amount of monthly active users increased. Millions of users were affected by this scandal. “The scandal involved harvested Facebook data of 87 million people being used for advertising during elections.” (Criddle, 2020).

Nevertheless, Facebook remains one of the most important platforms to keep contact with friends, family, and business relationships. Although this platform is more used for private connections and interests, businesses use it to promote their services and products to customers in the B2C sector. Contrastingly, business platforms such as LinkedIn and Xing offer more the opportunity for intellectual people and companies to connect, gathering together in interest groups, and the opportunity to find specialized and high qualified job-offers.

6.1.1 Facebook Algorithm

In 2018, founder Mark Zuckerberg announced a change in the algorithm of Facebook. Even though when Facebook went through a crisis before, it remains one of the most active and strongest social media networks worldwide. The changes in the algorithm led to a change in the user’s feed. Facebook promised that the “newsfeed” of a user’s front page will show more posts and content from family and friends. This makes it very difficult for companies to promote products and services. The improved algorithm prioritizes active interaction such as comments and sharing of posts instead of likes and click-through. (Lawal, 2018)

6.1.2 Influencing Factors of the Facebook Algorithm

As mentioned before, after 2018, Facebook was focusing on active interaction with users. This could mean for companies to create online conversations between users by adding questions to the caption or the creation of a post about a specific topic which leads users to show their opinion. The goal is to create conversations that will also be seen by friends and family of the commenting person. This will animate people to link other users in the comments. But creating conversation also means, that the company or the post creator will also take part in the conversation by reacting to the comments. This will lead to an expansion of the network and the reach of the post.

Before Facebook introduced reactions such as love, care, and wow the users could give post feedback via likes. But with the usage of these reactions, the



Figure 4: Facebook Reaction Emoji's - like, love, care, haha, wow, sad and angry

Facebook algorithm draws from this that the user pays higher attention to a certain post. In conclusion, this gives the post and the creator of the post a little boost as well as if users share posts not just on their page, but also via Messenger. More often, the direct message is more personal than just content on a page and will be rated higher than the normal share on the feed of a user. (Cooper, 2021)

6.1.3 How to Use the Facebook Algorithm to Expand the Reach

There are many ways to use the Facebook algorithm to expand the reach of the company. One of the most effective ways is to post so-called “live videos”. These videos often lead to more discussion and get more reactions as usual posts. The algorithm reacts positive to that interaction and will push the post. It will show up more often in the user’s feed. However, the video needs to have a certain quality to animate users to react, comment, and discuss.

Hence, the posting time is still very important. Posting during the most active time of the audience leads to the result, that the post will show up on top of the news feed of the audience. (Cooper, 2021)

Moreover, a company can post recent updates in their Facebook story. A survey indicated by Facebook was asking people living in the USA why stories are so popular among the viewers. According to that, 73% of the respondents of the study said that they can escape from everyday life and can experience something new. Moreover, the audience likes and appreciates authenticity and being a part of a big society. Posting regular updates in the story will drive the traffic on the Facebook page of a company. (Facebook, n.d.)

6.2 Instagram

Instagram is a social media platform that is based on photos and videos and the creation of a follower network.

Instagram (before known as Burbn) was founded by Kevin Systrom and Mike Krieger and was released in 2010. (Phillips, 2017, p. 1) Since August 2012 Instagram is part of the Facebook Inc. company. In June 2018, the number of users had been first above one billion users (figure 5).

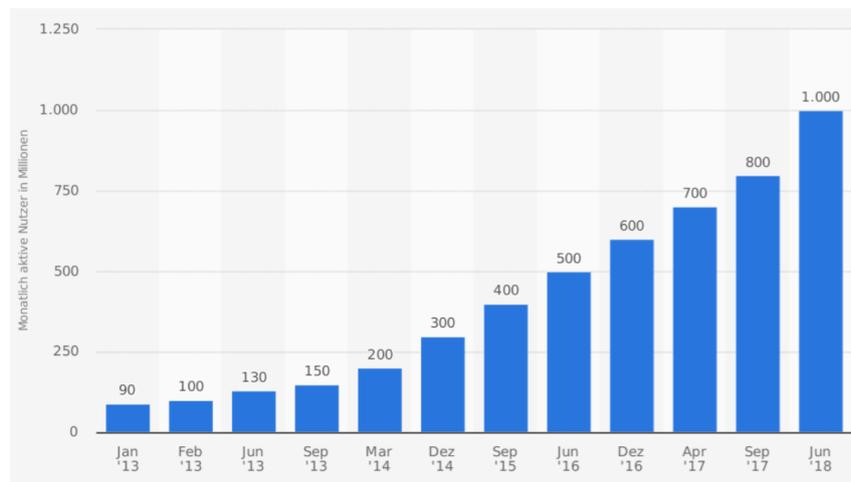


Figure 5: Amount of Monthly Active Instagram Users worldwide in certain months beginning in January 2013 till June 2018

The age of the most common user is between 18 and 34 years. Figure 6 shows the amount of Instagram users sorted by female (bright blue) and male (dark blue) and the age of them.

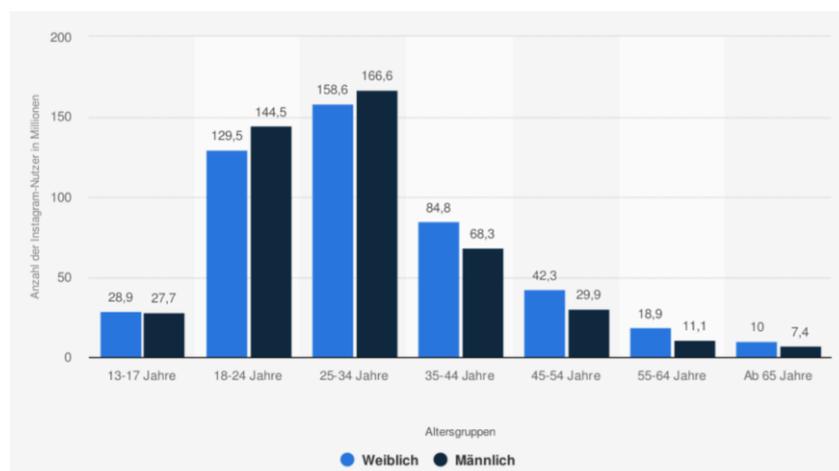


Figure 6: Amount of Instagram Users (in million) sorted by age and gender worldwide in January 2020

In the ranking of the biggest social media platforms, four sub-companies of the social media company giant Facebook are among the top six social media networks with the most monthly active users: Facebook (1), WhatsApp (3), Facebook Messenger (4), and Instagram (6). (Poleshova, Anzahl der Instagram-Nutzer nach Altersgruppen und Geschlecht weltweit 2020, 2020)

6.2.1 Instagram Algorithm

The Instagram Algorithm works basically with the help of personalized likes and saved feed posts. Depending on the preferences of the user, the algorithm sorts which post has the most added value for the user.

Back in 2016, one of the biggest changes in the algorithm was to sort posts not anymore chronological but interest-based. The intention is to keep the user as long as possible online. Time is one of the most important KPIs behind this social media platform. The more time the user spends on the platform the more advertisement he or she consumes. Companies pay for individual advertisements on Instagram. The more specified and personalized the advertisement depends on the feed and the posts the user prefers. Companies invest a lot of money to create a special need in the customer and Instagram's algorithm is specified on that. In the end, the more time the user is spending on the platform, the more sales Instagram generates. (Carl, 2020)

While analyzing the algorithm it is important to gain knowledge about the platform. As a platform, which is mainly user-orientated, it is in special interest to know about the influencing factors of the algorithm.

6.2.2 Influencing Factors of the Instagram Algorithm

The relation between the customer user and the content-producing influencers is an important factor to consider while creating a new content marketing strategy. The feed of the user will be established based on the interest and high interaction the user shows to the content of accounts. As an example, if a user is commenting, reposting, or tagging an account in his or her "stories" quite often, posts of this account will show up more often in the personal feed. As well as when a user activates the push notifications of an account or saves posts of it. The algorithm recognizes this interaction as a connection between user and content producer. The intention of the content producer should be then, to analyze its target group and post target group specified content to satisfy the "customer".

The algorithm is also built on analyzing the habits of the users based on the content in their feed. It can be assumed that Instagram uses image recognition software to examine the user's online behavior.

It is also in high interest of the developers of Instagram to keep the user satisfied with the application. The algorithm will analyze the user behavior on the time he or she is spending on the social media platform, the frequency of the usage, and the number of accounts the user is following. Everything is constructed around the interest in the content of the different accounts. Based on that, the algorithm rates the most relevant posts on top of the user's feed. Consequently, if the user is following many accounts, the personalized feed will more include posts of preferred accounts. (Carl, 2020)

6.2.3 How to Use the Instagram Algorithm to Expand the Reach

Building up a community is a long-term process of continuous improvement of the content strategy.

One of the most important things to consider is the regular posting of valued content for the user. In order of the algorithm, the posts will be distributed while analyzing what has added value for the user and what has not. The intention behind this is to create an optimal user experience.

To expand the reach of the posts it is also in special interest to examine the optimal time when users are online. Therefore, it is important to be attentive when evaluating the analytics of a business account. Additional to pictures and text content, it is known, that videos and short videos so-called "reels" attract more user attention. The consumption of videos let the user spend more time on the account, which the algorithm then considers as interest in the posts and more relevant posts show up in the user's feed that are related to its interest. (Carl, 2020)

The use of hashtags, which is basically what made Instagram very special and unique back in the days, should also be well considered. Hashtags are tags that categorize content under a specific topic. By using them correctly, posts and the content will show up in the home feed from people with the same interests. This is an easy tool when knowing the target group and their preferences. However, the wrong use of these hashtags can ruin a brand by letting it appear untrustworthy and not authentic. Hashtags needs to fit the company itself but also the context of the post.

Furthermore, posts and videos should be authentic and should create a feeling and an online “face” of the person(s) behind the account. The social aspect behind a channel should always be considered and be in the focus of a channel.

This includes interaction with the followers through conversations in the comment section but also likes and well-overthought captions. The goal is to create a social media personality that gets recognized and appreciated by the followers and users. (Carl, 2020)

6.3 Pinterest

Pinterest defines itself as “a visual discovery engine for finding ideas like recipes, home and style inspiration, and more.” (Pinterest, n.d.)

Established in 2010 the company defines itself as a visual search engine. Users can create different boards where they can “pin” pictures under a specific topic. Pinterest offers its users the chance to save topics of interest and preferences through searching for pictures on those boards. This social media platform is about the inspiration of the user. Mostly, pictures on this platform are uploaded and lead to specific websites.

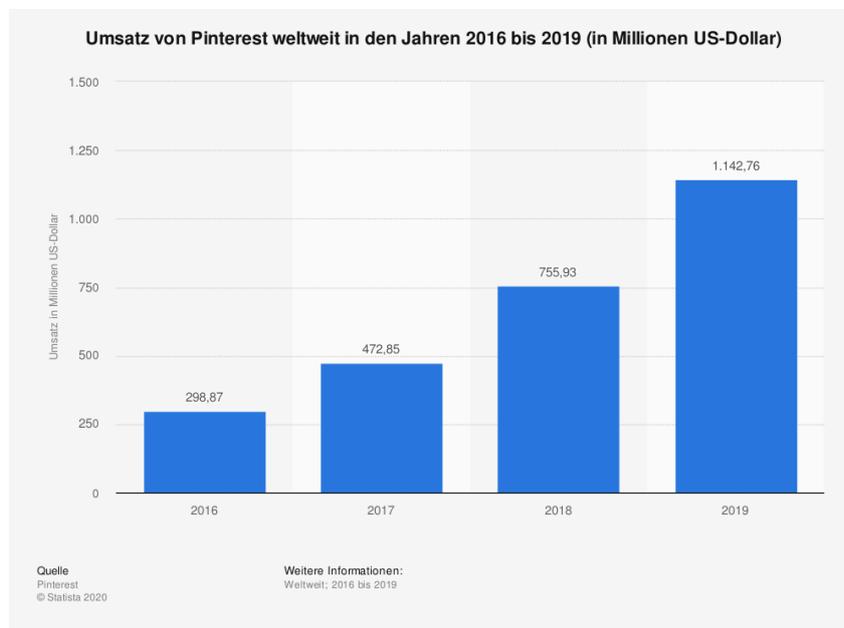


Figure 7: Revenue of Pinterest worldwide from 2016 to 2019 (in millions of US dollars)

In 2017 the revenue of the company was at around 473 million US dollars, two years later already more than double of that.

This shows, how immense Pinterest gains the interest of new users. The company gains its revenue from advertisement from firms on the social media platform.

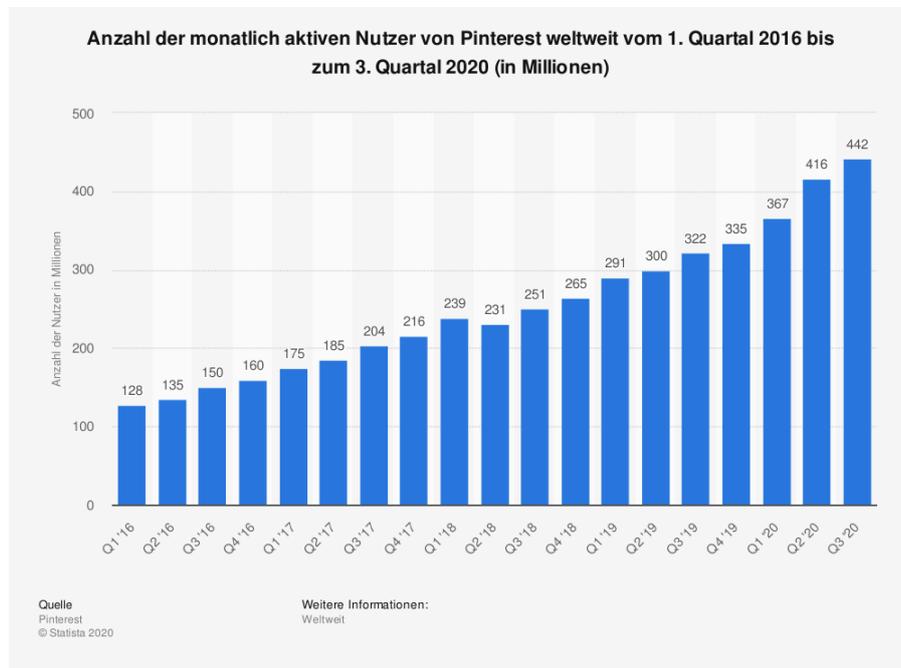


Figure 8: Number of Monthly Active Users of Pinterest worldwide from Q1 2016 to Q3 2020

The number of active users of Pinterest is monthly rising, except for a little drop from the first to the second quarter of 2018. With around 450 million users, Pinterest does not have as many monthly active users as Facebook or Instagram, but the visual orientation of the company makes the social media network also interesting for firms. Especially in relation to the promotion options for companies. However, Pinterest is more used among the population of the USA. (Statista Research Department, 2020)

6.3.1 Pinterest Algorithm

The Pinterest algorithm was at first based on the preferences of the user's creative boards. Therefore, the home feed of the user showed up with pictures and videos based on previously saved content. The company intended to inspire its users and let them get lost in their search for inspiration. In July 2020, the company introduced an update of the algorithm from a traditional click-through prediction model to a controllable distribution. The traditional model maximized user engagement but unfortunately, the company could not achieve other business objectives.

