

# **DIGITAL MARKETING PLAN**

Hyvinvointi Soile Jussila



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Tämä opinnäytetyö on tehty hyvinvointi ja kauneus alalla olevalle yritykselle nimeltä Hyvinvointi Soile Jussila. Yritys toimii pääsääntöisesti Suomessa, mutta pystyy myös palvelemaan kansainvälisiä asiakkaita. Hyvinvointi Soile Jussilan tärkein tuote on tällä hetkellä magneettiripset, jota yritys myy erilaisissa sosiaalisen median alustoissa kuten Facebook, Instagram ja YouTube. Tämän opinnäytetyön tavoitteena on tutkia digitaalista markkinointia ja sitä kautta luoda Hyvinvointi Soile Jussilalle uusi digitaalisen markkinoinnin strategia.

Opinnäytetyön teoriaosuudessa käydään ensin läpi mitä digitaalinen markkinointi on ja mitkä ovat sen työkalut. Digitaalinen markkinointi on tuonut yrityksille lukemattomia mahdollisuuksia tavoittaa asiakkaitaan esimerkiksi sosiaalisen median alustoissa. Käyttämällä oikeita digitaalisen markkinoinnin työkaluja yrityksellä on mahdollisuus menestyä digitaalisen markkinoinnin kovassa kilpailussa.

Aineisto opinnäytetyön tutkimusosaan on kerätty yrityksen online-asiakkaille teetetyllä asiakaskyselyllä sekä kahdella teemahaastattelulla, joiden avulla tutkija halusi selvittää yrityksen digitaalisen markkinoinnin tilan sekä luoda SWOT- analyysin yrityksen digitaalisen markkinoinnin ympäristöstä.

Tutkielman johtopäätöksenä on, että Hyvinvointi Soile Jussilan täytyy yksinkertaistaa ja tehdä pitkän tähtäimen digitaalisen markkinoinnin strategia. Yrityksen kannattaa keskittyä muutamaankin tärkeään digitaalisen markkinoinnin alustaan, kuten Facebook, Instagram, YouTube ja nettisivut. Nämä yleisimmät alustat ovat myös yrityksen online asiakkaiden käyttämiä alustoja asiakkaiden halutessa olla yhteydessä yritykseen tai ostaa sen tuotteita.

Avainsanat Digitaalinen markkinointi, Sosiaalisen median markkinointi, Digitaalisen markkinoinnin työkalut.

Sivut 34 sivua ja liitteitä 3 sivua

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The commissioning company for this thesis is Hyvinvointi Soile Jussila. The company works in the field of beauty and wellness and operates mainly in Finland but has the capability to sell to foreign countries also. The aim of this thesis was to create a new digital marketing plan for the case company Hyvinvointi Soile Jussila. The main goal for this thesis is to increase the case company sales with the new digital marketing plan, which tries to bring more paying customers and traffic to Hyvinvointi Soile Jussila social media platforms.

To achieve the goal to bring more sales to Hyvinvointi Soile Jussila with the help of digital marketing the author researched the theory of digital marketing itself and digital marketing tools. Data for the research was collect with semi-structured interviews and with an online survey. The interviews and the survey brought good awareness for the author about Hyvinvointi Soile Jussila current digital marketing situation

The conclusion for the research was that the digital marketing plan for Hyvinvointi Soile Jussila needs to be clear and easy to execute, because the company is only run by one person. Hyvinvointi Soile Jussila most used social media platforms were Facebook, Instagram, YouTube, and the company website. To those four platforms, the case company`s needs to bring its digital marketing content to get more online traffic to its digital platforms. Facebook is the most popular used platform amongst case company customers, and it is the most popularly channel for the customers to contact and buy products from Hyvinvointi Soile Jussila.

Keywords Digital marketing, Social media marketing, Digital marketing tools

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## 1 Introduction

This thesis contains a digital marketing plan for small SME company Hyvinvointi Soile Jussila that operates in wellness and beauty, and it is located in Akaa Finland. The reason why author choose this topic is that the author has been working part-time in this business and wanted to research what kind digital marketing plan is the best for this company. The thesis starts with explaining the purpose of the thesis and continues with the small introduction of the case company and the framework of the thesis. The Research part is included after framework and there is introduced different digital marketing tools, after research the study continues with explaining the case company's current digital marketing situation. Approach of the research and analysing the data are the next two chapters of this thesis. Last two chapters are Digital marketing plan which includes recommendation for the new digital marketing strategy of the case company and the last chapter is conclusion with sums up for the reader the study.

Purpose for this thesis is to find out which digital marketing channels are the best way to reach customers and to make long term plan concerning this company digital marketing. Company needs digital marketing plan because it is in a very small town and great deal of revenue comes from online/ social media customers. The owner of this company works full-time, and that's why she has limited time to use for her company's marketing so that is why the author is going to research the theory of digital marketing tools and research the past digital marketing action to create efficient digital marketing plan for this company.

Thesis starts with chapter one which is the introduction part which includes information of the thesis topic, purpose of the thesis, short introduction of the case company Hyvinvointi Soile Jussila. Chapter one also reveals the business problem and the research question

After introduction part there is 7 chapters which starts with the theoretical framework part and continues with the part three which is reveals the case company's digital marketing situation now. Chapter four starts the actual theory part with explaining the concept of digital marketing and the tools that are being used to execute digital marketing. Chapter five introduces the approach, the research methods, and the purpose of the interviews

Chapter six consist of the data gathered from the interviews and the survey and chapter six also consist of the analyze of the gathered data which consist of the data gathered from the interviews and data in form of graphs from case company social media platforms. Final two chapter are recommendation part which consist of the actual new digital marketing plan for the case company and the last chapter is the conclusion part where the author summarizes the thesis project, and the findings chapter consists of the digital market plan created by author to answer the research question and the conclusion part which gathers the information that's given in thesis.

### **1.1 Introduction of the case company**

Hyinvointi Soile Jussila was established in 2016 to be a part of multi-level marketing company called Amway. The owner of the company works as an part-time entrepreneur and has a full-time job in a gym . It was clear that the selling Amway products was not a gold mine and the company needed some own thing/product to start marketing. At 2019 the owner got interested of magnetic eyelash products and quickly found magnetic eyelashes distributor from China and created own name and brand for the magnetic eyelash products called Soimar. At the start the magnetic eyelash products were quite new in Finland but by creating own websites, social media pages people got aware of these products and got interested of them. Hyinvointi Soile Jussila also sells other beauty and cosmetic products. The grow of the company has been steady and the digital marketing platforms brings lot of opprtunities for SME business like the case company is.

### **1.2 Business problem**

The business problem and the reason author wanted to research this thesis topic was to find out how that what tools and measures needs to be done to make digital marketing plan for the case company that is more efficient, easier to follow and not so time consuming. The problem of the case company's digital marketing has been before that there is a lot of content in the Hyinvointi Soile Jussila online platforms, but it has not been well planned and organized. The case company business itself needs a simple digital marketing plan to follow

and execute. The objective for the digital marketing plan is to bring more customers to the case company and to spread the acknowledge of the case company brand.

To solve the business problem the author goes through different internet articles, blogs and journals to find out what is digital marketing and what are the tools needed to execute it. The author also interviewed the case company representative and made an online survey for the case company customers to get data to solve the business problem.

### **1.3 Research question**

This thesis answer for the research question that does the case company need a new digital marketing plan and with the help of theory tries to give the reader a perspective of what tools are needed for to make a good and efficient digital marketing plan for SME company.

Research question for this thesis are as follows:

- How should the case company digital marketing look like?
- Why does the case company need a new digital marketing plan?
- What tools are needed for successful digital marketing plan?

## **2 Theoretical framework**

The theoretical framework of this thesis consists of the case company digital marketing situation and digital marketing in general and digital marketing tools. Questions like what is digital marketing? and what are the digital marketing tools? are being answered in the theory part. The author has gathered the information for the theory from Internet articles, blogs, and journals.

