



**Implementation of digital marketing in a business**

**Case company: Miniprix Market**

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## Abstract

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<p>This Bachelor thesis subjects is the implementation of Digital Marketing in a business for Miniprix market. This thesis being based on a project has an objective which is to create a set of Digital Marketing tools for the sponsoring company which can improve his commercial activities, in particular the effectiveness of its marketing. Starting from the fact that the company is new to the field of Digital Marketing, this thesis will be based on the basic level of three specific levers of Digital Marketing.</p> <p>The Digital Marketing part first describes the concept of Digital Marketing, then its history and its objectives. In this same first part it will be discussed the techniques of digital marketing, the pros and cons that companies generally encounter when applying different Marketing techniques and finally you will be present the levers of digital marketing.</p> <p>The research method is based on a qualitative interview with the owner of the Miniprix market. Examples of companies' cases proving the effectiveness of the chosen online marketing tools through the organic growth of online traffic will be presented. The interview, on the other hand, revealed the fact that the sponsoring company is relatively small and has no experience in digital marketing. Based on the results, the tools are designed and offered to the sponsor.</p>
<b>Keywords</b>  Digital Marketing – Social Media Marketing – Search Engine – SEM – Social media marketing

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# 1 Introduction

This chapter gives an overview and the main purpose of the thesis to the reader. Background to the topic as well as the objectives will be represented. After this, there will be a discussion about the goals of the project and the tasks of the thesis. In addition, demarcation of the topic is discussed as well as both, the commissioning company and the benefits to stakeholders, will be presented.

## 1.1 Background

In the space of ten years, the number of Internet users has more than doubled worldwide. This impressive growth can be explained in particular by the generalization of mobile telephony. We have thus gone from 2.1 billion users in 2012 to almost 5 billion in 2022, which corresponds to an annual growth of 8.6% (Compound Annual Growth Rate, CAGR). Knowing that the world population amounted to 7.91 billion inhabitants last January, 62.5% therefore have access to the Internet network. Who says connectivity, says social media. We also learn that there are 4.62 billion users on social platforms. Digital is disrupting purchasing paths and dialogue with brands, and this will continue. (Roch, 2022.)

Nowadays, people use the Internet not only to connect socially with other people but also to develop their own network to seek information, entertain themselves and share experiences. New technologies as well as the Internet, which have developed to improve the online experience of customers, have transformed the world into a limitless business world in which there are no difficulties related to geographical position, and time to reach consumers. In that world, even small businesses have the ability to come out in search results in exactly the same way as a large company. Small businesses have the opportunity to step into their playground and maybe even win some of the big business customers! Digital marketing is therefore a good way to stand out from the competition (Lucy, 2018)

Businesses have ended up ignoring the current trend of shifting power from sellers to buyers, because in the digital world opinions are shared at lightning speed and transactions can be completed in just one click. This could be the reason why many companies around the world want to integrate into the digitally connected world to maximize their opportunities for operation, market expansion, cost reduction and improved customer relationships (Vanheems, 2018)

This thesis aims to implement digital marketing in a business. The thesis subjects the impact of digital marketing for a company called Miniprix Market. The objective of the thesis is to create a set of practical guidelines on digital marketing tools that Miniprix market can apply in its business.

The end result is a set of guidelines on digital marketing levers that can improve business activities, especially marketing effectiveness. Based on the company's status as a novice in the field of digital marketing, the thesis will focus on the basic level of three specific digital marketing levers.

## 1.2 Project Objectives and Tasks

The objective of the thesis is to create a set of practical guidelines on digital marketing tools that the case company (Miniprix Market) can apply in its business. The main marketing objectives to be achieved with these tools are the improvement of customer service and communication. The table below outlines the tasks to complete in order to successfully complete the goal.

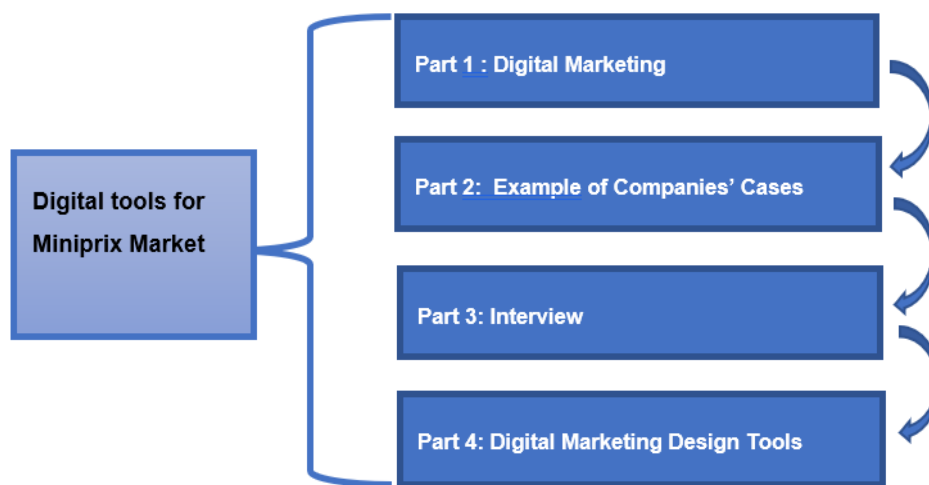


Figure 1: Thesis project objective and tasks

The project is divided into four main tasks. The first part consists of reviews of the theoretical literature to provide the reader with the basic elements concerning the concepts of digital marketing, the tools of digital marketing, and the advantages and challenges that digital marketing can provide. The second part focuses on companies' case that have practiced Digital marketing. In the third part is where the task is to conduct qualitative research through an interview with representatives of the sponsoring company. The last task is to create a set of tool guidelines to apply for Miniprix market.

## 1.3 Digital Marketing Ecosystem

In the ecosystem of the digital world, marketing is framed by a few terms defining its activities. Digital marketing is the broadest definition of online marketing activities. It involves all marketing processes: strategic marketing analysis, marketing planning, marketing implementation, marketing control, etc. On the other hand, digital marketing mainly concerns the actions of online marketing and advertising channels. Depending on the objective that the company aims to achieve,

digital marketing can aim to improve the customer relationship within companies, the optimization of sales made by a company, to simplify the work of sellers and to make brands known. But it can be said that digital marketing has four main objectives which are increasing site traffic, turning visits into purchases, building customer loyalty and influencing the target (Le journaldunet, 2021).