Therefore, “[...] the home feed ranking team introduced controllable distribution, a flexible real-time system applied after the traditional ranking layer to control the tradeoff between areas like relevance, freshness, and creator goals by boosting and demoting the ranking scores of content types.” (Greif, 2020) This means that the feed of every user will be similar to the Instagram feed: It will be a mix of relevant, specific content and new content which might also interest the user. The feed will also show up with a certain number of videos. The company wants to invest in the improvement of the algorithm to deliver better content for the customer in the future. (Greif, 2020)

6.3.2 Influencing Factors of the Pinterest Algorithm

When using Pinterest some factors influence the algorithm. That contains the quality of the pin and the domain and the relevance of the pin. The quality of the domain is important hence the Pinterest algorithm evaluates slowly if the website of the pin provides relevant and appealing content for the pinner. The evaluation takes longer because the algorithm is analyzing the reaction of its users and the content itself first. Therefore, it might be an advantage for companies to verify the website of the company first.

Moreover, the quality of the pin is evaluated by the algorithm. This is including the quality of the picture itself and the description. Pictures that are not up to date and which are not as famous, get a worse ranking in the search results. However, relevance is also a key influencing factor. When a company does a great search engine optimization and keyword analysis, the ranking on Pinterest will be better for the company. Keywords define every pin to a specific topic, which makes it easier for users to find relevant pins to relevant topics. (Bolognesi, 2018)

6.3.3 How to Use the Pinterest Algorithm to Expand the Reach

As the platform works as an inspiration board, Pinner can save images and videos on boards. At the same time, those pictures and videos are pins that pin the website of the company to it. When users of the platform saves those pictures to their boards, companies can use this multiplication effect for their own use. This picture will generate a certain reach. However, this concept works more often for companies who sell products online.

Nevertheless, the key to a high reach is to gain followers and to inspire people with great, outstanding content. It is about animating pinner to save, share, click, and buy the product.

As mentioned before, a company should in forehand do great keyword analysis as well as create relevance of the content of its pins. The boards, a company is creating on its business account needs to have a fitting description and contain pictures and videos which encourage the user to browse a bit around. The description has to relate to the content but the business should try to avoid keyword saturation as the algorithm will figure that out and rate posts worse and less relevant. The use of hashtags can help to get discovered by a different audience. A company should then use three to five hashtags to narrow the topic and expand the reach of the pin.

Time is also a very important factor on Pinterest. An optimal number of posts are at least five times a day one pin, where some of them can lead to the direct website or booking page of the company. To keep track of the effectiveness of the pins, a company can regularly review the insights of the pins. However, to schedule pins and see insights, there can be used different applications who make it more time-saving and effective for the company. (Cuevas, 2020)

7 Content Creation when Using Social Media Platforms

After the analysis of the three social media platforms and the research on how to use the platforms to gain a wider reach among customers, I will move on with the content creation.

A good content creation strategy takes long. Before the actual doing, a company should first figure out what the goal and the purpose of their content are, and what target group they want to reach. To create sustainable social media content, it is in the special interest of the company to define the internal process of the company including marketing strategy, the description of the product for the customer, and how do they get sold. To get a clearer view of the company's hierarchy and for further actions, it is important to know for the content creator who has which responsibility in the firm. Moreover, several information about the business model, the lead, and the sales specifications should be worked out to avoid promotion and content creation that does not fit the reality. However, in the end, good content creation is also a matter of the budget of a company. Often, companies have wrong expectations and imaginations of the costs of good content creation. All these questions should be cleared before the actual creation process. (Schauer-Bieche, 2019, pp. 61-62)

Meaning and Purpose	Knowledge About Intern Processes	Business Model/ Lead/ Sales Specifications	Budget
<p>Why should the content be created or changed?</p> <p>What are the goals/expectations for the company?</p> <p>Do the goals/expectations correspond to reality?</p>	<p>How does the product / service processing work?</p> <p>What are the sales processes?</p> <p>What is the marketing strategy?</p> <p>How does the company describe the product/ service to the customer?</p> <p>How does the company sell products/ services to customers?</p> <p>Who has which responsibility in the firm?</p> <p>How does the hierarchy in the company look like?</p>	<p>Are there any restrictions in correlation with the business model?</p> <p>What is the purpose of the product/ service offers?</p> <p>Does the focus lay on the sales of the product/ service?</p>	<p>How much would the company invest to create good content?</p> <p>How much money would the company be able to invest?</p>

Figure 9: Questions to gain knowledge about the company's expectations

When creating content, it is important to consider four important things:

storytelling, emotions, time, and budget above coincidence. These are the parts of content creation.

A story is the center point of every good content. When trying to create content, it needs to be first framed what to tell and how to wrap the story in emotions. A story needs to create emotions in the customer.

Therefore, a company needs to figure out what emotions should be touched by the customer. Emotions can include for instance curiosity, protection instincts, but also wanderlust and inspiration. One of the key indicators according to Schauer-Bieche for good content is the curiosity of humans. Many companies are not telling enough of themselves and keeping their distance from followers. Content creation is about surprising people and showing them something which they do not see every day, and which animates them. However, timing is also very important to consider. Therefore, a company needs, for example a tourism company, to track public holidays and seasonal beginnings as well as if special events are

going on such as natural disasters. The surrounding and the behavior of the potential customers is important to know as a firm, to place content tactically at special times to get the highest user interaction. (Schauer-Bieche, 2019, pp. 60-66)

Coincidence is additionally a big factor in social media marketing. It is known that money is a big factor when creating campaigns. This is the reason why big companies get easily to great campaigns. When not having this amount of money, then the coincidence of the right, great content at the right time will be the only choice. However, according to Schauer-Bieche in the end the quality of the offer and the high amount of the budget is decisive.

8 Building a Social Media Channel for Polar Lights Tours Oy

As I mentioned before, I worked together with a tourism service providing company Polar Lights Tours Oy. In the next chapters, I will introduce the company, explain the process of working together with the company as well as a review of my work.

8.1 Introduction of the Company

Polar Lights Tours Oy is a family-owned business founded by Päivi Hiukka. The company is in the surroundings of Sirkka, close to the ski resort Levi in Finnish Lapland. Twelve kilometers up north from Sirkka, the company offers safari tours with huskies and malamutes as well as with finnhorses. Additionally, a small reindeer farm, with reindeer sledding is available. During tours, the company is providing all needed clothes and offers different tours, depending on the time of the year and the wishes of the customers. Tours can last from a simple kennel visit up to guided overnight tours over several days. Due to the ongoing COVID-19 pandemic, the company is not offering those overnight tours at the moment.



Figure 10: Brand Logo of Polar Lights Tours Oy

The company is bilingual. It offers its tours to international as well as to local tourists. The main focus of the company is on the safari tours, but they also have accommodations for up to ten people to offer, as well as fat bike tours and canoe rentals. However, the owner Päivi Hiukka focuses on sustainable tourism and has a high interest to stay innovative. For the upcoming summer season, the company will offer campgrounds for tents, camper vans, and outside sleepers to attract more customers from Finland. The company relies on seasonal work. The high season is during winter from November until April. During this time, the company offers many activities with and without animals. In summer, the long horse rides are more common and booked by the customer. In normal times, during this times a high number of tourists visit the company every day. Due to the ongoing Covid-19 pandemic, the company had a very low winter season and a high interest to promote the services even more on online social media platforms to attract Finnish customers, especially during winter and Easter holidays. (Hiukka, 2021)

Polar Lights Tours offers a lot of different services for different customer groups. As mentioned before, the company does not only focus on one particular investment but also multiple offers for their customers. Due to that, it was a challenge to promote all the company's offers, which are divided into winter and summer activities. Winter activities include fat bike rentals, aurora overnight cabins as well as horse, husky, and reindeer safari, and visits to the kennel. Tanja Alatalo, General Manager of Polar Lights Tours Oy, told me that the summer activities mostly include multiple-day horse rides, riding lessons, and day tours. Due to the heat in the summer, husky safaris are possible with special wagons. Additionally, there will be husky walks and overnights stays in the cottages. Polar Lights Tours Oy also offers an opportunity to dine in the forest. At the cabins, they have a one-room private restaurant, where they provide meals and beverages to the customers. This can be booked in advance. Moreover, as mentioned before, the company will have several new investments such as campgrounds for self-caterers including the offer of a bistro during summer.

The target group of the company is very wide. Due to the fact, that the company operates in the tourism sector and offers lots of different opportunities, the most customers are younger and older couples and bigger travel groups. All customers have in common that they want to experience the "Lapland feeling". Young kids and very old people are welcome as well but are limited in the possibilities. However, the company focuses on people ranging between 18 and 65 years old who travel to Lapland.

8.2 Interview as a Qualitative Research Method with Focus on the Action Research Method

As I stated in my introduction, my research method was an interview. I held the interview with the owner of the company, Päivi Hiukka on the 24th of April 2021. Previously, I held several discussions with the owner and the general manager of Polar Lights Tours Oy. The interview consisted of several content creation questions, which I defined ahead in my theoretical part of my thesis, some general questions about expectations and plans in the future. It also included a short feedback to my work, to find out, if the new strategy worked or not. The interview can be found in the appendices.

Moreover, I used the action research method. This method is based on an action which the writer of the thesis does with the case company. In my case I redesigned the Instagram account of the case company to find out how to reach more people, when raising the activity on the account. To raise the activity, I improved the existing account and created new posts and captions which had been very time intense. The creation of them started two weeks ahead of my action research. This had been on the 5th of March 2021. The research time frame had been about four weeks beginning at the 19th of March till the 21rd of April 2021. Afterwards, I state how this research worked out and will have a critical review on my work.

In the following chapters, I will analyze the social media presence of the competitors in relation to Polar Lights Tours Oy. Afterwards, I will show my plans for the channel and establish a content strategy, plan, and a posting calendar for the firm. I will sum up my Bachelor's thesis with the conclusion of my research and further promoting options for the company.

8.3 Competitor Analysis

Competitors of Polar Lights Tours are other companies that offer similar products. This includes different safari offering companies. In the following topics, I will have a closer look at two main competitors in relation to their social media marketing and how they appear on Instagram. However, due to the fact that Polar Lights Tours Oy has such a variety of offers, it is the biggest competitor in the area around Sirkka.

The potential competitors are Bearhill Husky Tours in Rovaniemi and Husky Ranch Lapland in Ylläs. Both companies show up with a very good Instagram presence and are therefore social media competitors of Polar Lights Tours Oy.

8.3.1 Bearhill Husky Tours

The first online competitor is Bearhill Husky Tours. Bearhill Husky Tours is located approximately 25km away from Rovaniemi. Due to that, it is not a strong competitor in the Kittilä area, but the social media presence and marketing are very good for this company. The company was founded by Valentijn and Veronika Beets in 2003 and started in Lieksa, a small town in North Carelia. Bearhill Husky Tours started with long-distance husky safaris but changed their tour strategy in 2012 to shorter tours and day trips.



Figure 11: Brand Logo of Bearhill Husky Tours

The focus of the owners of Bearhill Husky Tours lies in the breeding of huskies as well as in training them. (Bearhill Husky Tours, 2021) The company offers a lot of different services including winter and summer husky adventure tours. Due to the positive fact that the company is one of the main husky safari providers of the Santa Claus Village, most of their tours are operated from the Village.

During normal times, this offers the company a wide range of customers and a lot of tourists during the winter season. (Bearhill Husky Tours, n.d.)

8.3.2 Instagram Presence of Bearhill Husky Tours and SWOT analysis

The following analysis of the online social media presence of Bearhill Husky Tours is based on the Instagram page @bearhillhusky. All pictures and sources come from their feed.