The author wanted to start the theory part with background information of the digital marketing situation in the case company before thesis, so that the reader could get good information what was the starting point for the author to research the actual theory of digital marketing in general and digital marketing tools.



### **3 Case company**

Hyvinvointi Soile Jussila is a small business located in Akaa, Finland which provides variety of beauty and wellness products/services. The company itself was founded in 2016 by Soile Jussila and today she the only employee in her business.

Even though the company was established to be part of the multi-level company Amway the main product of the company is magnetic eyelash products which has its own brand called Soimar. Around the magnetic eyelash products, the company has brought variety of cosmetic products also. Company has its own little store where customers can pop by, and it also participated in couple of fairs in Pirkanmaa before Covid outbreak. Because the entrepreneur has a full-time job the selling nowadays happens mainly through Facebook, Instagram, Website and in TikTok. These social media platforms have helped the case company to advertise its products and has helped the customer service to be more efficient.

Magnetic eyelash products are the best sellers of the case company so almost every time and effort regarding marketing goes to those products. The goal of the company is to spread awareness of the magnetic eyelash products and get more people to be excited of them and with the help of that get more regular customers.

#### **3.1 Situation of the digital marketing in case company now**

The case company has its own website including online shop and business accounts in Facebook, Instagram, YouTube and in TikTok. Magnetic eyelash products are still not so common amongst people, so case company decided not to invest so much capital to paid digital commercials and content but instead established its own business accounts to major social platforms. Through Facebook, Instagram and TikTok the case company shares videos and pictures of the products, post new offers, engage followers, and handles customer service. Case company uses its YouTube channel mainly to post how-to-use videos.

In the recent future the case company has got few retailers for its products and the retailers also advertise online. The new retailers have brought good things for the company because it has brought more visibility for the case company products.

The website provider that company uses is SimpleSite. SimpleSite is quite cheap and easy to modify but the website doesn't support Google Analytics. Instead, Google Analytics, Google uses websites page and menu titles for keywords. The case company has been thinking about changing the website provider, but alternatives are quite costly if it is compared to the marketing budget.

The digital marketing strategy has not been so effective because of the lack of time and resources. The company's website looks good but still it needs some improvement to the content and without SEO today's strategy is to post frequently videos and pictures to social media channels and to improve the content of the website. The case company has tried the email marketing also in a form of monthly newsletter but somehow it has not got the customers attention as wanted.

### **3.2 Digital marketing development of the case company**

The case company started its digital marketing journey by establishing Facebook and Instagram business pages. To the Facebook the company had the chance to build an online store which was a good starting point for the Hyvinvointi Soile Jussila new magnetic eyelashes products. Quickly after launching the Facebook and Instagram pages the case company started to work on its own website through provider called SimpleSite. The website was established quickly, and the company could also establish an online store in there. YouTube came along when it was obvious that the products were difficult to use for some customers and the need of how-to-use videos was needed and YouTube was the right provider for that. New addition for the digital marketing strategy is TikTok which provides the possibility to make short videos for a global audience.

### **3.3 Competitors of the case company**

The beauty business is a multi-million industry and from ten biggest cosmetic companies in the world, four come from the United States. The number one company is L'Oréal which had in 2020 revenue of €27.99 billion dollars. (cosmetics-technology, 2021)

Even though the case company has lot of competitors in the digital world because the beauty products business is globally huge and there is lot of well-known brands selling same kind of products that case company does. Big brands can buy paid adds from all social media platforms and have spaces in every physical store and have their massive online stores. The case company cannot compete with the big ones, but it can get a little piece from the market showing good and fast online customer service and affordable products.

### **3.4 Demand of digital marketing plan for the case company**

Good digital marketing plan helps business to set goals to the future and by setting goals the business can get clear vision where they want to and what action do, they need to take to get there. Creating a digital marketing plan also helps companies to understand its customers and it helps companies to create their value proposition. Effective and digital marketing plan can save companies resources because good marketing strategy consist with clear vision and clear tasks for every employee. (sacredheart.edu, 2021)

The case company is an SME company so the first thought the owner had was that how to get customers and especially customer number one to buy the products. The digital world made it easier for the company to reach out and seek customers from the digital platforms and that's why the case company needs a clear and effective digital marketing plan which has clear long-term vision, and it is easy to follow and use. The situation in the company now is very hectic and the digital marketing is not so clear. Some of the digital marketing tools mentioned before are being already used at the case company but with the research of the author they can be used more efficient.

## **4 Digital marketing research**

Digital marketing research is conducted because in today's business world the companies who are online wants to know in which digital media platforms, they are getting more traffic, what kind on content appeals to public and how can the company increase their digital audience with the help of digital marketing research. There is lot of digital marketing tools and platforms to choose and if the organization finds the right once it can be huge success. (Zenmedia.com,2021)

#### **4.1 What is digital marketing**

Digital marketing means any kind of marketing that happens online whether it happens in social media, via email or for example using blogs. There is lot of tools or channels that companies can use to practice digital marketing. The tools can be for example website, Brands like icons and logos, video ads, photos, written content, and social media pages. The number of channels for company to use for digital marketing is getting bigger and bigger but the best companies pick the right channels to get the bigger and right audience.

(Andrus,2020)

When digital marketing started consumers began to engage with one another and started being more demanding and had more product awareness with the help of the new digital world. Consumers could read for example reviews of the products from other customers and customers could see reviews of the business that offers those products. For companies nowadays digital marketing is challenging because of the endless content of that digital platforms offer. Digital marketing and online platforms are not just for businesses, it is a place for all people to share their thoughts and experiences with each other. (sas.com, 2021)

The digital marketing experts had predicted that in the year 2021 the digital marketing field has more more micro-influencer which are a group in social media that has small, highly active, and niche-specific followe.rs. Companies can use these micro-influencers for to help exactly find their customers. The experts also predicted that the digital marketing year 2021 will see more video content from organizations and the reason for that is that people are getting more restless, and they want the information to fast a video can provide information faster then for example journals or blogs. Last digital marketing trend that the experts predicted to rise in 2021 was interactive content. Interactive content means for example interest calculators added to loan websites for consumers to calculate themselves is the loan interest low or high. (European Business Magazine, 2021)

## 4.2 Tools for digital marketing

Digital marketing tools are used for company to quickly launch their marketing campaigns and see the results by following the data from example with google analytics. In this research part author has gathered the most common digital marketing tools that companies use to do their digital marketing strategy.

The companies need digital marketing today to be in the race of keeping their business alive. Bad strategy and lack of using digital marketing tools gives the competitors a massive advantage and the advantage gap is usually hard to catch. (Barnhart, 2021)



*Figure 1. Picture of popular digital marketing tools. Taken from [www. wordstream.com](http://www.wordstream.com)*

### 4.2.1 Social media marketing

Sharing and creating content for achieving marketing goals in social media platforms is called social media marketing. With the help of social marketing companies can get customers attention by creating videos, posting text and other content that gets the attention of the public.

Social media has spread so wide and there is a lot of platforms that companies can use so it is wise to create business goals before starting marketing campaigns through social media.

Defining the social media marketing campaign target audience, goals and the message that company wants to create among their audience helps starting successful social media marketing campaign. With the help of social media marketing companies can improve their image, brand awareness, and get more people to visit their online platforms. Social media marketing also simply gets people to discuss with each other about the things they have seen in social media. (wordstream.com,2020)

The top social media advertising platforms in 2021 are Facebook, YouTube, Instagram and TikTok. According to statista.com Facebook is the current leader with 2,85 billion monthly active users.