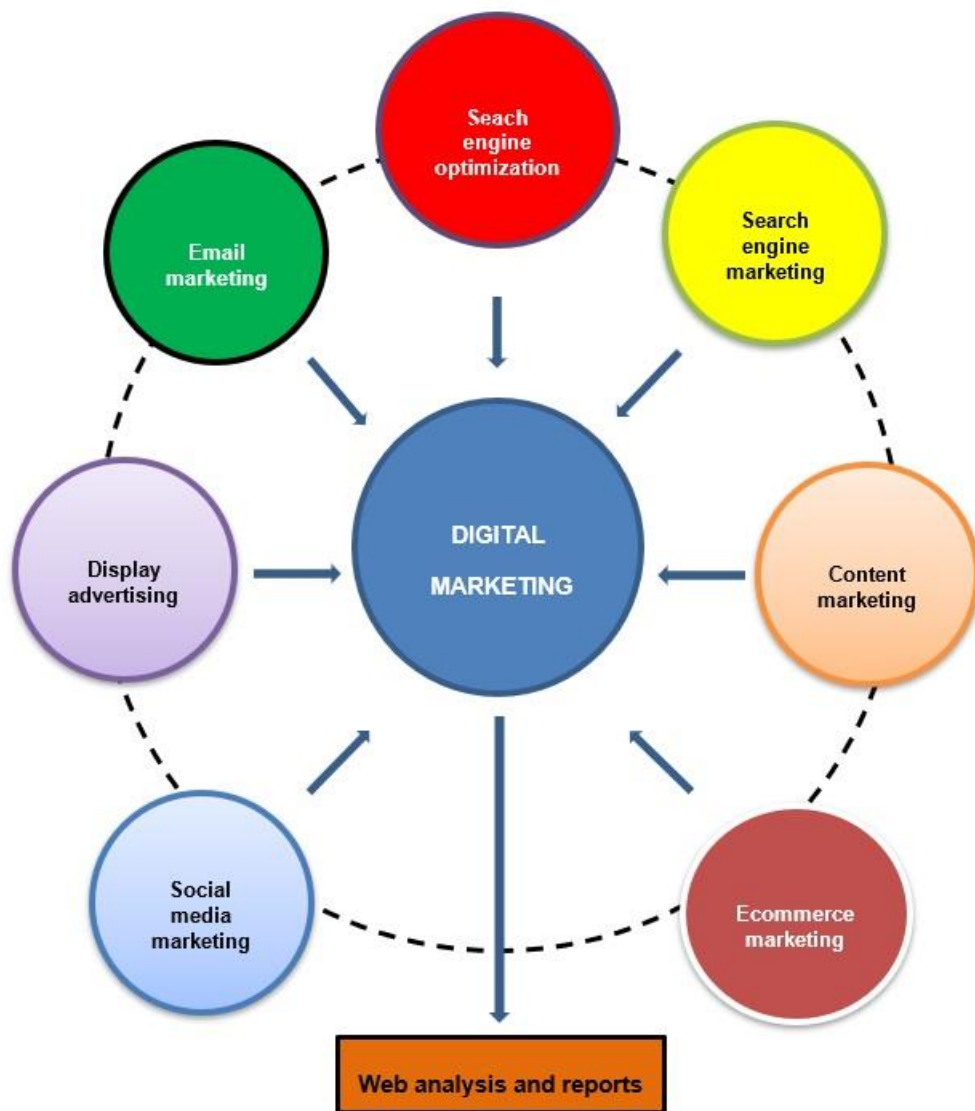


Figure 2: Digital Marketing Ecosystem

Increase site traffic is one of the main objectives of digital marketing. It aims on generating leads on the site, by developing a simple, attractive and secure site. Thanks to SEO techniques, it is possible to make the site attractive and well positioned on search engines. Digital marketing helps achieve the goal of turning visits into purchases by giving us the ability to turn site visitors into leads. By working particularly on the brand image it's possible to reinforce the process of building customer loyalty and gaining the trust of the customers. Digital marketing especially enables the

creation of community in social networks, where it is possible to talk about any company or brand, arousing a need among potential future customers and thereby influencing the target of marketing.

The thesis deals only with the field of digital marketing, considering that the marketing objective of the company is to improve its visibility. In addition, the products of Miniprix market are food products sold only in its premises. Thus, online shopping is not considered as a possible channel to reach customers. Therefore, the scope of the thesis will exclude the concept of e-commerce via website creation and will focus only on digital marketing, in particular the planning phase of the tools (Vonhron, 2022)

#### **1.4 Case Company Profile**

Miniprix Market is an Afro-Asian grocery store. It also offers services such as Western Union. Its operations are conducted at its premises located in Helsinki, Malmi. Miniprix Market operates in the sale of products (food, spices, drinks) of African and Asian origin.

Miniprix was founded in 2014 as a grocery store. In 2020, after 6 years of activity, it was sold to the current owner. After the business transaction Miniprix Market remained in the same register as the grocery store, but this time with the particularity of more oriented towards Afro-Asian products. After more than 2 years of current activity, Miniprix market seems to be one of the leading Afro-Asian spice shops in the Helsinki metropolitan area.

Summary of the company profile:

Company name: Miniprix Market

Type of business model: Sole Proprietorship

Year of creation: 2014

Industry: Food kiosks, confectionery, etc. (per 100 m<sup>2</sup>) (47114) (YTJ)

Location: Helsinki

Staff category: Less than 5 persons

Income Category: Less than 200,000 euros

#### **1.5 Stakeholders' Benefits**

The stakeholders in this project are the company itself and the customers. For the business owner, digital marketing will help improve the process of developing his business, especially the visibility of it. The visibility of the company to customers will be kept constant and at a more effective level compared to traditional approaches practised by the owner so far. From this base, after-sales feedback can be reaped and more focused on customer satisfaction. In addition, the tools will

contribute reaching a new clientele of the company. Given the fact that Miniprix Market is not a large company with a network with many points of sale, its digital marketing affiliation will connect all customers and build a database that benefits the company.

The owner, on the other hand, will also benefit from the tools by accessing the online database, and thus can manage the feedback services more efficiently. Based on the business model of the company, most of the contact and communication activities between the company and the customers are done through social networks. The tools will provide an important basis for developing and improving not only the technical skills of the owner, but also his management skills. Digital marketing offers a chance to manage customer relationship through a standardized system with less effort and more efficiency than the existing traditional management system.

Finally, customers will benefit from a whole new communication experience that is faster and more efficient. The needs and opinions of customers will be heard and served without having to go to the store. In addition, the company's promotions, advertising campaigns and value-added offers are accessible to customers virtually anywhere through their PCs, laptops, smartphones and other electronic devices. Similar to the benefits that the business will receive, customers will get the benefit of being able to communicate with the business for better services.

## 2 Digital Marketing

The theoretical framework will be divided into three levels (*Table 1*). The first level is to introduce the digital marketing his development over the years and the definition. The second level consists of highlighting the objectives of digital marketing, and its techniques, highlighting the pros, cons and impact that digital marketing can create when using digital marketing.

<b>LEVEL 1</b>	<b>DIGITAL MARKETING</b>		
<b>LEVEL 2</b>	<b>OBJECTIVES</b>	<b>TECHNICS</b>	<b>PROS/CONS and IMPACT</b>
	<ul style="list-style-type: none"> <li>● Increasing site traffic</li> <li>● Turning visits into purchases</li> <li>● Building customer loyalty</li> <li>● Influencing the target</li> </ul>	<ul style="list-style-type: none"> <li>● Content marketing</li> <li>● Social selling</li> <li>● Marketing Automation</li> <li>● Inbound marketing</li> <li>● Outbound marketing</li> </ul>	
<b>LEVEL 3</b>	<b>DIGITAL MARKETING LEVERS</b>		
	Emailing, SEM  Display marketing, digital relationship, social media marketing, digital partnership		

*Table1: Theoretical Framework*

The last level consists of presenting the different most common digital marketing levers that are widely used to provide the basis on which this thesis would be based, as well as the framework for part 3: creating the digital marketing tools for the sponsoring company

### 2.1 Digital Marketing Concept

For several years, the almost universal use of the Internet has led to the digitalization of the economy, phenomenon that constitutes a real revolution for organizations. Digital marketing has established itself as the current discipline for companies of all sizes and all industries because real benefits are to be gained from it (icd Business school, n.d.)

## **2.2 History and Evolution**

We can consider that digital marketing emerged with the spread of the Internet commercials. Marketing schemes have generally always been adapted to each medium. At the same time, new forms of marketing have developed with new online communication channels, such as social networks. A rough classification of the development stages of online marketing can be based on the denominations Web 1.0 and Web 2.0 (Ryte Wiki, 2017). With Web 1.0, newsletters and SEO marketing have mainly developed, while in the context of Web 2.0, we have essentially seen social network marketing or blog-marketing take an increasingly important place. Today, the sub-forms of content or recommendation marketing play an important role.

Between 2004 and 2008 society is becoming increasingly connected. We talk about semantics, objects known, mobility and semantics of data: this is the Web 3.0. Today, digital marketing corresponds to all marketing methods and practices available on the internet. The tools used to develop it are social networks, blogs, e-commerce, digital media, video games and displays (dynamic advertising displays). Nowadays, brands are running after data called "Big Data", thanks to the development of the market for connected objects and geo-location practices. The Web of today considers the context: the needs of each user taking into account their interests, location, etc. Web 4.0, symbiotic or intelligent, represents the digital marketing of tomorrow. Grace to the connection between intelligence, individuals, and objects, it immerses the individual in an augmented reality and interferes more and more in the life of the consumer. (Digitoolab, 2017.)