On Instagram, Bearhill Husky Tours (@bearhillhusky) recorded on the 17th of April 2021 528 posts, 6.897 followers, and were following 1.080 users. This is around 15.6% of their followers. The first posting was on the 16th of April 2014. Since the 14th of October 2018, I see an improvement in the Instagram posts, especially in the quality of the pictures. Starting from

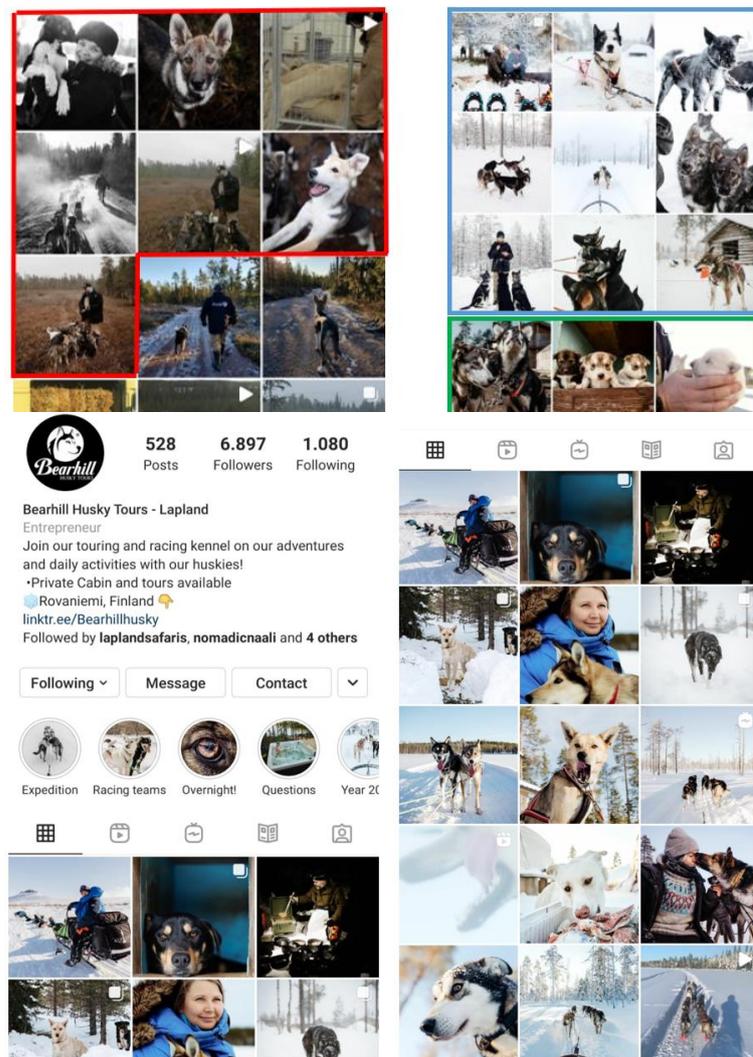


Figure 13: Instagram Page of @bearhillhusky [17.04.2021]

that, Bearhill Husky Tours started to post regularly updates. The time between the posts ranged between one and three days. The postings included a mixture of videos, pictures of dogs, and black and white portraits of the employees and the owners, and a short presentation in the caption. The main focus lies on the different dogs. They present each dog shortly in several posts, tell about the daily routine, about upcoming races, and what they used to do

during the day. The page has a personal and professional touch and that is why it is unique. Autumn and summer posts consist of brown, yellow, red, and green colors instead the winter posts which consist of a lot of white and sharp contrast of black, brown, blue, and yellow tones.

When analyzing Bearhill Husky Tours' Instagram presence, I right away recognized that they work very hard on a good, authentic, and inspiring Instagram page. The focus on their page is on the Alaskan Huskies while working, waiting, or cuddling. Most of the pictures have a high black and white contrast and appear very intense.

The SWOT analysis of Bear Hill Husky Tours shows weaknesses and threats the company might face. To know those can be an advantage for Polar Lights Tours Oy.

	Helpful to achieve the objectives	Harmful to achieve the objectives
Internal origin, attributes of the organization	<p>Strength:</p> <ul style="list-style-type: none"> • Strong position in the area of Rovaniemi • Strong connection to the customer Santa Claus Village • Strong connection to different travel agencies • Great Instagram page with lots of information and regular updates • Big husky kennel which operates in winter and in summer • Great website and design of the brand "Bearhill Husky Tours" 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • Strong focus on international customers • Big part of the company operates together with the Santa Claus Village; this dependence can result in difficulties regarding the gaining of customers due to travel restrictions
External origin, attributes of the environment	<p>Opportunities:</p> <ul style="list-style-type: none"> • Strengthen the market presence due to competitor reduction resulting from Covid-19 crises • Focusing on online presence and strengthen the reach of the business Instagram account 	<p>Threats:</p> <ul style="list-style-type: none"> • Unpredictable Covid-19 crisis • Travel restriction and resulting negative growth of customers • Strong season related company

Figure 14: SWOT analysis of Bear Hill Husky Tours

8.3.3 Husky Ranch Lapland

Another social media competitor is the Husky Ranch Lapland. This safari providing company (established in 2015) is specialized on small groups and unique adventures. They have around 40 huskies and promote their services as "unique, responsible and definitely authentic adventures" (Husky Ranch Lapland, n.d.). The owners of Husky Ranch Lapland are Juho and Hanna Ylipiessa. The farm is located around 70km from Sirkka and the Ski Resort Levi and around 30km from Ylläs Ski Resort.



Figure 15: Brand Logo of Husky Ranch Lapland

The Husky safaris go in the Pallas-Yllästunturi National Park and make the safari provider unique, as just a few companies have access to the park. (Husky Ranch Lapland, n.d.)

However, the company offers safaris and visits to the kennels and is just a small husky farm that also has a friendly relation to Polar Lights Tours Oy.

8.3.4 Instagram Presence of Husky Ranch Lapland and SWOT analysis

The analysis is based on the Instagram page of Husky Ranch Lapland @huskyranchlapland. All the following information is related to the analysis of their page.

The Husky Ranch Lapland (@huskyranchlapland), as a small safari business, recorded on the 17th of April 2021 705 posts, 2.774 followers, and were following 692 accounts.

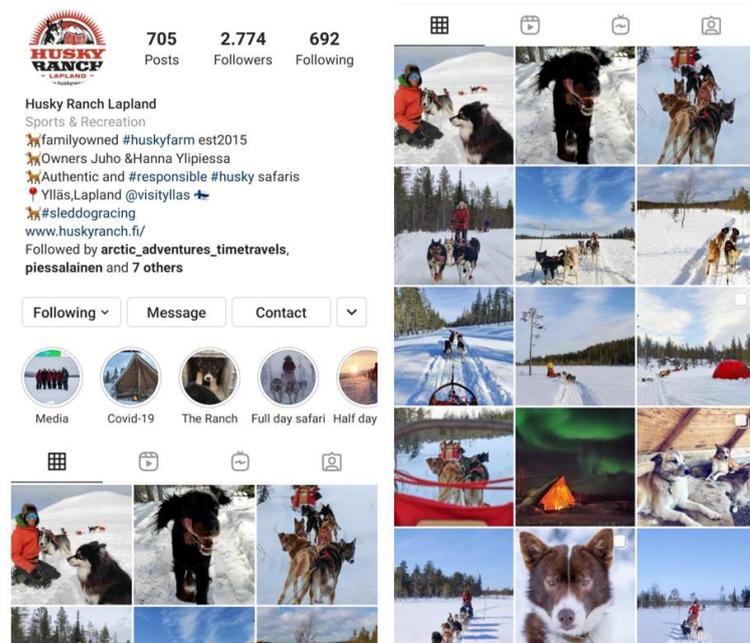


Figure 16: Instagram Page of @huskyranchlapland [17.04.2021]

That is a percentage of around 25% of the followers. The first post was published on the 24th of October of 2015.

Since then, the page includes a lot of pictures that show the daily adventures with the huskies. Most of the pictures are of high quality and reflect daily tours with the sled dogs as well as training. In the story, the Husky Ranch Lapland takes the follower with them and shows daily activities in the kennel and what is happening during safaris or training.

The SWOT analysis of Husky Ranch Lapland shows the different weaknesses and threats the company might face.

	Helpful to achieve the objectives	Harmful to achieve the objectives
Internal origin, attributes of the organization	<p>Strengths:</p> <ul style="list-style-type: none"> • Authentic small team • Authentic tours and customized unique tours • Small and flexible business • Good social media presence on different accounts but especially on Instagram • Access to national park • Focuses on international but also on Finnish customers 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • Due to high standard of tours, also high prices • Relatively small family-owned kennel, low customer amount causes low income and results in risk of bankruptcy
External origin, attributes of the environment	<p>Opportunities:</p> <ul style="list-style-type: none"> • Covid-19 crisis as a help to focus more on the national market • Strengthen the social media presence due to additional resulting time in the Covid-19 crisis 	<p>Threats:</p> <ul style="list-style-type: none"> • Unpredictable Covid-19 crisis • Strong competitors • Strong season related company

Figure 17: SWOT analysis of Husky Ranch Lapland

8.4 Social Media Marketing of the Company

I had several meetings with the owner and the general manager about the strategy and their expectations of the outcome. Additional to the discussions and the interview, I was able to get a closer look into the workflow of the company and got a feeling, how the daily workflow is in the company. The main goal for them was to raise

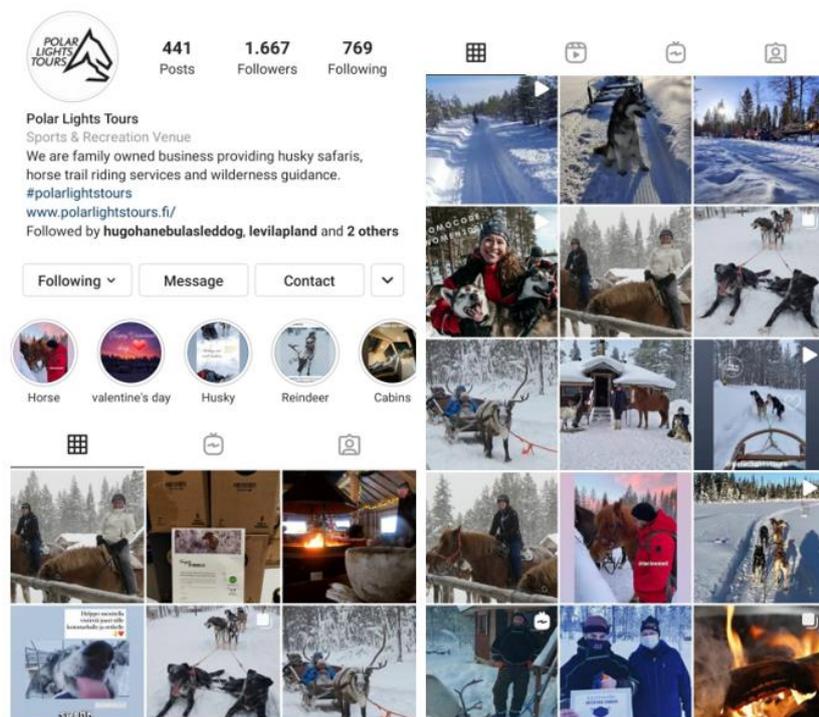


Figure 18: Instagram Page before improvements @polarlightstours [04.03.2021]

more awareness of Polar Lights Tours Oy. Because of the Covid-19 pandemic, the company had, as well as other tourism service providing firms, a sharp decline in tourists and therefore in their turnover. However, due to travel restrictions, most of the tourists were Finnish this winter season. The goal will be now, to research how to reach more potential customers and how postings can make the Instagram page more attractive.

The Instagram page recorded on the 4th of March 2021 441 posts and 1.667 followers. Polar Lights Tours Oy was following 769 users which are 46% of the actual followers.

	Helpful to achieve the objectives	Harmful to achieve the objectives
Internal origin, attributes of the organization	<p>Strengths:</p> <ul style="list-style-type: none"> • Already strong market position in the area • Existing Instagram account • Lots of experience over many years • Great looking amenities • Multiple different offers for customers • Always orienting on innovation 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • Possibility of losing the focus on the main goal • Too many offers and as a result losing the brand image • Less international focus • Language difficulties • Weak social media presence
External origin, attributes of the environment	<p>Opportunities:</p> <ul style="list-style-type: none"> • Gaining even a stronger position • Widen their summer husky offers • And strengthen the promotion of winter horseback riding • Improvement of the online presence of the company • Improvement of the social media presence of the company • Updating the website and its layout 	<p>Threats:</p> <ul style="list-style-type: none"> • Covid-19 crisis in the international tourism sector • Less customers than expected • Changing future tourism environment • Stronger competitors when stopping the innovative process due to different factors e.g., Covid-19 crisis • Travel restriction can cause bottleneck effects in the company's income • Strong season related company

Figure 19: SWOT analysis of Polar Lights Tour Oy

8.5 Developing a Social Media Strategy

To create the strategy for the company, I first took a look at the insights of the company on the 17th of March 2021. By then, the most active times had been Tuesday and Saturday. The variance in the user active time on the other days was not significantly recognizable.

The audience of Polar Lights Tours Oy’s Instagram channel

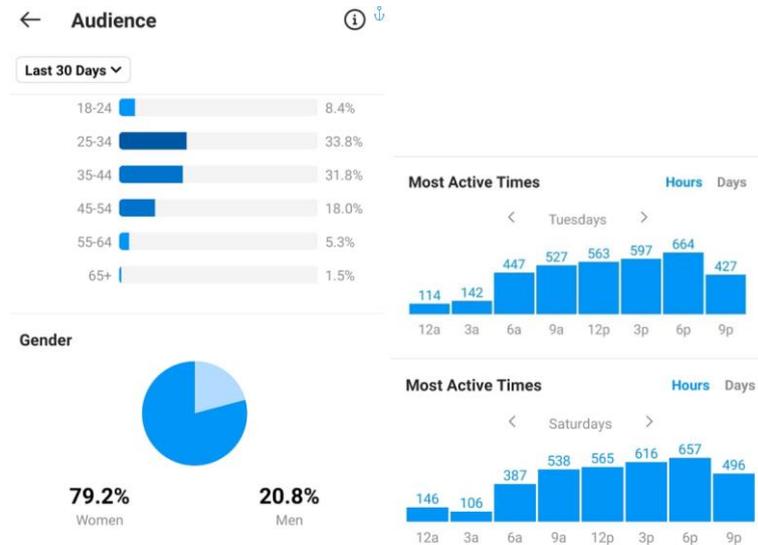


Figure 20: Insight about the audience of @polarlightstours [17.03.2021]

is aged mostly between 25 and 54. During discussions with Päivi Hiukka and Tanya Alatalo, I realized that the target group has a wide range, as the company provides tourism services for travelers who seek a true Finnish experience and who want to get to know the Finnish nature as well as the culture. (Hiukka, 2021) However, the strategy will be to create high-quality pictures and videos for Polar Lights Tours Oy. Afterwards, I will improve those pictures by adding photoshop with Adobe Lightroom to the pictures. The caption underneath the post will be updated with first a Finnish caption, and in addition to that I will write the

fitting English translation. Even though the company focuses right now on Finnish customers, in normal times, most of the customers come from foreign countries and do not speak Finnish. The English translation will help to not lose the connection to foreign customers and involve them in the community. The caption will be short and concise and will have certain hashtags under each post. Furthermore, I will update the location to Polar Lights Tours or Levi, Lappi, Finland. Depending on the reaction and if the location reaches more or fewer people, I will focus on one location. Moreover, the posting time will be set instead of 3 am or 5 am, at the time when users get more active between 8 am and 10 am every two to three days.

In the next sub-chapters, I will explain more precisely what I did and how I improved the feed posts of Polar Lights Tours Oy to gain more reach and followers.