Facebook is very popular among the advertisers because of its high number of users daily. Through Facebook companies and their audience exchange their opinions and information by posting pictures, videos or text and the posts are shareable. Companies can create their own business profile to Facebook. YouTube is mainly a platform for videos and companies can use it for example by making unboxing videos of their products or how to use their products guide videos. Instagram has grown a lot from its start, and it is because there have been additions in forms of Reels which are short videos, stories format where user can create their own stories and option for longer videos through IGTV. Like in Facebook there is an option for companies to create their own business profile. TikTok is still new social media platform which offers users to share their videos. (Tissler,2021).

#### **4.2.2 Email marketing**

The definition of email marketing means when companies send messages via email for their customers or so-called email subscribers which are the ones who have given approval to receive emails from the sender. Companies use email marketing to build a community for their brand. There are two types of marketing emails, promotional or informational.

Promotional email is a way for companies to promote their new product or for example to advertise some special offers that are going on.

Promotional emails are usually short and have a clear intention what the company wants the reader to do whether it is making a quick purchase or just to visit the company's homepage.

Promotional marketing emails are sent when it is necessary and in line with current marketing campaign.

Informational marketing emails are the emails where company tells subscriber what is going on in the business or to for example tell a path how new product is going to be launched. With the help of annual email newsletters to subscriber's companies can keep their audience interest on.

According to statista.com there were 3,9 billion global email users. In 2018 at least 80 % of people in America checked their emails daily and in 2018 80 % other professionals in business said that email marketing helps companies to keep their audience/customers active.

Benefits of email marketing are that the awareness of Brands increases and with the help of that the selling of products or services increases. Email marketing is also very cheap, and it is easy for all people to access. (Fanning,2020)

Email marketing is one of the oldest platforms of digital marketing tools, but it still has the position to be the best channel for digital marketing. (Patel, 2021)

### **4.2.3 Content marketing**

Content marketing means that the marketing is aimed to specific audience with the help of consistent, relevant, and valuable contents. With the help of clear content marketing the customers can resolve problems or issues concerning about the product/service the company the providers. Leading brands like Microsoft and John Deere are using content marketing but it is being used by SME companies also because it is an easy way to build the brand. Benefits of the content marketing are that it is cost-friendly, it can increase sales, it can also increase the number of key customers. (contentmarketinginstitute.com, 2021)

By using content marketing company must understand the steps what customer faces when encountering content marketing. Awareness, research, consideration, and buy are the four

steps in content marketing. The awareness face means that the customers doesn't notice that the company gives a solution for some need that the customer has. The research face comes when example customers want to buy white wine for the fish and starts to research what is the best wine for the fish. Consideration face means that the customers want to compare the prizes and qualities of different products from different stores to get money worth product. Buy face is the final face were the customers buys the product.

(Steimle,2014)

#### **4.2.4 Video marketing**

Video marketing is the way for companies to market their service or product in form of video. With only one video companies can tell more things then with a one picture. Today's digital marketing world businesses all sizes use video marketing in their social media platforms because the video content can stay longer visible in social media, videos can get more audience and interact then picture, customers understand more about the product It is explained in video format and the videos are strong tool for increasing sales. (hookle.net, 2021)

Video marketing has four major types, and they are educational videos, tutorial videos, industry update videos and explainer videos. Educational videos means that the video is made for teaching something for the audience. Tutorial videos usually means the how-to-use videos or just for example show the audience how some product is built. Industry videos means the type of video that company makes for example if a new product is launched. Explainer videos are used to make it easier for the audience to understand the company's products. (Bonacci, 2020)

#### **4.2.5 Search engine optimization**

Search engine optimization (SEO) has been a relevant a relevant tool in digital marketing for years. SEO helps the website owners to get more traffic to their sides by optimizing it. Optimizing includes for example website content, layout, design, or other aspects such as non-technical or technical. Optimizing job is to get the best result done. Companies put great



deal of money to SEO because when it works and attracts traffic to their website it is a good deal for every organization. SEO is used to the company/organization landing page to be in the top searched page in search engines like for example google.

Relevant contents in web pages are considered the most important thing in SEO. Search engines shows for their users the most relevant information/results; therefore, the quality of webpage is critical when it comes to SEO. In the early days of SEO companies could get big hits in search engines by putting some random words to their landing page but nowadays it doesn't work. Today the content should be relevant and especially useful for the audience. Exact target group should be created before starting SEO and it is easy to create by thinking what the audience wants to find when they type keywords to search engine page.

Some people may consider that SEO only consider links or keywords but there are also criteria in SEO called user experience. With the help of user experience SEO also ranks the web pages. Web pages should be designed in a way that it is easy for user to navigate in it. User friendly website of the get the user spent more time at the website and gets the user navigate in other pages then just the landing page. (Geysler, 2021)

#### **4.2.6 Analytics and data**

Analytics and data are tools for help to reports and analyze the organizations data collected from digital media such as social media platforms. Digital analytics is used to follow the customer journey, in other words what was the path how customer found the webpage and made the purchase of a product or service for example. By seeing the path of the customer, companies can make an effective marketing strategy with help of the information given. For new and small organizations and businesses there are free tools that can be used like google analytics and basic social media analytics

Competitive landscape analytics, performance analytics, customers behavior analytics and predictive analytics are the four important digital analytics types in marketing. Competitive analytics is used to follow the competitors and their marketing strategy. Customer behavior analytics is used to follow the behavior of the customers in their online actions. Performance analytics follows the state/ popularity of the brand for example in Facebook and Google. Key

performance indicators like revenues and sales are also used in performance analytics. Predictive analytics is used to get inside the customers head and predict their next move, for example if they buy this product what other products they might want in the future. Keeping customers, understanding which are your customers and knowing what your customer wants are the benefits of using digital analytics. (DJ Team, 2021)

## **5 Approach of the research**

Research can be explained as a systematic based inquiry that holds the data that has been collected, information documented from the study and final analysis of the collected information/ data. (Hampshire.edu.com, 2021)

Approach of this study is to gather data and information to answer the research question. The research method that was used in this thesis was quantitative research method.

### **5.1 Research method**

Quantitative research can be explained that it is a systematic research/ investigation that gathers mathematical or statistical data from the wanted target to help the researcher to solve research problem. Customer online questionnaires, polls and surveys are the most common methods used in quantitative research. (questionpro.com, 2021)

Even though interviews usually are being used in qualitative research the online survey and the semi-structure interviews made the author of this thesis chose to use quantitative research method because it was the best way to get data for this topic. Researching the digital marketing tools before gathering the data helped the author get good insight of the study. Conducting interviews with the case company representative brought good information and data for answering the research question. Interviews were the best way to get information about the current digital marketing situation of the case company. The online survey established the author to have information about what are the opinions of the online customers about case company digital platforms and digital marketing content. The primary data for this study is collected from interviews that are semi- structured and from the customer online survey

## **5.2 Interviews**

The term Interview can be explained as a conversation that includes two or more people. In The interview questions are asked to get the answers. There are different types of interviews and the one chosen must be follow the purpose of the research. (Reddy,2016)

The author chose to use semi-structured interview for this study. Semi- structured interviews are very common and used interview method. Semi-structured interview is the type of interview where there is no clear structure for the interview, and it can be more like a way to get the answerer to brainstorm of the question topics. (Doyle,2020)

Interviews for this study for done face to face by taking notes. Author of this thesis studies the topic before the interview and made a list of critical questions to get insight of the case company's current situation and where do they want to go in the future. In this case the interviews were the best way to gather information to answer the research question because the topic needed some brainstorming from the case company representative. There are total of two participants in the interviews the author and the case company representative and all interviews were held face to face.

The author of this study wanted to do an interview for group of online customers, but the lack of participants made it impossible to make and few answers would not be reliable sources. Talks and brainstorming with the case company representative made the author confident that data gathered would be enough to make the digital marketing plan and to answer the research question.

## **5.3 Sampling the Interviews**

Sampling the interviews is an important part of research. Thesis research question is focused on the digital marketing plan for the case company. Member selection for these interviews was quite easy because in the case company there is only one employee now who does all in the business. The employee is the owner the business, so she has good knowledge what has happened in the company from the start, and she could give good insight about the digital marketing strategies used in the company.