## **2.3 Definition of Digital Marketing**

Digital marketing is a discipline aimed at promoting products and services using a media or digital communication channel to reach customers consumers in a personal, ultra-targeted and interactive way, at a cost within reason (Tojuma consulting, 2013). Digital marketing can also be defined as the set of marketing activities of an organization carried out via digital channels (website, e-mail, social networks, mobile, connected TV, etc.) (Scheid, Fontugne, Vaillant & de Montaigu 2012). According to Chaffey et al (2012) the digital marketing translates to "the achievement of specific marketing objectives using digital technologies". These technologies include computers, tablets, mobile phones and other platforms forms (websites, social networks, search engines, mobile applications, e-mail, etc.). The same authors (Chaffey et al, 2012) also recall that the objectives are more important than the tools, and that the purposes are more important than the means. They also affirm that the company must achieve its marketing objectives (image, sales, market share, commitment customers, retention rate, etc.) and must not adopt such or such technology said to the fashion.

Nowadays, the Internet has become the major and essential medium: acclaimed by consumers, it has proven to be an ideal means of communication. The age of traditional media like television, radio, press, is long gone, and is now moving towards the domination of the Web, to which other media are forced to adapt. According to a Pew Research Center survey conducted in 2018, YouTube, Instagram and Snapchat are the most popular online platforms for teens. 95% of young people have access to a smartphone and 45% say they are online “almost all the time”. (Anderson & Jiang, 2018.)

One of the major characteristics of this revolution is the universality of its impact on what is called the “customer journey”: “digital” does not only concern business communication, but also marketing, sales, distribution, CRM (customer relationship management), services and even innovations. (Scheid, Fontugne, Vaillant & de Montaigu, 2012, 7).

## 2.4 Objectives of Digital Marketing

Digital marketing is always evaluated according to the objective that the company aims to achieve. It aims to improve the customer relationship within companies, the optimization sales made by a company, to simplify the work of salespeople and to make brands known. In this context, the four main objectives of digital marketing are:

- **Increasing site traffic:** One of the main objectives of digital marketing is to generate leads on the site by developing a simple, attractive, and secure site. Thanks to SEO techniques, the site can be made attractive and well-offered on search engines.
- **Turning visits into purchases:** Digital marketing helps individuals and companies to achieve this goal by giving the opportunity to turn site visitors into leads.
- **Building customer loyalty:** By working on the brand image to gain the trust of customers.
- **Influencing the target:** Digital marketing allows us to create a community, especially on social networks that allow any company or brand to be talked about to refer a need to potential future customers.

(Peytoureau, 2018.)

## 2.5 Digital Marketing Techniques

### 2.5.1 Content Marketing

Content marketing is an elaborate strategy for the creation and dissemination of informative content. It aims to increase traffic, generate more leads or customers, enhance a brand or product,

and promote a lot of sales using tutorials, e-books, infographics, videos and so on. (Youlove-words.)

### **2.5.2 Social Selling**

Social selling does not stop at the simple creation of profiles on various social networks. It is a process of researching, selecting, listening to, and interacting with potential prospects via social networks. It makes it possible to detect, accelerate and/or develop business. In a complex B-to-B sales process, social selling consists of implementing tools such as Facebook, Twitter, and LinkedIn, as well as inbound marketing techniques to generate leads. (Wikipedia, 2021).

Social selling consists of using social networks in the different stages of a sales process, mainly in complex sales. This includes the identification of prospects, networking, dissemination of qualified information, recommendation by third parties, competitive intelligence, economic intelligence, etc. (Wikipedia, 2021).

### **2.5.3 Marketing Automation**

Marketing automation can be defined as the automation of a series of actions and campaigns dedicated to optimizing lead generation and management. Marketing automation understood in this sense is therefore mainly used in the context of B2B (Business to Business) marketing, but it can also be used in certain B2C (Business to Consumer) contexts where the choice / purchase cycles are long and complex. Marketing automation primarily aims to producing, organizing and promoting content and events. The idea is to optimize the generation of leads related to this content. The goal of Marketing automation is also to qualify, and score leads and accounts, as well as manage and nurture those leads and also effectively feed and lead the sales teams. (Bathelot, 2020.)

### **2.5.4 Inbound Marketing**

Inbound marketing, also called "incoming marketing" (French) is a digital marketing strategy which allows companies kind of like to be their own media. The principle of inbound marketing is to attract visitors, convert leads, close sales, and retain customers through intelligent and relevant content (Troillard, 2021).

### **2.5.5 Outbound Marketing**

Outbound marketing is the most traditional form of marketing. It designates a set of advertising spots done via TV, radio, flyers, posters, and spam which consists in carrying out communication

actions that are carried out in the direction of the advertiser towards the consumer. Outbound marketing is a very effective approach to working on the notoriety of a product or a brand. (Troillard, 2021).

### **2.5.6 Digital Marketing Pros and Cons**

There are many advantages (pros) that can be seen in digital marketing. Digital marketing allows direct interaction with the customer. The information obtained on the consumers helps to adapt the offer and to propose a personalized product or service which corresponds to their needs. Digital marketing promotes customer loyalty and satisfaction through a lasting and high quality relationship. It also saves costs and budgets: owning a website cost less than setting up a physical store.

Digital marketing creates a 24/7 availability of the company. International openness is facilitated. The gain in visibility improves the image of the brand and makes it possible to reach a wider audience. Digital marketing offers many more facilities and possibilities: this happens for the company, but also for employees thanks to teleworking. Business performance results are much more accurate than before, thanks to KPI (*Key Performance Indicator analysis*). Digital marketing also makes it possible to target new customers, detect leads and differentiate oneself from the competition, thanks to a tailor-made strategy (Sauvage, 2018).

Correspondingly, in digital marketing one can also find many disadvantages (cons). One on them is the need for a real skill, which makes digital marketing not accessible to all. Also, monitoring a campaign is time-consuming and the return on investment put into marketing is long. It is also often necessary to plan an additional budget to support a possible change in inbound marketing (Sauvage, 2018).

### **2.5.7 Impacts**

It is undeniable that the customer relationship is upset by the irruption of digital. This is not new and will remain for a long time. This digitization has opened faster, more efficient, and more interactive contact channels for customers. Company products have become more and more visible, well detailed and access to information is easier through multiple channels. In addition, customers believe that the treatment of their needs as well as the maintenance of their expectations have become individual and more direct than before. By its impact Digital marketing therefore brings many assets to customer relationship management.

## **2.6 Digital Marketing Levers**

The digital transformation has profoundly affected organizations, offering great prospects for growth and employment to born-digital players, but also to traditional actors. Digital marketing can lead companies of all sizes to deploy relationships with stakeholders, services, or online sales, it is thus based on digital media and channels, but also a vast set of technologies. (Chaffey et al, 2012) recommend distinguishing six types of levers, which we will explore in the following paragraphs.

### **2.6.1 E-mailing**

This involves using mailing lists held by the organization (case of a customer list, for example) or rented from service providers, in order to distribute more or less targeted and personalized messages. When messages are sent to individuals (B2C), the consent of the recipients is mandatory (opt-in). This constraint does not apply in the same way between professionals (B2B). E-mails can be transactional (to trigger an order for example) or relational (to inform of the arrival of a package for example) emailing converges quite widely with mobile communication (SMS or "push" notifications via mobile apps). To maintain credibility with customers, care must be taken not to send unwanted emails (spam) which could harm the reputation of the company. Emailing remains an effective means of communication to contact prospects. It still retains an important place in the field of digital marketing. (Bour, 2017.)

### **2.6.2 SEM**

SEM (Search Engine Marketing) is a global term that considers all the techniques aimed at improving the visibility of an entity (site, company, etc.) on search engines. It is therefore a question of placing advertisements in a search engine result in such a way as to encourage visitors to click on the message. Two main techniques can be distinguished, depending on the search engine. We are talking about paid referencing, or SEA (Search Engine Advertising) when the advertiser pays the search engine to ensure that the messages are visible when the Internet user consults the page of results. These sponsored links are usually auctioned off, depending on the location on the page, that is said according to their location (top or right) and the order of presentation (in first, second, etc.). We talk about natural referencing, or SEO (Search Engine Optimization), when the advertiser does not pay the search engine directly, but he makes specific efforts to ensure that his messages are referenced "naturally" by the search engine. In recent years, these techniques have been available on all media (computers, mobiles and tablets). SEM can therefore be defined as a grouping of marketing techniques and not a marketing technique. (Seo.fr, 2022.)

