ARCADA

SOCIAL MEDIA MARKETING

CASE: OY SUOMEN LYYRA AB

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Abstract:

This bachelor thesis was commissioned by Oy Suomen Lyyra Ab, the largest student online media and student card producer for higher education students in Finland. The thesis objective was to understanding the current social media situation and activity among the students of higher education in Finland, the social media networks that the case company currently uses as well as understanding how to use these networks for successful marketing activities. The quantitative research was conducted in November 2012 through an online survey tool available to the e-newsletter subscribers and Facebook users.

A sample of 171 respondents participated in the research by answering the survey questions. The addressed research questions in this bachelor's thesis were: a) Which social media networks are in use and how are they currently used by the case company's higher education students? b) What are the social media habits of the target group and how could social media be used for marketing activities?

The research shows that the higher education students of Finland are present in social media networks, reachable for business to consumer (B2C) marketing, and can be engaged through different measures of social media networks.

Keywords:	Social media, social media marketing, Oy Suomen Lyyra Ab, Facebook, higher education students, Finland
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1 INTRODUCTION

This chapter is dedicated for an introduction and motivation about this research. The aim of the research and the research questions will be presented as well as the research method and limitations of this bachelor thesis.

1.1 BACKGROUND AND MOTIVATION OF THE RESEARCH

"Social media changes the relationship between companies and customers from master and servant, to peer to peer."- Jay Baer (2010)

The world has become more international than ever before. We use various online sites and social media platforms to find information, read the news, connect with our friends globally or purchase from an online store. The consumers are online and logged on to their social media networks several times a day, some are even living a second life in the online world. Social media networks can therefore be the best, fastest and even the only channel for a company to largely connect with the target consumers, many of them who might be located in different parts of the world. Companies have never as inexpensively, efficiently or quickly been able to reach the same amount of consumers than what they are able to reach through their social media network. Marketing through the social media isn't anymore an option; it is a must for any company wanting to succeed. The consumers are expecting a two way communication and a possibility to connect communicate and engage online with the company whenever they want to.

The author of this bachelor thesis has a personal interest as well as a background of work experience within the marketing field. The author has therefore in this research chosen to further explore her current employer Oy Suomen Lyyra Ab (Lyyra). The survey was done to explore the current social media situation, what social media channels are in use, what would be the best social media channels for Lyyra to reach its target group, how social media I used among the higher education students in Finland and how social media could be used in marketing activities, as not much research in this field has been conducted in Finland.

1.2   AIM OF RESEARCH AND RESEARCH QUESTIONS

The topic of this bachelor thesis is Social Media Marketing Case: Oy Suomen Lyyra Ab. The aim of this research is to find out facts about the higher education student's habits, interests and preferences of social media, as well as how social media could be used for marketing activities. The aim is to understand and explore how social media networks are currently used at the case company and relate it to how the social media activities should be developed in order to attract more students.

Research questions:

1. Which social media networks are in use and how are they currently used by the case company's higher education students?

2. What are the social media habits of the target group and how could social media be used for marketing activities?

1.3   MATERIALS AND RESEARCH METHOD

The secondary data in this research will be used for exploring theories and former discoveries in the field of social media. The research is planned to be executed through using secondary data in the form of literatures, academic articles, and internal company information as well as by using online materials written by trusted actors on the social media sphere. Primary data research is then carried out in the form of a quantitative survey focusing on higher education students "liking" the case company's Facebook page, or being a subscriber of Lyyra's e-newsletter. The survey wants to gather information about the current social media situation, what social media channels are in use, what would be the best social media channels for Lyyra to reach its target group, how social media I used among the higher education students in Finland and how social media could be used in marketing activities from the viewpoint of the case company.

The data collection was conducted during one week through Lyyra's online social networking page Facebook (1881 followers) and through Lyyra's e-newsletter sent bimonthly to over 80 000 subscribers. The online survey was made available from the 14.11.2012 until the 20.11.2012. The quantitative research findings are then analyzed and the results are presented with the supporting visual charts.

2 THEORETICAL FRAMEWORK

In chapter two the theoretical framework for the research is presented through introducing what social media is, the different categories of social media, social media as a marketing channel, social media marketing objectives and strategies, measuring social media marketing, explaining the differences between traditional marketing and social media marketing as well as the challenges and opportunities that social media marketing provides for companies.

2.1 WHAT IS SOCIAL MEDIA?

Kaplan and Haenlein (2010) state that social media is a group of internet based applications that build on the technologies of web 2.0, that allow the creation and exchange of User Generated Content. Web 2.0 is a term that emerged in 2004 describing the new way of utilizing the World Wide Web as a platform, where all users are constantly modifying and creating content in a collaborative and participatory way. According to Kaplan and Haenlein (2010) web 2.0 is the platform for the evolution of social media. The web 2.0 and social media are therefore two different concepts. The basic functionalities for web 2.0 that are essential for it to function are i.e. Adobe flash (method for adding interactivity), RSS (Really Simple Syndication) and Ajax (Asynchronous Java Script). Social media defer also form the related concept of user generated content (UGC). UGC can be seen as the sum of all ways in which people make use of social media instead of being a synonym of social media.

Safko and Brake (2009) agree with Kaplan and Haenlein (2010) that social media and web 2.0 differ from each other. Their definition of social media is though more focused on the conversational aspect. Safko and Brake (2009) define social media as conversational media with web based applications that make it possible to easily transmit and create content in the form of words, pictures, videos, and audios. According to Safko and Brake an important goal of social media is also to engage people, and the four primary ways to engage people are through: communication (i.e. Twitter), collaboration (i.e. Wikipedia), education (i.e. podcasts) and entertainment (i.e.YouTube).

We can hereafter draw a conclusion from Kaplan & Haenlein's (2010) and Safko and Brake's (2009) definitions that social media are internet based applications that build on web 2.0 allowing creation and exchange of UGC, which fills the criteria of conversational media and engages customers and prospects.

2.2 DIFFRENT CATEGORIES OF SOCIAL MEDIA

Kaplan and Haenlein (2010) have created a six different type identification scheme for social media. Kaplan and Haenlein (2010) also categorized these six identification types according to low, medium or high social presence, and low or high self presentation score. The six different identification types of social media are: Collaborative projects, Blogs and Microblogs, Content Communities, Social Networking Sites, Virtual Game Worlds and Virtual Social Worlds. In this chapter the author chose Kaplan and Haenlein's (2010) social media identification scheme to be presented more in depth, as well as understanding how social media is used by consumers in Finland.

Table 1. Classification of Social Media (Kaplan and Haenlein, 2010 p. 62)

		Social presence/ Media richness		
		Low	Medium	High
Self-presentation/ Self-disclosure	High	Blogs	Social networking sites (e.g., Facebook)	Virtual social worlds (e.g., Second Life)
	Low	Collaborative projects (e.g., Wikipedia)	Content communities (e.g., YouTube)	Virtual game worlds (e.g., World of Warcraft)

Ac-

cording to Tilastokeskus (2010a) 86 percent of Finns are using the internet and 42 % are registered at one or multiple social media networks. 72 % of Finns registered at social media networks use the internet daily. Social media networks seems to appeal mostly the youth and young adults in Finland as 83 % of all youth aged 16-24 and 76 % of all young adults aged 25-34 have registered as users for at least one social media network. 44% of 16-24 year olds and 44% of 25-34 year olds use social media networks actively every day. In Finland more women than men are registered as users for a social media networks. Young adults are the most frequent users of internet; this is also the explanation for the high user amount of 16-34 year olds in social media networks.

2.2.1   COLLABORATIVE PROJECTS

Collaborative projects have a low social presence and low self presentation score as they are text based, and only allow a relatively simple exchange between users. Collaborative projects enable as well a simultaneous creation of content by multiple end-users and are i.e. wikis (Wikipedia) and social bookmarking applications (Delicious). The main concept of collaborative projects is that the common effort of many users' leads to a better outcome than any user could have produced alone. One trend regarding collaborative projects is that it is slowly becoming the sole source of information for many users, even if not everything written on i.e. Wikipedia is correct and cannot therefore be regarded as valid or reliable information (Kaplan and Haenlein, 2010).

2.2.2   BLOGS AND MICROBLOGS

Blogs have a high self presentation score but a low social presence due to them being partially text based and including personal content being a place where the author often shares lots of personal information. Blogs are the oldest form of Social Media as the interaction between users happen through the commentary section below the text. Companies also use blogs to update i.e. their customers, shareholders and employees and having a corporate blog can i.e. improve the transparency of the company. There are risks with blogs that are for example an unsatisfied customer leaving a negative comment which is visible for all prospective customers visiting the blog and this can really

harm the company in the area of social word of mouth where customers place more trust on peer reviews than they do on corporate promises (Kaplan and Haenlein, 2010).

Microblogs are just like blogs but differ from them by having place for comments with less characters and shorter content. Twitter and Tumblr are examples of microblogs. Twitter was founded in October 2006 and currently had 75 million users in the end of 2009. Twitter is also not only a social media network used by youth, one third of all Twitter users are aged 35 and up. Microblogs use also a unique type of communication where a Twitter user can through a tweet (a short message posted on Twitter) get the 140 character message visible to his/her "followers" and to the public as all tweets are public by default and are visible to everybody on Twitter. This might lead to people finding out more information about the message and even become a "follower" of the tweet and so to say pull the user closer (Kaplan and Haenlein, 2011).

2.2.3 CONTENT COMMUNITIES

Content communities have a medium social presence but a low self presentation score as the main idea of content communities is to share content between users and the users only reveal some personal information about themselves like the date of joining the so-cial network or how many videos the user uploaded. Examples of content communities are YouTube (videos) and SlideShare (power point presentations) (Kaplan and Haenlein, 2010). The Finnish company Rovio Entertainment Ltd has i.e. on YouTube 299 479 Finnish subscribers and is the fastest growing YouTube channel in Finland (Socialbakers, 2012a). Content communities are great for companies to promote them-selves, but at the same time it is very hard to control all the content shared through them. The uploading and sharing of copyrighted material is one of these issues that is hard to control (Kaplan and Haenlein, 2010).

2.2.4 SOCIAL NETWORKING SITES

Social networking sites have a medium social presence and a high self presentation score. Social networking sites are applications which enable users to connect with each

other by creating personal user profiles, inviting friends to share their personal profiles, exchanging instant messages and emails. On social networking sites the personal profiles can include photos, audio files, videos and blogs. Examples of the most popular social networking sites are Facebook and MySpace (Kaplan and Haenlein, 2010).

The most popular social networking site Facebook had 1 billion of active monthly users in October 2012 (Facebook, 2012) and overall of 2 234 240 Finnish Facebook users. This means that 42, 51% of the Finnish population has a Facebook account (Socialbakers, 2012b). All well-known companies are present in Facebook and in order to connect with their audience many SME's only use Facebook as their company "webpage" due to the free of charge use and amount of consumers that can be reached.

2.2.5   VIRTUAL GAME WORLDS

Virtual game worlds are scored high on social presence but low on self presentation due to their interactivity, media richness and the fact that games usually are restrictive on self presentation possibilities. Virtual worlds are platforms that replicate a three-dimensional environment where users appear in the form of personalized avatars and interact with each other in the same way that in the real world, the virtual worlds consist of virtual game worlds and virtual social worlds. The virtual game world requires their users to obey to a strict multiplayer online role-playing game rules. A popular example of a virtual game world is "the World of Warcraft" that has approximately 8, 5 million people playing it. Many companies use virtual game worlds for in game advertising which easily reaches the target group of players they want to reach. (Kaplan and Haenlein, 2010)

2.2.6   VIRTUAL SOCIAL WORLDS

According to Kaplan and Haenlein (2010) virtual social worlds have a high social presence and self presentation as they allow their users to choose their behavior more freely and to live a life in the social world that resemble their normal life. Users use avatars to interact with each other and there is no rules that restrict interactions. Second Life is an example of virtual social worlds.

2.3 SOCIAL MEDIA AS A MARKETING CHANNEL

The social media marketing (SMM) is a process that empowers individuals to promote their websites, products, or services through online social channels and to communicate with and tap into a much larger community that may not have been available via traditional advertising channels. Social media marketing is about listening to the community, establishing a relationship with them and communicate with the community about i.e. relevant product and service offerings. SMM also connects service providers and companies with a broad audience of influencers and consumers. By using social media marketing companies can bring traffic and drive relevant links to their website, make consumers brand aware and drive as well as trigger conversations (Weinberg, 2009). Rohit Bhargava created in 2006 the term social media optimization that today equals with social media marketing. The concept of social media marketing is to optimize a site in such a way that written content stores links that essentially acts like trust mechanism and endorsement letters for consumers (Bhargava, 2006 cited in Weinberg, 2009, p.4). Marketing is no longer one dimensional; it has become a tow-way process engaging a brand and an audience. Marketing in social media is not only about telling and giving a message; it is more about receiving and exchanging different perception and ideas. (Dury, 2008) Social media marketing is about being transparent, earning trust, building credibility, nurturing relationships and cultivating a dialogue with your stakeholders. (Weber 2009)

According to Mangold and Faulds (2009) in the world of social media, marketing managers' control over content, timing and frequency of information is decreasing. In the new pattern, information about products and services also originates in the marketplace. This information is based on the experiences of individual consumers and is expressed through the traditional promotion mix (advertising, personal selling, sales promotion, public relations & publicity, and direct marketing). In the new model of integrated marketing communication, marketing managers should recognize the power and critical nature of the discussions being carried on by consumers using social media. Marketing managers should also accept that in the era of social media consumers are turning away from the traditional elements of the promotion mix; in particular the consumers are re-

ducing their reliance on advertising as a source of information to guide their purchase decisions.