8.6 Content Strategy

According to Florian Schauer-Bieche, content includes text, pictures, videos, graphics, and data. Furthermore, it represents the content that transfers relevant messages. Good content works always together with good communication. (Schauer-Bieche, 2019, p. 4) Content channels are very wide: they can range from newsletters, brochures, promotion slogans, blogposts to social media channels. Therefore, the content and the content strategy differ. For example, Polar Lights Tours Oy focuses on increasing its social-media reach and the goal is to gain customers for their tours as well as the creation of an authentic, reliable, and trustworthy image. (Hiukka, 2021) There are different ways to promote the company indirectly. During my work for Polar Lights Tours Oy and after a discussion with the general manager, the company wanted to include direct marketing in the captions of nearly every post.

When I contacted the Social Media Marketing Representative Margit Niemelä, we exchanged ideas on how to reach customers the best via the social media platforms of Polar Lights Tours Oy. The problem, which was raised, was mainly that she has not the capacity to create new pictures and videos. In conclusion, I should focus on the marketing of the Instagram channel, as she is more focusing on the regular Facebook updates of the company. Hence, I was free to establish a content strategy.

After researching different competitors and tour providers to gain knowledge of the social media environment, I focused on creating captions, which will slowly build up a stronger connection to the followers.

As the company is providing a lot of different things, I had to create a healthy mix of different postings. This included pictures and short videos such as reels and regular story updates.

The colors of the company's Instagram page should be for the winter season in blue, black, brown-orange, and white. The colors need to have higher contrast and the colors should be intense and vibrant. According to survey of Statista (appendix 2) regarding the design of different Instagram pages and what is most appealing for the followers, intense, bright, and striking colors appeal the best to the followers with 46%. Hence, I wanted to bring the Instagram page more alive.

8.7 Content Plan

“According to Instagram, the most important engagements for feed ranking are comments, likes, reshares, and views for videos [...]” (Warren, 2021)

Is it enough to be present on social media? Yes. But there are a lot of things to consider before that. “The way to stand out on social media is to identify specific goals, create valuable posts that align with those goals, and distribute content on the right platforms.” (Aboulhosn, 2019)

According to the top goals of marketers, increasing brand awareness, sales, and lead generation, increasing the community engagement and the growth of the brand's audience, it is very important to establish a social media content plan first before beginning to advertise the business.

I looked first on the Instagram page and checked if all basic information is included on the page. Missing information, such as a missing address in the headline and description of the company, will be added later to the description. Furthermore, I intend to create posts that vary. Hence, I will post pictures that show healthy dogs, horses, and reindeer in relation to an amazing winter wonderland landscape and the true beauty of Finnish Lapland. I intend to amaze people with beautiful pictures, as Instagram is more about the first impression than about a long caption. Moreover, to increase the reach of the company, I will create reels as they have a wide reach in combination with hashtags.

The caption of every post will be split in firstly the Finnish translation and underneath the English translation as over 60% of the followers come from Finland.(Appendix) However, at the end of my research, I will analyze if totally English posts affect the followers or the reach and the interest of the users as well.

Furthermore, the caption will consist of a short introduction or a catching short sentence. Beneath it, short updates on what is going on at the moment will be given, for example lots of safaris, lots of snow, new puppies, training, horse rides, etc. Then there will be a short “check-out” caption for the website and the new offers and last, I will use hashtags to widen the reach of the post. Additionally, I will use emojis fitting to the picture or video.

Moreover, to establish an overall good-looking feed, I will archive some posts, which did not gain a wide reach and which the followers did not like according to reactions such as likes.

Basic Missing Information	Location of the Polar Lights Tours Oy Updating of description of the company		
Adjustment of the Layout	Updating of Story-Highlight and unified layout of highlights		
Feed-Post	Pictures	Reels	Stories
	Portraits of dogs, horses, and reindeer During safaris and rides During preparation During sled rides Pictures of the cabins Introduction of the employees and owners	Of safaris and preparation of dogs and horses	Regular story posts at least once a day Resharing of post feeds in the story Questioning the followers what they would like to see more often Tagging of different companies such as Levi Lapland
Goal	Inspire users Expanding the reach Gaining more followers from outside of Finland	Expanding the reach and the amount of followers Gaining more followers from outside of Finland	Gaining wider reach Keeping the followers satisfied and attentive
Interaction with Followers	Comments	Likes	Profile and Website Visits
	Liking of comments and answering	Constant high number of likes	Increasing of the amount

Figure 21: Content Plan of Polar Lights Tours Oy

8.8 Calendar

To manage the timing of the posts and to reread the captions, I will use the Studio Creator of Facebook/Instagram. With that tool, I will be able to have a look at the insight of the account. It is important to see, what post will suit the customer the best. Additionally, the program offers the chance to plan the posting time at a certain time where the posts get uploaded easily.

When researching for a perfect load of content for Instagram, it is often not easy to find the perfect timing. Therefore, I will reduce the posts per week and have a more qualitative feed than a quantitative one. However, later I changed my strategy during the research from posting mostly every two to three days to posting nearly every day around 5 times a week, including one reel per week.

The statistic I am relying on shows the percentage of the respondents how often they would like to see a posting of a brand or a company. One-quarter of the respondents wanted to see postings every day. However, as it was not easy to create a lot of different content, I relied first on the posting every second or third day.

A detailed posting calendar can be found underneath. The calendar includes all posts I have done during my research period.

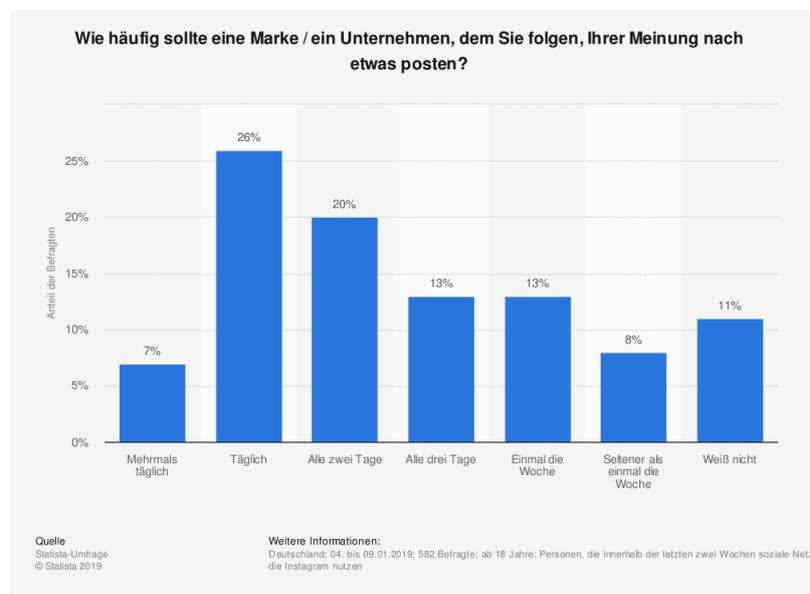


Figure 22: Survey about how often a company should post content

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
15-21.03.2021					Posting of picture with malamute husky 		
22-28.03.2021			Posting of picture with horse 		Posting of picture with two young huskies 		Posting of picture with two horses 
29.03-05.04.2021		Posting of picture of husky safari 	Posting of picture with horses 	Posting of picture with husky 		Posting of the first reel with safari with sled dogs 	
06.-12.04.2021	Posting of picture with cabins (multiple pictures) 		Posting of picture with horses 		Posting of picture with two huskies 		Posting of picture with huskies in front of a sled 
13.-19.04.2021	Posting of the second reel; main focus on horse riding experiences 	(Temptation Island post)	(Temptation Island post)	Posting of huskies in front of a sled 	Posting of third reel with husky safari 		
19.-25.04.2021		Posting of horses 	Posting of picture with husky 				

Figure 23: Posting Calendar for Polar Lights Tours Oy

8.9 Hashtags

Instagram developed the hashtags. Hashtags are used to sort pictures into categories. It is easier for users to search for pictures and videos when they put a special category or a word in the search. Afterward, all pictures with that hashtag show up. Therefore, it is important to use hashtags that fit under a post. As I explained in “6.2.3 How to Use the Instagram Algorithm to Expand the Reach” when using wrong hashtags under a picture or video, it will get ranked worse by the Instagram algorithm and fewer users will be able to see it. However, for Polar Lights Tours Oy I created a list of hashtags that should be used under certain pictures. These are just the basic hashtags, but it is important to mix those hashtags and use individual hashtags under different posts as well.

Husky Related	Horse Related	Cabin Accomodation Related	Nature Related	Conditions / Emotion Related	Location Related
<ul style="list-style-type: none"> • husky • huskies • alaskanhusky • malamutehusky • sleddog • sleddogs • sledding • workingdog • dogs • dogsofinstagram • dogofinstagram • huskiesofinstagram • huskyofinstagram • blueeyes • doglove • huskylove • huskyfarm • huskykennel • kennel • huskysafari 	<ul style="list-style-type: none"> • horses • horse • finnhorse • horsesofinstagram • horsebackriding • ridinglesson • riding • hevosest 	<ul style="list-style-type: none"> • mökki • kammi • cabin • cabins • cottages • eco • summercottage • wintercottage • polarlights • auroracottage • aurora • aurorahunt • northernlights • nights • luxury • couple • coupletime 	<ul style="list-style-type: none"> • forest • nature • winter • summer • spring • landscape • finnishnature 	<ul style="list-style-type: none"> • warm • cozy • lovely • holiday • adventure • experience • unique • placetobe • lovewhatyoudo • loveyourjob • love • cute • beautiful • sunny • sun • sunshine • sparkyoursoul • amazing • silence • tours • snow • nofilter • black • work • beauty • smile • picoftheday • bestoftheday • photography • outdoor 	<ul style="list-style-type: none"> • polarlightstours • levilapland • vistilevi • finnishlapland • finland • vistifinland • vistilapland • travel • vistikittila • lappi

Figure 24: List of Recommended Hashtags for Polar Lights Tours Oy

When using Instagram, hashtags are one of the best ways to be found by a new audience. However, by creating the list, the company will have a sustainable way to add new hashtags to the list and use hashtags without searching a lot. The list includes different ones, varying from hashtags that describe the service they offer such as “#huskysafari” or “#horsebackriding” as well as specified hashtags and location tags. I will use hashtags which will be for a smaller audience, because the company wants to attract future tourists, raise awareness for the sustainability of tourism and the Finnish culture. (Hiukka, 2021) The company was already using regularly a branded hashtag “#polarlightstours”, where the users can find all kinds of posts about the company.

8.10 Research Conclusion

During my research for Polar Lights Tours Oy, I refer to my before established content plan for the company. I updated the missing location information and updated the introduction text of the company. Additionally, I created with the app “StoryLight – Highlight Cover Maker” pictures for the highlights of the company. An Instagram highlight is a tool to save important impressions from stories under a specific topic. Later, followers and potential followers can look through them, be inspired, and feel satisfied and excited about the services Polar Lights Tours Oy offers. I updated and changed the layout of the existing highlights and their topics.

Moreover, I corrected the grammar of the highlights and deleted some such as “valentine’s day”, as there had been no content saved in this highlight. Furthermore, I separated winter and summer activities, to not confuse future customers.

When I went through the Instagram page of

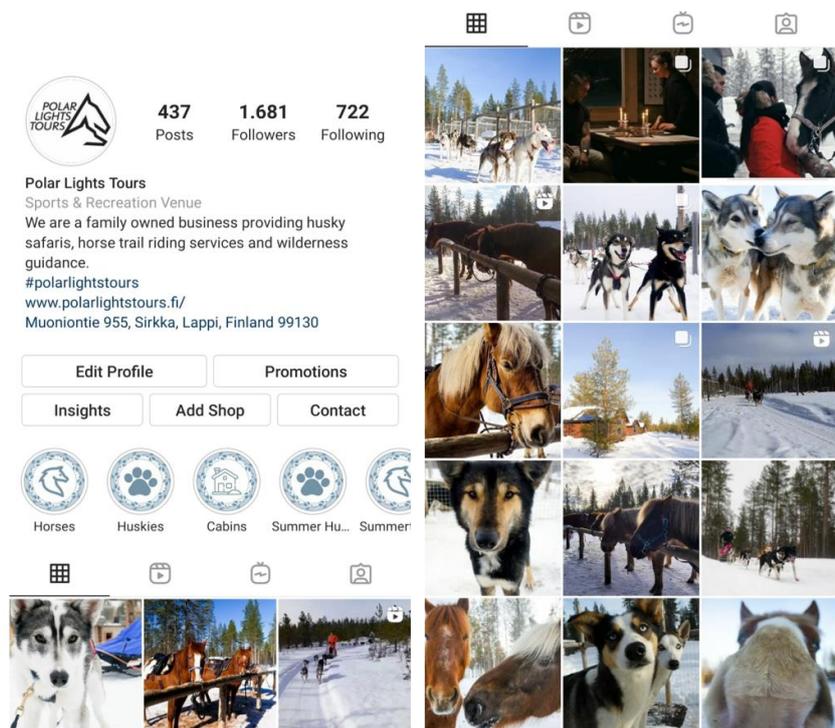


Figure 25: Adjusted and updated Instagram front page incl. feed of @polarlightstours [22.04.2021]

the company, I was reviewing the previous pictures they posted. Some of them were unprofessional and I archived them, so the cut between the new layout and the old posts will not be too bad. This had been the basic work before I started to create posts.

On the 19th of March, I started to post pictures and videos on the Instagram page. The activity of the account was raised due to the Easter holidays in Finland. When I started to create reels, the first one on the 4th of April, the activity of the account raised as well on the next reel which had been on the 13th of April. After every reel, the reach of the account was constantly high. This will lead to the future plans and recommendation for the company to focus more on videos, as they get enormously pushed by the Instagram algorithm.

In the end, every reel reached more than two thousand accounts, which is more than the actual follower number.

This also confirmed my assumption, that reels and videos, and the constant posting and activity on the account let the reach of the business account raise and gain new followers.