### **2.6.3 Display Marketing**

Display Marketing refers to forms of digital advertising that primarily use graphic or video elements. It can be also called as online advertising. The display includes banners, pop-ups, skins and tiles. In addition, the effectiveness of a display campaign is measured by the click-through rate. The advertiser pays for his advertising campaign either at cost per click (CPC) or at cost per thousand (CPM). (Digitiz, 2017.)

### **2.6.4 Digital Public Relationship and Digital Partnerships**

Digital public relationship is to ensure that the organization, its leaders, its brands, and its products or services are the subject of positive “mentions” on the different supports, like motors and directories, review sites, blogs, portals, and others. (Ibuedu, 2019.)

Digital partnerships involve building and maintaining a portfolio of partnerships, in order to promote the organization (its sites, its applications, its co-maintainers, etc.) to third parties. There are different forms of partnerships, more or less formalized or contractualized, such as the exchange of links, affiliation (paying partners to relay messages, most often according to the transactions generated by clicks on these messages), comparators prices, sponsorship and deco-branding, which means two brands joining forces to deliver a message. (Ibuedu, 2019.)

### **2.6.5 Social Media Marketing**

When talking about developing the presence of the organization on social media as Facebook, micro-blogging tools like Twitter, and other social tools that are growing steadily like Pinterest or Whatsapp, we are talking about social media marketing. On these media, the principle of visibility essentially resides in word of mouth (or viral marketing), i.e., the dissemination of messages step by step. Thanks to this digital channel opens a gigantic market, it brings a lot of flexibility and agility to companies, allowing them to know their customers in detail. (Chaffey et al, 2012.)

## **2.7 Summary**

Digital marketing is increasingly used with the development of the Internet. It can be simply described as traditional marketing activities that require the internet to be carried out. Its scope is most often defined by the World Wide Web, but in fact it also includes the use of a wide range of devices, from PCs, laptops, smartphones to CDs, DVDs and interactive TV. Investing in digital marketing brings many advantages as well as disadvantages for companies. As the world's population is increasingly interested in the Internet and search engines in particular, effective digital

marketing guarantees a growth in the reputation of a company. Moreover, it also helps to increase revenue if the business opts for online transactions.

This is the solution to improve the value of the business to customers through online customer relationship management and at the same time it saves on marketing expenses, as many online tools come with minimal costs or totally free. On the other hand, digital marketing also introduces some drawbacks such as lack of specific objectives, insufficient allocated budgets, abused online value offered to customers and shifting power from sellers to consumers due to the rise in power of online social community.

The levers of digital marketing that we will focus on for this thesis are email marketing, display marketing and social media marketing. Email marketing is used when customers give permission to receive promotional information and materials from sellers and also have the option to stop using the service. This type of tools are widely preferred by both parties customers and companies as they are easy to manage, cost effective and operates on the basis of customer consent (Bour, 2017).

Display marketing is an online marketing tool that uses any type of mobile device to deliver marketing messages to customers. It is similar in nature to email marketing, but it has a higher level of customization, and it covers many ways to reach customers including email. (Digitiz, 2017.)

Social media marketing plays a vital role in increasing company awareness. A business's social media presence makes it easier for existing customers, as well as prospects, to find it easily. Since the great use of social media contributes to increase the growth of organic traffic and the notoriety of the company thanks to the large number of users. (Chaffey et al, 2012.)

### 3 Example of Companies' Cases

In order to get a good idea of the various practical implementations of digital marketing, we create an overview of a few example cases in this chapter. Some business activities related to digital marketing selected come mainly from books and internet sources. There are also two e-amps included.

#### 3.1 Social Media Marketing Case of Dove

Dove's goal is to make women feel good about themselves. They know their target market and create content that tells a story which women can relate to: Dove's goal was to make social media a more positive experience. As a result, Dove teamed up with Twitter and created a tool to launch the #SpeakBeautiful effect, which breaks down the body-related words people use the most and when negative chatter pops up during the day. According to Dove, the women were inspired by their message: hashtag #SpeakBeautiful has been used over 168,000 times. The campaign generated 800 million impressions in social media. (Chittenden, 2016.)



Figure 3: Dove Tweet

Dove knows its audience and knowing your audience is the only way to engage with them. The best way to do this is to create personas: knowing what stage of their life they are in, if they are employed, what their interests are, and so on, will definitely help companies when creating content. After this it's worth to consider connecting your audience to your brand values to create something as successful as Dove's campaign. (Chittenden, 2016.)

### **3.2 Deliveroo – SEM**

Deliveroo originally operated solely in the UK but had big plans for international growth. They now operate in the UK, France, Germany, the Netherlands, Hong Kong, Singapore, Australia, Ireland, Italy, Belgium, Spain, and the United Arab Emirates. Paid search was to play a key role in expanding this presence. (Kingsnorth, 2022.)

Deliveroo appointed Brainlabs as their paid search agency and the agency immediately understood that success was based on automation and the use of both AdWords scripts and the AdWords API. The account was therefore built in a Single Keyword Ad Group (SKAG) structure. Such a structure allows for better control over the ads and therefore they could ensure that the most relevant ads are displayed for each keyword in the account, which is not possible when ad groups contain multiple keywords. Brainlabs uses a proprietary automated campaign creation tool to reduce the time and effort required to create such a detailed account. This tool also allowed Brainlabs to quickly onboard new restaurants and locations as they were added. Due to the local nature of the business, Brainlabs also created separate campaigns for each restaurant with location targeting within a 2-mile radius of the address. The tool also checked restaurants against Deliveroo's coverage and automatically suspended any campaigns that were no longer in Deliveroo's network. (Kingsnorth, 2022.)

More than 17,000 campaigns have been created in six languages and in several cities in 12 countries. Growth in search activity was strong, supporting Deliveroo's continued growth in near real time around the world. As seen here, by innovating through proprietary platforms, working with highly experienced agencies, and using smart account setups, it is possible to produce detailed, highly effective, and low-maintenance strategies for your paid search business. (Kingsnorth, 2022.)

### **3.3 ZUJI – Display Marketing**

In order to get better display value, ZUJI used Dynamic Content Optimization (DCO) for its ads and smart remarketing to bring people back to the site to buy. Specifically, ZUJI looked at users who had visited the site, examined their behavior, and then bid higher to serve ads to someone who was likely to be a customer: ZUJI segmented its target viewing audience by behavior, not just demographics. Next, ZUJI used a dynamic creative that showed personalized flight recommendations based on what the user had searched on. Say, for example, someone came to the site and searched for a flight from Hong Kong to Singapore and searched for multiple dates in April. ZUJI would then use both the destination data points and the fact that the person wanted to travel in April to personalize an ad showing prices for that flight in April. (Rajeck, 2015.)

ZUJI released results showing it enjoyed a 14% increase in digital bookings and realized a 100x return on ad spend. The inspiration that other brands can take from this case study is that if all you get from display is a level of "notoriety" that's hard to measure, then maybe it's worth to try a new approach. Segmenting one's audiences based on site behavior, dynamic content optimization, and retargeting can all help bring high-value customers back to your site to buy. (Rajeck, 2015.)



Figure 4: ZUJI Display

### 3.4 Burger King

Burger King is legendary when it comes to establishing its digital footprint in the digital marketing space. Their digital campaign in the United States made a purely brilliant marketing strategy. The constant competition between the brand's two rivals, Burger King and Mc Donald's, has often caused ripples in the waters of the digital marketing space. Most brands want to incorporate the use of the latest technology into their marketing strategies and make the most of it. As these are usually novice and new, some mistakes ensue. (Sanchez, 2020.)

Burger King is one of those brands that likes to play with technology in order to create a marketing experience its consumers least expect. Such is a marketing strategy woven with voice-activated devices. This digital campaign focused on introducing the slogan of Google's voice-powered tools: "Okay, Google, what's the Whopper burger?". And as a result, any closer home device capable of hearing the prompt would activate and play Burger King's famous burger whopper. To introduce consumers to the brand and its product, The Whopper burger became a viral hit. Although the campaign was not entirely successful, it set a tone for other brands that could not be replicated. (Sanchez, 2020.)