Figure 1. The new communications paradigm (Mangold and Faulds, 2009 p.360)

Weber (2009) also argues that companies have traditionally segmented their markets according to easily identifiable demographics as age, gender, education, and income. In the age of social media the new marketing means segmenting by what people do and feel — behaviors as well as attitudes and interests of customers. It helps marketer's group people by what is important to them instead of common characteristics. Once marketers know what is important for the customers, it is possible to target them with marketing activities that are meaningful and this way to get the brand, products and services in front of customers who might have a interests in them.

2.4 SOCIAL MEDIA MARKETING OBJECTIVES AND STRATEGIES

Before starting the social media marketing campaign the company has to clearly define the goals by making sure that the company knows exactly what it is trying to achieve. Achievable social media marketing objectives are i.e. increased traffic, increased brand awareness, improved search engine rankings, reputation management, and increased sales and established thought leadership. It is very important to listen and to communicate with the audience regularly. The social media marketing goals should be identified

using the SMART (specific, measurable, attainable, realistic and timely) goal setting principle (Weinberg, 2009).

According to Safko and Brake (2009) the goal of social media is to engage people as the engagement will lead to a desired action or outcome. A desired outcome for a customer might be a purchase of the product/service or a strong recommendation for a friend. There are four primary ways to engage people with social media that are communication, collaboration, education and entertainment (Safko and Brake, 2009). The company has limited control over what is discussed online as they cannot tell customers what to think or write online, instead they can as a social media marketing strategy to listen, guide and influence the conversations through being present online. The information obtained through social media is valuable for markets as it can be used to gather information about how i.e. the product and company are perceived by the audience (Weinberg, 2009).

Mangold and Faulds (2009) argue that consumers feel more engaged with companies and products when they can submit feedback. The feedback contributes to a sense of community where honest communication is encouraged and customer's engagement is improved and accepted. Consumers are also more likely to talk about companies and products when they feel they know a lot about them. The consumers like to feel special and therefore a good objective in social media marketing is to provide exclusivity for a specific group of consumers. Engagement can also be creatively stimulated for products and service which generate less psychological involvement of customers. I.e. loyalty programs, contests or enabling consumers to see others using the product can communicate the benefits, and engage the users. Right price, product quality and value communication are the competitive advantages for any company.

Products that consumers often talk about in social media are usually easy to use, fun, visible and different. These factors are important to keep in mind when designing the product. People tell others about products which they are emotionally connected to as well as discuss about products that support their desired self-image or the way they want others to see them. The product design and promotion efforts should be done with the desired self-image of the consumer in mind. Using causes that are important for their

clients can also help the company to emotionally connect with their audience (Mangold and Faulds, 2009).

2.5   MEASURING SOCIAL MEDIA MARKETING ACTIVITIES

Sterne (2010) argues that measuring social media marketing activities is no longer an optional choice. What you measure is important as without a perspective the measurements are meaningless, and without specific business goals the metrics are pointless. If a metric is very important to the well-being of the company, and if it communicates how well the company's organizational goal is being served, then it is a key performance indicator (KPI). According to Sterne (2010) there are only three real business goals that should be in focus all the time as they are the long term goals in social media. These three business goals are to increase revenue, lower costs and improve customer satisfaction.

Weber (2009) explains that even when the company has a clear goal in mind it is not easy to exactly know what to measure, how to measure and what the measurements mean, due to the rapid growth and change happening in social media marketing.

Weinberg (2009) states that there are five separate social media marketing measures that can be used to determine the return of investment (ROI): reach, frequency and traffic, influence, conversion and transactions and sustainability.

Reach is determined by how far the campaign message travels, and that it can be defined by how many links the story has got, how many people are tweeting about the company's campaign and how many connections the company has collected since listing its fan page on Facebook.

 Frequency and traffic are determined by how many people visit the company's website. The easiest way to measure the frequency and traffic of consumers are by using analytics software, in order to know how many people visit the website on average, the amount of unique visitors is and how the visitors find their way to the website before, during and after the campaign.

Influence is determined through how deep the conversations are related to the company's business.

Conversations and transactions are defined through knowing how many consumers actually visit other parts of the website, register online and download or purchase the product the company is offering.

Sustainability is defined by how long the consumers stay active / revisit the company's page, and if they are going to stay active even after the campaign.

Weber (2009) presents instead various metrics related to measuring successful media influence, target audiences and business impact.

Weber (2009) states that the easiest and cheapest, to obtain are the media influences including; visits/page views, unique visitors, volumes of reviews and comments, navigation paths, links and files embedded. These metrics can be examined through using free analytics tools like Google Analytics, Site Meter, Technorati, Yahoo! and Search Management which offer basic functionalities in order to track the discussion. The behavior of the company's target audience can be examined through analyzing metrics like; sentiment of reviews and comments, brand affinity, commenter authority and influence, time spent, favorites and friends and fans, viral forwards, number of downloads, opinions expressed and membership. The influence on the business on social media activities can be observed through amount of; sales inquiries, new businesses, customer satisfaction and loyalty, marketing efficiency and risk reduction. The influence on the business can be measured through surveys and marketing mix modeling.

Influence on the Media	Influence on Your Target Audience	Influence on Your Business
• Visits/views • Unique visitors • Pages viewed • Volume of reviews, comments • Navigation paths • Links • Files embedded	• Sentiment of reviews, comments • Brand affinity • Commenter authority, influence • Time spent • Favorites, friends, fans • Viral forwards • Number of downloads • Opinions expressed • Membership	• Sales inquiries • New business • Customer satisfaction, loyalty • Marketing efficiency • Risk reduction
How compiled: Free tools: Google Analytics, Site Meter, Technorati, Yahoo! Search Management	**How Compiled:** Social media platform metrics Social media analysis tools	**How compiled:** Surveys Market mix modeling

Figure 2. Success metrics at the social web (Weber, 2009, p.118)

Weinberg (2009) reminds that social media marketing is a long term commitment that requires a lot of work from the company in order to see the ROI in it. According to Zarrella (2010) there should also be the focus on engagement metrics (creating a relationship with the consumer) instead of only eyeball metrics, as well as to remember to measure the success on external social media sites like Twitter, Facebook, Linked in and YouTube (through their provided measurement systems of social media activity).

2.6   TRADITIONAL MARKETING VS. SOCIAL MEDIA MARKETING

Traditional marketing (TM) can also be called outbound marketing. Outbound marketing is about trying to make clients buy through a one way communication. The marketing strategy behind outbound marketing is about trying to catch the customers through imposing information about the products or services on the clients. The traditional marketing is based on the marketing mix model of the four P's (McCarthy, 1960 cited in McTier Anderson L. and Taylor R., 1995) and comprise of- Product, Place, Price and Promotion. The transactional approach of marketing is based on these four P's, focusing on a one per time sale. The essential of a well-designed marketing strategy is the four P's marketing mix: the right product, sold in the right place, with the right price using, the most fitting promotion channels.

**Figure 3.** The marketing mix of four the P's

Print media (leaflets, brochures, pamphlets, newspapers, and advertisements), radio, direct mail, TV, direct sales, catalogs, coupons and billboards are all examples of traditional marketing (Hausman, 2012).

Social media marketing (SMM) utilizes inbound marketing, meaning that the company makes itself easily found online, and attracts customers by providing content that is valued by the clients. In SMM the marketing strategy relies on customers finding the company and its services instead of forcing information upon them. Social media marketing makes it possible to have a two way communication with the customers instead of the traditional one way communication interaction. Marketing with traditional media like newspaper, television and news websites was about delivering a message, marketing with social media is about building a relationship and conversation with your audience (Dury, 2008).

Duncan and Moriarty (1998), state that communication is the heart of social media marketing (SMM). The companies know that the relationship with customers is their most valuable asset, as it costs six to nine times more to gain a new customer than it is to retain the excising one. The quantity, quality and speed of feedback is a separating factor for relationship marketing and traditional marketing. Rouse (2010) explains that relationship marketing has to be a big focus in SMM due to the long term customer engagement strategy it provides.

As the 4 P's are the essential elements in traditional marketing, in SMM there is the five W's and one H communication model (Lasswell, 1948) – Why, Who, Where, When, What and How that can be used as guidelines for SMM. The five W's + one H communications model provides tangibility and structure to SMM through assisting in answering questions like; why to communicate through social media? where to start? when to communicate? what to communicate? who to communicate to? and how to communicate?

Mishra (2009) proposed a social media framework called the four C's of social media comprising of four dynamics; content, collaboration, community and collective intelligence. He has then later proposed yet another C to be included to his social media framework that is conversation. These five dynamics can be valuable in social media marketing as the companies can through this framework understand how social media technologies (i.e. blogs, microblogs, video-sharing, photo-sharing, podcasts) enable users to take part in social media.

The five C's framework states that *Content* refers to the idea that social technologies makes it possible for everyone to become a creator of content through free and easy access to social media, but that the 1:9:90 rule applies to user generated content (UGC) creation. The 1:9:90 rule (Jakob Nielsen, 2006) stands for the principle for online content creation where 90 % of social media platform users are passive or so called "lurkers", 9 % of users contribute time to time as "intermittent contributors", and only 1 % of users participates actively and creates most of the content online called the "heavy contributors". *Collaboration* occurs in social technologies through co-creation and collective action that make it possible for participants to create meaningful content. Wikipedia is an example of co-creation where participants review and edit each other's content. Collective action creates meaningful content through participant's online engagement. Online petitions or fundraising are examples of collective action. *Communities* in social technologies enable engagement of a shared idea online between different participants. The community has multiple members interested in the topic. *Collective intelligence* is based on implicit and explicit actions that grow the size of the community. By recommending the community to new participants the community gains reputation as more participants join. *Conversation* in social technologies refer to a two way conversations between participants through creating fascinating content that has to be shared with other participant's (Mishra, 2012).

Figure 4. The 5 W's + 1 H communication model

Figure 5. 4 C's of social media (Mishra, in Solis (2010) p. 265)

Blogs, microblogs (i.e. Twitter), social networks (i.e. Facebook), social bookmarking (i.e. Digg), review sites, forums, virtual worlds and media sharing sites like YouTube are social media marketing channels (Zarrella, 2010).

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Traditional marketing and social media marketing differ also in the way that customers are retained. In traditional marketing a big focus is put on finding and converting customers and then hoping that the customers would stay as long term clients through providing great customer service. Social media marketing makes it possible to reach out and connect with both existing customers as well as prospective customers through different social media platforms (Social Media Quickstarter, 2011).
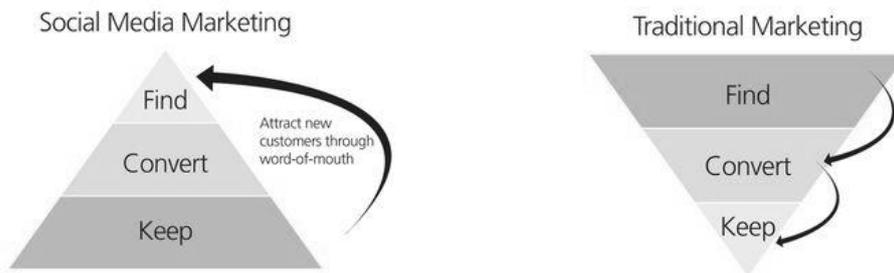
Figure 6. (Social Media Quickstarter,2011) **Figure 7.**(Social Media Quickstarter,2011)

Word of mouth is also a powerful aspect in SMM as people tend to trust in peer reviews on products and services more than they trust companies (Hausman, 2012).