The sample consist of two interviews. The author interviewed the case company representative to collect data for the SWOT, which was a crucial part of this study, because it holds good information for the author to make the digital marketing plan for the case company. Second interview holds questions about the case company's current digital marketing strategy and the author also gets answers to the digital environment of the case company.

## **6 Analyzing the data**

The data consist of the two interviews, the online survey, and figures from the visitor count in website, Facebook, and Instagram. The lack of google analytics was a problem but the author could retrieve the traffic from past three months. The figures from Facebook and Instagram visitors could retrieve only for the past month. Interviews were semi-structured, so they didn't have a planned script. The author made the online survey with the help of Google forms and used Microsoft excel to make the graphs.

### **6.1 Interview 1 the SWOT**

SWOT analyze is very critical and important to do in every business sizes. The analyze will help the company to get the big picture where they are now and what kind of resources, they must build better future. Spending money to marketing campaigns without doing SWOT analyze is a waste of time. (Odell, 2017)

The author wanted to interview the owner and marketing executive of the case company make SWOT analyze about the case company digital marketing. The SWOT analyze provides a good starting point for the future digital marketing plan. The result of the case company digital marketing SWOT is shown in the figure below.

First interview was about getting the case company representative to brainstorm the SWOT analyze of digital marketing situation in the case company. The author had made clear and easy to follow questions for this interview so therefore it was easy for the case company to answer those questions and furthermore for the author to create the SWOT.

First question was to get the case company think about its strengths in digital marketing and the answers were that the website of the case company is easy to modify, and the website is cost friendly. The company has also got good feedback in online customer service so that is a strength also. Years of practice has made the marketing executive excellent handler of the social media platforms. Company has clear customer segment which helps to target the marketing campaigns for the right customers. The company representative also knows the products that it is marketing because the owner uses the products daily.

Second question concerned about the weaknesses of the case company in digital marketing. It was very clear from the answers that full-time job takes a lot of time from handling the digital marketing and takes time for planning long-term digital marketing strategy. The case company representative also mentioned the lack of followers who interact to case company social media posts.

Third questions are about the opportunities that case company might have with digital marketing. The marketing executive came to give four opportunities and they were that digitalization is constantly increasing and bringing more audience, the social media platforms are getting more and more user friendly, case company products are getting more familiar amongst people and invention of the products that case company sells are being invented. The thing that case company marketing executive uses daily social media platforms is a big plus in nowadays and finding new products/inventions attracts people and brings more customers for the company.

Fourth and last questions for this first interview concerned about threats that the case company might face in digital marketing. Case company representative mentioned the new inventions of the products from the opportunities. It can be also a threat because the marketing budget is limited in the case company so it cannot buy and market all the new products and that's why big competitors have advantage because they have capital to bring new products to the market. The big companies also use lots of paid ads in social medial platforms and that is a huge threat for the case company. (Jussila, S. 2021)

<p><b><u>Strengths</u></b></p> <ul style="list-style-type: none"> <li>- Well designed cost friendly website</li> <li>- Excellent online customer service</li>   <li>- Good skills in social media platforms</li> <li>- Clear customer segment</li> <li>- Knowing the product from daily use</li> </ul>	<p><b><u>Weaknesses</u></b></p> <ul style="list-style-type: none"> <li>- Lack of time and resource</li> <li>- Lack of clear long-term strategy</li> <li>- Low number of followers who interact to social media contents</li> <li>- Lack of SEO features in website</li> </ul>
<p><b><u>Opportunities</u></b></p> <ul style="list-style-type: none"> <li>- Social media platforms are constantly getting more user-friendly</li> <li>- Digitalization is increasing rapidly</li> <li>- Products are getting more familiar amongst people</li> <li>- Invention of products is being designed constantly</li> </ul>	<p><b><u>Threats</u></b></p> <ul style="list-style-type: none"> <li>- Marketing budget is limited</li> <li>- Big competitors are using paid ads</li> <li>- Invention of products is being designed constantly</li> </ul>

Figure 2. Digital environment Swot analyze of the case company.

## 6.2 Interview 2 the digital marketing situation

In the second interview the author wanted to interview the case company digital marketing executive concerning the digital marketing environment of the case company. The author gathered six semi-structure questions for the case the case company representative to get some insight of the digital marketing environment of the case company and some thoughts from the representative about digital marketing in general.

First questions were to find out what digital marketing tools the case company uses, and the answer held almost all familiar social media platforms such as Facebook, Instagram, YouTube, website, TikTok, messenger, WhatsApp, and email. Especially the case company representative mentioned that the company has started to use also English language in the digital marketing.

Second question concerned about the goals for the case company when using digital marketing and the marketing executive answered that the company uses digital marketing

platforms to get long-term customers, to get more followers and active audience which reacts to new contents. The digital marketing also helps to sell the products because of making how-to-use videos says the case company marketing executive.

In the third question the author wanted to know how does case company interact with online customers? The reply for this question was that case company interacts with the online customers through website, Facebook messenger, WhatsApp, Instagram and through TikTok. The case company representative also added to this question that the company creates lot of new content in a form of pictures and videos to different suitable social media groups and to social media followers.

The fourth question concerned about how the case company follows the digital marketing campaigns? The marketing executive answered that this subject is the one that the company must improve because now the company follows the rate of visitor in its social medial platform and from the sales. The lack of Google Analytics is a big issue says the case company representative.

Fifth question was made for the case company to think the pros and cons in digital marketing. The case company representative mentioned that pros are affordable, easy to use and a chance to get big audience. For the cons the representative founded things like that the online marketing takes a lot of time because you must always create new content to the company's social media platforms. The immediately negative feedback for the social media posts I also negative thing says the case company representative.

The sixth and the last question for this interview concerned about the effectiveness of the case companies past digital marketing campaigns. The marketing executive of the case company was concerned about the low number of followers who interacts to company's new content. The case company representative also mentioned that the company has no long-term marketing strategy and that makes the company's marketing strategy to be not so effective. (Jussila, S. 2021)

### 6.3 Customer online survey

The author decided to make a customer online survey for the case company customers. The survey was made by Google Forms and conducted via email. The survey link was sent to 200 case company customers and got 60 answers collected in one week time. Purpose of the survey was to find out how active case company online customers are and what kind of online content they want in the future. Survey was also made to find out in which online platform needs the case company concentrate in the future. All the survey question were mandatory. The author didn't want to start the survey with the "usual" questions like age and gender because the author felt like the digital world is somehow ageless and not so dividing genders.

First question of the survey was to find out how many of case company customers follow it in social media? From the 60 answerers 54 (90%) answered that they follow Hyvinvointi Soile Jussila online, and six (10%) answered that they don't follow Hyvinvointi Soile Jussila online.