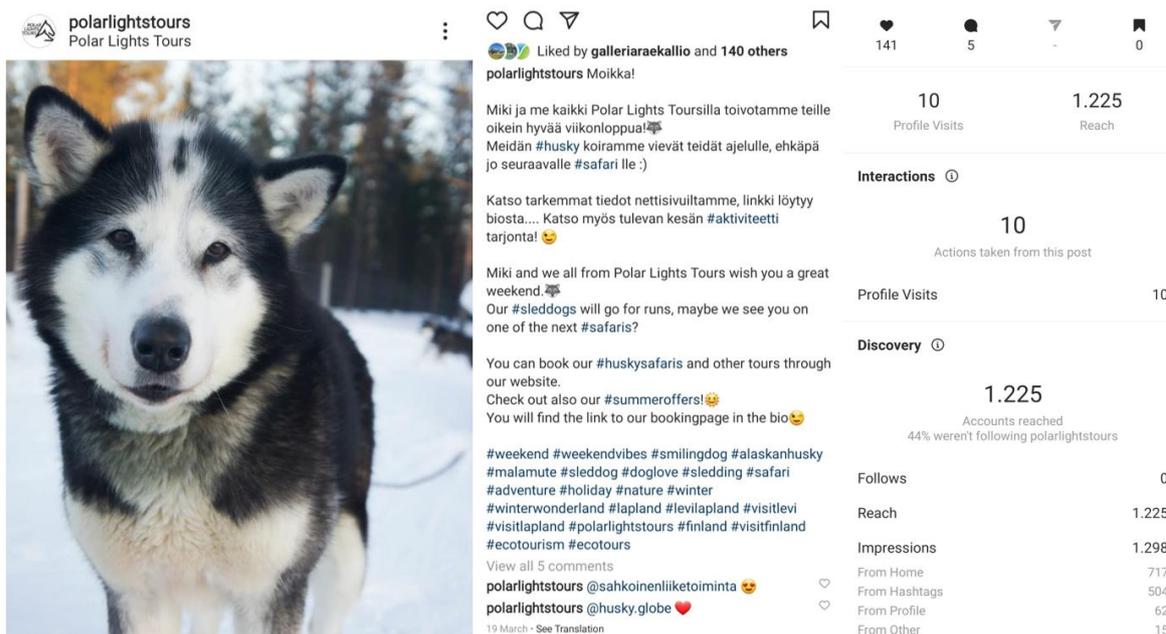


Figure 26: First Instagram post from the 19.03.2021 from @polarlightstours

When posting content, I was able to be very free with the caption and had just a few guidelines about the captions. For Polar Lights Tours Oy, it was important, when mentioning specific animals, that I will not hide promises in the captions e.g. going on a tour with a sled dog, which is not yet made for a tourist team. However, the first post was about a Malamute Husky and the caption was split into first Finnish and the English. The post gained a high reach of 10 profile visits after it. In the appendix, the rest of my posts can be found. The goal with the captions and the visual content was to make a cut in the layout of the Instagram page of Polar Lights Tours Oy.

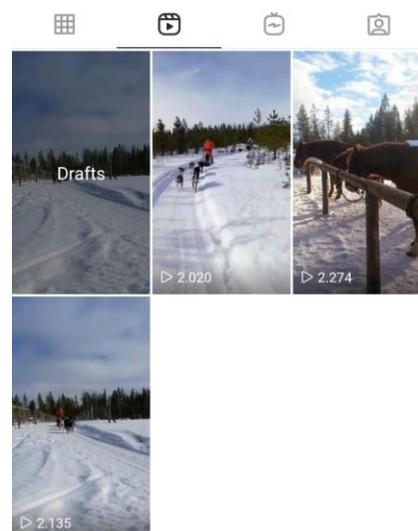


Figure 27: Views of the reels @polarlightstours [22.04.2021]

From that on, I posted every 1-3 days a post, alternating between huskies and horses. Most of the postings reached over 100 likes, and the reels had been played over 2 000 times per reel.

The next step was to have a look at the insights of the Instagram page of the company. In comparison to the beginning, before the first posts, users had been more active in the time between 6 am and 6 pm. But when looking now at the statistics, the audience has a continuous high amount between 9 am and 12 am, all in all

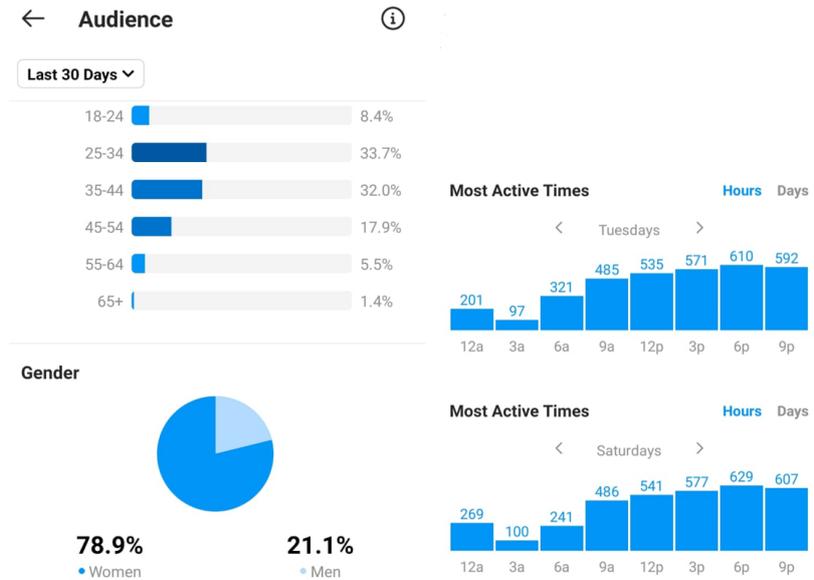


Figure 28: Audience in the last 30 days and most active time of the audience between 23.03. and 21.04.2021 [22.04.2021]

more users were reached with the content I created and posted. As well as the number of men slightly raised, this does not have an impact at the moment.

However, in the timeframe of four weeks, I was able to create an up-to-date feed of the company, which has a lot of various posts. In the appendix, all my created posts will show up including the captions. From the company, I heard a lot of great feedback according to my work, and Päivi Hiukka had been very happy with the content I created. Due to the end of the season, the amount of content will slow down with the end of April. However, I provided the company with the structure of the captions as well as visual material. The following figure shows the constant high amount of likes as well as from the profile visits which had been taken after every post.



Figure 29: The Amount of accounts reached by Polar Lights Tours Oy in relation to the previous month

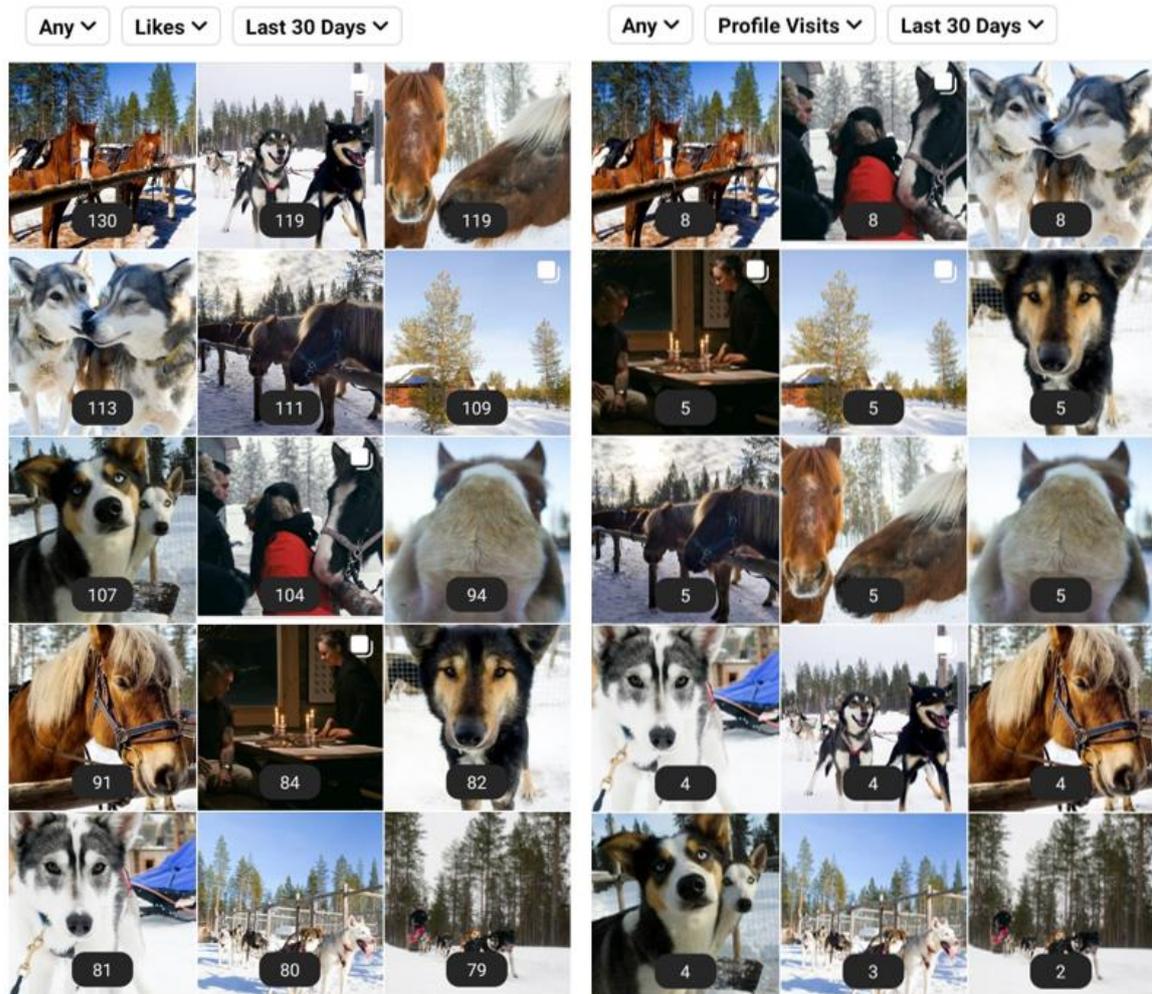


Figure 30: Amount of likes and profile visits during the last 30 days [22.04.2021]

In conclusion, the feed is now more sorted and structured. If I compare now the number of followers with the 4th of march and the end, Polar Lights Tours Oy gained in the whole time, fourteen new followers. During a time, where nearly no tourists book tours and accommodation it is a very good number. But due to the fact, that I started creating posts mostly after school holidays such as the Easter holiday, the audience and the interest sunk. Therefore, the reach of the posts was also less than I expected. However, when Polar Lights Tours Oy is keeping up with the high social media presence, it offers a huge opportunity for the next season. The ongoing Covid-19 pandemic will remain uncertain, but I am convinced that the improvement is and will be a great success in the future.

8.11 Further Options for the Company

In this chapter, I will cum up with other opportunities for the Polar Lights Tours Oy regarding the social media marketing and its future lookout and different other possibilities to raise the reach of the company.

8.11.1 Long-Term Social Media Options for the Future

After researching the social media channel of Polar Lights Tours Oy and seeing the reaction on posts and captions, I would recommend, to continue posting at this quality and this style. Moreover, to activate more followers and gain a wider audience, the posting should continue also in summer. Polar Lights Tours Oy can post more regular reels and do some kind of “Question and Answers” in their story as well as asking the audience questions via their story posts. This will offer them also an advantage to create tours according to the need and the expectations of customers.

Additionally, I recommend Polar Lights Tours Oy to create a business Pinterest profile. As described before, Pinterest is a social media platform that is mostly about pictures and videos. It is made for inspiring people. By verifying the business account, the company can connect pictures and videos from their other social media pages, as well as from their website to the boards. Customers with a high interest in dogs, huskies, reindeers, horses, Finnish nature, and culture can then find them and save those content on their own boards and inspire more people with that. However, the pictures which will be connected on the Pinterest account should be of high quality and relate to content that animates the pinner to keep the company in mind. The goal would be to gain more customers over this inspirational platform. This would need additional time and a lot of attention, but it can be a chance for the company to gain new customers. Additionally, people like to identify themselves with companies they have visited and when the company can be found on Pinterest, they might also recommend it to family and friends.

Another idea for Polar Lights Tours Oy is, after continuing the high-quality Instagram page, to promote the posts of the company. Especially before the holiday season and the winter season itself. Through promotion, it is possible to reach a wider audience. “The Instagram promotion uses algorithms in order to determine who is likely to click on [the] ads based on [the] campaign motivations.” (Maio, 2019). Therefore, Polar Lights Tours Oy should identify what the intention would be to use a promotion: Increasing profile visits, website traffic, or promotion views.

I recommend focusing on increasing the profile visits and the website traffic as well as on customers which already showed interest. Therefore, it is best to manually select the target audience on the Instagram promotion as this will offer the company the chance to have more control over their advertisement.

Usually, the price of a promotion of a post is between five and seven euros per day per 1000 impressions. All in all, it can be said, promotion results are better when the company is investing more than the basic five to seven Euros per day. (Maio, 2019)

8.11.2 QR-Code on Flyers

The use of QR-Codes is not a very common way to search for information. The opinions split about them between persons which like using them, and people who think they are useless. Right now, especially when using printed material, the QR-code is the only chance to bring a direct link to the website on paper. However, in e-mails or digital media, a QR-code is more or less useless, as more and more potential customers use the phone.

However, to promote the offers of the company more, the placement of flyers on the right spots would be an idea. Especially during the Corona pandemic, it is harder to get customers, as there is no international and European travel. Most of the customers were from the UK. After talking to Päivi Hiukka, I got to know that most tours for the coming winter season are booked, but under the circumstances of a global pandemic, it will stay unsafe. However, it will be in high interest to promote their services more in Finland, and well-placed flyers in Tourist Information Centers, as well as public places, is a recommendation.

9 Summary and Critical Review on my Research

During the work on my thesis, I was able to reflect detailed basics of good marketing and especially online social media marketing. I defined first all important points of a marketing strategy and how important it is to think strategically when defining a marketing strategy.

When working together with the company, I was positively surprised that it turned out to be very good applying those both skills on a real case.

Like I mentioned before, Polar Lights Tours Oy reached more than 8000 accounts (+29.1%) in comparison to the month before and after the most active time in February. On this insight, it is possible to see, that the activity and the reach of the accounts raised after every posting. The big, tall stripes in figure 26 are the reels. Especially after the first one, the activity was very high on the account. I conclude that the regular posting of pictures and story updates, lets the activity on the account raise and even more, as I wondered before, the including of reels, will boost its reach. However, it can be clearly said, that social media marketing, if done correctly does make a difference when having the goal to expand the reach of the company. Continuously updating on the account, and keeping the follower and user satisfied is the basis for a great social media marketing.