2.6.1   ADVANTAGES AND DISADVANTAGES

The advantages of utilizing traditional marketing are; the tangibility of the marketing materials, the possibility of face to face interactive selling and the short term results that come quite fast i.e. through a promotion campaign (Souza, 2012).The advantages of using SMM are that it is inexpensive to use as most social media platforms do not cost and possibility to engaging a two-way communication with the client (Hausman, 2012). SMM is also measurable i.e. through Google Analytics and Facebook insights. (Souza, 2012)

The disadvantages of traditional marketing are a low response rate as the marketing is often "forced upon" the client, one way communication with the client as the clients cannot give direct feedback from advertisements. Traditional marketing is also expensive as i.e. a commercial spread at a magazine might cost from ten thousands of euro's. Traditional marketing is also hard to measure as the link between i.e. a billboard commercial and a final customer is not obvious and cannot directly be measured. The dis-

advantages of SMM are that it needs a long term strategy and a focus on creating rela-tionships with customers so the results take longer to be visible. It is very time consum-ing to keep social media updated and engage with the clients. It also requires the clients to be present on the social media platform; if the client is not using the social media platform then there is no possibility to reach the client (Souza, 2012).

2.7   POPULAR SOCIAL MEDIA SITES

The social media world is all the time in a face of constant change with lots new net-working sites popping up regularly. In this short introduction of currently popular social media sites, there is an aim to give a fast glance of seven well known social media sites.

2.7.1   FACEBOOK

Facebook is a social networking site founded in 2004 by Mark Zuckerberg with a mis-sion is to make the world more open and connected. People mostly use Facebook to stay connected with friends and family, sharing photos and videos and thoughts that matter to the users. Currently there are approximately 600 million monthly active Facebook users globally (Facebook, 2012). Facebook also has the most useful features for a social media marketer as Facebook allows companies to create public company pages where consumers and company representatives can join, communicate, connect and "Like" (become a fan) the business page. It is sort of a personal selling and sales promotion place where many companies offer special deals, products and reductions for the Face-book fans in order to keep them excited and engaged with the company (Zarrella, 2010).

2.7.2   TWITTER

Twitter is a microblog launched in March 2006 where users can post 160 character up-dates on their own Twitter account, as well as follow other Twitter user updates. Com-panies, private persons as well as imaginary characters have Twitter accounts (Zarrella, 2010). Currently Twitter has more than 517 million accounts (Lunden, 2012).

2.7.3 LINKEDIN

LinkedIn is the social networking site for business professionals and job seekers. Linked is the most restrictive social network and does not include any photo sharing features like other social networking sites (Zarrella, 2010). Linked in was launched in 2003 and had 187 million members from over 200 countries in September 2012. More than 2.6 million companies currently have company pages on LinkedIn. People use Linked mostly for networking and business purposes, sharing knowledge and insights and recruitment opportunities (LinkedIn Press Center, 2012)

2.7.4 YOUTUBE

YouTube is a content community that was launched in 2005. YouTube is currently the largest video sharing site and is the third most visited site on the Internet (Zarrella, 2010). YouTube has over 800 million unique users visiting every month (YouTube statistics, 2012). Private people as well as companies are present on YouTube, and many companies have established their own YouTube channels where they provide the consumers with i.e. corporate commercials and topics somehow related to the company. Funny and interesting videos engage more people so it is important for companies and private persons to verify the quality of the content before publishing it. (Zarrella, 2010).

2.7.5 PINTEREST

Pinterest is a virtual pinboard which lets people organize and share photos, products, recipes and everything that is found online or is taken a photo of. Pinterests mission is to connect all like-minded people in the world through the pictures of things they are sharing and they find interesting (Pinterest About, 2012). Visual content is the key in Pinterest. Currently Pinterest has over 11 million unique visitors monthly and even companies have started to use it for marketing activities. There is even research showing that Pinterest would be more effective at driving traffic to websites and blogs than i.e. Facebook and Google+ (Hubspot, 2012).

2.7.6   GOOGLE+

Google+ launched in 2011 by Google is a social networking site that was created to compete with Facebook. Google+ is not a total copy of Facebook instead it has a purpose to provide a networking space of closed circles of i.e. friends and family (instead of Facebook global networking) with a possibility for a group chat, playing games and using different applications (Boutin, 2011). Currently Google+ has approximately 400 million members with 100 million active users monthly and is used by private people, companies and artists. Facebook is still approximately ten times bigger than Google+, but Google+ is rapidly becoming a main competitor of Facebook. (Schroeder, 2012)

2.7.7   BLOGS

Companies are also using blogs. In 2008 184 million people had started their own blog, and around 346 million people were reading blogs. Blogs enables both small and large companies to keep an up to date contact with their clients, discuss and inform them about the latest corporate or industry news. Blogs should be a central part of every company's social media marketing strategy. An example of a blog used both by consumers and companies is Blogger, a free of charge online blogging platform (Zarrella, 2010).

2.8   WHAT ARE THE SOCIAL MEDIA OPPORTUNITIES & CHALLENGES?

Zimmerman and Sahlin (2010) clarify that social media marketing has many benefits, one of them being that many of the social media services are free of charge. The audience of social media is also large as in 2010 Facebook had almost 500 million users, meaning that the consumers can easily be reached through the social media networks, this makes social media a great branding channel. Social media helps in building relationships between the company and the consumers through engaging the consumers in a long term relationship. Social media can also help i.e. in improving business processes through detecting and correcting customer problems and complaints, obtaining customer feedback, providing technical support, improving service delivery as well as locating potential new vendors an employees. Social media offers also the opportunity of busi-

ness to consumer selling and improving search engine rankings through search engine optimization. The biggest challenge of social media is the amount of time that has to be invested in it as it is crucial to invest in a ongoing long term commitment in order to see results from social media marketing. The company has to make sure that they understand how time consuming social media marketing is and be sure to have the needed human resources in order to accomplish the social media marketing goals (Zimmerman and Sahlin, 2010).

2.9   WHY IS IT IMPORTANT TO BE PRESENT IN SOCIAL MEDIA?

According to Kaplan and Haenlein (2010) everything is about social media today. Social media is a relevant channel to both large multinational companies; SME's as well as for nonprofit organizations and governmental agencies, as they are able to reach their target audience no matter of the size of the organization as there is i.e. 1 billion registered Facebook users (Facebook, 2012). Some industry gurus even claim that if the company is not participating in social media networks then the company does not exist for its consumers (Kaplan and Haenlein, 2010). The companies should not miss the opportunity to have a close relationship with the consumers, especially Finnish companies as 82% of the population in Finland is using the internet, and where 42 % of the whole population is register at at least one social media network channel (Tilastokeskus, 2010b).

3   OY SUOMEN LYYRA AB

In chapter three the thesis company will be presented There will also be a closer look at the thesis company (Oy Suomen Lyyra Ab) current social media situation in order to understand where the company currently lies in the utilization of social media.

3.1   LYYRA IN BRIEF

Founded in 2006 Oy Suomen Lyyra Ab operates in the student card market in Finland on a non-profit basis with a commercial objective. Lyyra is privately owned 60 % by the

Student Union of University of Helsinki, HYY and 40 % by the National Union of University Students in Finland, SYL (HYY Yhtymä, 2011). The core business areas of Lyyra are the Student Card, the Lyyra Benefits and the web service Lyyra.fi.

The objective of Lyyra is to bring a complete online service free of charge for students, where they can find information related to being a student, student services, benefits and reductions, ordering an official student card, as well as offering a housing rental service (one of the most popular contents on Lyyra.fi) with a complete "Housing Guide", where private landlords and students leaving for a study exchange can rent out their apartments to students in need.

Lyyra is as well the largest student media and marketing channel for higher education students, as it reaches more than 40 % of all 300 000 higher education students in Finland (Tilastokeskus, 2010b). This is why the web site Lyyra.fi also functions as an online media platform where partners can advertise product, services and benefits to students through various online banners. Lyyra.fi has on average 30 000 visits per month throughout the year and 100 000 during August, September and October per month.

The Lyyra student card comprise of 2 different student cards; a national student card valid in Finland for higher education students as well as for post-graduate students, as well as a Lyyra national and international ISIC student card integrated into the same student card, only available for higher education students through Lyyra. The cards are currently used by more than 120 000 students at 11/17 universities and 8/27 universities of applied sciences in Finland. The Lyyra cards are used as library cards in multiple universities. The Lyyra card are also used as ID cards for the staff working in Helsinki University and in the HYY Group owned by the Student Union of University of Helsinki.

The Lyyra Benefits on Lyyra.fi offers more than 1000 benefits and reductions for students by companies and partners and it is in active use thought the year. For student's registering in the Lyyra.fi portal when ordering their student card, Lyyra is also able to offer an e-Lyyra electronic student verification function visible on the apartment rental section.

The Lyyra Newsletter is sent bi-monthly (most months) and reaches approximately 80 000 subscribers being 66% of all Lyyra student card holders. The newsletter is a good channel for both Lyyra and partners to easily inform students i.e. about student events, privileges and discounts. Lyyra also takes part in and organizes different events in Finland specifically targeted at students of higher education.

3.2   THE CURRENT SOCIAL MEDIA SITUATION

3.2.1   FACEBOOK

Facebook is Lyyra's oldest and most actively used social media network since joining it in 2009. There are currently 1881 fans that like and follow Lyyra's Facebook page, giving it a total of 532 912 friends of fans, that can be reached through the fans on Facebook. The Facebook fan page is used for news updates, customer feedback and discussions, event marketing, benefits marketing as well as collecting survey answers.

Figure 8. Oy Suomen Lyyra Ab's Facebook statistics, (November, 2012.)

In comparison to the 120 000 Lyyra card owners, the amount of fan's on the Facebook page only counts for 1, 56 % of all card owners. The small percentage of Facebook fans can be seen in the lack of human resources, and the fast paced changes that has grown Lyyra from a startup in to a small company generating profit without really having time to focus on creating and sticking to a successful Facebook strategy.

The largest Finnish Facebook user age group is the 25-34 year olds accounting for 25% (558 560) of all Finnish Facebook users (2 234 240). The second largest user group by age are the 18-24 year olds accounting for 21% (469 190) of all Facebook users in Fin-

land. Of these Facebook users 53 % are female and 47 % are male (Socialbakers, 2012a). Facebook also seems to be the Finnish consumer's preferred channel to interact with companies (Storbacka, 2012)

3.2.2   TWITTER

Lyyra's microblog Twitter was launched in 2010 and has been used since then to share news, updates, benefits and important information with Lyyra's consumers. Currently Lyyra has 17 followers and has posted 125 tweets during the last two years. According to Toni Nummela (2010) there are 326 890 Twitter users in Finland 2012, but it is hard to be sure of, as all users do not inform their location and cannot therefore be tracked.

Figure 9. Oy Suomen Lyyra Ab's Twitter statistics, November 2012.

Twitter has in general been a lot less used in Finland than in other countries both by companies and consumers, speculations around this states that due to an active Facebook usage people have not wanted to post status updates on another social media network or simply that they just haven't found it yet (Yle, 2012). The low follower rate on Lyyra's twitter account and low rate of tweets can be seen as a result of an earlier lack of human resources, time and a clear social media strategy.

3.2.3   LINKEDIN

LinkedIn is the social media networking site for business professionals (Zarrella, 2010). In Finland Linked in has only 405 488 users compared to United States 71 720 949 LinkedIn users (Socialbakers, 2012c). LinkedIn differs from other social media networks as there is no photo posting possibility and was the last social media network to even allow users to add a profile picture. The core idea of LinkedIn is only professional

networking and is not meant for sharing updates posting comment or internal mailing with strangers but built for jobseekers and recruiters (Zarrella, 2010).

Lyyra has a LinkedIn account but it is only used to show up in LinkedIn searches and currently has no activities. The most probable reason for not utilizing Lyyra's LinkedIn profile is due to lack of earlier human resources and time.

3.2.4   E-NEWSLETTER

Newsletter sent through e-mail can support the company's social media marketing activities. Usually social media marketing is discussed separately from e-mail marketing but these two marketing approaches used together can generate more noise around a company's products than only by conventional social media marketing. As earlier stated social media is about sharing content and engaging in conversations, e-mail marketing actually has the opportunity to take those conversations and the relationships with the customers to the next level of engagement (Goodman, 2010). According to Zimmerman and Sahlin (2010) social media buttons placed in e-newsletters can actually increase dramatically the traffic on the social media sites. Consumers also tend to subscribe 12 times more probably to an e-newsletter than to a RSS-feed.

Lyyra has been sending the Lyyra News e-newsletters to students since 2008, before even starting to use Facebook, Twitter and LinkedIn. Currently Lyyra has about 80 000 newsletter subscribers from Finland; the e-newsletter therefore reaches approximately 62 % of all Lyyra card owners and is sent bi-monthly informing the subscribers about news, new information, benefits, competitions and partner content.

3.2.5   RSS-FEED

RSS or real simple syndication is a web based format to deliver information from often updated content such as headlines, blogs, news and music. The published content (feed) is delivered for free in a standardized format in order to be viewed by different programs. The feeds can be set to be delivered i.e.to a subscribers computer desktop, e-mail program, web page, blog, social media pages or to a browser folder. The feeds can also be programmed to send information once an hour, a day, a week or once a month.

(Zimmerman and Sahlin, 2010) Lyyra is utilizing the RSS feed and offers students and subscriber's a possibility to order Lyyra "student benefits" as a RSS feed.