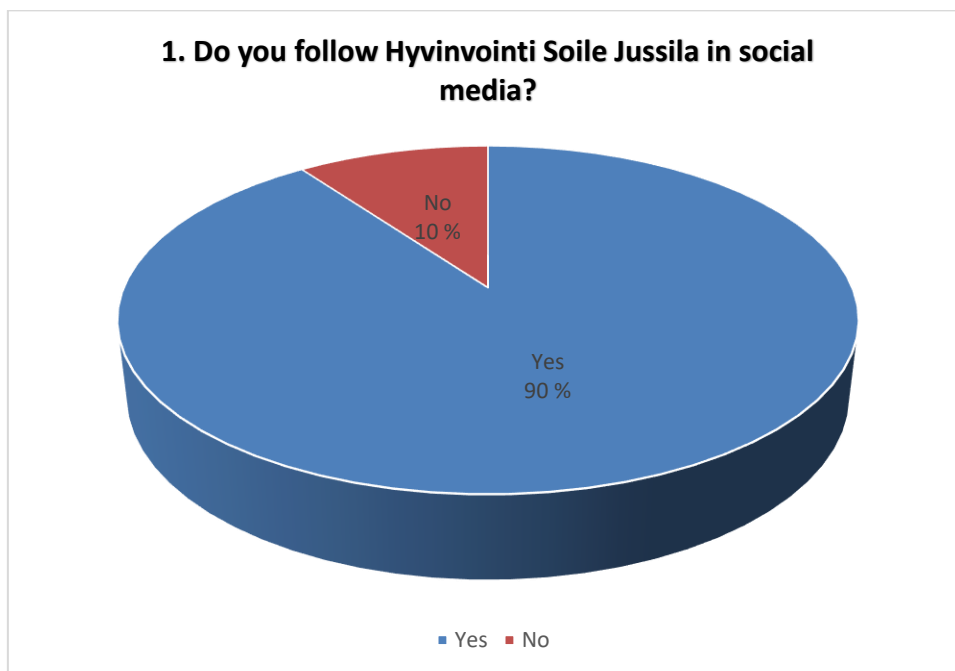
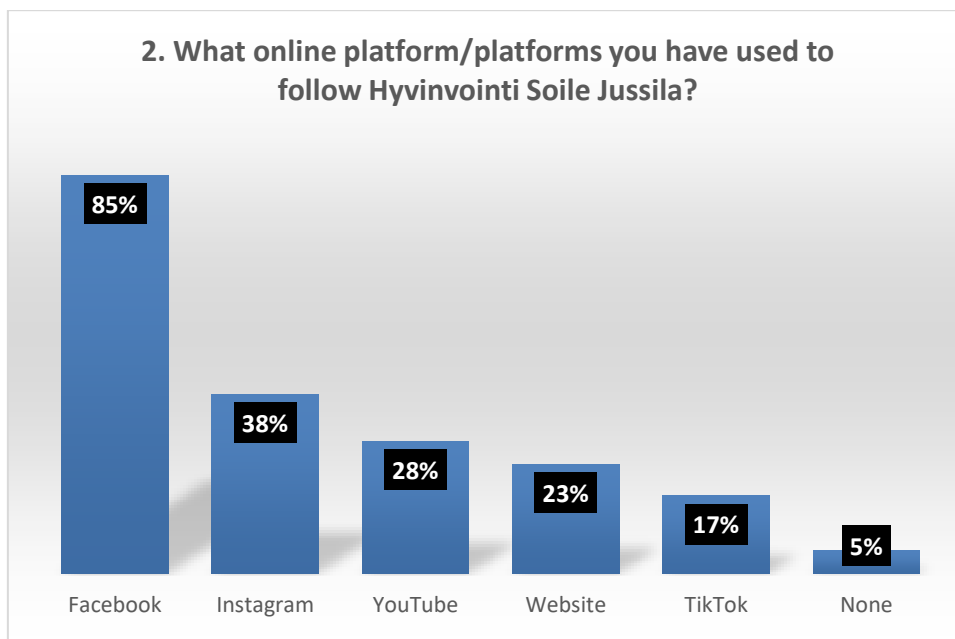


Figure 3. Showing how many customers follow Hyvinvointi Soile Jussila online. Total of 60 answers.

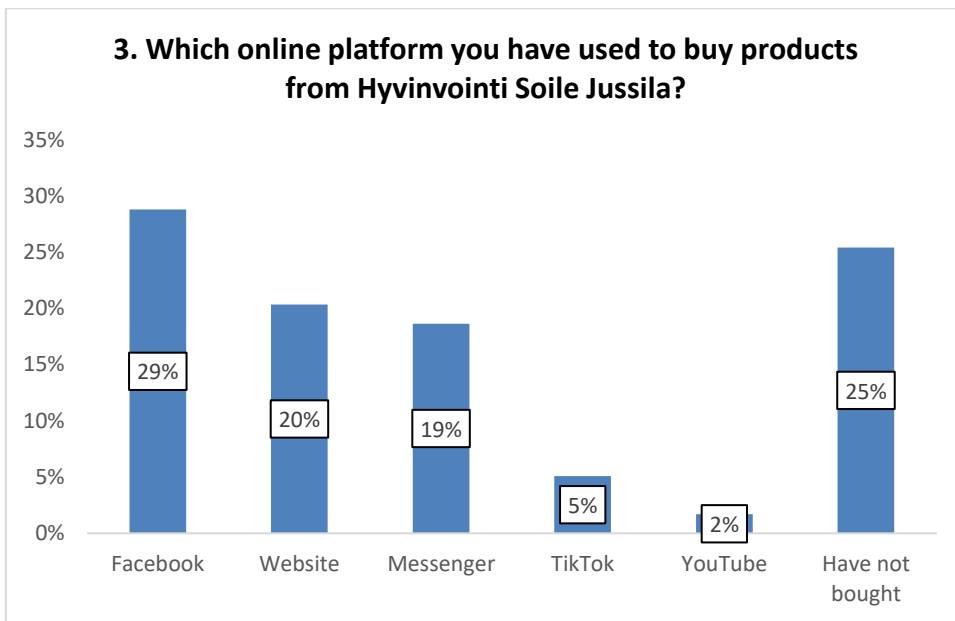


Second question for the survey was set to find out which case company's online platforms were favorable amongst customers. In this question the answerer could choose more than one answer. the question got 60 answers and clear number one was Facebook when 51 out of 60, total of 85% choose it be best platform. Instagram and YouTube got the second and third place so from this question can be seen that the traditional platforms were in top-3.



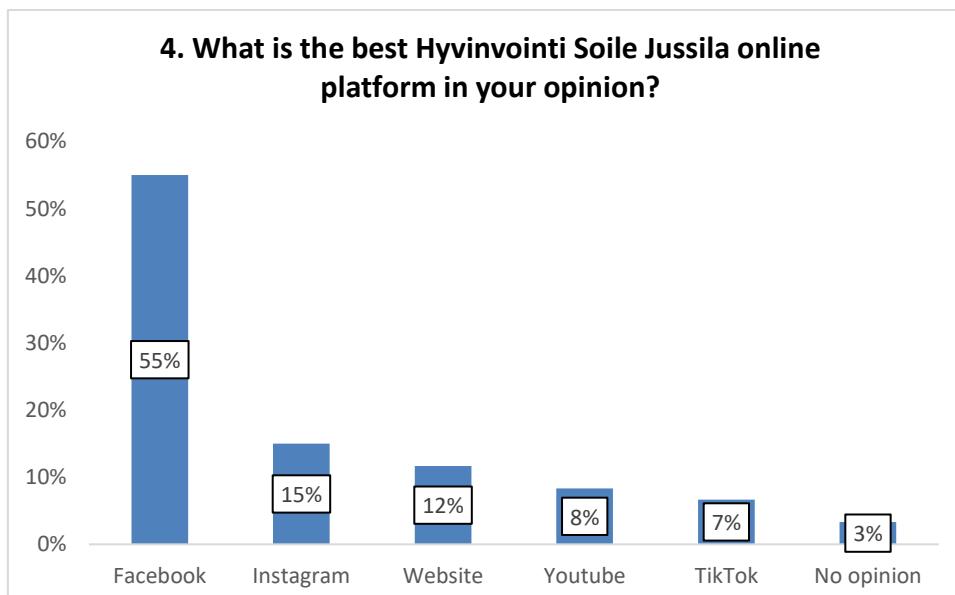
*Figure 4. Showing the result of what online platforms does case company follow. Total of 60 answers.*

In the third question the author wanted to know in which case company online platform have the customers bought Hyvinvointi Soile Jussilas products? In this question the answerer could only choose one option. The question got 59 answers. Those who had bought case company products had used Facebook, website, messenger, TiKTok and YouTube for that and Facebook was the used platform with 17 out of 59 total of 29% answered it to be the platform which they have bought case company products. From the 59 replies 15 said that they haven't yet bought anything online from Hyvinvointi Soile Jussila.



