

Development of a social media marketing plan

Case Company: Vendace Beauty

Abstract

Author(s) Muikku, Nea	Publication type Thesis, UAS	Published 2023
	Number of pages 55	
Title of Publication Development of a social media marketing plan Case Company: Vendace Beauty		
Degree and field of study Bachelor's Degree Programme in International Business		
Name, title, and organisation of the client (if the thesis work is commissioned by another party) Arttu Nuija, Chairman of the Board, Vendace Beauty		
<p>Abstract</p> <p>The purpose of the study was to create a functional social media marketing plan for the case company. The study was carried out in cooperation with the case company Vendace Beauty. The case company did not have a previous social media marketing plan. Besides the plan, the thesis examined what social media is and how the beauty company can utilize it on marketing.</p> <p>The theoretical basis was formed by the theories of social media and social media marketing planning. The study used the SOSTAC® framework for creating the social media marketing plan. When creating the social media marketing plan the thesis focused on the beauty industry. Moreover, social media marketing had Instagram and Facebook perspectives. The study conducted one interview with the founder of Vendace Beauty. The purpose of the interview was to gain more knowledge about the case company's social media situation and the owner's wishes for the plan.</p> <p>The result of the thesis is a clear and practical social media marketing plan. The social media marketing plan follows step-by-step the SOSTAC® planning process. The plan has a comprehensive situation analysis which can be used for the next plan. In addition, the thesis gives instructions for the reader and other beauty companies on how to make a practical social media marketing plan.</p>		
Keywords Social Media Marketing Plan, SOSTAC®, Social Media, Vendace Beauty, Beauty Industry		

Contents

1	INTRODUCTION.....	1
1.1	Background.....	1
1.2	Thesis Objectives and Limitations.....	2
1.3	Theoretical Framework.....	2
1.4	Thesis Structure.....	3
2	SOCIAL MEDIA.....	5
2.1	Definition of Social Media.....	5
2.2	Social Media as a Marketing Tool.....	6
2.3	Social Media Channels.....	7
2.4	Forms of Social Media Marketing Communication.....	11
3	SOCIAL MEDIA MARKETING PLANNING.....	15
3.1	SOSTAC®.....	15
3.2	Situation Analysis for Social Media.....	15
3.3	Setting up Marketing Objectives.....	18
3.4	Determination of Marketing Strategies, Tactics, and Actions.....	20
3.5	Process Management and Monitoring.....	24
4	SOCIAL MEDIA MARKETING PLAN FOR VENDACE BEAUTY.....	27
4.1	Case Company Vendace Beauty.....	27
4.2	Situation Analysis for Social Media.....	28
4.3	Objectives.....	34
4.4	Strategy.....	35
4.5	Tactics and Actions.....	38
4.6	Control.....	45
5	SUMMARY AND DISCUSSION.....	48
5.1	Objectives and Results.....	48
5.2	Assessment of the Implemented Work.....	48
5.3	Suggestions for Further Development.....	49
	REFERENCES.....	51

Appendix 1. Interview Questions with Vendace Beauty Owner

Appendix 2. Social Media Marketing Plan for Vendace Beauty

1 INTRODUCTION

1.1 Background

In 2021 new beauty salon Vendace Beauty opened its doors in Jyväskylä. At the same time, the company created accounts on several social media platforms for taking full advantage of the marketing. Social media plays a significant role in business development, being the most effective and efficient tool for attracting the target audience (Attri 2016). Social media marketing is the new way to promote and attract. According to Kaur and Kumar (2021), social media marketing modifies the beauty industry by bringing new possibilities with it. Consumers seek inspiration through social media. Inspiration comes from their friends, influencers, and brands they follow on social media. According to Schwarz (2022), the beauty hashtag dominates Instagram with more than 490 million views, and people there show off their latest beauty trends, for example, haircuts, beard styles, and beauty routines.

The practice-based thesis focuses on social media and more details on how the beauty company can utilize it in marketing. The case company for the study is a Finnish hair and beauty salon called Vendace Beauty. Vendace Beauty is a brick-and-mortar store that provides beauty and hair services. The business model has recently changed to a limited company. The company is young, and it was founded in 2020 in Jyväskylä. Behind Vendace Beauty is young entrepreneur Janina Muikku. Now, there are two workers, the founder and just graduated cosmetology student. However, the company wants to grow the number of employees and hairdressing saloons in the future. (Vendace Beauty 2022.)

The initial situation with social media is that Vendace Beauty has created content for different platforms such as Instagram and Facebook. The company is new; therefore, it does not have a social media marketing plan. The upcoming social media marketing plan will focus on Instagram and Facebook. Vendace Beauty has these two channels and wants to make improvements on them before going to other channels. Also, Vendace Beauty's target group uses these channels and there are not enough resources for any extra channel at the moment. The company wants to find the key factors that will attract new followers. The intention is to spread knowledge and gain more followers on social media. Thus, the study aims to help the company improve their social media and find the factors that attract followers.

Previous studies show that the attractiveness on content should be customer-focused, authentic, compelling, entertaining, surprising, valuable, and enjoyable (Chapman & Handley 2012, XV). Social media enables the content to connect with the consumers and affect their minds. Customers seek information on social media before making the decision

to visit a company or purchase a service (Li & Chang 2016). The effect of social media on consumer buying choices is enormous and it influences 54% of customers' decisions (Lovett & Staelin 2016). Social media positively impacts beauty companies, and the study shows how the beauty company can utilize it with a carefully thought social media marketing plan. In addition, the thesis will be practical for other beauty and hair salons to create and get ideas for their own social media marketing plan.

1.2 Thesis Objectives and Limitations

Objectives

The thesis objectives will lead the whole thesis. The purpose is to specify what the thesis is about and how. (Saunders et al. 2016, 46.)

The objective is to create a clear and practical social media plan that the business can follow. For the reader, the study wants to provide instructions on creating a social media plan and finding suitable content for it.

Limitations

There will exist limitations when doing the thesis. The awareness of the limitations will strengthen the idea and make the proposed contribution easier to defend. (O'Gorman & MacIntosh 2015, 24.) The limitation of the present study can be seen in the area of focus. Digital marketing is a broad concept, and the company wants to only focus on the social media part. The company owner wants the improvements to pertain to social media and more specifically to Instagram and Facebook. In addition, the marketing perspective will be only on the beauty industry and small-sized companies. The last limitation will be on the geographic segmentation as the beauty and hair salon is located only in Finland and more concentrated in Jyväskylä. However, the thesis will provide beneficial information to the company that helps improve social media and for readers information on how social media improvements and content can be made business friendly.

1.3 Theoretical Framework

The practice-based thesis aims to create a systematic social media plan for the beauty company. As the analysis is about social media, the concepts are defined for the thesis. Therefore, in analysing social media it is beneficial to define the basis of the social media, and its usage as a marketing tool. In addition, the thesis presents different channels the company uses and the PESO model for different content. For creating the systematically implemented social media plan, the SOSTAC® marketing plan is a valuable framework.

The company has not had any social media plan. Several planning tools do not cover situational analysis, so, therefore, SOSTAC® has been chosen for the study, as it covers situational analysis.



Figure 1. SOSTAC® model (adapted from Reed 2014, 146)

SOSTAC® is the perfect guide for the digital marketing plan and social media is a vital part of it. Hence, the study uses the following framework for creating a functional social media plan. The framework includes six stages: Situation, Objectives, Strategy, Tactics, Actions, and Control (Reed 2014, 146). In addition, understanding the functionality of social media plans will help create the right content for the right target group.

1.4 Thesis Structure

The thesis has combined two main sections: the theoretical section and the practical section. The theoretical section is where the author discusses and evaluates theories that are relevant to the thesis. The practical section is where the author creates and presents the facts of the study. (ENMU Golden Library 2022.)

The thesis starts with an introduction. The following two chapters are theories about social media and its planning. After theories are the practical part and, in the thesis, it is a social

media plan for the case company. The last chapter summarizes the whole thesis. The structure of the thesis is presented in Figure 2.

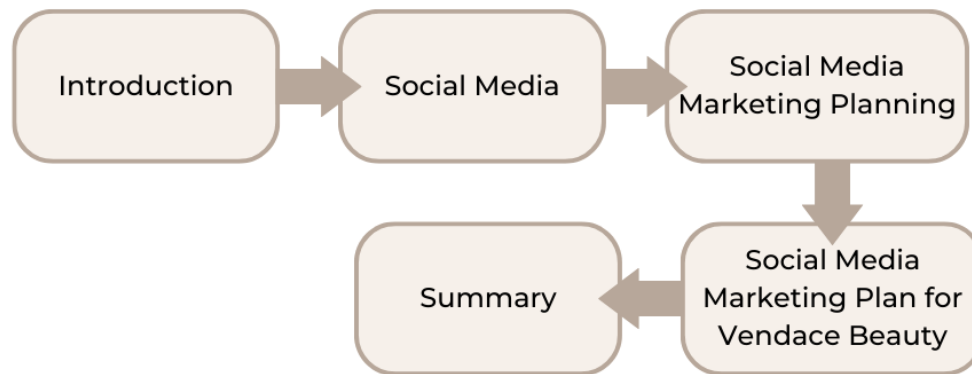


Figure 2. Thesis structure

The first chapter is the introduction. The first chapter aims to introduce the topic to the reader and the overall thesis. It includes the background of the study, objectives, limitations, and theoretical framework. The structure of the thesis is also part of the introduction.

The second chapter is the theoretical part. This chapter is about social media. The aim is to explain and give knowledge of the topic to the reader. The third chapter drives the same idea, but it is about social media marketing planning.

The fourth chapter is the development plan for the case study. The study aims to do a social media plan for Vendace Beauty. The development plan is practical, and the case company can use it. The last chapter summarizes the thesis.

2 SOCIAL MEDIA

2.1 Definition of Social Media

The definition of social media, also known as Web 2.0, is changing all the time. Social media is the interaction between people online. Interactions occur on different social media platforms, for example, on Facebook, LinkedIn, YouTube, Instagram, and Twitter. (Kananen 2013, 13.)