However, I also must admit, that it is not always easy to work with a company remotely which operates mainly in nature. Especially when working with animals, it can be quite challenging to create the right content for the social media platforms as it often takes a long time to take pictures and videos. During my work with the social media account, I also realized that even if I analyzed the insights in detail and created a post, which I found very interesting and appealing, it does not mean that it will work in practice. However, I think social media marketing is often related to authenticity and about creating a vision of the company. There is a fine line between staying realistically authentic and creating a picture of a company that reflects the fun and a perfect view of the company. Moreover, coincidence is a very important factor. Even if the own opinion is very positive about a post, it does not mean that it will work.

Nevertheless, I enjoyed working together with Polar Lights Tours Oy and I am convinced that the company will gain a higher and stronger social media reach. Moreover, the concept and strategy I provided, is adopted by the company and I continue working together with them. For the next summer and winter season, I see a high potential for the company to gain new followers and customers via social media marketing.

Moreover, I have a positive outlook in the future, and it cannot be denied that good social media marketing can't be ignored anymore.

10 Sources

In the following part are the different sources listed I used during my thesis. This includes different types of literature sources as well as figures and the appendices of my thesis.

10.1 List of References

- Aboulhosn, S. (2019, September 27). *How to craft an effective social media content strategy*. Retrieved from sproutsocial.com: <https://sproutsocial.com/insights/social-media-content-strategy/>
- Bearhill Husky Tours. (2021, April 04). *About us*. Retrieved from bearhillhusky.com: <https://bearhillhusky.com/about-us-2/>
- Bearhill Husky Tours. (n.d.). *Winter Husky Adventures*. Retrieved 04 04, 2021, from bearhillhusky.com: <https://bearhillhusky.com/product-category/winter-husky-adventures/>
- Blythe, J. (2009). *Key Concepts in Marketing*. London: SAGE Publications Ltd.
- Bolognesi, P. (2018, October 02). *Basics for Neueinsteiger: So funktionieren Pinterest-Algorithmus und -Marketing*. Retrieved 04 21, 2021, from basicthinking.de: <https://www.basicthinking.de/blog/2018/10/18/pinterest-algorithmus-marketing-erfolg/>
- Buffer. (n.d.). *What is Social Media Marketing*. Retrieved March 21, 2021, from buffer.com: <https://buffer.com/social-media-marketing>
- Carl. (2020, May 24). *Instagram Algorithm*. Retrieved from diri-socialmedia.de: <https://diri-socialmedia.de/instagram-algorithmus/>
- Center for Management and Organization Effectiveness. (n.d.). *Strategic Thinking*. Retrieved 04 20, 2021, from cmoe.com: <https://cmoe.com/glossary/strategic-thinking/>
- Charlesworth, A. (2018). *Social Media Marketing: Marketing Panacea or the Emperor's New Digital Clothes?*. 222 East 46th Street, New York, NY 10017: Business Expert Press, LLC.
- Cooper, P. (2021, February 10). *How the Facebook Algorithm Works in 2021 and How to Make it Work for You*. Retrieved 03 23, 2021, from blog.hootsuite.com: https://blog.hootsuite.com/facebook-algorithm/#11_tips_for_working_with_the_Facebook_algorithm
- Criddle, C. (2020, October 28). *Facebook sued over Cambridge Analytica data scandal*. Retrieved from bbc.com: <https://www.bbc.com/news/technology-54722362#:~:text=Facebook%20is%20being%20sued%20for,used%20for%20advertising%20during%20elections.>

- Cuevas, N. (2020, June 10). *How To Use Pinterest To Boost Traffic and Sales for Your Business*. Retrieved April 25, 2021, from adobe.com:
<https://www.adobe.com/express/learn/blog/pinterest-for-business>
- Facebook. (n.d.). *Mit Stories Ads kannst du dir einen Platz im Alltag der Nutzer sichern - Weshalb sind Stories so beliebt*. Retrieved 03 23, 2021, from facebook.com:
<https://www.facebook.com/business/ads/stories-ad-format>
- Frankenfield, J. (2019, August 21). *Affiliate Marketing*. Retrieved March 20, 2021, from investopedia.com: <https://www.investopedia.com/terms/a/affiliate-marketing.asp>
- Geyer, H., Magerhans, A., & Ephrosi, L. (2017). *Crashkurs Marketing - Grundlagen/Strategien/Konzepte*. Freiburg: Haufe-Lexware GmbH & Co. KG.
- Greif, Y. (2020, July 10). *Using PID controllers to diversify content types on home feed*. Retrieved 04 20, 2021, from Pinterest Engineering Blog:
<https://medium.com/pinterest-engineering/using-pid-controllers-to-diversify-content-types-on-home-feed-1c7195c89218>
- Hall, M. (2021, February 04). *Facebook - American Company*. Retrieved from britannica.com: <https://www.britannica.com/topic/Facebook>
- Hiukka, P. (2021, April 22). Marketing of Polar Lights Tours Oy. (A.-K. Seefloth, Interviewer)
- Husky Ranch Lapland. (n.d.). *Hop in four an adventure*. Retrieved 04 17, 2021, from huskyranch.fi: <https://www.huskyranch.fi/>
- iEduNote. (n.d.). *5 Marketing Concepts: Marketing Management Philosophies*. Retrieved 04 23, 2021, from iedunote.com:
<https://www.iedunote.com/marketing-concepts#:~:text=The%20selling%20concept%20holds%20the,scale%20selling%20and%20promotion%20effort.%E2%80%9D&text=In%20other%20words%2C%20the%20aim,program%20carries%20very%20high%20risks.>
- investor.fb.com. (2021, Januar). *FB Earnings Presentation Q4 2020*. Retrieved from statista.com:
https://s21.q4cdn.com/399680738/files/doc_financials/2020/q4/FB-Earnings-Presentation-Q4-2020.pdf
- Kirk, I. (2019, December 10). *Marketing Strategy - What is "Strategic Marketing" and why is it so important?* Retrieved from opportunitymarketing.co.uk:
<https://opportunitymarketing.co.uk/blog/what-is-strategic-marketing-and-why-is-it-so-important>
- Kotler, P., & Keller, K. (1997). *Marketing Management (13th Edition)*. New Jersey: Pearson Education, Inc.
- Krumm, J., Davies, N., & Narayanaswami, C. (2008). *User-Generated Content*. IEEE CS.
- Lawal, M. (2018, May 11). *Der Facebook-Algorithmus: So bleiben Sie beim Facebook-Marketing vorne mit dabei*. Retrieved from blog.hootsuite.com:
<https://blog.hootsuite.com/de/facebook-algorithmus-organische-reichweite/>

- Maio, A. (2019, December 02). *Instagram Promotion - How Does It Work and Is It Worth It?* Retrieved 04 23, 2021, from studiobinder.com:
<https://www.studiobinder.com/blog/instagram-promotion/>
- MBA Skool Team. (2021, January 09). *Product Concept*. Retrieved 04 21, 2021, from mbaskool.com: <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/3037-product-concept.html>
- Mehta, V. (2019, January 11). *The Role of Strategic Marketing in an Organisation*. Retrieved 04 14, 2021, from berlinsbi.com:
<https://www.berlinsbi.com/blog/career-advice/the-role-of-strategic-marketing-in-an-organisation/#:~:text=Streamlines%20product%20development%3A%20Strategic%20marketing,existing%20trends%20in%20the%20market.>
- Oxford Reference. (n.d.). *societal marketing concept*. Retrieved 04 20, 2021, from oxfordreference.com:
<https://www.oxfordreference.com/view/10.1093/oi/authority.20110803100515564>
- Phillips, K. W. (2017). *Ultimate Guide to Instagram for Business*. Entrepreneur Press.
- Pinterest. (n.d.). *All about Pinterest*. Retrieved 04 07, 2021, from help.pinterest.com:
<https://help.pinterest.com/en/guide/all-about-pinterest>
- Platschke, K. (2017). *Beyond Digital: Markenstrategie für mehr Relevanz*. Freiburg: Haufe-Lexware GmbH & Co. KG.
- Poleshova, A. (2018, June). *Monatlich aktive Nutzer (MAU) von Instagram weltweit is Juni 2018*. Retrieved from statista.com: <https://bibaccess.fh-landshut.de:2127/statistik/daten/studie/300347/umfrage/monatlich-aktive-nutzer-mau-von-instagram-weltweit/>
- Poleshova, A. (2020, February 18). *Anzahl der Instagram-Nutzer nach Altersgruppen und Geschlecht weltweit 2020*. Retrieved from de.statista.com:
<https://de.statista.com/statistik/daten/studie/809703/umfrage/instagram-nutzer-nach-alter-und-geschlecht-weltweit/>
- Poleshova, A. (2021, February 05). *Monatliche aktive Nutzer von Facebook weltweit bis zum 4. Quartal 2020*. Retrieved from de.statista.com:
de.statista.com/statistik/daten/studie/37545/umfrage/anzahl-der-aktiven-nutzer-von-facebook/
- Queensland, Q. G.-B. (2017, July 17). *The 7 Ps of marketing*. Retrieved from business.qld.gov.au: <https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/marketing-basics/seven-ps-marketing>
- Schauer-Bieche, F. (2019). *Der Content-Coach - Leitfaden für bessere Inhalte und durchdachte Strategien im Content-Marketing*. Wiesbaden: Springer Fachmedien Wiesbaden GmbH.
- Shaw, A. A. (2020, November 22). *Selling Concept - Definition, Examples, Pros & Cons*. Retrieved 04 21, 2021, from marketingtutor.net:
<https://www.marketingtutor.net/what-is-selling-concept/>

- Standage, T. (2013). *Writing on the Wall: Social Media - The First 2,000 Years*. BLOOMSBURY.
- Startup Strings. (2020, April 19). *Societal Marketing Concept Definition, Advantages, Examples, Importance*. Retrieved 04 24, 2021, from startupstrings.com: <https://startupstrings.com/societal-marketing/>
- Statista Research Department. (2020, May 26). *Statistiken zu Pinterest*. Retrieved 04 16, 2021, from statista: <https://bibaccess.fh-landshut.de:2127/themen/1996/pinterest/>
- Warren, J. (2021, January 04). *This is How the Instagram Algorithm Works in 2021*. Retrieved from later.com: <https://later.com/blog/how-instagram-algorithm-works/>
- Woschnick, V. (2020, June 25). *Top 10 Most Effective Marketing Strategies*. Retrieved 03 20, 2021, from weidert.com: weidert.com/blog/top-10-most-effective-marketing-strategies

10.2 List of Figures

<i>Figure 1: Marketing Mix according to Kotler and Keller</i>	4
<i>Figure 2: Family Daily Active People in billion (DAP)</i>	16
<i>Figure 3: Facebook Monthly Active Users (MAUS) in millions</i>	16
<i>Figure 4: Facebook Reaction Emoji's - like, love, care, haha, wow, sad and angry</i>	18
<i>Figure 5: Amount of Monthly Active Instagram Users worldwide in certain months beginning in January 2013 till June 2018</i>	19
<i>Figure 6: Amount of Instagram Users (in million) sorted by age and gender worldwide in January 2020</i>	19
<i>Figure 7: Revenue of Pinterest worldwide from 2016 to 2019 (in millions of US dollars)</i>	22
<i>Figure 8: Number of Monthly Active Users of Pinterest worldwide from Q1 2016 to Q3 2020</i>	23
<i>Figure 9: Questions to gain knowledge about the company's expectations</i>	27
<i>Figure 10: Brand Logo of Polar Lights Tours Oy</i>	29
<i>Figure 11: Brand Logo of Bearhill Husky Tours</i>	31
<i>Figure 13: Feed-Posts of Bearhill Husky Tours</i>	32
<i>Figure 14: Instagram Page of @bearhillhusky [17.04.2021]</i>	32
<i>Figure 15: SWOT analysis of Bear Hill Husky Tours</i>	33
<i>Figure 12: Brand Logo of Husky Ranch Lapland</i>	33
<i>Figure 16: Instagram Page of @huskyranchlapland [17.04.2021]</i>	34
<i>Figure 17: SWOT analysis of Husky Ranch Lapland</i>	35
<i>Figure 18: Instagram Page before improvements @polarlightstours [04.03.2021]</i>	35
<i>Figure 19: SWOT analysis of Polar Lights Tour Oy</i>	36
<i>Figure 20: Insight about the audience of @polarlightstours [17.03.2021]</i>	36
<i>Figure 21: Content Plan of Polar Lights Tours Oy</i>	39
<i>Figure 22: Survey about how often a company should post content</i>	40
<i>Figure 23: Posting Calendar for Polar Lights Tours Oy</i>	41
<i>Figure 24: List of Recommended Hashtags for Polar Lights Tours Oy</i>	42
<i>Figure 25: Adjusted and updated Instagram front page incl. feed of @polarlightstours [22.04.2021]</i>	43
<i>Figure 26: First Instagram post from the 19.03.2021 form @polarlightstours</i>	44
<i>Figure 27: Views of the reels @polarlightstours [22.04.2021]</i>	44
<i>Figure 28: Audience in the last 30 days and most active time of the audience between 23.03. and 21.04.2021 [22.04.2021]</i>	45
<i>Figure 29: The Amount of accounts reached by Polar Lights Tours Oy in relation to the previous month</i>	45
<i>Figure 30: Amount of likes and profile visits during the last 30 days [22.04.2021]</i>	46

10.3 List of Appendice

Appendix 1 – Interview

Interview with Päivi Hiukka and Tanja Alatalo about the marketing of Polar Lights Tours Oy including questions about the content creation and their expectations. Moreover the interview includes main information and feedback at the end of my work.