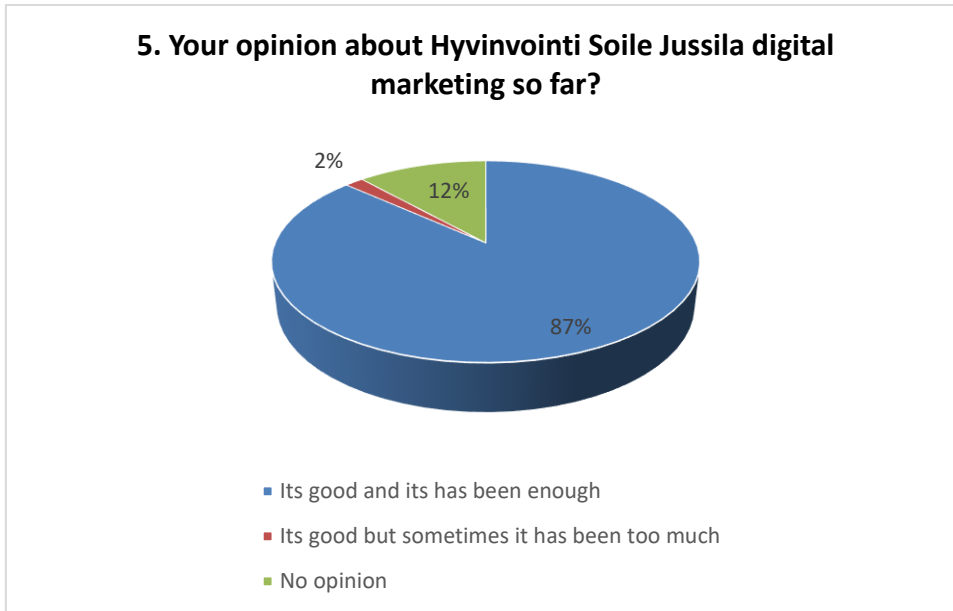
*Figure 5. Graph shows the result of which platforms does case company customers use to buy products online. Total of 59 answers.*

Fourth question in the survey was set to find out what is the best-case company online platform in customers opinion. Question got 60 answers and the answerer could only choose one option. Facebook was clearly considered the best platform because 33 out of 60 choose that option.



*Figure 6. Graph shows the result of what is the case company's best online platform from customer perspective. Total of 60 answers.*

In surveys fifth question the author of this thesis wanted to have case company online customers opinion about the state of company's digital marketing so far. Question got 60 replies and 52 out of 60 total of 87 % choose the option that the case company's digital marketing has been good, and it has been enough.



*Figure 7. Graph showing the opinions about case company's online marketing. Total of 60 answers.*

Surveys six question was about the case company how-to-use product videos. These videos customers can find mostly in Hyvinvointi Soile Jussila YouTube page. the question got 60 replies and 54 out 60 answered that the videos has helped them to use the products.

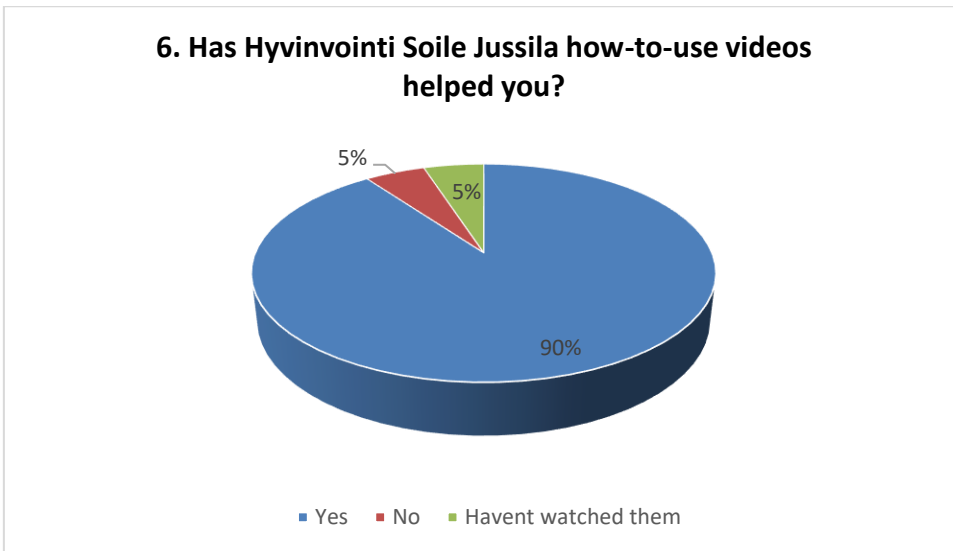


Figure 8. Graph shows the result that how helpful has case company how-to-use videos been to customers.

In question seven was meant to find out which case companies online platforms does the customers want to see more content in the future. The question got 58 answers and 28 out of 58 total of 48% answered Facebook which was clearly the number one platform amongst customers to see new content from Hyvinvointi Soile Jussila. Instagram was the second with 12 out 58 answers. YouTube and Website shared the number 3 position.

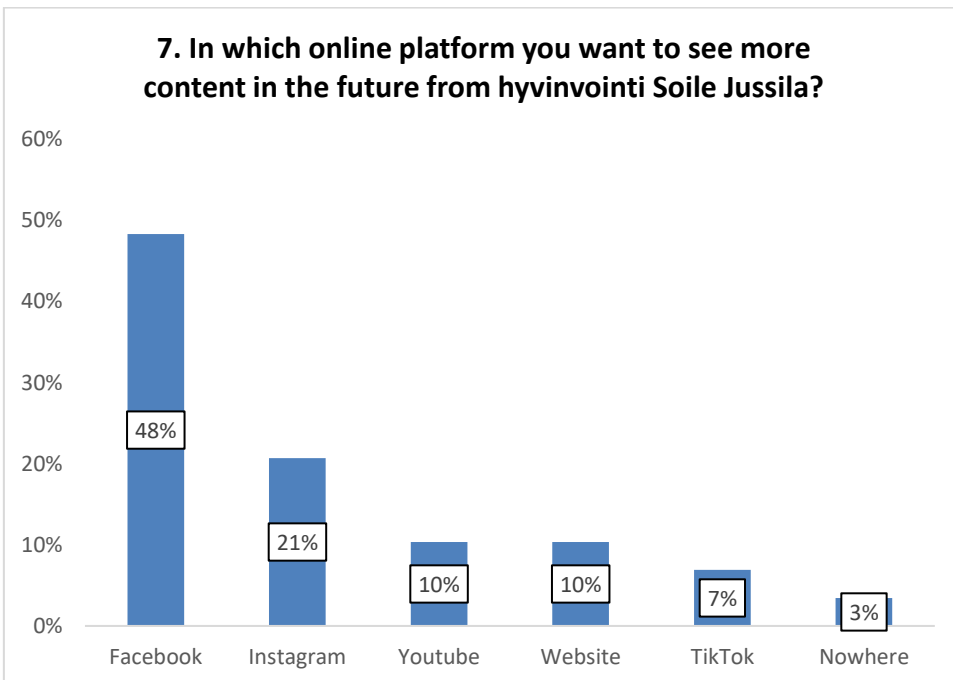


Figure 9. Graph of the online platforms that case company wants to see more content in the future. Total of 58 eight answers.

The question eight was set to find out that does the online customers want to receive new content from Hyinvointi Soile Jussila via email? This question got 60 answers and 41 out of 60, total of 68% answered that they don't want to receive new content via email.