Social media is not only about the digitalization or development of technology. The word “social” is on purpose on social media. Social media is a place where people feel communality, and interaction is versatile. There are eight categories of actions in social media. People can share, publish, recommend, support, help, trade, play games, and date on social media. In addition, the interaction on social media is transparent. (Isokangas & Vassinen 2010, 154.)

There is a lot of different interaction on social media. The interactions are at different levels and gives different effects on a company’s social media presence. For example, having better social media engagement (likes, comments, and shares) means that customers have a stronger relationship with the brand. In turn, this can provide marketers more opportunities to build brand loyalty and increase sales. (My Business 2023.) For a marketer, there is a convenient tool that shows the most important but the most difficult social media measurements. The tool is called the social media KPI pyramid. At the KPI pyramid the measures at the top of the pyramid are revenue, reputation, and customer satisfaction score (CSAT). In the middle, there are share of voice, resonation, support response, word-of-mouth (WOM), and Insights intake. At the bottom, there are clicks, fans, followers, views, and likes. Indicators from the bottom are not that important for the business, but it is easiest to measure. (Chaffey & Smith 2023, 290.)



Figure 3. Social Media KPI pyramid (adapted from Chaffey & Smith 2023, 290)

Businesses use social media to connect with consumers and advertise their goods and services. The study from 2021 shows that 73% of consumers said they had been influenced by a brand's social media presence when making a purchase decision, and 92% of marketers said social media is essential for their business. (Hootsuite 2021.)

Social media enables businesses to be more customer-centric and increase consumer-to-consumer interaction (Chaffey & Smith 2017, 232). That is why marketing has shifted more to social media. Marketing in social media is powerful since it supports marketing goals through the customer lifecycle. (Chaffey & Smith 2023, xxxiii.)

2.2 Social Media as a Marketing Tool

Due to the rise of technology marketing has a new concept: social media marketing. Social media marketing, also known as SMM, is the use of social media and platforms for promoting a business. Businesses can utilize it by building brand awareness, increasing sales, and driving website traffic. What makes it more powerful than traditional marketing is that social media marketing has access to connect, interact, and collect customer data. (Hayes 2022.)

Social media is also a powerful tool for the beauty industry and a central part of its marketing strategy. As consumers seek inspiration all the time on social media they are influenced by others. User-generated contents (UGC) are the contents that the users create, for example, with their reviews and personal blogs (Chaffey & Smith 2017, 646). UGC is the most powerful asset that a business can have. Buyer behaviour has changed and nowadays customers want to reference wider opinions from others, in other words from UGC. (Chaffey & Smith 2023, 196.) In addition, user-generated content does not add cost to a brand and when real people give tips it will create trust in the brand (Schwarz 2022). Thus, the approach to the brand is easier and more comfortable for the consumer.

On social media channels, trends are good to consider. Things that are trending are on the front pages and appear in the content. According to Folcan (2022a), videos will dominate social media. That is why many businesses should focus on creating videos because algorithms will favour them more than regular pictures. Another approach is memes. Memes are a great way to connect with an audience and join trending conversations. (Folcan 2022a.)

There is a valid reason why so many companies utilize social media in their marketing. For a beauty company, the advantage is being a versatile tool. Social media is a place where a company can promote, communicate, and create a portfolio. In the beauty industry, the results are the most important to customers. That is why it is beneficial for a beauty company uses social media as a portfolio. In addition, social media is easy to use, low-costing and gives opportunities for collaboration and space for online business. There are different ways to interact with potential customers. Social media marketing activities are posts, stories, paid collaborations, and giveaways. Additionally, hashtags, locations, and mentions are useful to boost reach. There are many different channels that the company can use for a different purpose. That is why the business needs to determine the objectives and goals for finding a suitable channel. (Kaur & Kumar 2021, 7–9.)

2.3 Social Media Channels

Social media is all about creating connections. It is full of different platforms for different uses. For a company, it is crucial to know its customers. The business should use those social media platforms where their customers spend their free time (Niininen 2018, 22). Choosing the proper social media channels for the company starts with defining the goals. After setting the goals, starts researching the sources the business has. Social media takes time and effort, so it is convenient to know how much effort a company can give. Businesses should also be concerned about the content they will publish; it will help them to choose a

suitable channel. In addition to this, it is ideal to know where the competitors are. (Chen 2021b.)

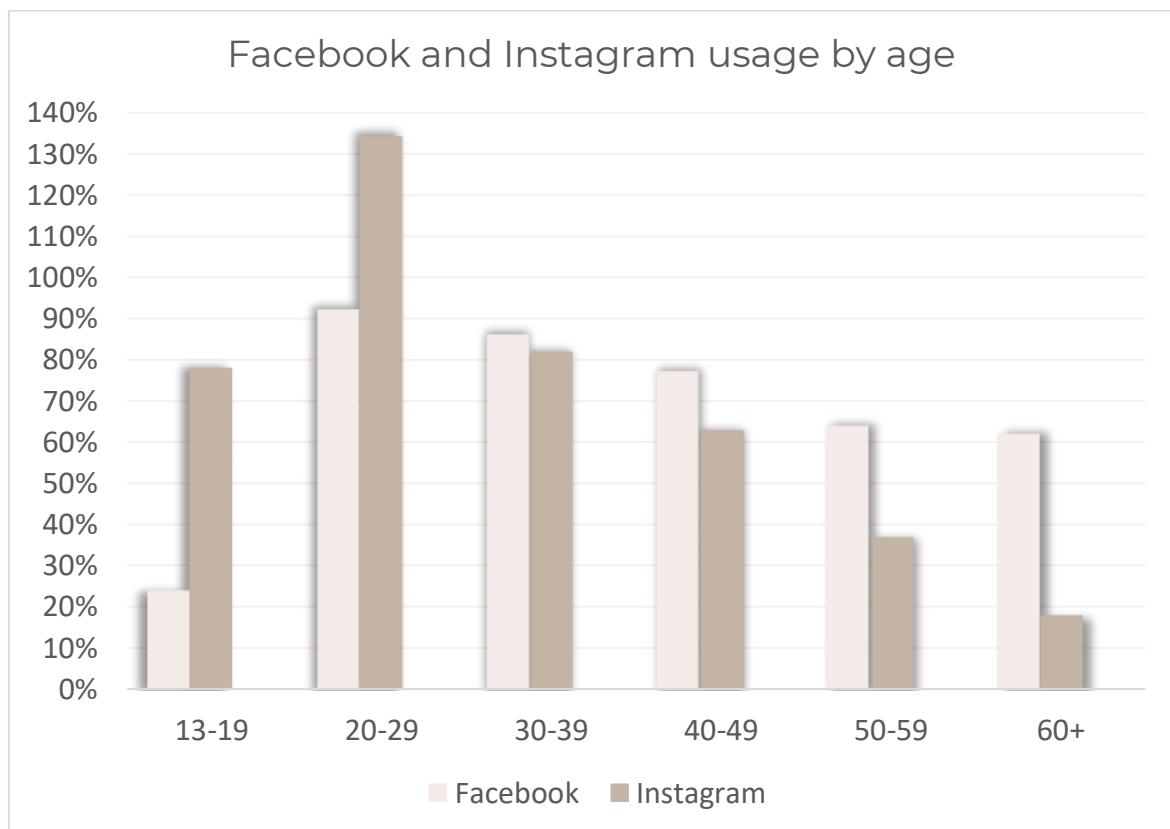
Choosing a suitable network can be a successful step for the company. For example, there are social media channels where the company can reach nearly half of the earth's population. When the company knows what they are marketing and to whom the marketing efforts will be optimized on social media platforms. (Pilon 2016.)

Nearly 4.62 billion people are using social media worldwide, and new users are joining all the time. (Datareportal 2022.) In Finland, the usage of social media has increased during the coronavirus pandemic. In 2020, 69 percent aged 16 to 89 used social media services and spent an average of 9.5 hours a day (Tilastokeskus 2021).

Finland's most-used social media platforms in 2020 are YouTube, Facebook, Instagram, Twitter, TikTok, and Snapchat. YouTube has 3 million users, Facebook 2.9 million, and Instagram 2.3 million. Also, there are some differences between women's and men's daily usage of social media. For example, in Finland, more women use WhatsApp, Facebook, and Instagram than men. The content on different channels is also changing and for example, the popularity of reels is raising. Instagram reels daily uses reach almost the same level as TikTok. (DNA 2022, 8-10.)

Facebook and Instagram usage is different amongst different age groups. For example, there is a huge gap between Facebook and Instagram usage in the 13-19 age group. In addition, there is a spike in Instagram usage in the age group of 20-29. The age group 30 to 39 has equitable usage on Facebook and Instagram. (Pönkä 2022.) Table 1 shows Facebook and Instagram usage by age in Finland in 2022.

Table 1. Facebook and Instagram usage by age (adapted from Pönkä 2022)



As earlier mentioned, it is vital to choose channels where the customers are and where the business has enough resources. The case company uses Instagram and Facebook. That is why the thesis will focus on Facebook and Instagram. In addition, there are not enough resources for the third channel. Thus, it is a great opportunity to focus on this duo and improve them. (Muikku 2022.)

The usage of Facebook and Instagram at the same time is efficient. Facebook and Instagram can be connected when they will work together more practically and efficiently. By connecting a Facebook Page to Instagram businesses can promote posts and stories, use shopping options, run Instagram, and Facebook ads, post efficiently, and manage messages. (Facebook 2022a.)

Facebook

Facebook was launched in 2004, and it has over 2.85 billion active users. It is one of the earliest social media channels and, even today, one of the most famous and widely used social media platforms. Facebook Ads is one of social media's most popular paid advertising tools. In addition, it provides businesses with a free e-commerce platform that allows the business to drive traffic to their online store and increase sales. (Folcan 2022b.)

On Facebook, the business can interact easily with its target audience. Facebook has users all around the world, so there is the possibility to target a broad audience if needed. In addition, Facebook posts can be either organic or paid. Organic are posts that the business shares on the page, which are free. Paid Facebook advertising enables extensive ad targeting options, and it can increase traffic and sales. (Suni 2021.)