4 METHODOLOGY

In this chapter the research, data collection and data analysis methods used will be presented. The survey conducted for this bachelor thesis will be discussed together with the reliability and validity of the research.

4.1 RESEARCH METHODS

The main objective of this bachelor thesis was to understand what, how and when to utilize social media in the case company's marketing activities and what the current situation of the company is.

The empirical research was executed through a quantitative research method in the form of a survey, designed to answer the research questions presented in chapter 1.2. A survey was decided to be used to complement the analysis of the case company, and to get the answers from the company's target group; students of higher education in Finland. The survey consisted of close and open-ended questions as well as questions requiring ranking answers from 1 to 5. The survey was made available in both Finnish and English through an free online survey tool Google Forms.

The quantitative method was chosen over the qualitative method as it makes it possible to collect a larger quantity of answers from respondents in a faster time, than through an interview or a focus group. The online form was chosen due to the majority of the case company's consumers being present on the social media site Facebook (over 1881) or subscribers (80 000) to Lyyras e-newsletter. According to Tilastokeskus (2010b) there are 300 000 students of higher education in Finland, of which 120 000 higher education students are card holders of the Lyyra student card.

4.2 DATA COLLECTION AND ANALYSIS METHODS

The primary data of the research was collected through a free online Google Forms survey tool which provided the respondents with an opportunity to answer the questioner twenty-four hours through the case company's (Lyyra) Facebook group or through their e-newsletter sent to the subscribers the 14.11.2012. The online Google Forms tool gathered all the answers in a excel sheet which made it possible for the author to conveniently analyze and graph the answers and to serve as a backup for all the answers. The answers were directly analyzed after being completed on the Google spreadsheet.

The research survey was designed for both Finnish and English speaking students with an additional Swedish guiding text included in the English survey, in order to get answers from both Finnish and foreign students of higher education and to limit the possible misinterpretation. The survey was made identical in both languages.

The survey was made available at both Facebook as well as on the case company's e-newsletter, and the survey answers were collected online during one week in November from the 14.11.2012 to the 20.11.2012. Respondents answered the 23 questions of the survey in roughly 10 minutes, and the 50 first respondents received a canvas bag as a thank you gift for their survey participation in order to activate the students of Facebook and Lyyras e-newsletter.

There can be seen a direct link between the amounts of the responses gathered during the first day of the survey and the thank you gift promised to the 50 fastest respondents. 77 responses were gathered during the first day of the survey on Wednesday the 14.11.2012. 65 responses during the second day, 14 responses during the third survey day, 6 responses on the fourth day the 17.11.2012, 1 response during the fifth day and 5 responses during the sixth day of the survey. During the last day of the survey the 20.11.2012 there were no survey responses collected. The survey consisted of both closed and open-ended questions in order to get deeper answers from the respondents. The survey had 171 responses out of the approximately 82 000 students the survey form was aimed at. Out of the 171 answers 166 forms were completed in Finnish and 5 forms in English. The majority of the respondents who stated being Swedish speakers completed the survey in Finnish, although the English survey had the Swedish guiding text.

All the answers were treated with confidentially and anonymously, and the aim of the research was made clear to the respondents in the introduction part of the survey.

4.3 RELIABILITY AND VALIDITY

The survey for this bachelor thesis was designed to be easy to understand, quick to complete and available in multiple languages for both Finnish and foreign respondents. In order to guarantee the validity of the research the survey was examined and approved by the communications manager of the HYY Group and assistant director of Lyyra, and was trial tested by the company and a student of higher education. The secondary sources used for this research were also chosen carefully. All together 171 responses were obtained out of the 82 000 higher education students that the survey was aimed at through Facebook and Lyyra's e-newsletter. The 171 respondents have answered all of the obligatory questions in the survey and correspond all to the case company's target group of higher education students. Even if more responses were expected, 171 answers give a good-quality range of answers to yield consistent findings and a sufficient scope upon which trustworthy conclusions can be based in this research.

5 EMPIRICAL FINDINGS

In chapter 5 the quantitative survey responses will be presented through separating the research in survey respondents and survey answers in order to give a clear picture of the empirical findings.

5.1 SURVEY RESPONDENTS

The result of the quantitative research shows that 80 % of the respondents are female and 20 % are male. 40 % out of all 171 survey respondents where young adults aged 21-25. 20 % of the respondents informed to be aged 17-20, with 19 % of all survey respondents being aged 26-30 years. A surprising amount of 6 % of all survey respondents informed to be aged 50 years or above. The mother tongue of 93 % of the respond-

ents was Finnish, the rest of the survey respondents were by 4 % Swedish speaking, 1 % English speaking and 2 % from another language background.

The majority studied at University of Helsinki (39%), 14 % studied at university of Turku, 9 % at university of Jyväskylä, 9 % and at the university of Eastern Finland. 4 % studied at Metropolia university of applied science (UAS), 4 % at the university of Vaasa and 2 % at Laurea UAS, 2 % at Lappeenranta university of Technology and 2 % at Åbo Akademi. 95 % of all survey respondents studied at a school using a Lyyra student card.

Most of the survey respondents (40 %) lived in the greater Helsinki region, 31 % lived in western Finland with 10 % of the respondents residing in eastern Finland and 10 % residing in northern Finland.

5.2   SURVEY ANSWERS

This research material demonstrates clearly that the students of higher education have certain patterns of using social media networking sites. 81 % of survey respondents indicated to use Facebook, 43 % said they were using YouTube and 15 % indicated to be using Facebook's competitor Google+. Only 4 % of all 171 respondents said they were using Twitter, 5 % were using LinkedIn and the newest social network Pinterest was used by 4 % of all respondents. 32 % of the respondents did use multiple social media networking sites and 6 out of 171 respondents indicated not to be using any social media networking sites at all. 5 out of 6 respondents declaring not to be using any social media networking sites where older than 26 years old.
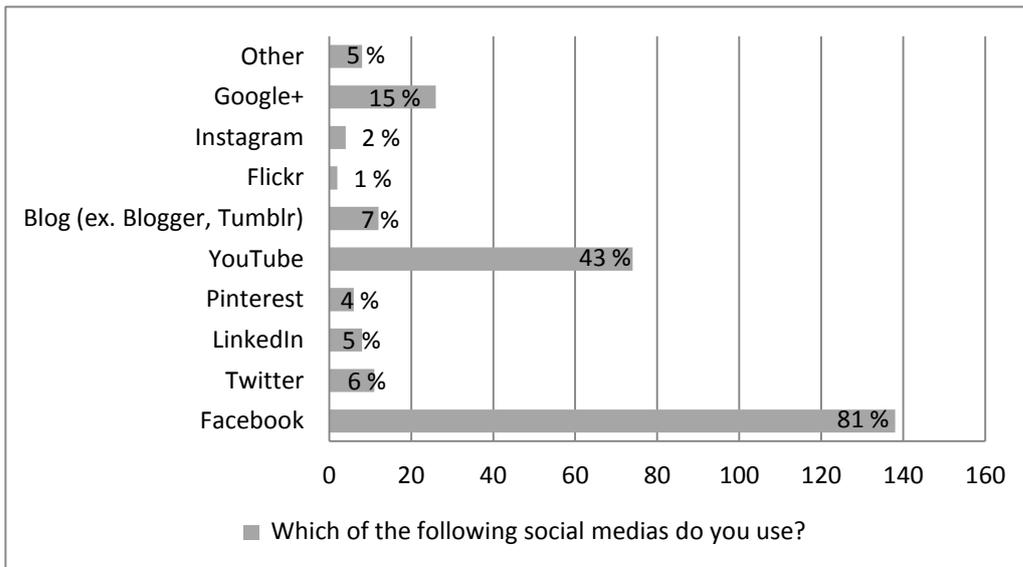
Figure 10. Which of the following social media's do you use?

When asked at what time of the day the respondents were mostly using social media networking sites like Facebook 63 % answered to be using social media between 19.00 and 21.00, 31 % use social media networks between 16.00 and 18.00, and 27 % informed that they are using social media networks between 22.00 and 01.00. 71 % of these respondents (using social media networks between 16.00and 01.00) are aged less than 26.
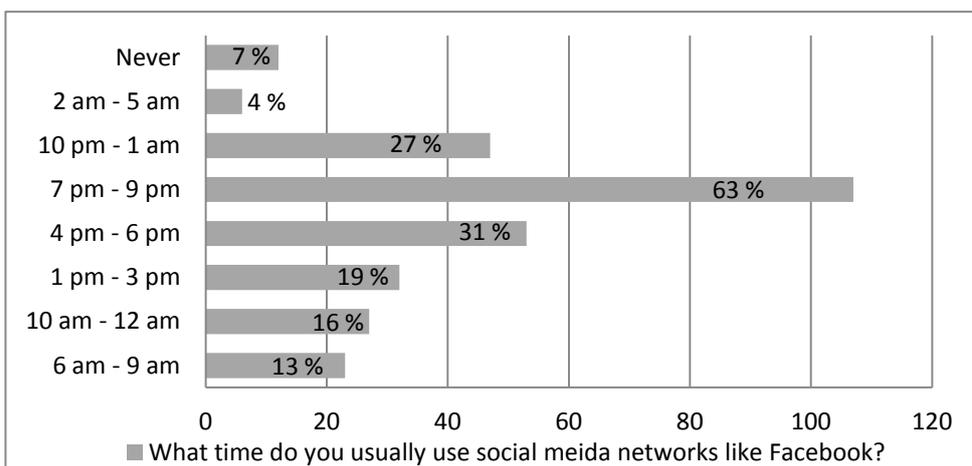
Figure 11. What time do you usually use social media networks like Facebook?

The research answers show as well that 76 % of respondents use social media channels many times a day, whereas 11 % of th respondents use them 2-4 times per week. 1 %

were using social media networks less than once a month, and 8% of respondents declared never to use social media channels such as Facebook, Twitter and LinkedIn.
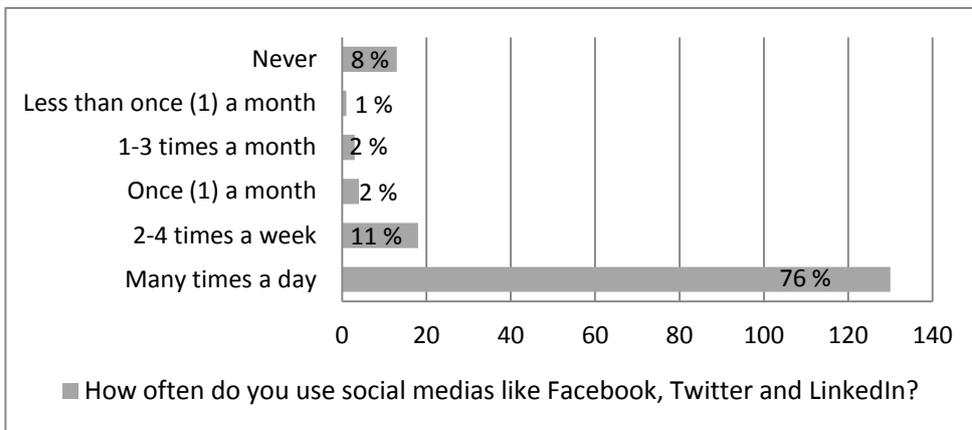
Figure 12. How often do you use social media's like Facebook, Twitter and LinkedIn?

When the respondents spent time in Facebook 73 % informed that they stay in contact with friends, 30 % said they share or watch other user's picture and videos, 29 % follow (upcoming) events while logged in to Facebook. 2 % indicated that they do other things than the above mentioned on Facebook mainly playing games. Only a minority of 12 % of the respondents declared that they are not spending time at all on Facebook.
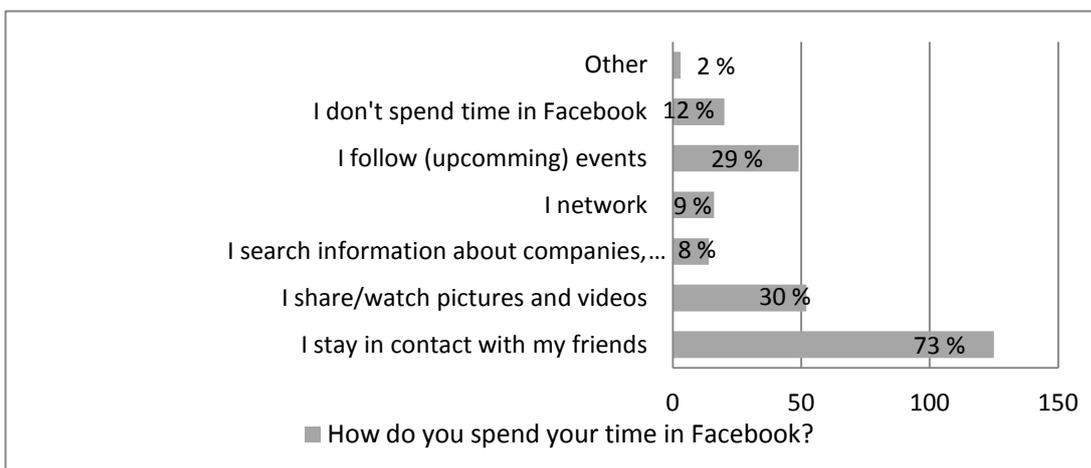
Figure 13. How do you spend your time in Facebook?