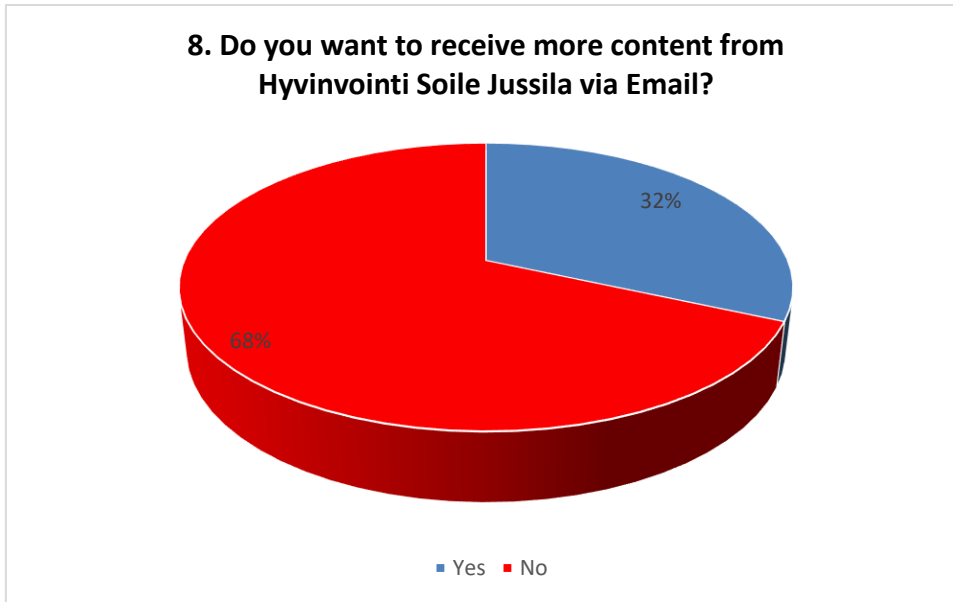


Figure 10. Graph shows the result that how many case company customers wants to receive content via email. Total of 60 answers.

Last question was free comment/wishes and the question was what kind of content the customers want to see from Hyinvointi Soile Jussila online platforms in the future. This question got 60 comments and most popular wishes were that the case company should do more how-to-use videos, videos from products especially new products and videos where different lashes are being compared offers. The customers also wanted make-up videos and offers from the products. There were also few customers who were happy with the case companies digital content so far.

#### **6.4 Case company profiled online customers**

From the online survey the author gathered information to create profile for the common online customer of Hyinvointi Soile Jussila. Profiled customer is a person who follows Hyinvointi Soile Jussila from Facebook, buys company products from Facebook, and thinks

that Facebook is the best online platform of the case company. The profiled customer doesn't want to receive marketing content via email but still thinks that case company digital marketing has been good so far and has had help from the case company's how-to-use videos.

## **6.5 Figures and data**

The author managed to get only little data from the company's website traffic and that was because of the lack of Google Analytics. In this section there is charts from the case company visitor account and the traffic from the Facebook and Instagram pages. Website visitor count graph can be analyzed that the visitors count on the website shows some higher peaks after the middle of the month and in the beginning of the month. The reason for this is simply that the case company advertise more when there are common paydays in Finland. The simple strategy has been effective and brought best sales of the month for the case company. From the website traffic count can be seen that there is a drop of traffic after end of July 2021 and that and be explained that the marketing executive of the case company has been more focused to increase and use digital marketing with the help of TikTok

From the Facebook traffic chart can be seen the same trend as it were in website chart. The traffic is bigger at the start of the month and at the middle of the month. From the Instagram chart can be analyzed that the traffic is not so big there and the biggest reason for that is that the case company uses more the other social media marketing platforms in their marketing.

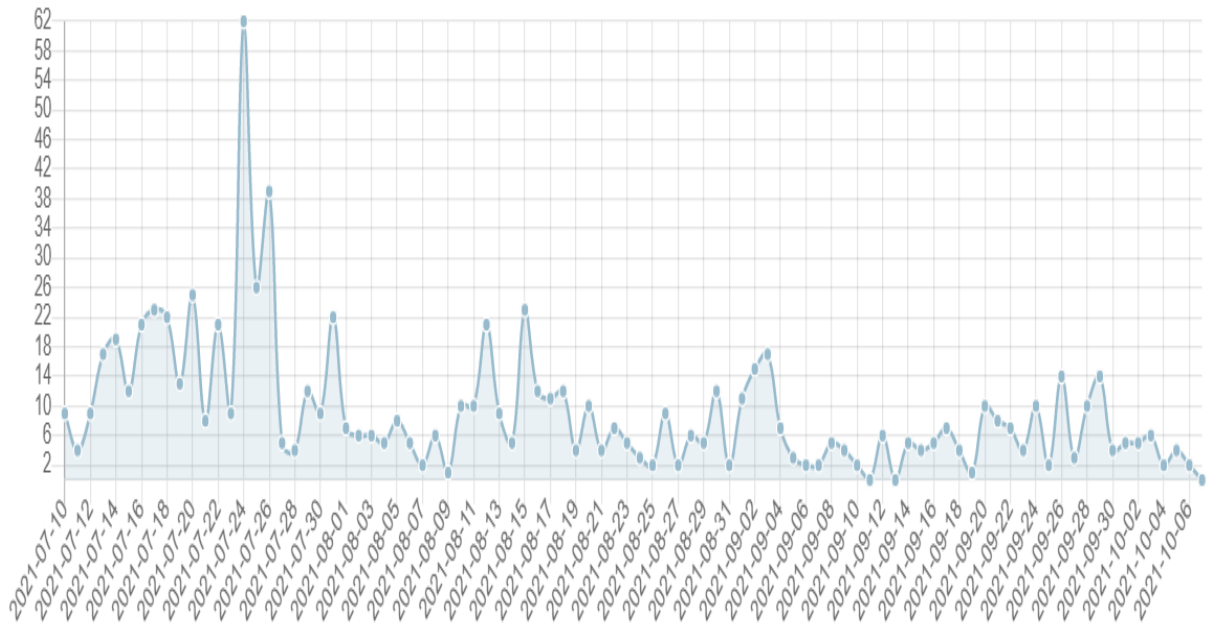


Figure 3. Chart of case company website visitor traffic in three months period. Taken from *SimpleSite.com*

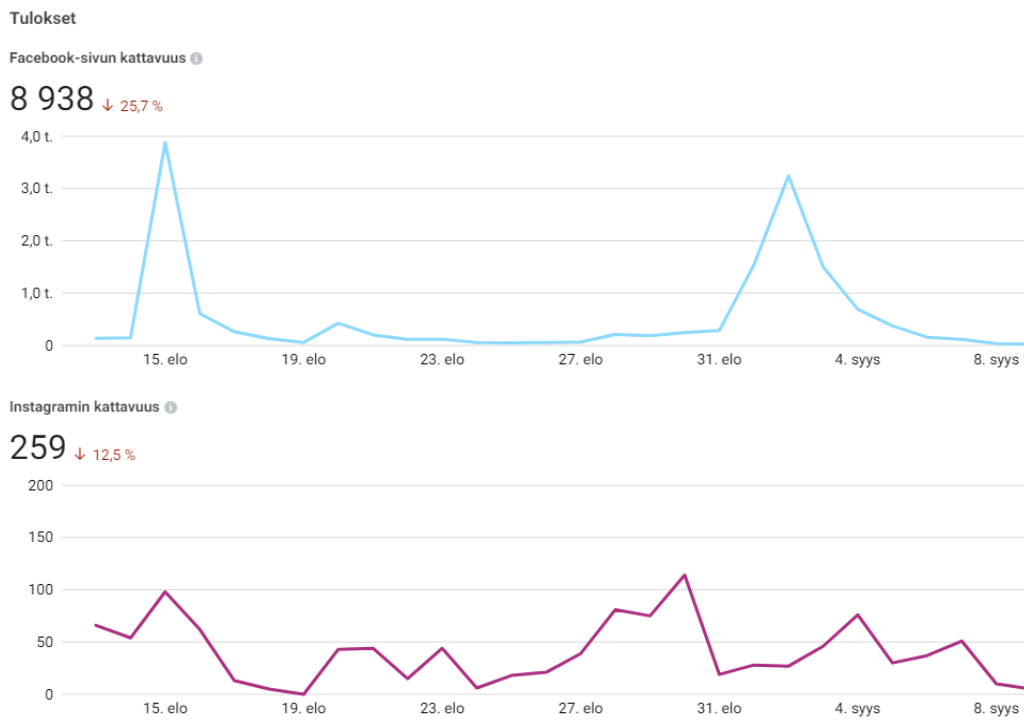


Figure 4. Chart of case company visitors counts from Facebook/Instagram. Taken from *Hyvinvointi Soile Jussila business Facebook*

## **7 Recommendation**

At this chapter the author makes suggestion and recommendation for the digital marketing measures that Hyvinvointi Soile jussila needs to take to attract more online customers. The digital marketing strategy for the case company must be simple and easy to follow because the company's owner and marketing executive don't have time to think about marketing in every day. The goals by using digital marketing for the case company were to increase sales, to get more key customers, to get the products and the company brand more recognizable amongst people and to get new retailers.