For a business, Facebook provides business-oriented functionality such as a business page, business manager, and advertising. On the business page, consumers can find posts the business has shared and other helpful information about the company, such as contact information, website, and reviews. It is an effective tool for scheduling posts, responding to messages, or analysing performance. Facebook Business Manager is a tool for managing pages and ad accounts. It allows viewing notifications about the business page and managing users, target audience, and materials. Businesses should utilize it if behind the management is more than one person or they manage several pages. The business can create paid ads by setting up a separate ad account. Paid ads appear in the audience's feed as sponsored posts. Facebook advertising is effective because businesses can use it to create different targeted audiences and promote it simultaneously on Facebook, Instagram, Audience Network, and Messenger. (Suni 2021.)

Instagram

In 2010 Instagram was launched, and nowadays, it has over 1.2 billion users monthly. As a platform, Instagram is a place to share inspiration and be visually attractive. Instagram is used as a tool for businesses to help them reach their target audience. Businesses reach targeted audiences through paid advertising and organically just like Facebook. (Folcan 2022b.)

On Instagram, a business can share photos, videos, and stories, stream live videos, interact, advertise, obtain audience insight, and sell products. Instagram is a place where the content matters and how visually attractive it is. That is why a business should create visually engaging content. Instagram stories are a great way to create a vibrant montage that attracts followers more and presents more information. Instagram provides many ways to bring followers close to the business. In addition to stories, a business can stream live videos and give followers to look behind the scenes, show products, or answer live questions. Engagement and interaction are crucial for the business on any social media platform. Interaction can be done through liking, commenting, mentioning, tagging, and direct messaging. Another vital characteristic that Instagram can provide for the business is the advertising tool. There are three different advertising formats: photo, video, and carousel ads. Advertising happens through the Instagram app or the Facebook Ads

Manager and both options provide the selections of the ad's objective, audience, budget, and length of time. Measuring the success Instagram Insight is the place to check the metrics on your followers and their activity with the content. The newest feature is that the business can sell its products on Instagram. (Freedman 2022.)

2.4 Forms of Social Media Marketing Communication

Communication is an essential part of human expression and continuous activity. Every social interaction involves communication. Communication involves receiving knowledge, emotions, ideas, goals, and values. It is a central element when people relate and cooperate with others. Marketing communication is internal and external communication by a business to share information across the business and potential customers. (Smith et al. 2002, 4-10.)

Communication in social media is significant. Digital communications are part of the process of achieving social media marketing objectives. (Chaffey & Smith 2023, 374.) Communication on social media starts with content creation. Content creation is sharing content on social media. The content can be promoted to reach more people. When the content meets your customer, and they approve of it and your brand, that might lead to earned media. There are four different media types on social media for communication; paid, earned, shared, and owned media. (Dietrich 2023.)

PESO Model

Gini Dietrich, CEO of Arment Dietrich, developed a new public relations planning model. The PESO model combines the company's social efforts directly with the audience. (Luttrell 2019, 26.) The PESO model shares the social media content into four different media types: paid, earned, shared, and owned. The PESO model is the basis of social media for creating and describing indices. Paid refers to all the paid content and earned is the content created by Internet users; meanwhile, the shared content is shared by the users and owned covers all the websites, channels, and content controlled by a company. (Kozielski 2018, 314.)

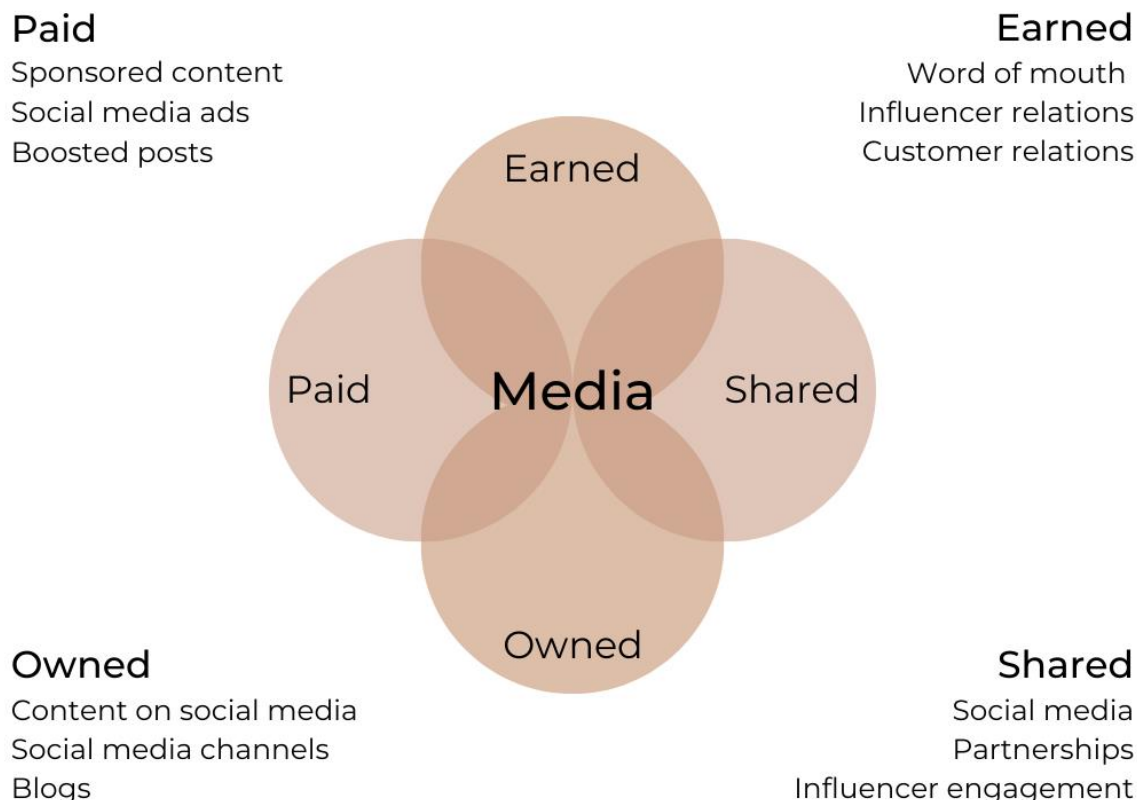


Figure 4. PESO model (adapted from Luttrell 2019, 26)

Paid Media

Paid media is marketing in social media where the content is paid for promotion. This is advertising on different social media channels. (Charlesworth 2014, 27.) Paid media is advertising, and it is used to build brand or direct-response strategies. Paid media includes traditional and digital advertising, ads, affiliate marketing, sponsorships, and paid search. Affiliate marketing is the used form of marketing communication because it is pay-per-performance. (Chaffey & Smith 2023, 374.) Direct costs in paid media are higher because it involves a media buy. Brands can control the messaging, and as a result, people have been sceptical of its trustworthiness; hence brands utilize customer comments and influencers to build more trust. (Weber & Henderson 2014, 244-245.)

Paid media has significant benefits for a marketer. Advertising digitally, the barrier to entry is low. It is easy to test a campaign with a small budget to see the results. Paid media is the only way to ensure the business reaches people. It also has targeting options that allow the content reaches the right people at the right time. (Whatmough 2019, 110-112.)

The downside of paid media is that it can be expensive. Another downside is that marketers overuse ads and the audience get an overdose of the ads. Also, paid media is not as

trustworthy as other media types. Consumers prefer recommendations from a friend, not from an ad. Paid media needs a strategy and testing. If marketers use paid media right, paid media will create successful campaigns to boost other marketing efforts. (Brito 2022.)

Earned Media

Earned media is content earned through a company's way of doing business, such as excellent customer service, that consumers update on social media (Charlesworth 2014, 27). Earned media is one of the trustworthy ways for consumers because it comes from users, but at the same time, it is the hardest media to get. Companies can not control this media. Earned media can be customers' reviews on the site or it appears as media coverage when the company is mentioned or written about without paying anyone to do so. Businesses can not control what people post on social media, but they can influence them. (Chen 2021a.)

The benefits of earned media are that it cost nothing and the return on investment (ROI) is always higher. It is also beneficial for building credibility and spreading brand awareness. Consumers trust third-party sources when considering a purchase and it allows businesses to reach their target audience. On the downside, the same applies to bad feedback it can generate bad publicity and harm the brand. (GoCardless 2021.)

Shared Media

With the rise in popularity of social media, shared media came into the picture. Shared media is all the content posted to social media. Shared media includes a post on all social media platforms, and this post can be shared by brands, media outlets, and individuals. Shared media with earned media will not work if the business does not have owned media to start sharing. Shared media allows the content to reach a broader audience and increase engagement. (Meltwater 2020.)

Shared media is a huge part of viral marketing. Viral marketing is like a virus that happens in marketing. Marketing information spreads from person to person. In this case consumer share messages with others. Viral marketing includes online marketing strategies and actions. The main purpose is to find an ideal consumer who will share the content of their network to create viral marketing. (Petrescu 2014, 1-3.)

As a result of the raising use of social media, viral marketing is a crucial part of nowadays social media marketing. All marketing information and content can go viral fast online through social media platforms such as Instagram, Facebook, and YouTube. (Petrescu 2014, 20.)

Shared media increase brand awareness and reach new audiences efficiently. Through shared media marketers can build customer relationships and loyalty and get valuable feedback from customers and learn from them. Shared media causes some potential challenges, for example, it is not a guaranteed way to reach the target audience. Shared media requires ongoing effort and marketer needs to post consistently. Another issue is that social media changes all the time, so it is hard to keep up with the latest updates and trends. (Brito 2022.)

Owned Media

Owned media is all the media where the business has total control over the media and the content. Brochures, websites, Instagram, and Facebook are great examples of owned media. (Charlesworth 2014, 27.)

Owned media has two categories: the content the business manages and the content it shares. The business has full control over how they manage its account and what they publish. Owned media is a powerful tool for communicating controlled messages to an audience who is already familiar with the brand. Besides, email marketing is the most efficient form of owned media. (Meltwater 2020.)

Owned media will help drive traffic and increase brand visibility. At the same time, it requires a lot of time for producing quality content and optimizing it. (Brito 2022.)

3 SOCIAL MEDIA MARKETING PLANNING

3.1 SOSTAC®

SOSTAC® framework includes Situation analysis, Objectives, Strategy, Tactics, Action, and Control. Planning is essential to achieving goals. It gives direction and puts the company in control. There are many types of plans, and usually, social media marketing plans are short-term that should be done every year. (Chaffey & Smith 2017, 47, 556-559.)