### 3.5 Birchbox – Email Marketing Study

Instead of trying to squeeze in a promotion at the bottom of an email, Birchbox smartly sends email subscribers a follow up email where they claim to have “forgotten” a discount code to Rent the Runway, a dress rental company that fits their online profile. There's no hidden metrics here, but it's a brilliant example of smart, strategic marketing psychology. Do you really need to see the numbers to believe that this got more email subscribers clicking than a tacked-on promotion at the bottom of another email might. (Mimaroglu, 2023.)

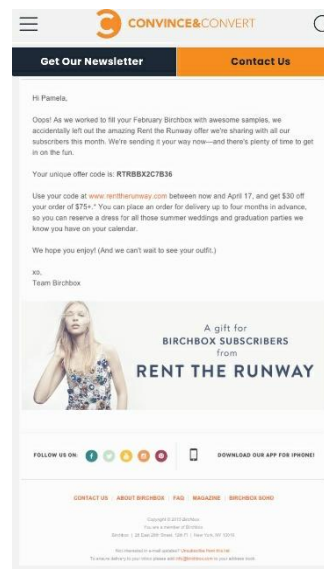


Figure 5: Birchbox emailing

### 3.6 Conclusion Summary of the Case Studies

Based on the theories and examples above, Email is currently the most widely used in digital marketing. There are successful marketing campaigns using email, such as Birchbox. Email is used a lot by young people today. About 75% of young people use smartphones to read their emails. The smartphone should help accelerate the development of mobile marketing. However, the boundary between smartphone and traditional phone has blurred. NFC and Bluetooth are two of the most widely used information exchange technologies today. Tweeting is one of the most used social networks by many customers. Businesses can interact with customers at the right place at the right time with the check-in feature. Therefore, using the location-based service will help businesses know where their potential customers are and reach them. They can minimize aversion and maximize customer interest in advertising. Sustainability brings added value to customers. Although customers do not demand a "green" product, it creates the value that attracts them. It would be great to use digital to communicate with customers about sustainability. The type of marketing used by Dove is interactive and helps companies tailor their products to customer tastes. The interaction continues after purchase, even when customers are “on the go”. It helps to maintain the good relationship.

#### **4 Interview with Miniprix Market Owner**

Open research interview was used as a data collecting method. The interview was not recorded, but the interviewer took notes throughout the interview, which also rhythmized the flow of the interview. A quiet time of the day and a peaceful environment were chosen for the interview, and the interviewee was given time to think about their answers in their own pace.

The interview was conducted, and the questions were presented to Mr Yatue Francois, owner of the Miniprix Market in January 2023. Based on the result of the interview, the sponsoring company shows the lack of experience and knowledge in digital marketing. When asked about Miniprix Market's target customer, the answer seems to be pretty clear. Since the B2C sector is relatively new to the business owner and the nature of the products do not require detailed gender or age segmentation, we can say his target customers come from all classes (middle or upper) with any income and who are looking for food mainly with African origin.

The main sale channel Miniprix Market is currently having is actually the shop itself. Mr. Francois Yatue said he also participates in fairs and barbecue parties organized by the Helsinki African Community a couple of times a year to promote his shop and the products sold there. Other marketing tools, like Whatsapp and Facebook are also used to promote the store, but they are not as effective or emphasized. As a result, its participation in the fair organized by the African community of Helsinki is what performs best in terms of marketing and profitability. The Whatsapp and the Facebook page are the those that don't currently work as hoped, since they don't have dedicated staff to regularly update and improve the pages and there is no proper long term marketing plan made for those channels. The information published is neither recent nor relevant. He also claims that he has problems with his abilities when it comes to the marketing, so he is currently focusing on promotion through the fair organized by the African community.

To better understand the company's financial capacity and willingness to invest in the online field of marketing, questions about Miniprix Market's budget allocation for their marketing tools were included in the interview. As expected, the budget for its participation in the fair represents more than 70% of its total marketing budget. About 5,000 euros is spent to participate in the fair over three days. However, any other marketing channels are not promoted. Therefore, there is no money used on advertisements in newspapers, television, public relations, etc. The website is non-existent, and there is no costs allocated to the Facebook page.

During the interview the shop owner expressed openness and interest to any possibility when it comes to connecting online marketing as he also had noted the trend of using smart devices

among his target customers. He also said that he would be willing to invest unique low cost and only in emailing marketing, display marketing, social media marketing and digital partnership to make progress in the field of digital marketing. If there were positive results obtained through the improvements advocated by this thesis, there might be more interest in investing more and especially to acquire a website.

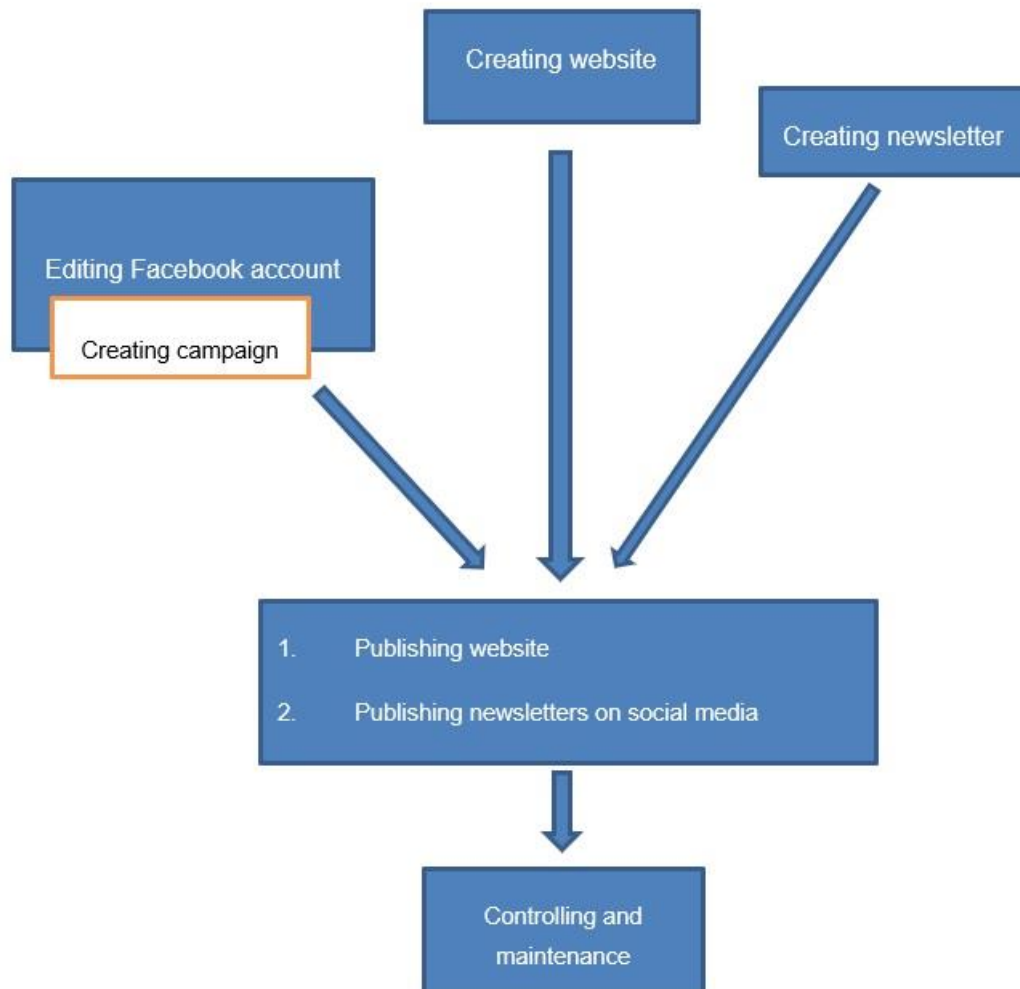


Figure 6: Map of the approach to follow when implementing digital marketing for Miniprix Market

## 5 Digital Marketing Design Tools

Based on the results obtained from the qualitative interview process, it is evident that the proposed tools should be easy and simple in terms of implementation. In addition, since the company is now taking its first steps towards online marketing, the level of investments in terms of finances, technical skills and human resources should be kept at a minimum or even basic. The tools chosen, as discussed in the theoretical framework and the chapter on the levers of digital marketing, are Internet website E-mail newsletter system marketing and social media marketing.