The case companies website doesn't support SEO, so there is no point to use time for that. Instead of SEO the case company should focus on how to create attractive new content in the company's digital platforms that brings more online traffic and comments from the followers. The digital marketing measures should be monitored, and the author has made own chapter for the follow-up measures in the actual digital marketing plan for Hyvinvointi Soile Jussila.

### **7.1 Digital marketing plan**

The lack of Google Analytics at the case company website is a little setback but still the company has done well creating good looking website. In the modern digitalization world, the website of the companies is still a big piece of the business therefore the website needs to be updated all the time because the audience sees that this business is up and running when they see new content in the company's website regularly.

On the website should also be clear path for people to navigate and to buy what they want. Easy and quick shopping experience makes the customer to feel good and come back again. The case company has built a good landing page. In the future if the company grows there might be considered to upgrade the website to another provider to have the chance to use Google Analytics. The case company has started to use English language also in their



marketing, so the website needs constantly be updated and translated to English. Website that cases company uses doesn't have automatic translator to English language.

The advice for the website in the new digital marketing plan is that the case company continues to regularly bring new content to the website, to have all the company's social media links in the landing page and ensure that the website works in other devices than computer, for example mobile phone and tablets.

### **7.1.1 Social media platforms**

In this chapter the author gives advice and tips for the case company's social media platforms when talking about the new digital marketing plan. The platforms that the case company has been using to advertise its products are Facebook, Instagram, TikTok and YouTube. Same thing suites to these platforms like mentioned above for the website. The company needs to regularly bring new content to all their digital marketing platforms if it wants to be successful. All the case company's social media platforms are full of content but there is a lack of long-term digital marketing strategy in them, and the content doesn't attract lot of audience and doesn't bring discussion.

The new marketing plan for social media platforms for the case company includes:

- The case company creates once a week a post of some positive topic that has been in the news that week. This will engage the followers interact more.
- To divide the posts and the post times between different platforms. This will ensure that more viewers can see the new content.
- Every social media platform should have links to all the case company's platforms because then the customers can easily navigate and buy products for example.
- Create new videos from new products and make how-to-use videos from them.

In the online survey big number of customers answered that the amount of Hyvinvointi Soile Jussila digital marketing content has been good, and it has been enough, so therefore the new content in the future must be carefully executed and planned so there won't be any

negative influence amongst customers. Negative influence can be like drop of the company's online followers or for example decrease in the online platform traffics.

### **7.1.2 Online journal**

The case company has been thinking in the past to start an online journal for the business, but it has still never been done. The online journal or blog should be in the new marketing plan. The good blogs are nowadays very popular and gets lot of audience. The blog is going to be hard to start because of the lack of time but it could be a new way for the case company to market its products. Online journals consist content of the everyday life of the entrepreneur and content of the actual products that company sells. The blog is easier to maintain then the other social media platforms because it doesn't need new content so regularly. Online journals should be updated in weekly basis.

### **7.1.3 Email marketing**

The case company should continue the email marketing even though in online survey many of the customers answered that they don't want to receive marketing content via email. Email marketing is still a strong tool for to reach customers.

To attract customers and to get more sales the case company should publish a content in its digital platforms which says that the customers who wants to receive the company monthly newsletter is going to get discounts from products time to time and is eligible to participate on the company products raffles. The discount and the product/products that the discount concerns should be mentioned in the monthly email newsletter.

## **7.2 Follow up of the marketing plan**

The new action of the marketing plan needs to followed weekly. If the company doesn't follow the traffic that the new digital marketing brings or does not bring the whole plan is a waste of time and effort. Audience of the blog, traffic in the social media platforms and the sales needs to be monitored. New online customer survey should be considered to make four times a year so the case company can know what the thoughts of the online customers

are. Measures need to be taken quickly if the traffic and the sales don't increase after the launch of the new marketing strategy. Extremely measures do not of course need to be taken in the beginning of the new marketing campaign but if the campaign is not effective it can be seen quite quickly from the low social media traffic.

## **8 Conclusions**

This research thesis answered the research question that does the case company need a new digital marketing plan? The thesis also brought for the reader's attention the critical role that digital marketing plays in today's business world. The huge opportunities that today's digital world holds are endless and with the help of excellent digital marketing plans, companies can offer for consumers exactly what they want and at the right time. Explaining the different digital marketing tools and how the companies can use them to get new customer and audience gets the reader to understand how massive the field of digital marketing is and what kind of opportunities it holds. No matter how small or big the business is it needs strategy for digital marketing, because the field of digital marketing brings huge opportunities for every line of business. Establishing and building new marketing strategy to action is very time consuming and needs people who have skills in digital marketing. Digitalization is growing rapidly, and new platforms are being published and the old ones are still being developed to more user friendly and that gives a lot of opportunities for every size business to start to market their service or products quickly and especially cost friendly.

This thesis gives a good insight what kind of digital environment the case company Hyvinvointi Soile Jussila has and what kind of opportunities the digital world has to offer for small businesses. The road for creating an excellent digital marketing plan can be difficult, but without trying there cannot be any results. The digital world today is so cost friendly so errors might not be so costly. Digital marketing can be very cost friendly, but it can be very time consuming if the company has lack of human resources.

The case company Hyvinvointi Soile Jussila would not have started the magnetic eyelash business if there were not the alternative to go online with the products. The growth of the

case company has been steady and with the right action in the digital marketing the company can be successful.

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**Appendix 1: Interview questions for the digital marketing SWOT analysis with case company owner.**

1. What do you think are the strengths in digital marketing?
2. What are the weaknesses in digital marketing?
3. What are the opportunities in digital marketing?
4. What are the threats your company faces/ might face concerning digital marketing?



**Appendix 2: Interview questions for case company digital marketing executive**

1. What ways/tools of digital marketing you have been using?
2. What are your goals by using digital marketing?
3. How do you interact with your customers online?
4. How do you follow and measure your digital marketing campaigns/strategies?
5. What are the pros and cons about your company using digital marketing?
6. How do you see your digital marketing effectiveness now?

**Appendix 3: Online customer survey questions.**

1. Do you follow Hyvinvointi Soile Jussila in social media?
2. What online platform/platforms you use to follow Hyvinvointi Soile Jussila?
3. Which online platform you have used to buy products from Hyvinvointi Soile Jussila?
4. What is the best Hyvinvointi Soile Jussila online platforming your opinion?
5. Your opinion about Hyvinvointi Soile Jussila digital marketing so far?
6. Has hyvinvointi Soile Jussila´s how-to-use videos helped you?
7. In which online platform you want to see more content from Hyvinvointi Soile Jussila?
8. Do you want to receive more content from Hyvinvointi Soile Jussila via email?
9. What kind of content you want to see more in Hyvinvointi Soile Jussila online platforms?