Planning starts with the situation analysis of both external and internal factors. These will lead to strategic planning, which starts with setting marketing objectives. Once the objectives have been set, the marketing strategies are determined. At an operational level, strategies will transfer into tactics that will implement the plan into reality. Implementations achieve via actions. Actions require monitoring and controlling that are done at the end of the plan. (Strong 2014, 161.)

Using SOSTAC® for social media is great and versatile. Especially in this case where the company does not have a proper situation analysis. SOSTAC® covers situation analysis carefully. Situation analysis is more than the start of the whole plan. Decisions about strategy and tactics are easier when marketers know what is happening inside and outside the company. (Chaffey & Smith 2017, 47, 529.)

3.2 Situation Analysis for Social Media

Situation analysis is the first step of the social media marketing plan. It will answer the question, "Where are we now?". By determining the situation, the business can define where it wants to go and what it wants to achieve. Situation analysis is a crucial base work because it will help to see what needs to be done. Setting strategies and actions is more straightforward when the company knows the customers, competitors, and resources. In addition, when writing a plan half of the effort can go to situation analysis because it will create a great base. Situation analysis includes both internal and external factors. Additionally, the situation analysis includes customer, competitor, swot, and marketing trends. Marketing trends are conveniently present through SWOT analysis. (Chaffey & Smith 2017, 562-563, 574.)

Customer Analysis

Customer analysis is a method of using relevant data such as the demographic or purchasing behaviour of customers to understand more about their needs and decision-making. The goal is to get the basis of your customer profile and how the business can

utilize it in marketing campaigns. Customer analysis tells who the customers are, their needs, and what influenced their decision-making. The benefits of customer analysis are that businesses can create more personalized content, optimize marketing campaigns, and customer retention. (Heugel 2020.)

A marketer can create a buyer persona based on customer analysis data. A buyer persona is a fictional research-based profile that describes an ideal customer. Businesses can have multiple buyer personas that will help in setting strategies. The purpose of a buyer persona is to help businesses understand their customer and serve them better. In addition, buyer persona ensures that all activities are tailored to the specific buyer's needs. (Wright 2017.)

Businesses should know the answers to who, why, and how. Question who answers who the ideal customer to business is. It also drives what kind of traffic the business wants to attract. Businesses should determine the customer profile to attract the ideal customers. The marketer should also explore why customers act and behave like that way. What are the customers' needs, and what do they like or dislike? The question of how will answer the question of how the customer buys and what are their purchase journey and decision. (Chaffey & Smith 2017, 563-565.)

In social media, customer analysis is more detailed. For example, who stands to target the audience. Question why is about the content and format relates what the customers want to see. Instead, how relates to the platform and when and how often. (Chaffey & Smith 2023, 287.)

Competitor Analysis

Within customer analysis, it is necessary for companies to not only define the customer profile but also know who the company's competitors are. By identifying and researching competitors, the company can see its competitors' strengths and weaknesses. In addition, the business can improve its strategy and maintain the business station through competitor benchmarking. Benchmarking means comparing own actions with the actions of others. A basic idea for benchmarking is to learn from others and observe own actions. Monitoring competitors ensure that the business's campaigns stand out and are suitable for the audience. (Meltwater 2021.)

Businesses should know their competitors. Analysis of the competitors can be about their social media platform, content, customers, services, and strategies. Part of the competitor analysis is benchmarking, where the business and the competitor's strengths and weaknesses are analysed. The external analysis including opportunities and threats are referred to as a SWOT analysis. (Chaffey & Smith 2017, 566.)

It is crucial to analyse competitor performance on social media. How does your competitor perform there? Is their content better or worse than yours? What kind of content works the best, and on which platform? (Chaffey & Smith 2023, 287.)

For competitor benchmarking, there are a few vital metrics to consider. The metrics change based on the social media channel. For Instagram and Facebook, the most important metrics are followers, post frequency, and engagement rate. (Unmetric.) The engagement rate is the total number of likes and comments divided by the number of followers amount during a specific time range. (Chaffey & Smith 2023, 589.)

SWOT Analysis

A SWOT analysis evaluates the company's overall strengths (S), weaknesses (W), opportunities (O), and threats (T). The purpose is to identify the key factors of marketing. By grouping external and internal factors, a company can highlight opportunities and prepare for threats. SWOT Analysis is one of the critical stages of planning and it provides the basis for setting objectives and strategies. (Payne et al. 2011, 48, 171, 174.)

SWOT analysis is part of the company analysis. What are the strengths or weaknesses of social media? Are there any external opportunities or threats that affect social media? (Chaffey & Smith 2023, 287.)

According to McDonald (2016, 105-107), many companies put useless information into SWOT analysis, and he advises companies to set time for conducting proper analysis with proper guidelines to ensure beneficial output. Figure 5 introduces the guidelines.



Figure 5. Guidelines for better SWOT analysis (adapted from McDonald 2016, 107)

3.3 Setting up Marketing Objectives

Situation analysis explains where the company is now, but the objectives tell where it wants to go (Chaffey & Smith 2017, 574). Every plan has objectives and goals what the plan are achieving for. Setting a marketing objective is the key step in developing a plan for success. An objective is what a company wants to achieve. (McDonald 2016, 116.) While setting objectives marketer needs to remember that digital objectives should stand for the SMART acronym. SMART stands for being specific, measurable, achievable, realistic, and time-bound. The SMART approach helps business to manage marketing activities better and determine success. When the goals are specific, they are clearly defined and the whole team understands why it is important. Measurable goals allow the objectives to be easy to track and measure. Also, the objectives must be achievable. The marketing objectives are relevant for the plan and business where it wants to aim. Lastly, the company's objective must have a timeline for when it starts and end. (Rodrigues Lang.)

There are many approaches to setting marketing objectives. The RACE framework is helpful when there is time to consider objectives and its approach. After RACE the study uses the 5S approach.

RACE Framework

RACE's planning framework is reaching and engaging customers to meet business objectives. It helps with tactics to keep focused on customer-centric content. RACE planning stands for Reach, Act, Convert, and Engage. The framework also describes how the buyer stages are linked together. There are also specific key measures for every buyer stage in how businesses can track the process. From the RACE framework, the first step is to create a plan with clear objectives and strategy. After strategy setting the business aims to reach the audience. Reach stage means building brand awareness and building traffic. The buyer stage is exploration, and the goal is to have relevant content for the explorer. One can use own, paid, shared, and earned media to raise awareness. The act drives customers to take the next step on their buyer journey. Relevant content and sharing more information about the company or its products will engage the audience. The major challenge is to get the audience to act. Convert, or conversion is the stage where customers form a relationship that will benefit the business to gain commercial value. The engage stage is where businesses build deeper customer relationships to achieve retention goals. (Chaffey & Smith 2017, 44-45).

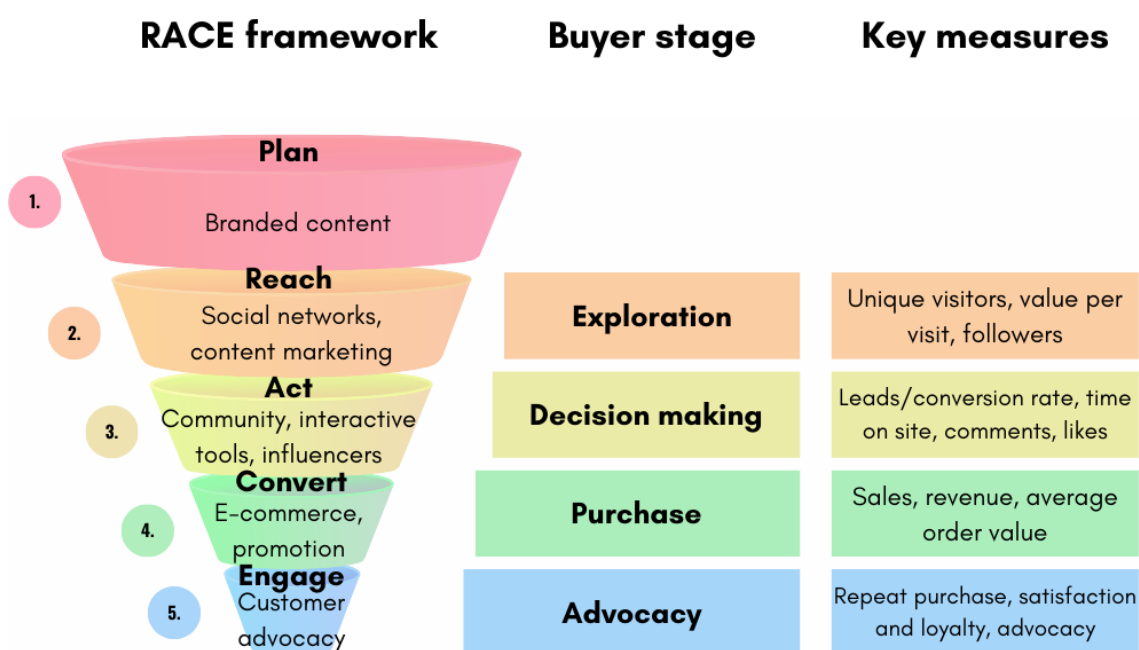


Figure 6. RACE framework linked with buyer stages (adapted from Chaffey & Smith 2017, 45)

5S

One way to set marketing objectives is 5Ss, which stands for sell, serve, speak, save, and sizzle. The objectives can be focused on all five or only some of those. (Chaffey & Smith 2017, 578.) The right goal for social media marketing is to use the 5Ss. It covers different measurements to help set, review, and control performance. Sell is all about growing sales, and it will lead to revenue and profit. The typical objective could be to increase the conversion rate by 5%. Serving is to add value to your customers. This is linked to customer satisfaction, so paying attention to the quality of service is vital. Speak is to get closer to customers through the digital channel. It will increase efficiency and save costs if a business uses digital platforms and the Internet. Sizzle means building a brand online, and it helps in sales and speaking goals. The key sizzle goals are levels of satisfaction and recommendations or advocacy. (Chaffey 2020.)