### 5.1 Website

The objective of creating the website is to improve the notoriety of presenting the products and services to the customers of Miniprix Market and to build customer loyalty and provide them with information on the company. More visitors mean more opportunities to try to convince potential customers to buy products and services, so its important to inform as many customers about the website as possible. It's also crucially important that the website is easy to reach, easy to use and that it's easy and fast for the customer to find what they need on the site. Too much content can be annoying or overwhelming for the user. The customer might also get frustrated if they don't easily find from the site what they are looking for or if they have to use a lot of time and energy trying to find it.

On the website there should be clear headlines, logos, text fonts and colours, that all go well together. Logo and company name should be right away on the front page, where they are easily to see. Not too bright colours, sounds or moving objects should be used on the page.



Figure 7: Miniprix Market website

If there are product pictures, they should be professional, good quality and aesthetically pleasing. Company's contact information, visiting address and a contact form are important to find from the page. Search box is always a good addition, as it helps the user to easily search what they are looking for.

In this particular case WordPress was used to create the website, which means the domain name and the web host for the site were selected first. After this the creation process could begin by choosing the theme and adding the information, pictures and more pages to WordPress. After the website is created it's important to check how it looks and works with mobile devices. After all this is done, the site can be published.

## 5.2 Social Media Marketing: Facebook Campaign

Just as revealed in the Dove case study The objective of this Social Media Marketing is to create a dynamic advertising campaign on Facebook for the Miniprix Market in order to know its audience and engage with them. The creation of advertising campaigns is possible with Facebook Ads by WordPress (Figure 9). Connecting the Facebook Business page of the Miniprix Market to the WordPress site, then creating advertising content, defining a target and choosing a budget, all this done easily from a computer. Access is also possible to the intelligent WordPress algorithm which constantly optimizes and tests the campaign in order to obtain the best possible results.

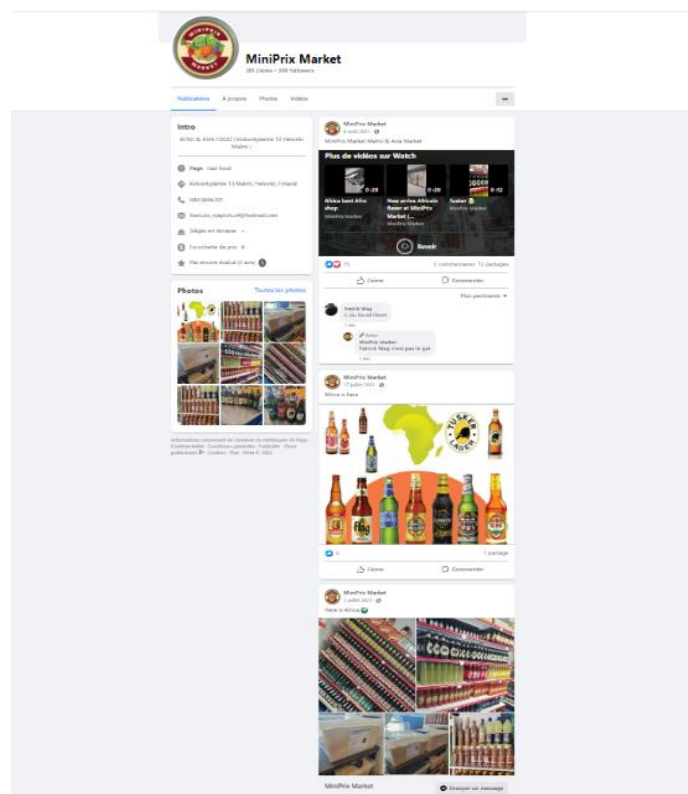


Figure 8: Miniprix Market Facebook campaign

With Miniprix Market Facebook page already existing, the first step of the campaign was to tidy and manage the content so far to professionalize the Facebook account of Miniprix Market. This procedure consisted of deleting all the personal photos and videos having no relation to the store itself, but also being careful not to delete photos concerning the products on sale. The Figure 8 above shows the current look of the Miniprix Market Facebook page.

The second step in creating a Facebook ad campaign is to choose an objective that is most important to the Miniprix Market. Depending on the objective chosen, the different statistics on the dashboard of the campaign will be obtained. The WordPress AI also takes into account different parameters to optimize the campaign. Once the objective has been chosen and passed to the campaign configuration, it is no longer possible to modify it. Facebook Ads Dashboards is the hub of campaign activity and brings all data at the fingertips of the business owner. Depending on the chosen campaign objective, the dashboard adapts to show the most relevant statistics. If Miniprix market decides in the future to invest in e-commerce and run a campaign with its online store, the owner will be able to see how many purchases have been attributed to the campaign and track revenue. If the goal of the owner of Miniprix Market is limited to attracting attention to his business, he will be able to see the number of visits to the site and clicks he gets. An impediment to the implementation took place on this point because of the non-existence of a budget allocated for the moment to the marketing of the company (*Figure 10*).