5 % of the 171 survey respondents stated that they do notice or click on advertisements displayed in Face book. The majority of the respondents (48 %) say that they do some-

times look through and click on the advertisements shown on Facebook, whereas 42 % of all respondents state that they never notice or click on the advertisements displayed on Facebook. 5 % of the respondents stated clicking and noticing Facebook advertisements.

68 % of the survey respondents said also that they do not to follow Lyyra at all on social media networks like LinkedIn, Twitter and Facebook. None of the 171 respondents said to follow Lyyra on LinkedIn or Twitter. 32 % of the respondents stated though being followers of Lyyra on Facebook.
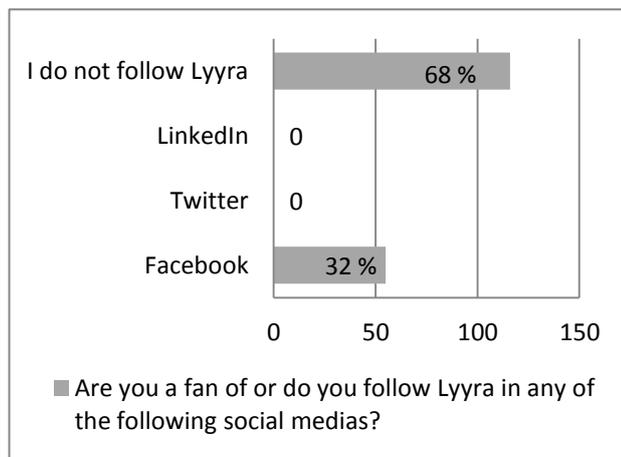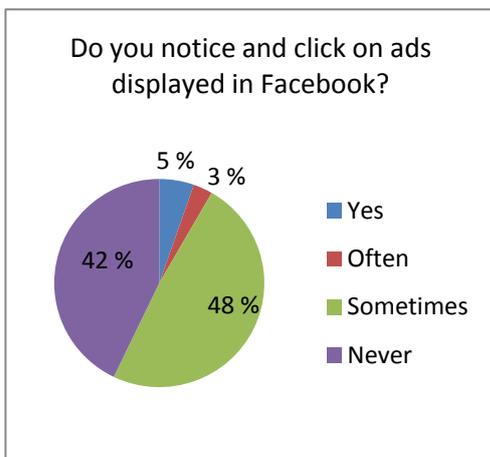
Figure 14. Do you notice and
click on ads displayed in Facebook?

Figure 15. Are you a fan of or do you follow
Lyyra in any of the following social medias?

Of the survey respondents 66 % had an "Ok" understanding of what Lyyra is and what Lyyra is offering students. Only 1 % of the 171 respondents knew really well what Lyyra is offering. 28 % of all respondents claimed to have a "Good" understanding of what Lyyra is and what it actually offers students.

A question in the research was also dedicated to find out how many of the respondents really knew what Lyyra offered. 37 % of all the respondents stated that Lyyra offers 2 different services, but only 7 % of the respondents replied that Lyyra is offering four different services for students. 71 % of all respondents said that Lyyra offers a valid student card, 63 % stated that Lyyra offers reductions and benefits for students, 25 % stated that Lyyra offers an apartment rental service and just 8 % knew that Lyyra offers a housing guide for students of higher education.
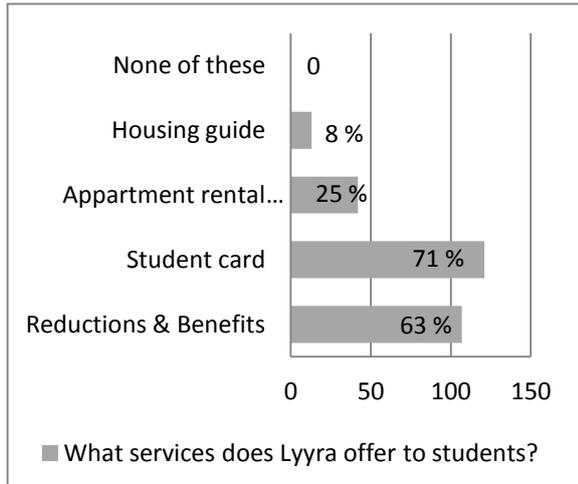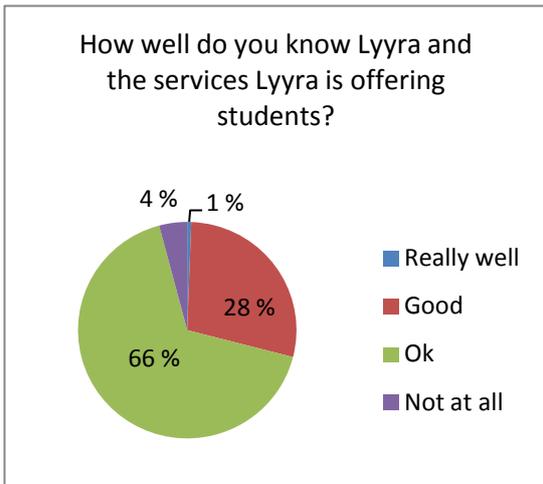
Figure 16. How well do you know Lyyra
and the services Lyyra is offering students?

Figure 17. What services does Lyyra offer
to students?

The respondents were as well asked how many companies they are a fan of in Facebook
and 50 % of the survey respondents stated to be fans of 0-5 companies, 20 % fans of 6-
10 companies, 12 % fans of 11-20 companies and 9 % of the respondents stated being
fans of more than 30 companies on Facebook.
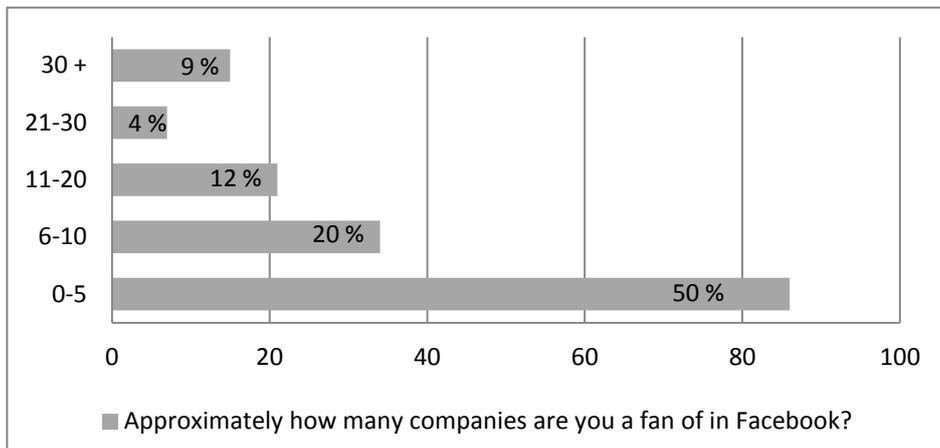
Figure 18. Approximately how many companies are you a fan of in Facebook?

The survey respondents were asked to rank each of the following questions from 1 (not
important) to 5 (very important) related to being or becoming a Facebook fan of i.e. a
company. In the first question 46 % of the respondents indicated that becoming a fan
due to getting to know about benefits, reductions and special promotions is strongly

supported. In this question only 12 % stated that it is not all significant for them to become a fan due to benefits or reductions and special promotions offered.

In the second question related to being or becoming a Facebook fan 29 % of the respondents it does not matter to become a fan to follow the company's news and status updates. 12 % of the respondents state that this was a very important factor for them.

The third question related to invitations to events was according to 23 % of the respondents a very important factor for becoming a Face book fan. 11 % of the survey respondents state that it was an important factor. 20 % of the respondents do not consider it to be an important factor at all.

43 % of respondents stated that it is not at all important, and 34 % said it is not important for them to become Facebook page fans in order to see pictures or videos before other consumers in question four. Only 5 % of survey respondents feel that seeing pictures and videos before other users would contribute in them become fans.

57 % of the respondents in the fifth question feel that the possibility to comment and join conversations was not at all an important factor in order to become a Facebook fan.

In questions six it can also be seen that according to 65 % of all survey respondents friends being fans of Facebook pages is not a strong enough invitation and therefore not at all an important factor when choosing to become a Facebook fan.

Becoming a Facebook fan due to a friend's invitation was neither a deciding factor according to 54 % of the respondents in question seven.
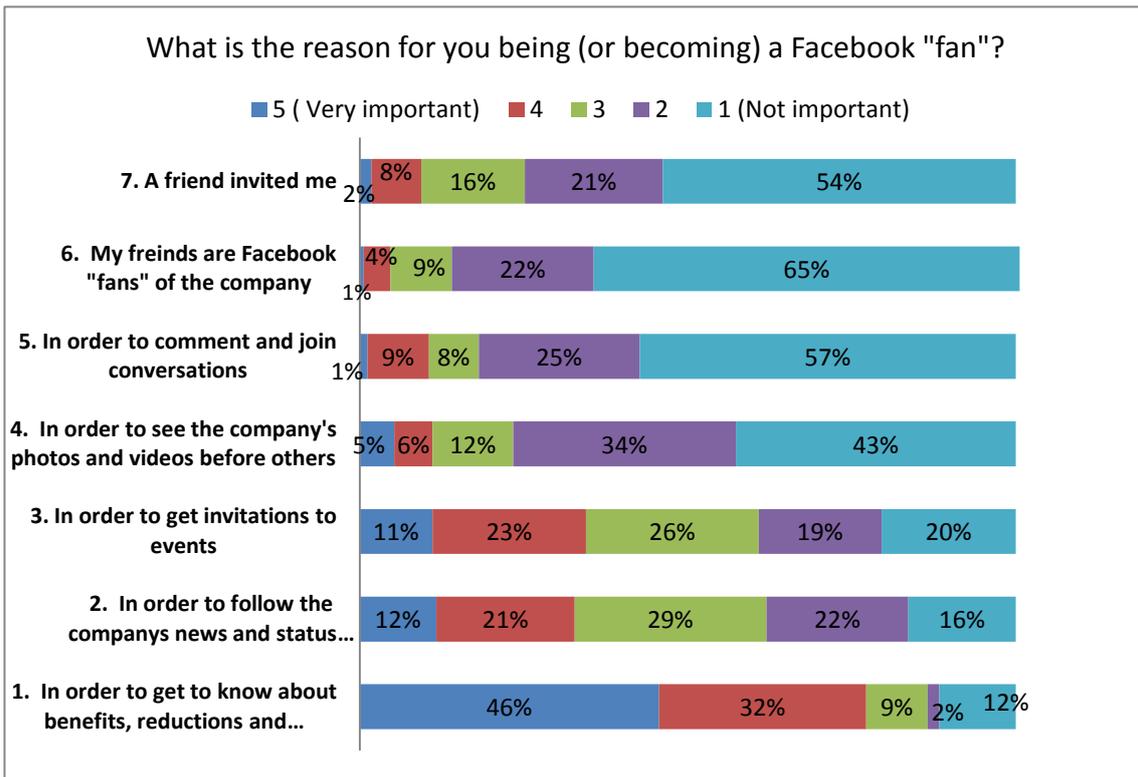
Figure 19. What is the reason for you being (or becoming) a Facebook "fan"?

64 % of all 171 survey respondents do not "like" Lyyra's Facebook page.

36 % of the respondents "liking" Lyyra's Facebook page started to "like" (became a fan) it due to wanting to see the benefits and reductions that Lyyra offers and 52 % in order to be updated about what is happening with Lyyra. 6 % started to like Lyyra's Facebook page due to a friend's recommendation and 4 % of the respondents said that they "liked" Lyyra's Facebook page in order to get to know and network with other student's.
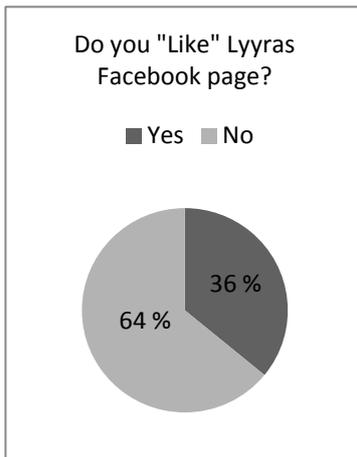
Figure 20. Do you "Like" Lyyra's Facebook page?
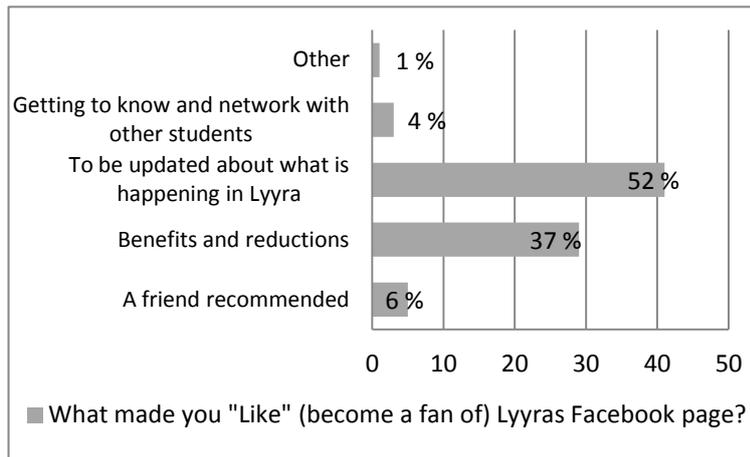
Figure 21. What made you "Like" (become a fan of) Lyyra's Facebook page?