3.4 Determination of Marketing Strategies, Tactics, and Actions

After choosing the suitable approach for objectives, it is time to think about how to get there. Determining strategy means considering how to fulfill the objectives. Strategy is the shortest part of the plan but most important because it gives directions to the tactics. Tactics are detailed strategies. The detailed strategy includes different tactical tools that drive the tactical planning and contributes to it. Actions finish the whole strategy. Actions are detailed works of tactics. Who does what, when, and how? (Chaffey & Smith 2017, 559-560.)

Strategy

As the strategy is the big picture, it is good to share its smaller components. Therefore, nine strategic components should be taken into consideration. The strategic component's name is TOPPP SEED, it is a tool to help create a social media marketing strategy. TOPPP SEED's nine components are Target markets, Objectives, Positioning, Process, Partnerships, Sequence or Stages, Experience, Engagement, and Data. The purpose is not to use all of them or not even use the same order. Instead, it helps a marketer to build a transparent marketing strategy. Considering the target market is essential and helps in strategy setting because different strategies work differently for different target groups. As mentioned earlier, spending time to set objectives is vital, and it will maintain the strategy setting. The strategy must have reference to objectives to achieve them. (Chaffey & Smith 2023, 551.)

Meanwhile, positioning is the basis of what the brand wants that the target customers have in mind, and that affects brand positions and the next section in tactics. Another approach is partnerships, and it will be practical if both parties benefit and have clear instructions and

goals. Sequences or stages refer to dividing the strategy into smaller steps by using a functional RACE framework. The right strategy can be found by integrating data or identifying possible tactical tools. If the goal is to increase engagement, the strategy will be based on that objective. Overall, objectives play a crucial role in strategy parts, and it is advisable to set clear objectives to make a strategy plan. (Chaffey & Smith 2017, 584-586.)

The strategy for social media is to decide the primary purpose or objective and which platform to focus on. While setting strategies, keep in mind how social media helps the target customer move through their buyer journey. Lastly, decide if any influencers or other partners will be part of the strategy. (Chaffey & Smith 2023, 287.)

Tactics and Actions

The strategy needs a more detailed plan which is called a tactic. Tactics are short-term and flexible and are developed after the strategy is decided. (Chaffey & Smith 2023, 558.)

In this section, the marketer must be concerned about the marketing, communication, and channel mix. Communication mix refers to methods used to communicate and promote the business or its service or products to customers. The most used element of communication is advertising. The advertising includes all the messages a business pays for. Personal selling and direct marketing, promotions, public relations, and social media are other communication tools. (Kokemuller 2019.) A channel mix is a form of marketing that utilizes a variety of marketing channels to reach consumers. The channels can be different social media channels, for example, Instagram and Facebook. The benefit of using a mix of different channels is that the company can reach more customers and target its advertising better. It will also increase brand awareness and sales. Small businesses can benefit from channel marketing by using cheap channels like different social media platforms for their advertising. (Business Marketing Engine 2022.)

Content Marketing

Content marketing covers all communications in social media to support customer acquisition and growth. Content is essential in customer engagement and increasing demand via relevant and targeted content. (Chaffey & Smith 2023, 33.) Content marketing supports many different social media marketing tactics together, including inbound marketing. The purpose of inbound marketing is to let the content find the customers. In inbound marketing, the consumer actively searches for information and will be attracted through eye-catching content and social media marketing. The content and social media spread brand awareness and aim to catch the customer's interest. (Chaffey & Smith 2023, 53.)

An effective content marketing strategy supports customers in their buying cycle. The content marketing strategy must guide and help the target audience to move smoothly from the buying cycle into a purchase. The content marketing strategy meets communications goals by selecting the right content. Content marketing needs specific rules that involve voice, tone, and style. Voice tells who we are and the way to express the brand. The tone is how to say it, depending on the audience and format. Style is born from the choices made by the brand. These are the assets that will enhance the brand. Defining a clear tone-of-voice is essential since it affects brand authority, credibility, personality, and likeability. In addition, an effective tone of voice builds trust and value in a brand. (Chaffey & Smith 2023, 191-192.)

In content marketing, it is important to keep in mind different approaches. There is a tool called content marketing matrix that supports content ideation and competitor benchmarking. A content marketing matrix is a tool for identifying new types of content. It helps a marketer to think outside of the box based on how the audience might think. The content marketing matrix is to help marketers create ideas for content types that engage. There are four different content types. Content can entertain, inspire, educate, or convince. In addition, the content tool guides marketers to think through awareness and emotional content to support the path to purchase. (Chaffey & Smith 2023, 201-202.)

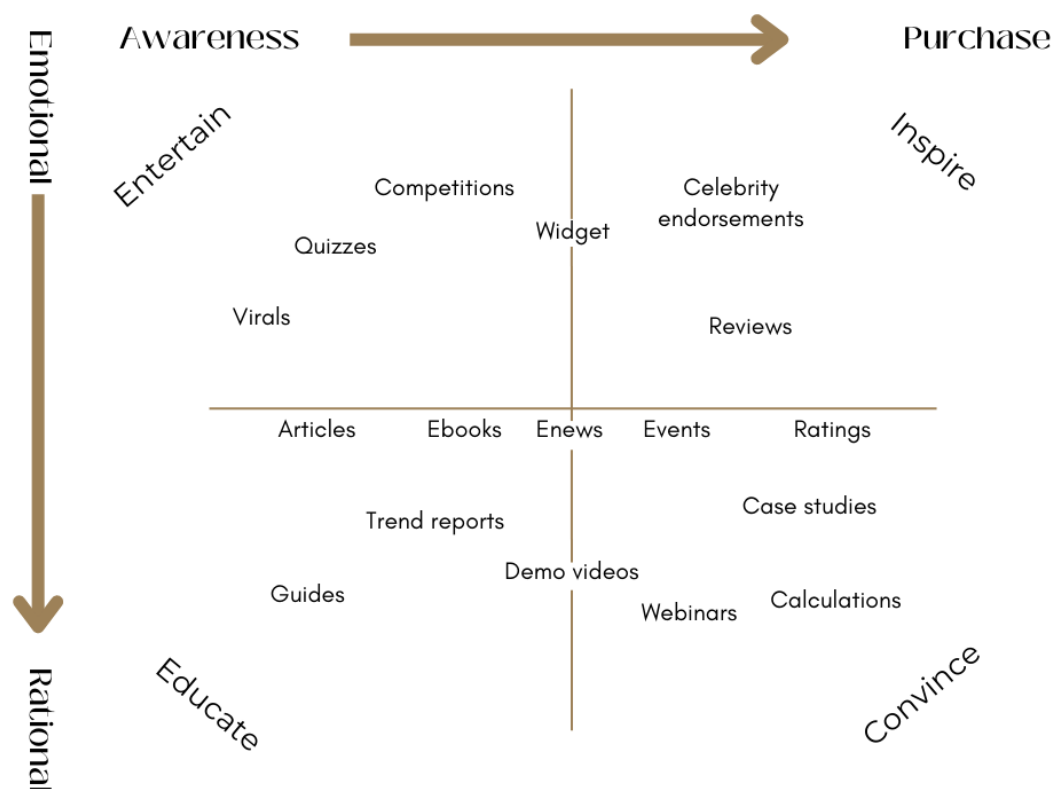


Figure 7. Content marketing matrix (adapted from Chaffey & Smith 2023, 202)

Influencer Marketing

Influencer marketing is a powerful way to support content marketing. Influencer marketing is a big business for the brand and the influencers. An influencer can wear, use, talk, or associate with the brand that, instead, gives exposure and affection to the brand. (Chaffey & Smith 2023, 26.)

Influencers engage the target audience of the brand and give credibility. Created content by influencers will be more authentic and engaging. There are different types and sized influencers, and the price depends on the performance. There are four key measures that should consider in finding the key influencer. High relevance, resonance, reference, and reach are the four key measures. Relevance between the brand and the influencer is important because influencers will likely have more expertise and a similar target group. High resonance is based on how engaging the influencer is in social networks. High references help the brand win over other influencers. The most widely used metric on social media is reach, which is why high reach is relevant. It gives an understanding of the audience's size and the influencer's popularity. (Chaffey & Smith 2023, 212-213.)

Actions

Actions cover who does what, when, and how. It is detailed work of tactics that ensure the plan is carried out professionally. Actions are a mini project of each tactic. Every project needs specific steps, responsible people, and a timescale. To ensure its function, project management skills are essential for the business. (Chaffey & Smith 2017, 597-598.)

The actions stage is where most of the plans fail. The reason is a lack of internal marketing. Internal marketing is communication, motivation, and training. Everyone taking care of the company's social media needs to be aware of the plan and policies. Policies must be clear. Social media policies are the brand guidelines that set the communication style, tone of voice, values, logo, colours, fonts, and more. (Chaffey & Smith 2023, 295.)

There are multiple ways to ensure that the plan will manage. The social media marketing plan will use a content calendar.

Content Calendar

The content calendar is one way to ensure that something will happen in social media and content marketing. A content calendar helps the marketer to plan upcoming content. A social media content calendar is the best way to plan the content, making it safer and more efficient. Content calendar usually includes a combination of the date, time, channels links, tags, copy, and creative assets. The calendar can be planned for each week, month, or even for a year. Content creation and posting take time and attention, so a content calendar is a valuable tool for upcoming planning. The most important on social media posting is to post on a consistent schedule. A content calendar ensures that posting is consistently at the optimal times for the audience. Planning allows the company to check the work to reduce typos and avoid mistakes. Therefore, the content is of higher quality and relevant. The content calendar also prepares the marketer for important holidays and events and considers them in content creation. (Newberry & Cohen 2022.)

3.5 Process Management and Monitoring

When the business has done its situation analysis, set objectives, and determined strategies, tactics, and actions, it seems all are done. The company can ensure the process and what is working through controlling and monitoring. A good marketer builds a control system to ensure everything is working. To determine the performance, the marketer must decide what data to follow. As the objectives are using the SMART method, they should be measurable. Controlling stages include the KPI metrics to be measured, the responsible person, and how often to monitor. The most important is the decision what to do with this information in the future. (Chaffey & Smith 2017, 601.)

Social media monitoring focuses a lot on KPIs and ROI. Key performance indicators (KPIs) are vital measures that tell whether the plan's objectives are achieved. Return on Investment (ROI) is the value derived from marketing activity. (Chaffey & Smith 2023, 607-614.)