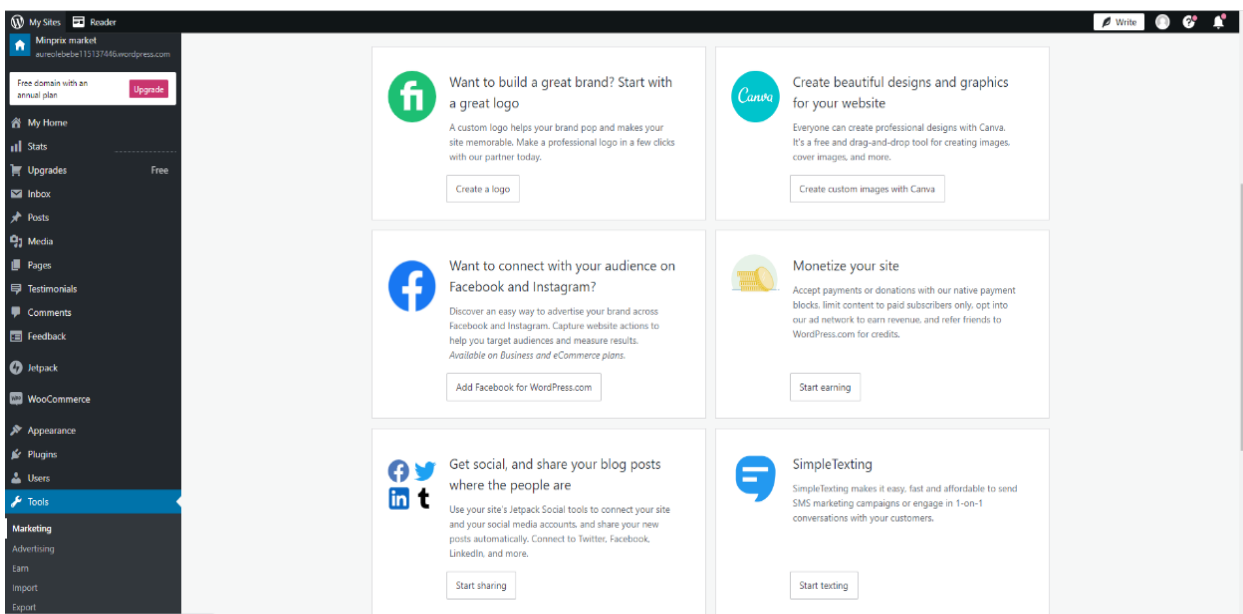


Figure 9: WordPress marketing option

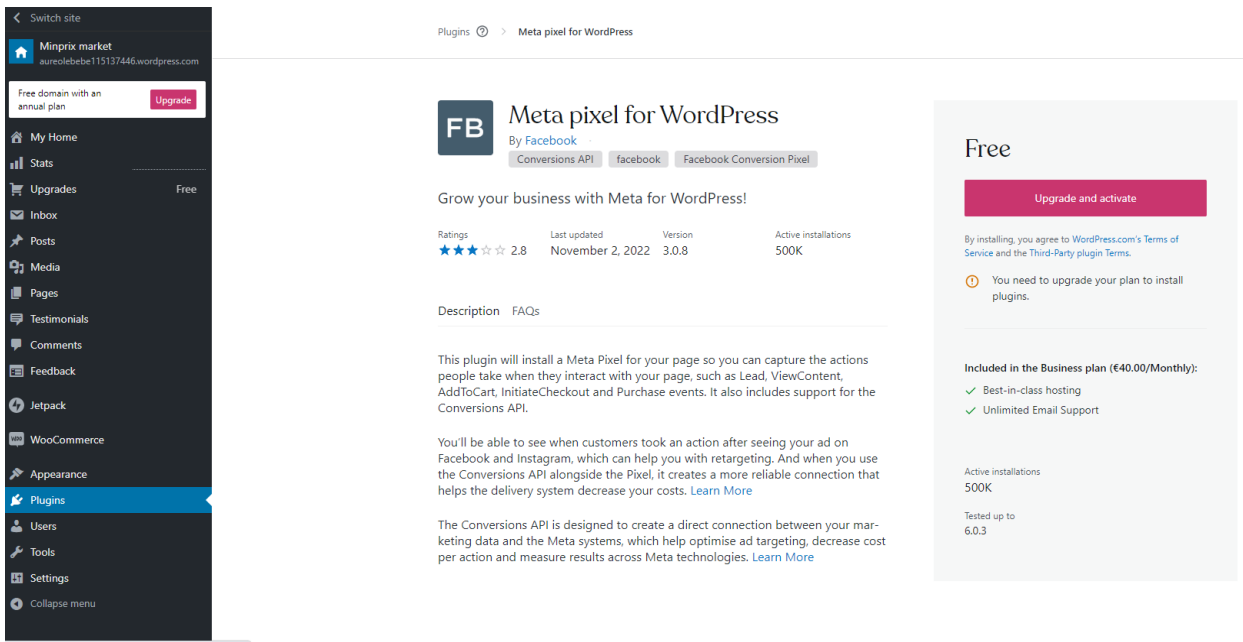


Figure 10: Illustrating the fees to be paid to be able to have the social media marking opt-on with WordPress

### 5.3 E-mail Newsletter System

Here, as in the Birchlox company case study, potential customers will be encouraged to click to visit the Miniprix market web page by the electronic newsletter ticket that will attract their attention and encourage them to make the purchase decision.. At this initial stage of sending out newsletters, it's best to start with a simple newsletter template instead of a complex interactive HTML template.

Since the act of acquiring customer emails in the city of Helsinki has not been a possible business and consumer activity, in the beginning, customer emails must be acquired manually through promotions at the fair and phone calls. The email list of existing customers and new customers should be updated regularly to ensure that newsletters are sent to the right target group.

The newsletter below (Figure 11) is designed by the thesis editor. Based on the theoretical indications in chapter 2, the newsletter template for Miniprix Market includes information to encourage customers to visit and contact outlets. The first link is written to attract customers' interest by introducing the store's logo image. A brief description of the products sold is made in the second block so that the customer knows what to find in the shop. The last block is used to invite customers to become part of the online customer community. This step not only builds brand awareness but also creates the customer contact database for future use.

The skills required for the management of this tool are MS Office, Excel and in particular canvas skills. Since the company is only at the very beginning of sending out a customer newsletter, the product information and product images are sufficient for these first newsletters. An interactive HTML email template can be developed in the future, when the newsletter campaign has proven its effectiveness. Of course, the option of outsourcing the design of the email newsletter to external marketing agencies is also available. However, it would be a more suitable option when Miniprix Market is more involved in digital marketing. The mailing list acquired from customers can be manually imported into an Excel file for easy editing and tracking. The email newsletter template designed in Canva can be sent to all emails in the list using mail merge action. The newsletter will be sent simultaneously to each recipient in the list.



Figure 11: Newsletter design for the Miniprix market in Christmas 2023

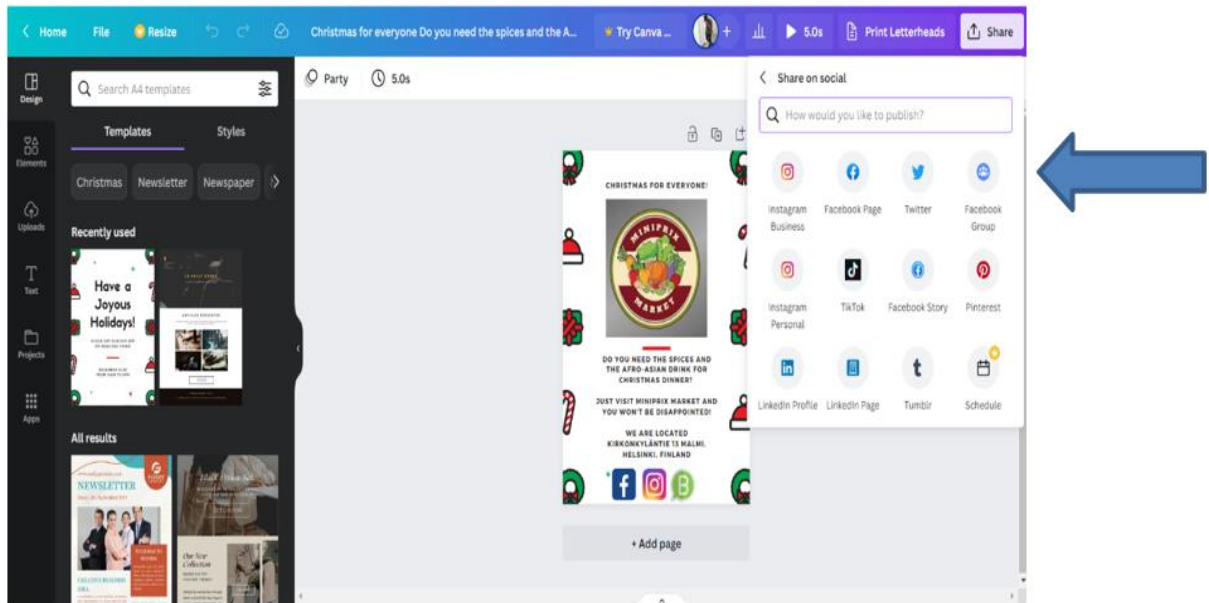


Figure 12: Illustration of using Canva to send email newsletter to differents social media

#### 5.4 Control Instruments

The opening rate can be recorded and monitoring of the performance of traffic to the pages can be recorded and observed by selecting the "insights" function when the message is seen during the sending of the newsletter. On the other hand, the link to the Facebook page and whatsapp business of Miniprix Market can be attached in the newsletter.

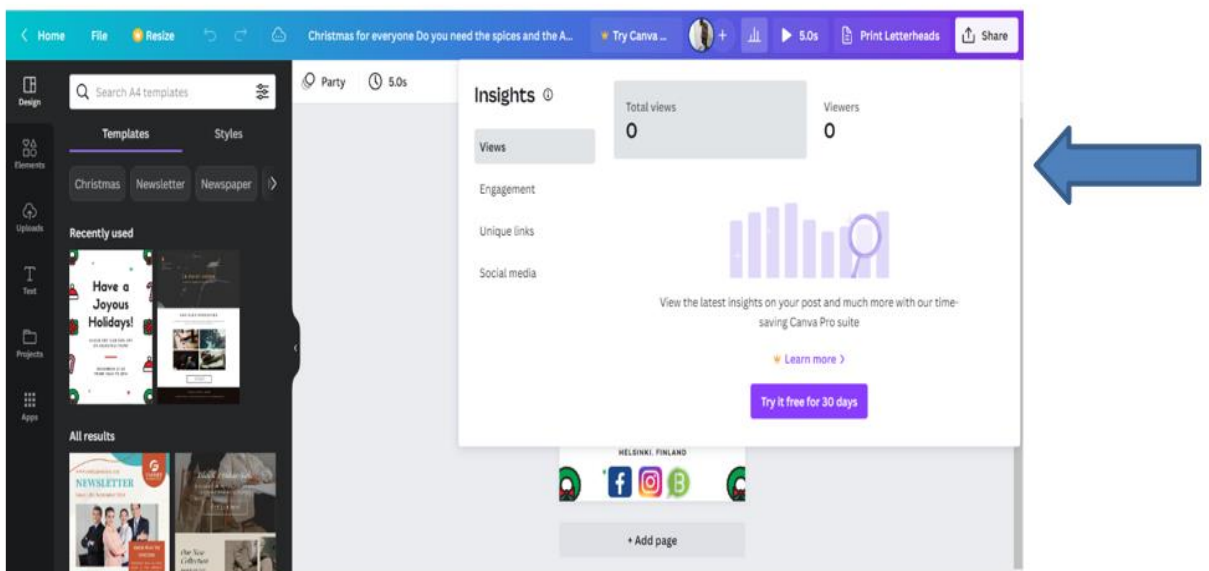


Figure 13: Illustration of email newsletter send to differents social media via canva

## 6 Outcome

From our theoretical studies, internet has certainly developed digital marketing but could have a significant contribution if it is well implemented in a company. Its implementation requires investment, a basic level of ICT and must above all rely on levers such as email marketing, display marketing and social media marketing, which are the tools widely preferred by both customers and companies because they are easy to manage, profitable and operate on based customer consent. marketing. (Bour, 2017.)