The research included also open-ended questions to get deeper answers from the respondents related to the kind of content that the respondents would like Lyyra to have on its Facebook page. 46 % of the respondents indicated that they would want to have more and a bigger variety of different benefits. Benefits should also in a larger scale be available for students outside the Helsinki region. More events and reductions for students and more information about the current and upcoming benefits and reductions should also be communicated on the Facebook group. Lyyra's Facebook page should also according to the respondents be advertised more as many students do not know that Lyyra has a Facebook presence. 21 % of the respondents did not have any wishes related to the content. 16 % of the survey respondents would like to find competitions and prices at Lyyra's Facebook page and 4 % of the respondents did not wish for any changes. 13 % of the respondents wished for active discussion about being a student and student related matters.

Table 2. What kind of content would you like Lyyra to have on its Facebook page?

46 %	A bigger variety of different benefits, information and more events
16 %	Competitions and prices
4 %	No changes needed
13 %	Active discussion related to being a student
21 %	Do not know

54 % of all survey respondents agreed that (partner) benefits marketed on Lyyra's Facbook page is a good way to go as many notice the benefits faster through it. 5 % of the respondents said that they do not at like the idea of marketing (partner) benefits on Lyyra's Facebook page.
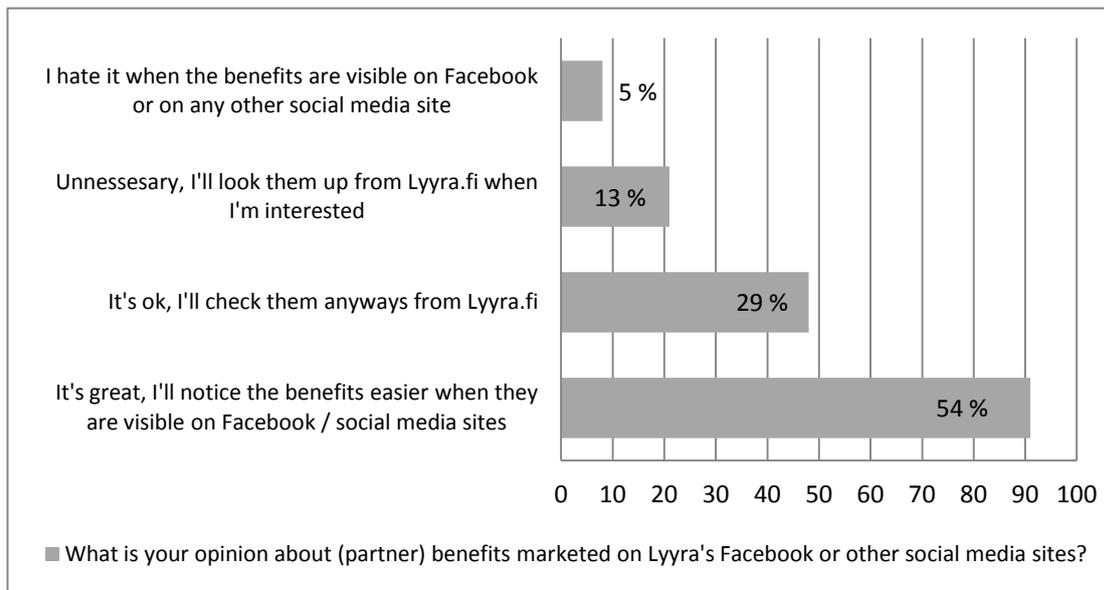
Figure 22. What is your opinion about (partner) benefits marketed on Lyyra's Facebook or other social media sites?

When asked how Lyyra could get more people to become its Facebook fans 32 % of the survey respondents stated that through marketing, PR, increasing and differentiating the marketing activities from other student groups , better visibility of the Facebook buttons on Lyyra's web site and in the e-newsletter, as well as marketing through student unions. 14 % of the respondents stated that competitions, prices and a "like" and win campaign would be the key to get more people to become Lyyra's Facebook fans.

9 % stated that offering special reductions and discounts for Facebook users would get people to "like" Lyyra's fan page. 19 % of the respondents had various ideas about how Lyyra could get more Facebook fans through i.e. creating a more energetic webpage, sponsoring student unions, organizing different events and happenings for students of higher education and telling about Lyyra's Facebook page when picking up the student card. 26 % of all 171 survey respondents had no idea or opinion of how to get more people to become Lyyra's Facebook fans.

Table 3. How could Lyyra get more people to become its Facebook fans?

32 %	Marketing, PR, better visibility of the Face book buttons, marketing through students unions and differentiating the marketing activities from other groups
14 %	Competitions, prizes, "like" and win campaigns
9 %	Special benefits, reductions and discounts for Facebook users
19 %	Energetic webpage, sponsoring student unions, events & happenings, information about the Face book page when i.e. picking up the student card
26 %	No idea of how to increase the Face book fans

74 % of all respondents stated clearly that they do not have an interest in following Lyyra on any of the following social media channels. 19 % of the respondents would be interested in reading Lyyra's blog, 4 % on Google + and 3 % of the respondents would like to follow Lyyra on Pinterest.
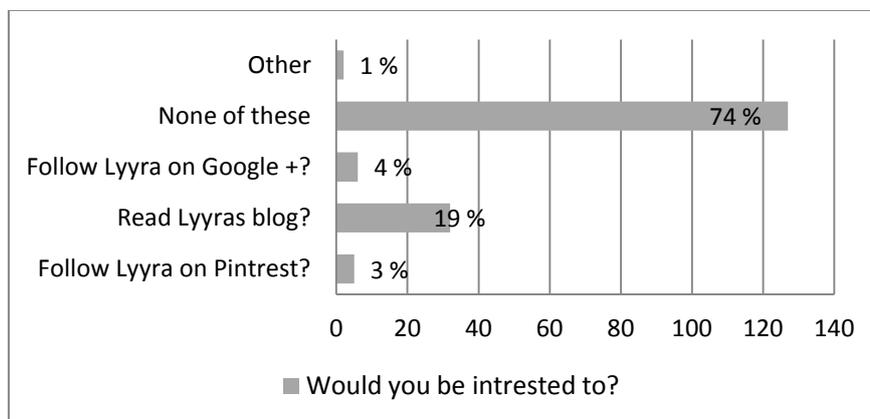
Figure 23. Would you be interested to?

42 % of the survey respondents have used benefits offered by Lyyra's partners for the students of higher education, 58 % of the responders have not used any of the benefits offered.
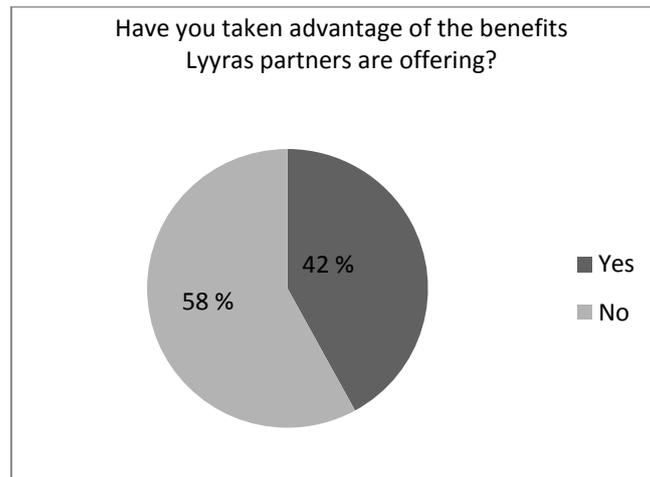
Figure 24. Have you taken advantage of the benefits offered by Lyyra's partners?

The respondents were also asked to express their wishes concerning what kind of (new) benefits or services they would like Lyyra to provide. 20 % of the respondents stated that they would like to see reductions and benefits for students within the restaurant, café and food sector. 11 % of the respondents wished for more reductions from a bigger variety of companies, and reductions and benefits from companies that students are highly involved with i.e. electricity, insurance, telecommunication, furniture, and home electronics. Home electronics, IT and apple product discounts were also requested.

2 % wished for more competitions, 5 % of the respondents wished for reductions at the movie theaters, 4 % expressed their wish for benefits and reductions from clothing stores (also online stores), and 10 % hoped for free entrance to different cultural events, museums and reduced ticket prices for concerts. 17 % of the respondents also wished to find reductions in smaller cities outside of the Helsinki region. 5 % of the respondents wished for reduced prices for different sports and gyms. 4 % of the survey repliers wanted reduced prices for cruise, flight and travel related costs and 17 % had no opinion related to the wishes of services or benefits that Lyyra should offer them.

Table 4. What kind of (new) benefits/services would you like Lyyra to provide?

20 %	Reductions in restaurant, cafés and grocery stores.

11 %	Reductions and benefits from a bigger variety of companies
2 %	Competitions and prizes
5 %	Reductions at movie theaters
4 %	Discounts at clothing stores
10 %	Free entrance to cultural events, museums and reduced prices for concerts
17 %	Benefits, discounts and reductions outside of the Helsinki area
5 %	Discounts for sports and gyms
4 %	Reduced prices for cruise, flight and travel related costs
17 %	No opinion
5 %	Discounts at IT stores and Apple reductions

6   DISCUSSION

The research carried out in this bachelor thesis has been designed to answer the research questions presented in chapter 1.2. The research clearly demonstrates that the students of higher education in Finland are present in social media networks, reachable for business to consumer (B2C) marketing, and can be engaged through different measures in social media networks. This information gathered facilitates Lyyra to reach its target group more effectively and to form an understanding of the target group's social media activities.

From the research it can be seen that the best time to interact with the students of higher education through social media networks are between 19.00 and 21.00 when the majority is logged in to i.e. Facebook. The students that Lyyra is dealing with are mostly under 30 years' old as the research indicates that 79 % of the survey respondents were aged between 17 and 30. 76 % of the respondents stated being online many times a day. 80 % were female which also correlate to the fact that 64, 2 % of all Lyyra's Facebook "likers" are female. Helsinki and Turku university students were also the majority of the respondents in this survey, Helsinki and Turku are as well the cities where 41 % of all the Facebook "liker's" currently live in. The students of higher education in Finland spend time on Facebook by mainly being in contact with their friends, share and watch

pictures, follow (upcoming) events, network and search information about companies and products. 50 % of the survey respondents informed to be fans of 0-5 companies at Facebook, and 20 % are fans of 6-10 companies. The reason why the students of higher education become fans of company Facebook pages are because they want to be the first to know about benefits, reductions and special promotions, get invitations to events companies are organizing and to be updated with the newest news of the company. Due to knowing these specific information about its target group Lyyra is able to easier target their marketing activities to fit the right time, age, cities, type of content and engagement.

Only 36 % of the survey respondents said that they "like" Lyyra's Facebook page. The "like" rating definitely has to be improved as currently only 1, 56 % of all Lyyra student card holders (as stated in chapter 3.2.1) "like" (are a fan of) Lyyra on Facebook. The 36 % of the respondents liking Lyyra stated that they started mostly to "like" Lyyra's Facebook page in order to be updated with Lyyra's news and the newest benefits offered. This clearly indicates that even if there is a lot to do to make the higher education students aware of Lyyra's Facebook page and other social media networks, there are already a few features that have awaken the interest in the students to actually follow and engage on Lyyra's network Lyyra.

The higher education students use mostly Facebook, YouTube, Google+ and blogs as their social media networks. Lyyra is currently present only on one of these four social media sites, which is Facebook. This short coming can be changed by being present in the same social media networks where the majority of the students also are. Through this Lyyra could establish a long-term relationship and market its services for students as well as drive traffic to its website. Currently Lyyra is only present in Facebook, Twitter and LinkedIn, as well as connecting bi-monthly with over 80 000 e-newsletter subscribers and offering a RSS-feed. 19 % of the survey respondents claimed that they would be interested in reading Lyyra's blog and 3 % would be interested in currently finding Lyyra on Pinterest.