The business should know a few standard metrics for measuring success. Sales, leads, awareness, reach and ROI are the most common metrics to manage or control the business. Many of these metrics are available on different analytical tools. When the company finds the most suitable one to monitor its performance, the data will eventually be included in the next plan. (Chaffey & Smith 2017, 603.)

Social Media Monitoring

Control also includes monitoring your competitors but also monitoring yourself. Billions of conversations on social media help people with their buying decision or influence other people's opinions. People talk about your industry, competitors, and your brand. Therefore, social media monitoring is important for business. (Meltwater 2023.) Social media monitoring is about tracking online brand mentions, brand protection, customer service outreach, and engagement. For example, dealing with negative feedback is an outcome of social monitoring. (Chaffey & Smith 2023, 303-304.)

A company needs to stay informed when your company is mentioned on social media. Social media monitoring identifies a potential crisis and gives more time for preparing. (Meltwater 2023.) Besides identifying negative feedback, social media monitoring is a supportive tool for content creation and identifying trends (Niemi 2020). Businesses can use free or paid social media monitoring tools such as Talkwalker Alerts, Social Mention, Hootsuite, or Radian6. These monitoring tools vary a lot in features and use. (Chaffey & Smith 2023, 305.)

Meta Business Suite

To monitor performance a marketer has a wide range of tracking tools on the Internet. The social media marketing plan focus on Instagram and Facebook. There is a tool called Meta Business Suite that serve Instagram and Facebook at the same time for tracking performance. (Meta 2023.)

Meta Business Suite is a free tool that combines Facebook and Instagram into one place. Having two platforms in one place saves time, makes creating connections more accessible, and achieves better results. A marketer can use the Business Suite on the computer or handle it via a mobile application. With the tool publishing content or stories to both places is possible without changing the app. The Business Suite also allows a

company to schedule posts and manage messages. Businesses can read messages and comments in one place and respond to them faster with automatic replies. One benefit is also ad creation. A business can get more people engaged with the content by boosting a post or creating an ad on Facebook or Instagram. Tracking the followers and trends is easier with the monitor tool, and the company can see how the posts perform. (Facebook 2022b.)

4 SOCIAL MEDIA MARKETING PLAN FOR VENDACE BEAUTY

4.1 Case Company Vendace Beauty

Vendace Beauty is a small Finnish company owned by young entrepreneur Janina Muikku. The company provides beauty and hair services. Vendace Beauty is founded in 2020 in Jyväskylä. Now there are two employees the owner itself and the cosmetologist that started in 2022. Janina graduated in 2016 as a hairdresser and worked for five years in a chain store. Later the owner's passion for entrepreneurship led to her own company. The company name Vendace Beauty comes from the owner's last name translated into English. (Vendace Beauty 2022.)

The business space is decorated with a Boho style, and the customer service is kind and warm. For booking a time Vendace Beauty uses the Timma appointment system. Vendace Beauty can be found on Facebook and Instagram. (Vendace Beauty 2022.)

The business idea of Vendace beauty is to make everyone feel gorgeous. Vendace Beauty provides different services for hair, skin, and nails. Vendace Beauty's customer segment is women between the ages of 18-60. The most common age group is from 18 to 24. The uniqueness of Vendace Beauty is the youth that comes from the owner. That is why youth people use Vendace Beauty services because it is easily approachable. (Vendace Beauty 2022.)



Image 1. Vendace Beauty's logo (Vendace Beauty 2022)

4.2 Situation Analysis for Social Media

The thesis uses the SOSTAC® framework to build social media plan for Vendace Beauty. Vendace Beauty does not have any previous plan therefore the company needs situation analysis that covers customer analysis, competitors' analysis, and SWOT analysis. There are many competitors in the beauty sector, so it is vital to do careful groundwork. Vendace Beauty uses Instagram and Facebook for marketing. Hence, the situation analysis has Instagram and Facebook perspectives.

Customer analysis

In customer analysis, it is important to answer the question of who, why, and how. Vendace Beauty provides beauty and hair services. It is important to consider what the business is offering. Hair services are suitable for both genders, but beauty services in Vendace Beauty lean more toward women (Vendace Beauty 2022).

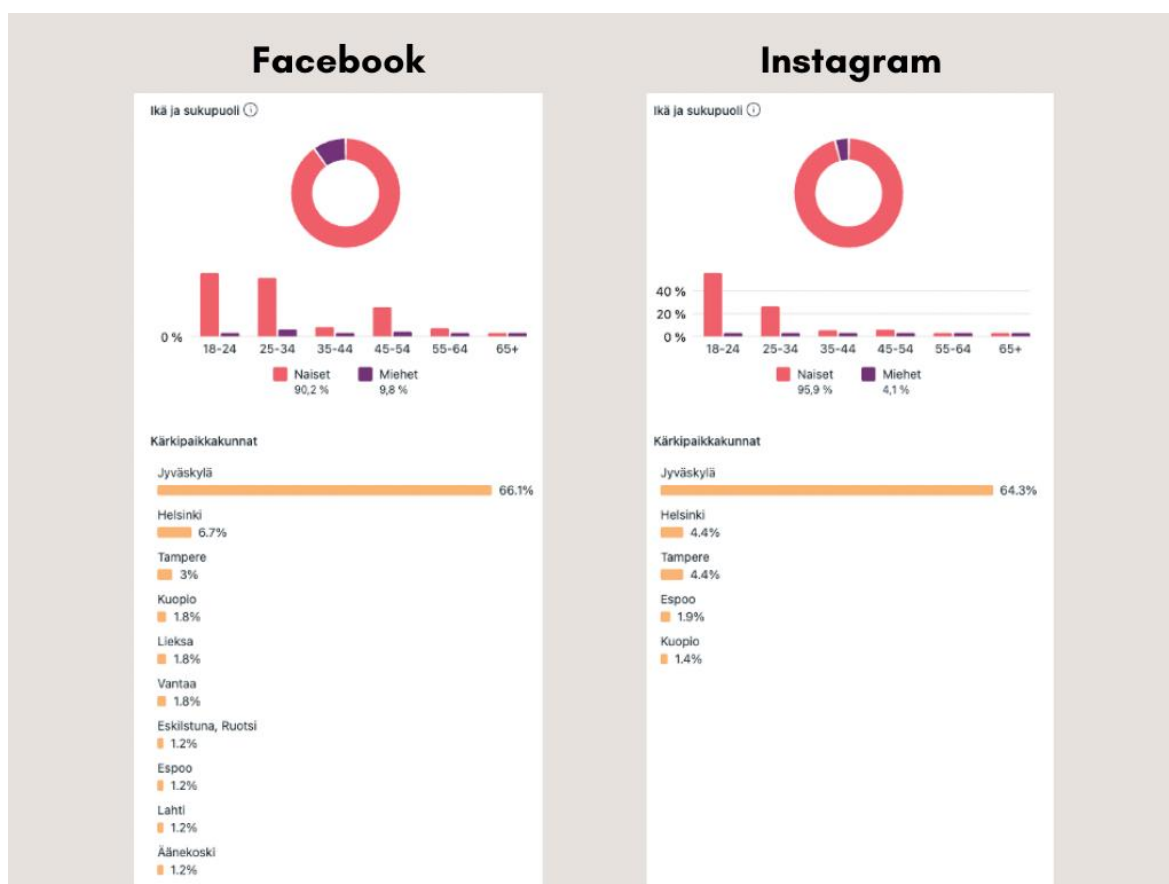


Figure 8. Screenshot of Vendace Beauty's visitors' data (Meta Business Suite 2023)

Facebook data on the left shows that the top location is Jyväskylä with 66.1%. Meanwhile, Instagram Insights show the users' data from Vendace Beauty's account. The top location is Jyväskylä as well. Over half of the followers belong to the age group of 18 to 24 years old. The second biggest group is 25 to 34 years old being 28.4 % of followers. The third one is 35 to 44 years old. Overall, 95.9% of the followers on Instagram are women, and 90.2 % are on Facebook. Most of the visitors are women but they also have male customers.

The target group to highlight is female students. Jyväskylä is well known as a student city and there are a lot of students. In addition, Vendace Beauty locates near the University area. As the customer analysis showed the biggest group is 18 to 24 years old and the second biggest is 25 to 34 years old. Another potential age group is 45-54 years old.

Before the social media marketing plan, Vendace Beauty created content like reels, photos, photo carousels, and stories. There has been content about services, prices, results, and personnel. Analysing content that the customers prefer can be done through Insights tools as well. The most engaged content is presented in Image 2.

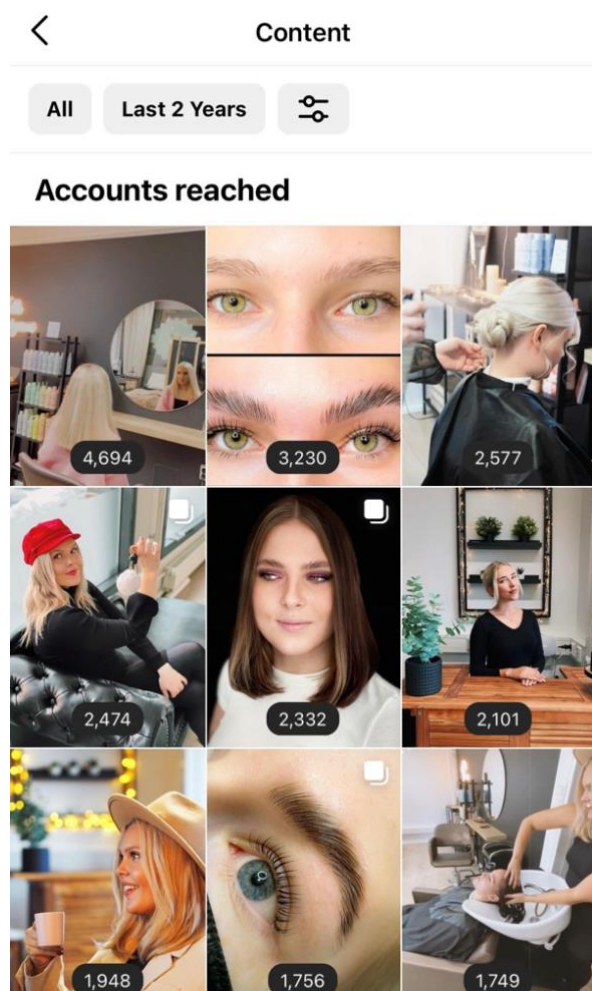


Image 2. Screenshot of Vendace Beauty's Instagram Insights (Instagram 2023)

Four out of the top nine are reel videos. Also, the most common factor in the top nine is that there is a person. Based on this analysing tool we can see that the most preferred type of media is videos.