During the qualitative interview with the owner, it emerged that the owner of Miniprix Market had never been interested in digital marketing and had no experience in this field. From the writer's point of view, it would be a mistake to not take advantage of the opportunities that internet offers nowadays. The world's population is increasingly interested in the Internet and is increasingly connected, so search engines are becoming particularly essential tools for effective marketing. They thus guarantee the growth and reputation of companies and participate in the improvement of their values for their customers through online customer relationship management. Digital marketing saves on marketing expenses because many online tools are offered at minimal costs or sometimes even completely free. It can be noted that digital marketing can also help increase revenue if the company opts for online transactions.

On the other hand, even if most often we talk about the advantages of digital marketing, it is important to say that digital marketing also has certain disadvantages such as the requirement of a real level in ITC, monitoring time-consuming campaigns, return on the investment into marketing is long and allocated budgets which must be considered to support a possible change (Sauvage, 2018).

The shift of power from sellers to consumers due to the rise of the online social community is also an inconvenience.

To support his point of view, it was important for the writer to identify some examples of Companies' Cases having used some digital marketing levers to be able to identify those appropriate for the Miniprix market. The results obtained by the companies in the case studies found to show that if Miniprix Market decided to invest in digital marketing, it would be very beneficial in the long term. The actual scenario for Miniprix Market going forward is that if he chooses to pursue digital marketing, the result might not be as impressive as the comparative research case studies given his total non-commitment. However, digital marketing would likely boost sales, customer communication and company awareness.

## **7 Conclusion**

### **7.1 Evaluation of Project**

The goal of this thesis was to create a set of online marketing tools for the sponsor company Miniprix Market, which is completed. The requirements of the result are to keep it simple and easy to conduct, so that the company, as a beginner in the field of digital marketing, can easily manage the process without affecting other priority marketing channels. The project is successfully completed and meets the business case requirements.

In fact, the tools are kept at a basic level and manageable by any type of person with intermediate computer skills called upon to work for this company. The costs of running the three tools are also at the minimum level, the exact amount depends on the bid price the company decides to set for their social media campaign. Control instruments are also provided by the digital platforms used, which allow the owner to monitor the results of the campaigns more easily.

### **7.2 Own learnings**

After the process of researching and writing this project-based thesis, the writer has gained a substantial amount of knowledge about digital marketing. Before discussing this topic, the writer was a little bit confused about digital marketing, as he believed that in this case, it was only about creating websites and sending email newsletters. While collecting information for the theoretical framework of this thesis, the writer also studied the basic concepts and knowledge regarding different digital marketing tools and levers, which is a great advantage because he always wanted to know more about digital marketing, advertising and brand management to be able to implement it when creating his own business. The writer also acquired skills in collecting, researching and exemplifying case studies.

During the writing of this thesis, 2 major problems were encountered. The first difficulty encountered was the scarcity of reliable case studies on digital marketing. There are many examples of successful digital marketing campaigns, but concrete results figures and detailed information on their implementation are rarely published. The second difficulty was the reluctance of the owner of the sponsor company regarding the investment for the activation of certain paid advertising channels. Fortunately, these difficulties were overcome and the owner of Miniprix market was able to begin to take an interest in digital marketing in order to carry out this project.

### 7.3 Recommendation an implementation plan

There is always room for further developments. The writer's recommendation is to observe the result throughout the first 3 months of implementation as soon as the sponsoring company has paid the costs related to advertising on social networks. If growth is achieved and the business wants to get more involved in digital marketing, the interactive email newsletter can be used to improve customer experience and drive purchasing decisions.

The (table 2) below has been established as simply as possible so that readers and the owner of the Miniprix Market can evaluate and get an idea of the implementation cost, know the implementation and observation time recommended.

Outsourcing digital marketing to marketing agencies was also considered in the interview. In the future, for more professional and efficient solutions, outsourcing might be a good idea since the business owner himself admitted that he has no staff to assign to the marketing department.

<b>Implementation phases</b>	<b>Recommended time to implement</b>	<b>Price for activation or get full function</b>	<b>Observation time</b>
<b>Phase 1</b> Creation of the website	01.02.2023 - 01.03.2023	70 € per month	03 months
<b>Phase 2</b> Social Media Marketing: Facebook Campaign	01.02.2023 - 01.03.2023	0 € – 25 € per month	03 months
<b>Phase 3</b> Email Newsletter System	01.02.2023 - 01.03.2023	The creation of Newsletter costs 0€ with canvas but it's sharing its distribution will cost 15 € to 25 € per month	03 months
<b>Phase 4</b> Control Instruments	01.06.2023	0 €	----

Table 2 implementation plan

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## Attachments

### Attachment 1. Project timeline

<b>Tasks</b>	<b>Date</b>	<b>Information sources</b>	<b>Methods</b>
<b>Case company profile Thesis commission agreement</b>	17.12.2022	Miniprix Market owner	Meeting and introduction to the project
<b>PT1: Digital Marketing</b>	18.01.2023 - 19.01.2023	Books, articles, Internet sources	Desktop studies
<b>PT2: Example of Companies' Cases</b>	19.01.2023 - 20.01.2023	Articles, Internet sources	Desktop studies
<b>PT3: Interview</b>	19.01.2023 – 20.01.2023	Miniprix Market owner	Interview
<b>PT4: Digital Marketing Design Tools</b>	24.01.2023 – 27.01.2023	Books, articles, Internet sources	Desktop studies
<b>Finalizing the tools</b>	27.01.2023	Miniprix Market owner's feedback Thesis coordinator feedback	Teams Meeting, phone call

## **Attachment 2. The Interview**

Interview with Francois Yaptue, owner of the Afro-Asian market Miniprix.

The interview was conducted in French. Later translated by the author of the thesis.

### **Q1: Who are the customers targeted by the Miniprix market?**

A1: The product range of the Miniprix market includes spices of American and Asian origin, alcoholic and non-alcoholic foods, prices ranging from 1 euro and more. At the moment, the B2C relationship is still quite new to me, so I don't really know my customers. In general, I target a clientele of all classes (middle or upper) with any income and who are looking for food of African or European origin.

### **Q2: What marketing tools are currently being used to promote the B2C industry of the Miniprix market?**

A: I mainly use WhatsApp my facebook page to promote my shop. But once a year, I attend a fair organized by the African community in Helsinki.

### **Q3: What works best and what doesn't work as expected?**

A3: Whatsapp and the facebook page are not working well the information published is neither recent nor relevant.

### **Why?**

As it doesn't have dedicated staff to regularly update and improve the pages and I don't have any marketing qualifications, so I am currently focusing on promotion through the African community hosted fair.

### **Q4: What is the current budget allocation for Miniprix marketing channels?**

A: I spend about 5000 euro for the participation in the show over 3 days the price for a day of exposure is 1000 euro. Other marketing channels are not promoted; therefore, I spend nothing on advertisements in newspapers, TV, PR, etc., of which 0% per year is spent on imbibing digital marketing. I don't have a website and the fees are not charged to the Facebook page.

**Q5: Do you see the future of digital marketing when it comes to the B2C of the Miniprix marketplace?**

A: Yes. I am open to all possibilities when it comes to connecting digital marketing, because most of my clients write to me on whatsapp when they want information.

I am willing to invest at low cost one time and only in email marketing, display marketing, social media marketing and digital partnership to grow in the field of digital marketing and if I get positive results through this technique that you recommend, I could invest more and specially to acquire a website.