Content Creation (Pictures, Videos, Captions):

- Why should the content be created? Why should the content be changed? Regarding the Social Media platforms
 - *Gaining more customers and a wider reach;*
 - *but not just Finnish customer also more international during this tough Corona Pandemic*
 - *trying to convince people to book directly over the website of the company not just through travel agency*
- What are the main goals/ expectations for the company?
 - *Attraction of customers local as well as from abroad*
 - *Creating a brand image and give impression, as well as show what customers can expect from the services and make the customer familiar with the company; building a customer bond*
- What is the marketing strategy? How do you promote the company? (Ads, Flyers, mouth to mouth)
 - *Travel trade fares, social media channels, travel agencies, local marketing – > Visit Levi and Visit Finland are local organizations*
 - *Connection with hotels and other safari companies which offer the tours to their customers*
 - *Widen TV presence: national project with Temptation island of Suomi (Finland) to attract maybe customers from other countries and to build a brand image*
- How do you describe your services and the products, such as accommodation, you provide? (luxury, family oriented, high quality customer experiences, high interest in customer relationship etc.)
 - *The Service and the products have a wide range of customers and a big target group:*
 - *Christmas time: family oriented*

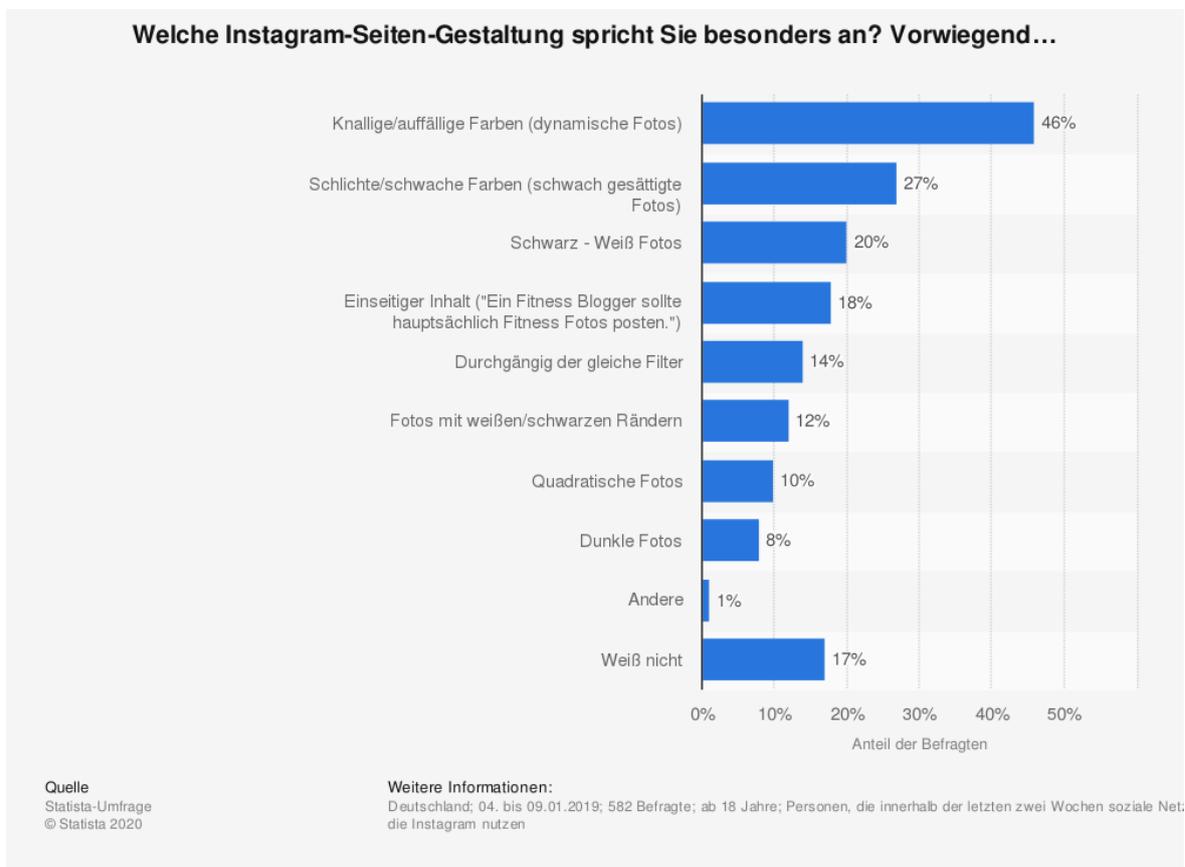
- *But also groups , couples, singles, young adults, elderly → wide range*
 - *Luxury and private tours: Everyone gets the same high quality of the tours*
 - *Season related: winter is the high season, summer is more low due to low tourism in Finnish Lapland*
 - *High customer interaction and want to create a strong bond*
 - *Horse riders are repeaters; they are national and international*
 - *Lapland trip is more once in a lifetime-experience and therefore the company wants to promote it more online also for the summer trips*
 - *A big goal of the company is to make the Lapland experience also in summer with the midnight sun more attractive for tourists*
- What is the purpose of your product/ service, what do you want to transfer to the customer? (amazing experience, unforgettable adventure etc.)
 - *Being part of the nature in Lapland, bringing the amazing nature closer to tourists and learning about the lifestyle and nature → local food/ local environment*
- Related to marketing: Where do you want to have the focus of the marketing on? (sales of the product, creation of a close customer relationship, inspiration for the customer)
 - *Sales of the products and services*
 - *Customer relationship: the company wants the customer to come again*
 - *Showing that Lapland is beautiful not just dark and cold; many things to experience → making Lapland more attractive*
 - *Use customer feedback and feedback from employees to improve the marketing and the tours*
 - *Always improvement of the services and the creation of new services to stay innovative and up to date*
 - *This Improvement related on the vision of the customers → creation of a unique experience for the customer*
- How much would you like to invest to create good content? And how much would you be able to invest?
 - *Change online booking system*
 - *Improvement of different systems its more about making it easier and better not about the money, it must work in the end for the company and the customer*

Main Information about the business and the goals:

- What is the story of your business? What story do you want to tell your customer?
 - *Experiences*
 - *The company wants to tell in their social media who they are and what they are doing*
 - *Authentic but still creating nice image → keeping realistic/authentic and staying familiar*
 - *But also want to show up the variety of their offers*
- What emotions do you want to create in the customer regarding the services and products you offer?
 - *Excitement, fun, amazement*
 - *Learning of the culture and the way how Finnish people live; story behind the company and the animals*
- What are your core values? (such as “Quality, Fun, Passion, Trustworthiness, Fairness etc.”) What are you standing for? (beliefs, philosophies, and principles of your business) Which of these core values do you want to transfer to your customers?
 - *Enjoyable, Fun, Safety, Reliability, Trustworthiness*
 - *same quality throughout all the trips / private or big group but the quality services stays the same*
 - *Ecological factors including: Sustainability of the services*
- What is your vision of the company? (where do you see your company in the future? Based on your future goals)
 - *Vision: 10 people year around and season employees may and June low/no season*
 - *Make the summer more attractive for customers (local, national and international)*
 - *All year around business*
 - *Good reputation with the cooperation with retailers all over the world*
 - *Still small enough to do quick changes in the program to be competitive in the tourism marketing*
 - *Will be interesting how the tourism will change in the next years*
- Could you already recognise a change in the amount of customers in the last four weeks?
 - *Good feedback; more professional image; positive*

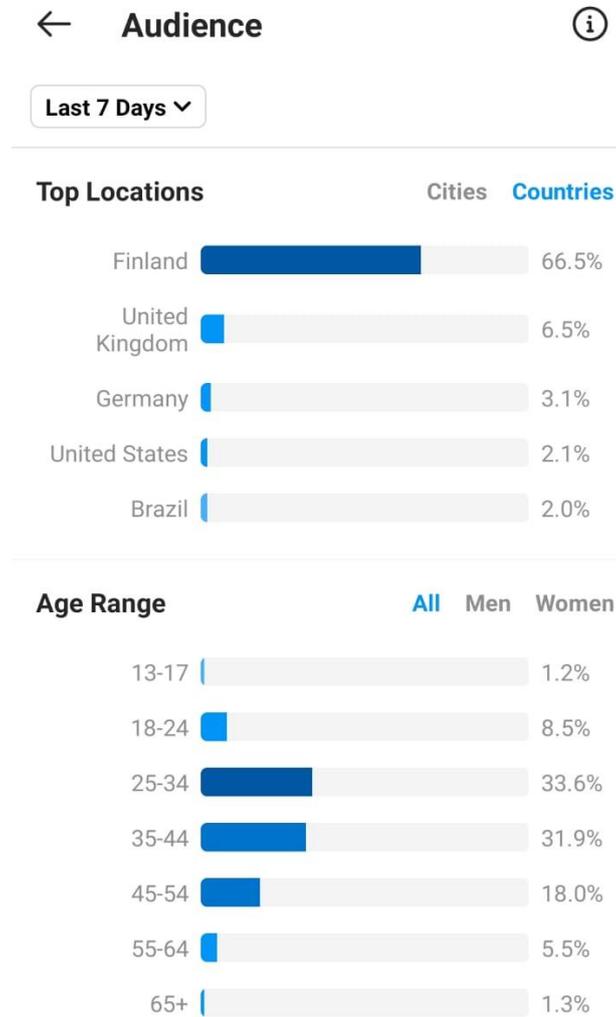
Appendix 2 – Statistic

Statistic of Statista regarding the appearance of the design of Instagram pages. According to the survey strong, eye-catching colours and dynamic pictures appeals particularly to users (46%). Followed by plain and weak colours (27%) and black and white pictures (20%). With 18%, users like to see one-sided content and continuously the same filter (14%). The last ones are pictures with black and white frame (12%), square pictures (10%), dark pictures (8%) and others (1%). 17% of the interview users did not know what they prefer.



Appendix 3 – Insights

Insights of Polar Lights Tours Oy's Instagram channel. Defining the location of the Instagram channel with focus on Finland (66.5%) and the age range of the followers.



Appendix 4 – Overview Feed Posts

Overview about the feed posts I created. This includes the post performance of every post listed according to their publishing date. The post performance shows the reactions on the posts and the reach and impressions. The reach is the number of accounts that have seen the post. Impressions is the total number the post had been seen from users.

 polarlightstours
Polar Lights Tours



polarlightstours Mikään ei ole pehmeämpää kuin lämmin hevosen turpa. ❤️

Rauhalliset suomenhevosemme on tehty kylmään ja ankarin talviin täällä Lapissa.

Rentouttavalla ratsastusretkellä ihastelet hevosen selästä lumisia maisemia, voit selkeällä säällä nähdä Pallastunturijonon ja erilaisia metsäeläimiä ja niiden jälkiä.

Varaukset tähän ainutlaatuisen luontoelämykseen Suomenhevosen kanssa täältä <https://polarlightstours.fi/fi/tuote/asketeet-lumessa-ratsastusretki/>

There is nothing softer than a horse nose. ❤️
Our calm #finnhorses are made for the cold and the harsh winters here in #lapland. But with their relaxed way they love to get pet.

If you want to join a tour with our lovely finnhorses, just visit our booking page (link in bio) or give us a call!

#horse #hevoseet #horsebackriding #riding #horsesofinstagram #horsenose #horsepower #nature #winter #and #summer #tours #travel #lapland #VisitLapland #visitfinland #polarlightstours #finland #lappi #OurLapland #ecotourism #ecotours Less

Mar 24, 2021

Post Performance

❤️ 94 💬 0 📄 0

Interactions

5

Actions taken from this post

Profile Visits 5

Discovery

658

Accounts reached

13% weren't following you

Follows	--
Reach	658
Impressions	712
From Home	610
From Hashtags	49
From Profile	48
From Other	5

polarlightstours
Polar Lights Tours



polarlightstours Moikka!

Nämä kaksi nuorta ovat Helmi ja Huntalo. Molemmat ovat Alaskan Huskyja ja laumamme seuraavaa sukupolvea. Rekikoirina ne rakastavat juoksemista lumessa ja #SuomenLappi kylmyyttä.

Jos haluat tulla johonkin rekikoiretkestämme, seuraa biossamme olevaa linkkiä tai soita meille. Me rakastamme tarjota sinulle mahtavaa aikaa tarhassamme ja retkillä. #levilapland ainutlaatuinen erämaa!

Nähdään pian!

This two youngsters are Helmi and Huntalo. Both are Alaskan Huskies and the next generation of our pack. As sled dogs, they love running in the snow and the coldness of #FinnishLapland.

If you want to join one of our sled dog tours, just follow the link in our bio or give us a call. We love to give you an awesome time at our kennel incl. the unique wilderness of #levilapland!

See you soon!

#lapland #levilapland #husky #alaskanhusky #blueeyes #sleddog #nature #forest #winter #wintervonderland #sunshine #visitlapland #levilapland #polarlightstours #adventure #holidays #finland #doglove #sledding #ecotourism #ecotours Less

Mar 26, 2021

Post Performance

👍 108 💬 2 📄 0

Interactions

4

Actions taken from this post

Profile Visits 4

Discovery

925

Accounts reached

31% weren't following you

Follows	--
Reach	925
Impressions	969
From Home	658
From Hashtags	243
From Profile	49
From Other	19

polarlightstours
Polar Lights Tours



polarlightstours Nautitko sinäkin keväturingosta? Meidän hevosemme ehdottomasti nauttivat!

Viikonlopun lumisateiden jälkeen aurinko lämmittää ja hevosemme rentoutuvat nyt auringossa ennen tulevaa retkeä metsään 🌞

Vaikka meillä täällä #levilapland on vielä lunta, voit jo nyt varata kesäkierueemme. Katso nettisivuiltamme lisää tietoa tarjouksistamme!

Don't you also enjoy the sun? Our #horses definitely do! After a bit of snow on the weekend, our horses now relax in the sun before tours as the temperature raise again 🌞

Even though we still have snow here in #levilapland, you can already book our summer tours. Check out our Website for more information regarding our offers!

#horse #hevoseset #horsebackriding #riding #friends #nature #winter #tours #sunshine #travel #lapland #VisitLapland #visitfinland #polarlightstours #adventure #in #finland #lappi #OurLapland #ecotourism #ecotours

@visitlapland Less

Mar 28, 2021

Post Performance

👍 119 💬 2 📄 0

Interactions

5

Actions taken from this post

Profile Visits 5

Discovery

934

Accounts reached

29% weren't following you

Follows	--
Reach	934
Impressions	981
From Home	691
From Hashtags	222
From Profile	48
From Other	20

polarlightstours
Levi, Lappi, Finland



polarlightstours Kevät on tulossa. 🌸🌸🌸
...mutta huskyajelulle lähdetään silti!
Tänään oli taas kaunis päivä ulkona lumen keskellä meidän valjakkokoirien kanssa... ☺

Tutustu kesäretkiin nettisivuillamme (linkki biossa).

Spring is coming. 🌸🌸
..but we are still going on some husky safaries!
Had another beautiful day outside in the #snow with our dogteams. ☺

Check out our #summertrips on our website (link in bio).