Furthermore, the company can easily make a questionnaire about the content and share it with followers. In that questionnaire, there can be a section about timing, type, and amount of content.

Competitor analysis

Competitors will give valuable information about the market. Vendace Beauty's competitors are the hair and beauty salons that locate in Jyväskylä. For the analysis, there are three

competitors: Estilo, Ihana olohuone, and Mad and Beauty. The owner mentioned these companies as they locate near, offer similar services, and use the same social media platforms. In other words, they are the biggest competitors.

Estilo locates in the same neighborhood, so it makes it the biggest threat to Vendace Beauty. They offer quite similar services to Vendace Beauty. In addition, they have beard trim and more nail services. Estilo has the same social media channels as Vendace Beauty. For a quick look at their social media, they have 621 followers on Instagram and 838 on Facebook. Estilo posts frequently and the most popular posts are before and after photos and posts where they present their personnel. Estilo posts product pictures as well, but they do not perform that well. Overall, the content has good quality, but the followers are not that engaged.

Ihana Olohuone locates 1.2 km away from Vendace Beauty. Instead of locations, they have more competition in services. Ihana Olohuone has wider service options, for example, they serve hair extensions and microblading. On social media, they focus on Instagram and Facebook. On Facebook, they have 991 followers, and on Instagram 930. Ihana Olohuone produces excellent quality posts, and the overall look is balanced. They also post before and after pictures. What makes them different is that they share information about trends. Reels gather more views than normal posts and the engagement rate is higher.

Mad and Beauty are the biggest hair and beauty services from these options. There are 10 workers, and they serve different levels of services for different prices. Services are like Estilo. Followers they have on Instagram are 1,190 and Facebook 847. Even though they have a lot of followers the engagement rate is low. The content is simple and most of it is before and after photos. The posting pace is good with about five posts per week.

Table 2. Competitor's benchmarking

Company	Brand	Followers IG/FB	Target group	Engagement % IG/FB	Content
Vendace Beauty	Warm, youth, reliable	636 / 165	18-24, students	11,3% / 7,1%	Lot of people, free time content, lash service
Estilo	Luxurious, high quality	621 / 839	Working age, quality over price	2% / 0,21%	Results pictures, tranformation videos, simple
Ihana Olohuone	Earthy, natural, fresh	931/988	Natural people	1,4% / 0,2%	Versatile, informative, representational, elaborate
Mad&Beauty	Fearless, unique, blond hair expert	1195 / 848	For everyone	3,5% / 0,2%	Customers' pictures, before and after, nails

The table above shows the competitor's benchmarking. Table 2 includes the number of followers on Instagram and Facebook. In addition, it shows engagement rates on Instagram and Facebook. The engagement rate was calculated from the companies past five posts and their estimate of the average number of engagements (likes and comments) and divided by five to get the estimated engagement per post. The average engagements per post were divided by their followers count to get an engagement rate percentage. From the table, Vendace Beauty stands out because of its high engagement rate. Mad and Beauty have most of the followers, but the engagement rate is not that high. The same thing happens with Ihana Olohuone. Estilo has the almost same number of followers as Vendace Beauty on Instagram, but their followers are not as engaged as Vendace Beauty does.

Also, Table 2 describes the brand style of each company. Even though these four companies provide quite similar services the brand and target groups are different. All these four companies have their own styles to create their content. For example, Estilo wants to be seen as a luxurious beauty salon and Mad&Beauty wants to be a brand for everyone, regardless of that where you are from, and what is your background or sex. Ihana Olohuone has invested in its brand. Ihana Olohuone's social media is fresh, earthy, and versatile. Their social media stand out from others. The most common factor was that all these companies shared many before and after pictures.

SWOT analysis

SWOT analysis is an acronym for Strengths, Weaknesses, Opportunities, and Threats. On social media, it means how the company performs there. What channels are the company's

strengths, is there something to improve, possible opportunities, or threats to be worried about. Vendace Beauty's SWOT analysis is presented in Figure 9.



Figure 9. Vendace Beauty's social media SWOT analysis

Vendace Beauty's strengths are engagement, Instagram, before and after pictures, and easily accessible content. The competitor's benchmarking shows how well-engaged Vendace Beauty's followers are. Instagram has a lot of potential and the content perform there well. The content is easily accessible, and the followers get a clear view of what kind of service they will get and from who. Especially before and after pictures confirm this and they have performed well. As the company is quite new there are a lot of new opportunities and things to improve. That is why competitor benchmarking is essential to avoid mistakes and explore opportunities.

Weaknesses are Facebook, posting pace, planning, getting an appointment and small resources. Comparing Facebook and Instagram with followers Facebook has the least. The

same can be seen in the competitor's benchmarking that Vendace Beauty has the least number of followers there. In addition, the posting pace is irregular and infrequent because social media is missing the plan. As the case company is small the schedule for appointments is limited. If a new customer wants to book an appointment and there is not any free space the company can lose this customer. Small resources limit social media marketing.

Vendace Beauty has plenty of opportunities such as paid media, live videos, TikTok, influencer marketing, and target male group. Live videos are a great way to interact with customers. Through live videos, customers can get to know the entrepreneur better and interact in real-time. For the next platform, TikTok has a lot of potential in the beauty industry. From a marketing perspective influencer marketing and collaboration with them is a great way to spread brand awareness. Social media enables targeting different groups specifically and that is why it would be a great opportunity to target male customers. Paid media ensures that the company reaches more people and Vendace Beauty should test it as they have not done it earlier.

There are a few threats that affect the case company's social media. The threats are pandemics, bad reviews, new products for home use, lack of resources, and fake accounts. Social media also has its downsides. The resources are small. In the case the owner is sick, who runs social media? Product for home use is rising and might steal customers. There is a possibility to make fake accounts and denigrate brands with false information. Also, bad reviews are available for everyone and that is why they might affect consumer decisions negatively. It is essential to prepare for situations like the pandemic. What kind the information is on social media and what to highlight at that time? These threats modify social media behavior.

4.3 Objectives

Firstly, the plan approaches these objectives through the RACE framework. The RACE framework provides practical support for the plan, especially in goal setting and tactical development. The plan will focus on the reach and act stages. Reach is the awareness stage, and the act stage instead means interaction to encourage visitors.

The objectives for the social media marketing plan are planned with 5S. 5S stands for sell, serve, speak, save, and sizzle. Before this, the primary goal is to get a plan that the business can follow. From 5S the first social media marketing plan will focus on speak and sizzle. Speaking is to increase interaction with your customer. Sizzle's goal focuses on building brand awareness.

Vendace Beauty wants to develop brand awareness and the metric for this, there will be reach. Reach tells how many unique users have been reached. Now the reach number is 1,000 per month on Instagram and Facebook it is 120. The goal is to increase impressions to 1,500 unique visitors per month on Instagram and Facebook 150. This can be achieved by continuous and regular posting. Also, the quality of the content must be good and add value for the followers. To speak goals company needs to encourage to interact on social media. Vendace Beauty wants to ensure that interaction is increasing or at least keeping on the same level. For example, the goal is to increase engagement by 10% every month.

Table 3. Social media objectives for Vendace Beauty

Business objective	Social media goal	Metrics
Grow the brand	Brand awareness	Reach
Increase interaction	Engagement	Likes, Comments, Shares

4.4 Strategy

The third step of the SOSTAC® is the strategy and it answers the question “How do we get there?”. There are nine components where to choose a transparent marketing strategy. The nine components are called TOPPP SEED, and it covers target markets, objectives, positioning, process, partnerships, stages, experience, engagement, and data.

According to the situation analysis, Vendace Beauty needs a strategic plan. The target group is women aged 18 to 54. The age group is shared into three different groups 18 to 24, 25 to 34, and 45 to 54. These age groups have different preferences and purchasing behaviours. By sharing the target group into smaller groups, the plan will be more strategic because the approach can be targeted more precisely. Based on the social media situation analysis younger age group uses equally Instagram and Facebook. Instead, the age group of 45-54 years has a spike in Facebook usage, which must focus on when creating buyer personas.

Within the target group, there are three groups with different consumption behaviour and needs. Three groups can be clearly described by three different buyer personas. There are

Liisa, Aija, and Sirkka describe ideal customers for Vendace Beauty. All these buyer personas have different characteristics that affect their buyer journey.

Liisa represents the youngest age group. She is a student and does not have that much income. Still, she wants to put money on herself. Usually, she goes there where are deals. The price is the biggest factor in decision-making. The second thing is that the place needs to be professional as she is having allergies to some ingredients. The last thing is that she follows trends and uses services according to trends.

Aija instead is 34 years old marketing consultant. She has money, but not time. That is why she prefers online shopping and appointments where she gets time straight away. She is a dream customer for the company as she takes all the extra services or products that are recommended to her. There is a challenge that she wants to change her style often. The beauty salon owner needs to be honest and say if something is going to be harmful.

Sirkka is the oldest buyer persona. She is a nurse and has a middle income. Sirkka has a lot of hobbies. She works hard and that is why she wants to reward herself. The weekdays are hectic, so she loves to have some special occasions. For these occasions, she wants to make herself beautiful. Unfortunately, her job restricts her in such a way that she can't have everything she wants, like nails. Usually, she chooses the place which her friends recommend, or the place has great reviews. In addition, when she finds a great place, she becomes brand loyal.

Figure 10 below represents more detailed the three different buyer personas.