As earlier stated in chapter 3.2 the social media network Facebook is currently being used for news updates, customer feedback, event marketing, benefits marketing as well

as collecting survey answers. Twitter is used to share news, updates, and benefits and important information with its consumers. LinkedIn is only used to showing up in LinkedIn searches and the Lyyra LinkedIn network currently has no activities. Lyyra's e-newsletter is used for driving traffic both to the webpage and to the social media networks, as well as functioning as a news channel. The RSS-feed is currently only used to promote the partner benefits offered through Lyyra. This would be the perfect time for Lyyra to broaden its social media network presence to new channels, and start to actively use its existing social media networks regularly.

In order to grow and engage its audience in social media networks Lyyra should concentrate on social media marketing and to understand what the students are expecting and driven by. According to the research only 37 % of the respondents knew two out of the four services Lyyra is offering the students of higher education, and only 7 % of the 171 respondents knew all the services Lyyra is offering.

Many of the respondents also left comments which indicated that only a small group of the higher education students knew before the survey that Lyyra was active on social media networks and had an active Facebook group. This points out that there is a large need to promote the social media networks more visibly for students. Lyyra's social media networks could be promoted through a marketing campaign on Lyyra's webpage which currently has approximately 30 000 visitors per month. Lyyra's e-newsletter sent to over 80 000 students of higher education should also be used as a promotion channel for the campaign. The currently existing Facebook button both on the e-newsletter and on the website should be updated and placed on a clearer spot for everyone to notice it.

48 % of the respondents admitted to sometimes click on the advertisements displayed on Facebook and Facebook advertisements should therefore definitely be added to the marketing budget as it seems to be an effective way to reach the target group. The Facebook advertisement can be customized to only show up for the target group and the advertiser pay's accordingly to the amount of clicks the advertisement receives. Student union's web sites and social media pages (schools using Lyyra student cards) could also be negotiated with in order to more actively promote Lyyra's free services and social media networks for their students. The university acceptance letter sent to admitted stu-

dents should together with the student card information also contain the addresses of Lyyra's social media networks and better promotion of the main services Lyyra has.

Ideas of how to grow the amount of Lyyra's Facebook fans were also received from the survey respondents of whom 32 % argued that this can be achieved through intensive marketing, visibility and PR just like suggested above. 14 % believe that competitions, prizes and "like" Lyyra's Face book page and win campaigns would do the trick. 9 % would get attracted to join Lyyra's Facebook page if special reductions and discounts would be provided separately for the Facebook community. The author of this bachelor thesis agrees with both of the suggestions. Lyyra's marketing plan and budget should include the prizes for the competitions and the competitions could be done i.e. four times a year focusing on both autumn and spring when the new students are admitted to the universities a well as for Christmas and Easter/Vappu events.

Special discounts should also be considered to be offered to Facebook fans i.e. when 2000, 3000 people "like" Lyyra's Facebook page. The special benefits can also be organized so that they will appear in Facebook always a few days before being visible on Lyyra's webpage. This would give the Facebook fans a possibility to get acquainted with the benefits and reductions before anybody else. There were also suggestions that the Facebook fans could be engaged and grown by organizing different events and happenings for the students of higher education in order to activate and connect with them. Also by Lyyra offering relevant and timely content the students should find enough of interest to stay active in Lyyra's social media networks.

42 % of all respondents have taken advantage of one or more benefits that Lyyra's partners are offering. 20 % of all respondents stated being interested in having more benefits in the restaurant, café and grocery store sector, 17 % of all respondents hoped for more benefits outside the Helsinki area, 11 % wished for reductions and benefits from a bigger variety of companies and 10 % would like to have free entrances to cultural events, museums and reduced prices for concerts. These are the most anticipated benefits and by partnering companies that the students actually are interested in Lyyra is able to engage, attract and brand itself among the students of higher education.

Lyyra's social media networks should on the basis of the above mentioned definitely be utilized for marketing its services for students. The social media networks have now

mostly been used for news updates, marketing the benefits and the reductions, feedback and event marketing. The ideal situation for Lyyra would be to have all of its services known and used by the students. Lyyra could as a suggestion start a Pinterest account where all of the newest benefit pictures could be uploaded as well as pictures of events Lyyra has taken part in, and link it to Twitter so that it would as well show up on a tweet on Lyyra's Twitter account to maximize the visibility. Facebook could as well continue to be used as a benefits and event marketing place. In order to market Lyyra's rental service there could also be the newest apartments added and updated regularly on Facebook through a RSS feed application so that all students visiting Lyyra's Facebook page could see the available apartments. LinkedIn is a great network and should also be taken into use as it is a great channel to reach out to potential new partners and benefit offerers'. Many survey respondents were also interested to read Lyyra's blog if Lyyra would have one, and therefore investing time in a blog where relevant and timely information, news and services is updated would be a great idea. The blog could help the students of higher education to easier connect and build up a relationship with Lyyra. Google+ was also suggested by the survey respondents for Lyyra to be used, but it might not be worth investing in as both Facebook and Google+ are built on the same idea of networking. Facebook is still the leading social media networking site and the majority of the survey respondents stated being present on Facebook, Lyyra should therefore continue to be present on Facebook instead of Google+.

As there are many different social media networks available it is important for Lyyra to find the right ones that most of their target group is using. What also should be remembered is that if the company does not have lots of time or human resources in order to be present on tens of different networks, it should instead carefully evaluate and select the 3-5 best fitting networks and build an active presence there. In order to keep the information interesting for the followers, the different social media networks could also have different information available on them, and so make sure that all of the social media networks would not contain the same information and bore clients. Instead the different networks could link the visitors further to the following information source and network.

Central ideas of the discussion:

- Take in to account the activity times of the students and the channels they are using in order to reach the majority target group when they are active online. The majority of the students are active between 4 pm and 1 am.

- Knowing the social media networks the higher education students are using (currently Facebook, YouTube, Google+, Blog, Twitter, LinkedIn, Pinterest) and being present there in order to reach the target group and create long-term relationships with Lyyras consumers.

- Continue being present on Facebook as the Finnish higher education students are mainly in contact with friends, share and watch photos, follow (upcoming) events, network and search information related to companies and products there.

- Promote Lyyra's social media networking sites as many of the higher education students do not yet know that Lyyra exists on social media networks. This can be done through i.e. Facebook advertisement as it is customizable according to the target group. 48 % of the respondents indicated to sometimes click and notice the Facebook advertisements. Also strong PR and visibility through the student unions would be useful.

- In order to both activate, engage and increase the knowledge of the students Lyyra should focus on PR, organizing competitions as "like" and win, special benefits, reductions and event invitations for followers on the social media networks and awarding the students when bringing new followers to Lyyras social media networks.

- Higher education students are fans of companies on Facebook as they want to be the first to know about the benefits, reductions, special promotions, and getting invitations to events companies are organizing.

- Realizing great the amount of time and human resources needed to invest in providing relevant and timely content to engage the students of higher education.

7   CONCLUSION

In this research the basics of social media marketing has been explained, from the perspective of the case company; through presenting what social media marketing is, the theories and agreed concepts, a brief presentation of the case company, the methods used to for this research, empirical findings, discussion and a conclusion.
This bachelors thesis was aimed at understanding the current social media situation and activity among, the students of higher education in Finland, the social media channels that the case company currently uses, the best social media networks for reaching Lyyra's target group of more than 120 000 Lyyra student card holders, and how to use these networks for successful marketing activities.

The target group surveyed consisted of higher education students subscribed to Lyyra's e-newsletter (over 80 000 subscribers) or to the Facebook group (1881 followers). The respondents consisted 93 % of Finnish speaking, 4 % of Swedish speaking and 3 % had other mother tongues than Finnish or Swedish. The research was conducted as a quantitative surve and the survey answers were collected through and online survey tool named Google Forms. The time spent for gathering the data was one week in November 2012. The online survey resulted in a possibility to collect answers and opinions from students all over from Finland. The secondary data sources were used to explore theories and former discoveries in the field of social media marketing.

The two addressed research questions in this bachelor's thesis were:
1. Which social media networks are in use and how are they currently used by the case company's higher education students?

2. What are the social media habits of the target group and how could social media be used for marketing activities?

The research does though point out that a) the specific information gathered about Lyyras target group does help to better target and plan marketing activities for the right time, age, location, type of content and engagement of the students. b) Trying to understanding the current reality of the social media networks in use, and how they are used, and c) to have a clear focus and goal of what the company wants to achieve and communicate to its current and prospective clients. The topic social media marketing was limited only to marketing activities within the social media sphere.

The research shows that the higher education students of Finland are present in social media networks, reachable for business to consumer (B2C) marketing activities, and be engaged through the different actions in social media networks.

The conclusion that can be drawn from this research is that even if the case company is small with only a few employees, Lyyra strongly benefits from social media marketing. Social media marketing provides visibility, bringing the consumers nearer to the company and facilitating a two way communication. The author has observed and analyzed the current usage of social media, analyzed the target groups interests, social media habits and activities and engaged followers to take part in the thesis survey. One limitation that the author can see in this research is that the time spent to gather survey responses could have been longer than one week, as the results might have somewhat changed with a larger answer pool. Also due to social media marketing being a quite new subject there are limited amount of research material currently available.

7.1   SUGGESTIONS FOR FURTHER RESEARCH

One concept that was reappeared in this bachelor's thesis was engagement. Because this research did not have the possibility to further focus on engagement in the social media context, or how to improve engagement among the consumers, or how intensely the consumers feel engaged, it should definitely be a part of a further research. Relationship marketing, search engine optimization (SEO) and transmedia storytelling in social media marketing were also terminologies that the author discovered while doing a literature review, and could be interesting elements to cover in further researches.

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9   APPENDICES

Appendix 1. Survey form in English with a Swedish guiding text..

Lyyra's social media survey

Thank you for taking part in this survey. I am an international business student doing research for my thesis related to social media marketing. The aim of this research is to identify the interest, behavior, motivation and opinions of students on the use of social media for Oy Suomen Lyyra Ab. It will take approximately 5-10 minutes to answer this survey, and all the answers will be treated anonymously. Through this survey you'll be able to help Lyyra to develop its social media usage, and you will get your opinions heard. The first 50 people answering this survey will as a thank you gift get a Lyyra canvas bag. The Lyyra canvas bag will be delivered (in Finland) by post, so make sure to add your Finnish address, after completing the survey.

Hej, Tack för att du deltar i undersökningen. Jag är en international business studerande som gör forskning för examens arbetet gällande marknadsföring i sociala medier. Undersökningen syftar på att kartlägga studerandes intresse, beteende, motivation och åsikter om användningen av sociala medier, för Oy Suomen Lyyra Ab. Frågorna tar ca 5-10 minuter att svara på och svaren behandlas i total anonymitet. Genom att svara på frågeformuläret hjälper du Lyyra att utveckla sin närvaro i sociala medier, och får även din åsikt hörd. De 50 första som svarar på frågeformuläret får som en tack gåva en Lyyra-tyg kass. Lyyra-tyg kassen skickas hem (inom Finland) till de 50 första, så kom ihåg att lämna oss din adress i Finland. Fast frågeformuläret är på engelska kan du alltid besvara frågorna på svenska.