#weekend #weekendvibes #sparksyoursoul #dog #alaskanhusky #husky #sleddog #doglove #sledding #safari #adventure #holiday #nature #spring #is #coming #lapland #levilapland #visitlevi #visitlapland #polarlightstours #finland #visitfinland #ecotourism #ekotourism #ecotours Less

Mar 30, 2021

Post Performance

👍 79 💬 0 📄 0

Interactions

2

Actions taken from this post

Profile Visits 2

Discovery

657

Accounts reached

21% weren't following you

Follows	--
Reach	657
Impressions	734
From Home	572
From Hashtags	72
From Profile	57
From Other	33

polarlightstours
Polar Lights Tours



polarlightstours Mikä kaunis päivä lähteä ratsastamaan metsään! 😊
Se on rauhoittavaa ja samalla voit nauttia henkeäsalpaavasta luonnosta #levilapland ympärillä.

Jos haluat osallistua jollekin retkellemme käy verkkosivuillamme (linkki biossa) katsomassa ja varaamassa oma retkesi!

Odotamme innolla, että näemme sinut seuraavalla retkellä! 🐾

What a beautiful day to go for a horseback ride in the forest! 😊
It's all about calming down and enjoying the breathtaking nature around #levilapland.

If you want to join one of our trips visit our website (link in bio) to check out available dates.

Looking forward to seeing you at our next trip! 🐾

#horses #horsebackriding #horselove #riding #nature #winter #tours #sunshine #travel #lapland #levilapland #visitlapland #polarlightstours #adventure #in #finland #ecotourism #ecotours Less

Apr 1, 2021

Post Performance

👍 111 💬 1 📄 1

Interactions

6

Actions taken from this post

Profile Visits 5
Website Clicks 1

Discovery

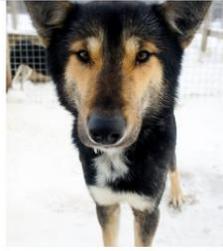
1,185

Accounts reached

49% weren't following you

Follows	--
Reach	1,185
Impressions	1,241
From Home	641
From Hashtags	539
From Profile	50
From Other	11

Published on 04/02/2021 7:07 AM



polarlightstours Hyvää Pääsiäistä 🐰

Tämä on Ela 🐶

Ketun näköinen Ela on hyvin rauhallinen sielu, mutta rakastaa silti juosta metsän halki taalla #polarlightstours illa.

Alaskan Huskyn lämpimällä turkillaan, Ela pysyy lämpimänä jopa erittäin alhaisessa -25 asteen lämpötilassa ja nauttii juoksemisesta erämaassa.

Jos haluat kokea henkeäsalpaavan luonnon rekikoiran vetämänä, klikkaa linkkiä biossamme ja selvitä, mikä retki sopii sinulle parhaiten.

PS: Meillä on retkiä huskyjen kanssa ympäri vuoden! 🌞🌿

Happy Easter 🐰

This is Ela 🐶

With his fox-looking face, Ela is a very calm soul but still loves running through the #forest of our surroundings here in #levilapland in front of a sled. With his warm fur of an Alaskan Husky, he even keeps warm at very low temperature of -25° and enjoys rides in the wilderness.

If you want to experience the breath-taking nature with a sled as well, click on the link in our bio and find out which tour fits you best.

PS:.

We have tours with the huskies all year around! 🌞🌿

#easter #happyeaster #husky #alaskanhusky #foxy #sleddog #doglove #sledding #nature #winter #wintervonderland #sunshine #visitlapland #levilapland #lapland #levilapland #visit #polarlightstours #adventure #holidays #finland #visitfinland

Post Performance

👍 82 💬 0 📌 0

Interactions

5

Actions taken from this post

Profile Visits 5

Discovery

621

Accounts reached

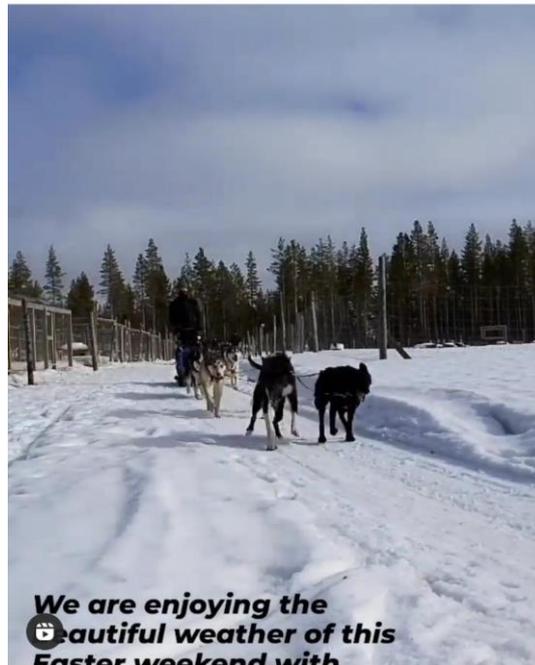
11% weren't following you

Follows	--
Reach	621
Impressions	672
From Home	585
From Profile	40
From Hashtags	33
From Other	14



polarlightstours

Keith Thomas • This Is Living!



We are enjoying the beautiful weather of this Easter weekend with



Liked by galleriaraekallio, laplandhide and 92 others
polarlightstours Eastern @polarlightstours 💙

#husky #huskylove #huskysafaris #dogsofinstagram #sleddog #doglove #sledding #safari #sunnyday #easter #levilapland #lapland #visitfinland #lappi #visitlapland #polarlightstours #ecotours #ecotourism

polarlightstours
Levi, Lappi, Finland



polarlightstours Kauniit Elämysten -mökkipiiri 🌟
On ainutlaatuinen kokemus viettää pari päivää mökissämme. Puiden ja metsän äänen ympäröimänä, samalla kun vedät syvään henkeä, löydät sisäisen rauhan puhtaassa erämaassa #levilapland...

Mökkipiiri ovat varattavissa myös kesäaikaan. Katso lisätietoja varaussivuiltamme ❤️

Our beautiful Aurora Wilderness Cabins 🌟
It is definitely a unique experience to stay for a couple of days in our cabins. Surrounded by trees and the sound of the forest, while taking some deep breaths you will find your inner peace in the pure wilderness of #levilapland..

Our cabins can also be booked during summer. Check out our booking page for more information ❤️

#cabin #summercottage #cabinlove #summercabin #cozy #cozyhome #forest #wilderness #nature #naturelover #aurora #northernlights #pure #silence #levilapland #visitlapland #visitfinland #finland #polarlightstours #ekotours #ecotourism #ecotours @levilapland Less

Apr 6, 2021

Post Performance

👍 109 💬 1 📄 0

Interactions

6

Actions taken from this post

Profile Visits	5
Website Clicks	1

Discovery

876

Accounts reached

19% weren't following you

Follows	--
Reach	876
Impressions	1,061
From Home	866
From Hashtags	131
From Profile	25
From Other	39

polarlightstours
Polar Lights Tours



polarlightstours Nautitaan auringosta ennen retkeä ja nukutaan vähän 🌞❤️

Enjoying the sun before the ride and catching up on some sleep 🌞❤️

#sleepy #horse #finnhorse #relaxing #in #the #sun #horsesofinstagram #horselove #horsebackriding #riding #forest #nature #finland #visitfinland #visitlapland #levilapland #polarlightstours #ecotours #ecotourism

Apr 8, 2021

Post Performance

👍 91 💬 0 📄 0

Interactions

4

Actions taken from this post

Profile Visits	4
----------------	---

Discovery

667

Accounts reached

18% weren't following you

Follows	--
Reach	667
Impressions	734
From Home	595
From Hashtags	102
From Profile	25
From Other	12

polarlightstours
Levi, Lappi, Finland



polarlightstours WEEKEND VIBES!
Pieni palaute viime viikon kauniista säästä.
Husky-suudelmia älä Kuura ja Halla... 🐾💕

Jos haluat myös tutustua huskyihimme, hevosiin ja poroihimme, katso nettisivuiltamme lisää tietoa kesätarjojuksistamme!

WEEKEND VIBES!
A little throwback to the beautiful weather from last week.
Some husky-kisses from Kuura and Halla... 🐾💕

If you also want to get to know our #huskies, horses and reindeer, check out our website for more information about our #summer offers!

#weekendvibes #happy #husky #kisses #cutie #doglover #huskyloveers #huskylove #huskylife #dogsofinstagram #sleddog #huskysafari #sunshine #summeriscoming #forest #naturelovers #finland #lapland #finnishlapland #levilapland #visitlapland #polarlightstours #ecotourism #ecotours Less

Apr 10, 2021

Post Performance

👍 113 💬 2 📄 1

Interactions

8

Actions taken from this post

Profile Visits 8

Discovery

886

Accounts reached

24% weren't following you

Follows	--
Reach	886
Impressions	937
From Home	693
From Hashtags	171
From Explore	28
From Other	45

polarlightstours
Levi, Lappi, Finland



polarlightstours Huskyt ovat valmiita lähtemään retkille! 🐾🐾
Nämä voimakkaat ja sitkeät koirat on luotu juoksemiseen ja nauttivat halailusta sen jälkeen!

Tutustu varaussivullamme viimeisiin talvisafareihin! (Linkki biossa)

The #huskies are ready to go for some tours! 🐾🐾
These powerful and enduring dogs are made for running and enjoy some cuddles afterwards!

Check out our booking page for the last wintersafaris! (Link in bio)

#lapland #levilapland #husky #alaskanhusky #sleddogs #doglove #dogsofinstagram #huskylove #safari #sledding #nature #forest #snow #winterwonderland #visitlapland #levilapland #polarlightstours #adventure #holidays #finland #visitfinland #ecotourism #ecotours Less

Apr 12, 2021

Post Performance

👍 119 💬 1 📄 2

Interactions

4

Actions taken from this post

Profile Visits 4

Discovery

926

Accounts reached

28% weren't following you

Follows	--
Reach	926
Impressions	1,084
From Home	797
From Hashtags	225
From Location	28
From Other	34



polarlightstours What a great way to start in the day 🍂🐾

If you also would love to join one of our rides in the forest or want to participate on our #ridinglessons, check out our website or give us a call!

#horse #finnhorse #lovely #morning #beststartintheday #horsebackriding #riding #tour #in #the #forest #snow #silence #amazingnature #amazing #experience #levilapland #finnishlapland #love #finland #visitlevi #visitfinland #polarlightstours #ecotours #ecotourism

2w

Top Comments



minun.kallis I would visit you in a heartbeat, if I were more sure of the travel guidelines for Germany<->Finland. 😊

2w 3 likes Reply



polarlightstours @minun.kallis true, the situation is not the best at the moment... looking forward to better times 🍂🐾

2w 1 like Reply



_sandra_ja_hevoset_ Mortti ❤️

2w 1 like Reply



polarlightstours
Levi, Lappi, Finland



polarlightstours Hyvää viikonloppua! 🍂❤️
Olemme edelleen menossa retkille huskyjemme kanssa! *
Koirat rakastavat juoksemista ja ovat aina innoissaan safareista.

Tutustu kesän safareihimme huskyjen kanssa nettisivuillamme (linkki biossa).

Have a great weekend! 🍂❤️
We are still going for some tours with our huskies! *
The dogs love to run and are always excited to go for safaris.

Check out our #summer #safaris with the #huskies on our website (link in bio)!

#strong #husky #doglover #huskylovers #huskylove #dogsofinstagram #sleddog #huskysafari #sunshine #summeriscoming #forest #naturelovers #finland #lapland #finnishlapland #levilapland #visitlevi #visitfinland #visitlevi #polarlightstours #ecotourism #ecotours Less

Apr 16, 2021

Post Performance

👍 82 💬 0 📄 0

Interactions

3

Actions taken from this post

Profile Visits 3

Discovery

703

Accounts reached
20% weren't following you

Follows	--
Reach	703
Impressions	750
From Home	593
From Hashtags	125
From Location	15
From Other	17



Liked by [galleriaraekallio](#), [levilapland](#) and 65 others

polarlightstours Enjoying the beautiful weather with our #huskies on some tours 🐾💙

Our kennel never rests, check out our #summer activities and #offers on our website! 😊

#lovewhatyoudo #husky #huskylove #huskysafaris #sleddog #doglife #dogsofinstagram #snow #in #spring #adventure #enjoylife #visitlevi #levilapland #lappi #finnishlapland #visittlapland #finland #visitfinland #polarlightstours #ecotours #ecotourism

17 April

polarlightstours
Levi, Lappi, Finland

polarlightstours We had some amazing weather the last week! ❤️ Our #horses truly love the warmth of the sun while walking through the forest. 🌳🐾

Horseback riding through the finnish nature, enjoying the silence and the fresh air, is just a unique experience up here in #levilapland.

Check out our other #summeractivities, incl. fatbikeing and canoeing, on our website! 🚣🚲

#finnhorse #horse #hevoseet #horsebackriding #spring #in #lapland #riding #nature #fatbike #canoe #tours #sunshine #travel #lapland #VisitLapland #visitfinland #polarlightstours #adventure #in #finland #lappi #OurLapland #ecotourism #ecotours @levilapland [Less](#)

Apr 20, 2021

Post Performance

👍 132 💬 0 📌 0

Interactions

8

Actions taken from this post

Profile Visits 8

Discovery

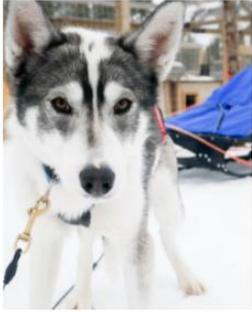
1,048

Accounts reached

39% weren't following you

Follows	--
Reach	1,048
Impressions	1,107
From Home	669
From Hashtags	392
From Explore	19
From Other	27

 polarlightstours



polarlightstours Our sweet E.T. wishes you a great #humpday 

We enjoy those warmer days with some last trainings and safaris on white tracks, but we are hoping for some new snow in the next days ☺

Depending on the conditions, safaris with our lovely huskies can still be booked via calling.

Don't forget to check out our #summeractivities at our [website!](#)

#chilled #hard #working #husky #huskylove #alaskanhusky #huskysafaris #huskyofinstagram #sleddog #huskytour #sunnydays #thisisfinland #thingstodo #in #finland #lapland #visitfinland #visitlapland #visitlevi #polarlightstours #ecotours #ecotourism [Less](#)

Apr 21, 2021

Post Performance

 89  2  0

Interactions

4

Actions taken from this post

Profile Visits 4

Discovery

619

Accounts reached

5% weren't following you

Follows	--
Reach	619
Impressions	678
From Home	638
From Hashtags	26
From Profile	7
From Other	7