* Required

1. Which of the following social medias do you use? * You can choose many

-   ☐ Facebook
-   ☐ Twitter
-   ☐ LinkedIn
-   ☐ Pintrest
-   ☐ YouTube
-   ☐ Blog (ex. Blogger, Tumblr)
-   ☐ Flickr
-   ☐ Instagram
-   ☐ Google +
-   ☐ Other: [   ]

2. What time do you usually use social meida networks like Facebook? * You can choose many

-   ☐ 6 am - 9 am
-   ☐ 10 am - 12 am
-   ☐ 1 pm - 3 pm
-   ☐ 4 pm - 6 pm
-   ☐ 7 pm - 9 pm
-   ☐ 10 pm - 1 am
-   ☐ 2 am - 5 am
-   ☐ Never

3. How often do you use social medias like Facebook, Twitter and LinkedIn? * Choose only one

-   ○ Many times a day
-   ○ 2-4 times a week
-   ○ Once (1) a month
-   ○ 1-3 times a month

- ○ Less than once (1) a month
- ○ Never

4. How do you spend your time in Facebook? * You can choose many

- ☐ I stay in contact with my friends
- ☐ I share/watch pictures and videos
- ☐ I search information about companies, products and benefits/reductions
- ☐ I network
- ☐ I follow (upcoming) events
- ☐ I don't spend time in Facebook
- ☐ Other: [   ]

5. Do you notice and click on ads displayed in Facebook? * Choose "yes" or "no"

- ○ Yes
- ○ Often
- ○ Sometimes
- ○ Never

6. Are you a fan of or do you follow Lyyra in any of the following social medias? *
You can choose many

- ☐ Facebook
- ☐ Twitter
- ☐ LinkedIn
- ☐ I do not follow Lyyra

7. How well do you know Lyyra and the services Lyyra is offering students? *
Choose only one

- ○ Really well
- ○ Good

- ○ Ok
- ○ Not at all

8. What services does Lyyra offer to students? * You can choose many

- ☐ Reductions & Benefits
- ☐ Student card
- ☐ Apartment rental service
- ☐ Housing guide
- ☐ None of these

9. Approximately how many companies are you a fan of in Facebook? *
Choose only one

- ○ 0-5
- ○ 6-10
- ○ 11-20
- ○ 21-30
- ○ + 30

10. What is the reason for you being (or becoming) a Facebook "fan"? *
On a scale from 1-5 (1 = Not important, 5 = Very important)

	1	2	3	4	5
In order to get to know about benefits, reductions and special promotions	○	○	○	○	○
In order to follow the companies news and	○	○	○	○	○

	1	2	3	4	5
status updates					
In order to get invit tions to events	○	○	○	○	○
In order to see the company's photos and videos before others	○	○	○	○	○
In order to comment and join conversa-tions	○	○	○	○	○
My friends are Fac book "fans" of the company	○	○	○	○	○
A friend invited me	○	○	○	○	○

11. Do you "Like" Lyyras Facebook page? * Choose "yes" or "no"

- ○ Yes
- ○ No

12. If you answered "yes" in the last question: What made you "Like" (become a fan of) Lyyras Facebook page? You can choose many

- ☐ A friend recommended
- ☐ Benefits and reductions
- ☐ To be updated about what is happening in Lyyra

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- ☐ Getting to know and network with other students
- ☐ Other: [ ]

13. What kind of content would you like Lyyra to have on its Facebook page? *

[ ]

14. What is your opinion about (partner) benefits marketed on Lyyra's Facebook or other social media sites? *Choose only one answer

- ○ It's great, I'll notice the benefits easier when they are visible on Facebook / social media site
- ○ It's ok, I'll check them anyways from Lyyra.fi
- ○ Unnecessary, I'll look them up from Lyyra.fi when I'm interested
- ○ I hate it when the benefits are visible on Facebook or on any other social media site

15. How could Lyyra get more people to become its Facebook fans? *

[ ]

16. Would you be interested to? *You can choose many

- ☐   Follow Lyyra on Pinterest?
- ☐   Read Lyyras blog?
- ☐   Follow Lyyra on Google +?
- ☐   None of these
- ☐   Other: [_____]

17. Have you taken advantage of the benefits Lyyra's partners are offering? * Choose "yes" or "no"

- ○   Yes
- ○   No

18. What kind of (new) benefits/services would you like Lyyra to provide? *

[text area]
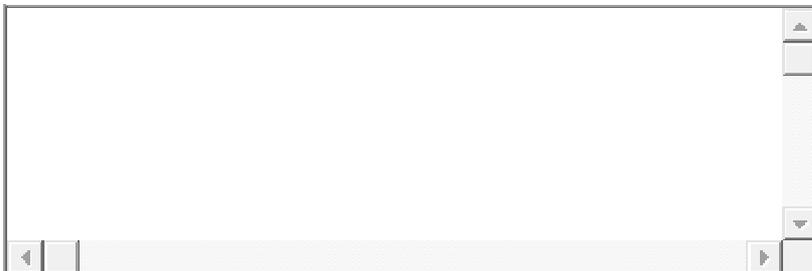
19. In which city do you currently live in? *

[text field]

20. In which school do you study? *

[dropdown]

21. Sex *

[▼]

22. Language *

[▼]

23. Age *(Choose only one)

1. ○ 17-20
2. ○ 21-25
3. ○ 26-30
4. ○ 31-40
5. ○ 41-49
6. ○ + 50

Your address for the Lyyra canvas bag (50 first survey respondents will get a Lyyra canvas bag free of charge delivered to their home address in Finland. If you do not wish to receive a free canvas bag leave the address space empty.)

[   ]

Other feedback for Lyyra?
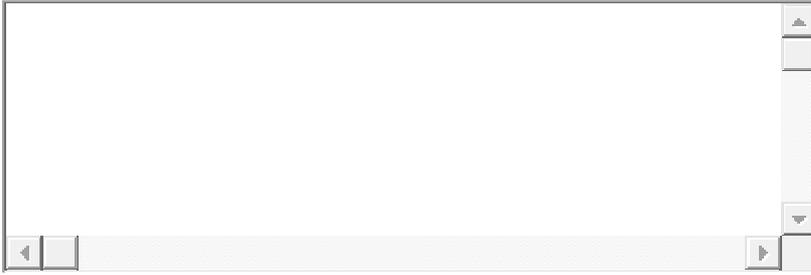
Thank you for participating in our survey!

Appendix 2. Survey form in Finnish.

Lyyran sosiaalisen median kysely

Hei, Kiitos kun osallistut kyselyyn. Olen kansainvälisen liiketalouden opiskelija ja olen tekemässä tutkimusta opinnäytetyötäni varten aiheesta sosiaalisen median markkinointi. Tutkimuksen tarkoituksena on kartoittaa opiskelijoiden kiinnostusta, käyttäytymistä, motivaatiota sekä mielipiteitä sosiaalisen median käytöstä, Oy Suomen Lyyra Abn ollessa kohdeyrityksenä. Kysymyksiin vastaaminen kestää noin 5-10 minuuttia ja vastaukset käsitellään täysin anonyymeinä. Kyselyn avulla autat Lyyraa kehittymään ja saat mielipiteesi helposti kuuluviin. 50 ensimmäiselle Lyyran kyselyyn vastanneelle haluamme antaa kiitokseksi Lyyra-kangaskassin, Lyyra-kassit toimitetaan kotiin postitse (Suomen sisällä) joten muistathan lisätä kotiosoitteesi kyselyn lopussa olevaan kohtaan.

* Required

1. Mitä seuraavista sosiaalisista mediosta käytät? * Voit valita monta

- ☐ Facebook
- ☐ Twitter
- ☐ LinkedIn
- ☐ Pinterest
- ☐ YouTube
- ☐ Blog (ex. Blogger, Tumblr)
- ☐ Flickr
- ☐ Instagram
- ☐ Google+
- ☐ Other: [   ]

2. Mihin aikaan yleensä käytät sosiaalista mediaa kuten Facebookia? *
   Voit valita monta

- ☐ 06:00-09:00
- ☐ 10:00-12:00
- ☐ 13:00-15:00
- ☐ 16:00-18:00
- ☐ 19:00-21:00
- ☐ 22:00-01:00
- ☐ 02:00-05:00
- ☐ En koskaan

3. Kuinka usein käytät sosiaalisia medioita kuten Facebookia, Twitteriä,
   LinkedIniä? * Valitse vain yksi

- ○ Monta kertaa päivässä
- ○ 2-4 kertaa viikossa
- ○ (1) kerran viikossa
- ○ 1-3 kertaa kuukaudessa

- ○ Harvemminn kuin kerran (1) kuukaudessa
- ○ En koskaan

4. Miten vietät aikasi Facebookissa? * Voit valita monta

- ☐ Pidän yhteyttä kavereihin
- ☐ Jaan/katson kuvia tai videoita
- ☐ Etsin tietoa yrityksistä, tuotteista sekä eduista ja alennuksista
- ☐ Verkostoidun
- ☐ Seuraan (tulevia) tapahtumia
- ☐ En ole Facebookissa
- ☐ Other: [   ]

5. Huomaatko / klikkaatko Facebookissa olevia mainoksia? * Valitse yksi

- ○ Kyllä
- ○ Usein
- ○ Joskus
- ○ En ikinä

6. Seuraatko tai oletko Lyyran fani seuraavissa sosiaalisissa medioissa? *
Voit valita monta

- ☐ Facebook
- ☐ Twitter
- ☐ LinkedIn
- ☐ En seuraa Lyyraa

7. Miten hyvin tunnet Lyyraa sekä Lyyran tarjoamia palveluita opiskelijoille? *
Valitse vain yksi

- ○ Erinomaisesti
- ○ Hyvin
- ○ Hieman

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- ○ En yhtään

8. Mitä palveluita Lyyra tarjoaa opiskelijoille? * Voit valita monta

- ☐ Alennuksia & Etuja
- ☐ Opiskelijakorttia
- ☐ Asunnonvälitys palvelua
- ☐ Asumisopasta (Housing Guide)
- ☐ Ei mitään näistä

9. Suunnilleen kuinka monen yrityksen fani olet Facebookissa ? * Valitse yksi

- ○ 0-5
- ○ 6-10
- ○ 10-20
- ○ 21-30
- ○ + 30

10. Mistä syystä liityt (tai liittyisit) yrityksen Facebook "faniksi"? *

Asteikolla 1 - 5 (1= Ei tärkeää , 5= Erittäin tärkeää)

|	1	2	3	4	5
Saadakseni tietoa alennuksista, eduista ja erikois promootioista	○	○	○	○	○
Seuratakseni yritysten uutisia sekä yrityksen päivityksiä	○	○	○	○	○
Saadakseni kutsuja	○	○	○	○	○

	1	2	3	4	5
tapahtumiin					
Nähdäkseni yrityksen uusimmat kuvat ja videot ensimmäisenä	○	○	○	○	○
Kommentoidakseni sekä liittyäkseni keskusteluihin seinällä	○	○	○	○	○
Kaverini ovat yrityksen Facebook "faneja"	○	○	○	○	○
Sain kutsun kaverilta	○	○	○	○	○

11. "Tykkäätkö" Lyyran Facebook sivusta? * Valitse "kyllä" tai "ei"

- ○ Kyllä
- ○ Ei

12. Jos vastasit "kyllä" viime kysymyksessä: Mikä sai sinut liittymään Lyyran Facebook "Tykkääjäksi" (faniksi)? Voit valita monta

- ☐ Ystävä suositteli
- ☐ Edut ja tarjoukset
- ☐ Saadakseni tietoa siitä mitä Lyyrassa tapahtuu
- ☐ Muiden opiskelijoiden kohtaaminen ja verkostoituminen
- ☐ Other:

13. Minkälaista sisältöä toivoisit Lyyran Facebook sivulle? *
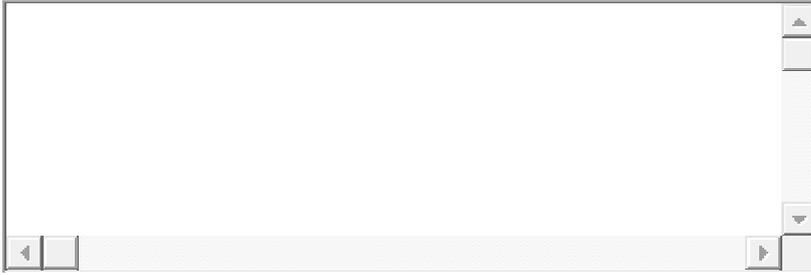
14. Mitä mieltä olet (Lyyran kumppaneiden) etujen markkinoinnista Lyyran
Facebookissa tai muissa sosiaalisissa medioissa? * Valitse yksi

- ○ Hyvä homma, edut löytyvät helpomin kun ovat myös Facebookissa/ Sosiaalisessa
mediassa
- ○ Ihan ok,etsin ne kuitenkin Lyyra.fi:stä
- ○ Turhaa, jos ne kiinnostavat tiedän niitten löytyvän Lyyra.fi:stä
- ○ En tykkää yhtään etujen esille tuomisesta Facebook ryhmässä tai muissa
sosiaalisissa medioissa

15. Miten Lyyra mielestäsi onnistuisi saamaan lisää opiskelijoita Facebook
faneiksi? *

16. Kiinnostaisiko sinua? * Voit valita monta

- ☐ Seurata Lyyraa Pinterestissä?
- ☐ Lukea Lyyran blogia?
- ☐ Seurata Lyyraa Google+?
- ☐ Ei mitään näistä
- ☐ Other: [   ]

17. Oletko hyödyntänyt Lyyran kumppaneiden tarjoamia etuja? *

Valitse "kyllä" tai "ei"

- ○ Kyllä
- ○ Ei

18. Mitä (uusia) etuja/palveluita toivoisit Lyyralta?

[   ]

19. Missä kaupungissa asut tällä hetkellä? *

[   ]

20. Missä koulussa opiskelet? *

[▼]

21. Sukupuoli *

[▼]

22. Äidinkieli *

[dropdown]

23. Ikä * Valitse yksi

- ○ 17-20
- ○ 21-25
- ○ 26-30
- ○ 31-40
- ○ 41-49
- ○ + 50

Toimitusosoite Lyyra-kangaskassia varten (50 ensimmäistä kyselyyn vastaajaa saa Lyyra-kangaskassin ilmaiseksi kotiin toimitettuna Suomessa. Jos et halua vastaanottaa kangaskassia jätä ruutu tyhjäksi.)

[text field]

Muuta palautetta/ ehdotuksia Lyyralle?

[text area]

Kiitos että osallistuit Lyyran sosiaalisen median kartoitukseen!