Figure 10. Three buyer personas for Vendace Beauty

The goals are to reach more people and increase engagement. That is why the plan will focus on the buyer personas characteristics to design the right marketing strategy and use Instagram and Facebook to bring Vendace Beauty's brand to the existing and new potential customers. Hence, Vendace Beauty's strategies will be target market, positioning, and stages. Considering the target market is vital and it is the basis for the whole strategy. The target market tells who we are targeting, and it helps to choose suitable strategies for the specific group. Positioning is the idea of how the brand wants to look from the customers' perspective. Vendace Beauty needs a strong social media presence in charge to gain visibility. Brand presence shows the company's values and differences from the competitors. A successful position will lead to an increased value proposition. Stages strategy strengthens target market and positioning. It advises on the customer buyer journey and divides the strategy into smaller steps concentrating RACE framework.

The plan focuses on the two first steps of the buyer's journey. Step one is the exploration stage and step two is decision making. The exploration stage is all about the available content. It must wake attention and be available on the channels where the target groups are. For the next step, company needs to give extra value to the customer. The goal is to get interaction with the customer.

Vendace Beauty's value proposition is to make the client feel great and leave the bench satisfied. Vendace Beauty is not only a hair and beauty studio where you can get service instead it is a place to relax and feel comfortable. Vendace Beauty messages about youth and that is what the customers are looking for. Vendace Beauty is mid-priced but offers high-quality results. Other competitors have more employees which the client can choose from. Most of the time, customers have one trusted hairdresser they go to, but Vendace Beauty's clients trust it as a company. Vendace Beauty has two workers. The owner does the hair and beauty services, and the other employee oversees cosmetology services. That is why customers do not choose among employees they choose the company. That is the biggest competitive advantage for Vendace Beauty. Making this strategy stronger the strategy uses influencers to share their own experience with their followers. The influencer part will be presented in more detail in the tactics part.

4.5 Tactics and Actions

Strategy is done and the next thing is to develop tactics. Tactics are a detailed plan and will answers how exactly we get there. Social media includes choosing channels, content, and time. Channels are clear as Vendace Beauty uses Instagram and Facebook. Facebook and Instagram need content to publish which is why content marketing will be one vital tactic. Content marketing tells what kind of content will be published and have an overall strategy

for content creation. Hence, content creation will consider different stages of the buyer's journey. Also, content marketing contains paid, earned, shared, and owned media.

Content Marketing

Content marketing starts with guidelines. Vendace Beauty has already guidelines for social media. Vendace Beauty has chosen the fonts, colours, and styles to use in content creation. Strong guidelines increase brand awareness, and all the content should follow those guidelines. Guidelines also tell the brand voice that connects strongly to the company's value proposition.

For the colours, the owner has chosen earthy colours that communicate bohemian style and calm. There are four different fonts that the business has used in content creation. Three out of four fonts are direct and clear. For more specific content there will be one calligraphy font. The brand voice is warm, chill, and direct. The owner wants to have the same voice style as the customer service. That is how the brand, and the customer service style will match. (Muikku 2022.) Figure 11 shows the Vendace Beauty brand guidelines.

Vendace Beauty Brand Guidelines

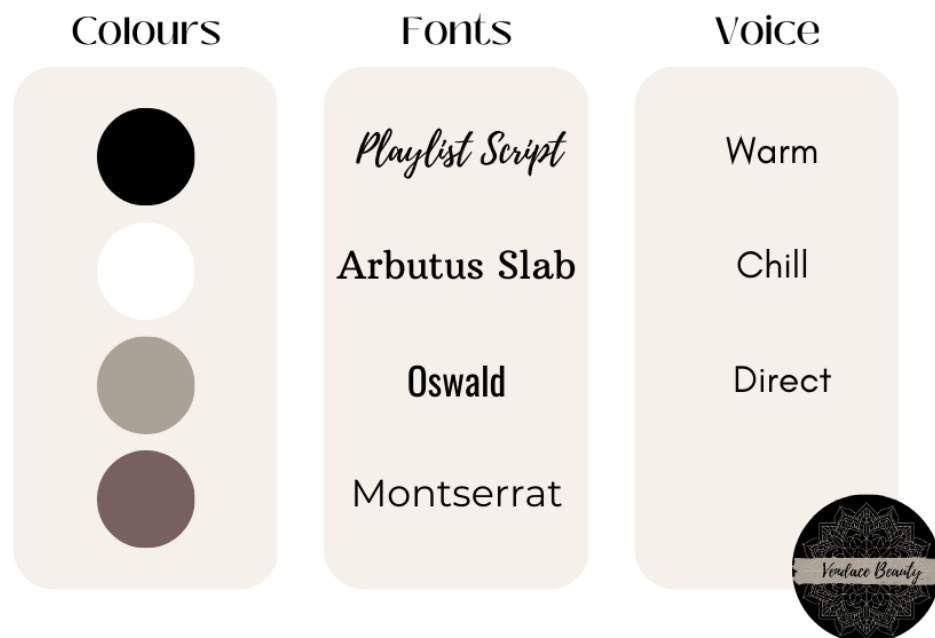


Figure 11. Vendace Beauty brand guidelines

Content marketing will be done by using the company's brand guidelines. In addition, it is vital to remember the content marketing matrix to create versatile content that entertains, inspires, educates, or convinces the customer.

For content creation, the different stages of the buyer's journey are vital to take into consideration while content creation. Following stages are exploration, decision, purchase, and advocacy. All these stages need a different approach, and the RACE framework helps with it. The plan focuses on exploration and decision stages. Reach involves brand awareness, and it can be built by maximizing reach by creating multiple content such as paid, earned, shared, and owned. The customer is in the exploration stage at the same time. For Vendace Beauty the content needs to be attractive and present the services. The social media profile needs to have all the information about the location, service, prices, and contact details. For an exploring person, these details help with comparing.

For the exploring and reaching stage the content idea could be about the service like lash extensions. Other ideas for these stages are "get to know" – content and before and after pictures. In the exploration stage location is important because people want to find services nearby. Vendace Beauty should use different but similar locations for reaching more people. Location can be Jyväskylä, Lutakko, or Vendace Beauty which is linked straight away to the company's address. Using these locations, the content will be available for a bigger

audience but still for relevant ones. Another thing is hashtags. People seek inspiration through hashtags. Hashtags will be related to service and location.

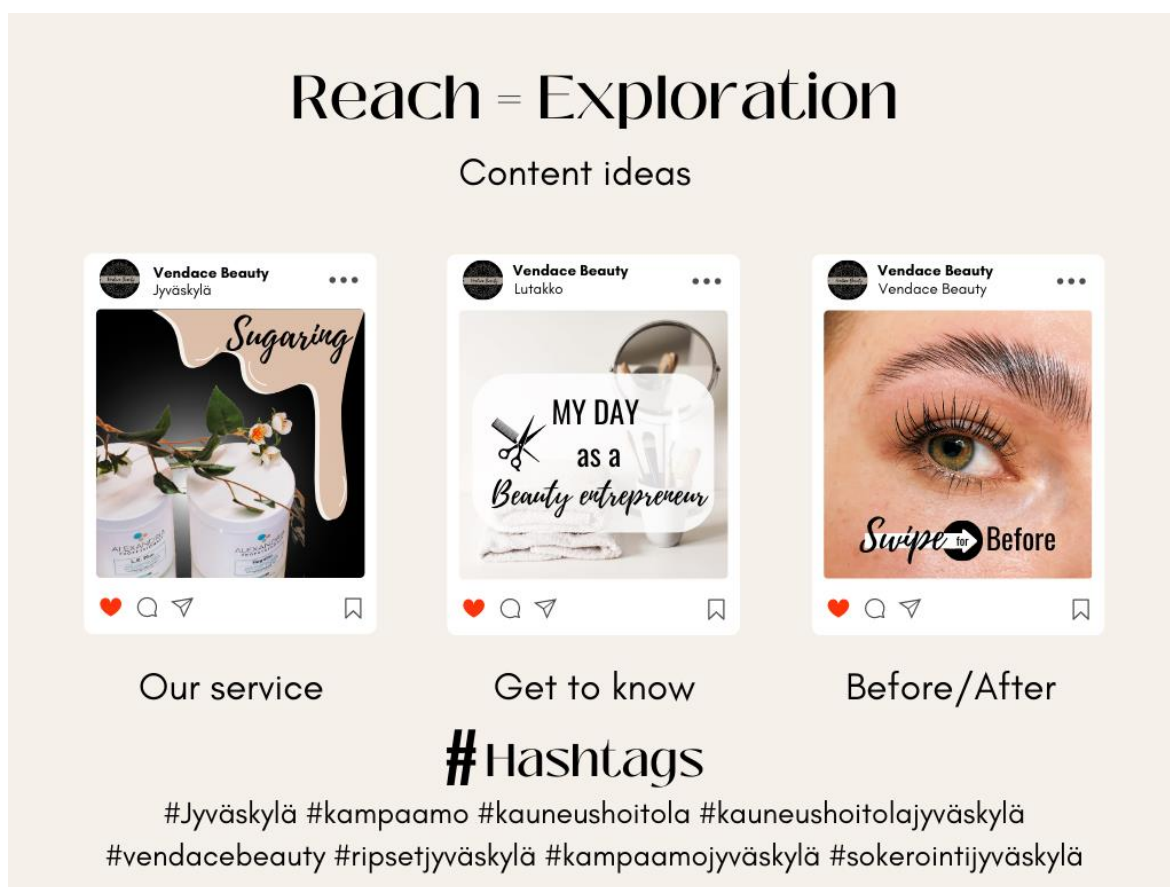


Figure 12. Content ideas for exploration stage

In the act stage, the main idea is to encourage to interact on social media. Interact can be high and low. For example, followers who like the company's content are low but customers that share their experience on social media are high. Vendace Beauty needs to show that they are the best solution for the customer's problem. Suitable content for this stage could be customer reviews, offer for some specific service, or tell how to book an appointment. For this stage, the before and after pictures are efficient content ideas as well. Customer reviews increase trust in the company. Potential customers want to read previous customer opinions about the service. That is why it is a great idea to share the reviews and to encourage customers to share their experiences. Offer instead wakes attention. To see discounts customer gets excited about the lower prices and start seeking the pricelist. For example, the target group is students, so advertise students' discounts. Lastly, showing how to book the appointment decreases the step for it. In addition, sharing free appointments or last-minute cancellations are great content ideas for the person who is in the decision-

making stage. Paid media will be used on the act stage as there is content that influences decisions for example offers.

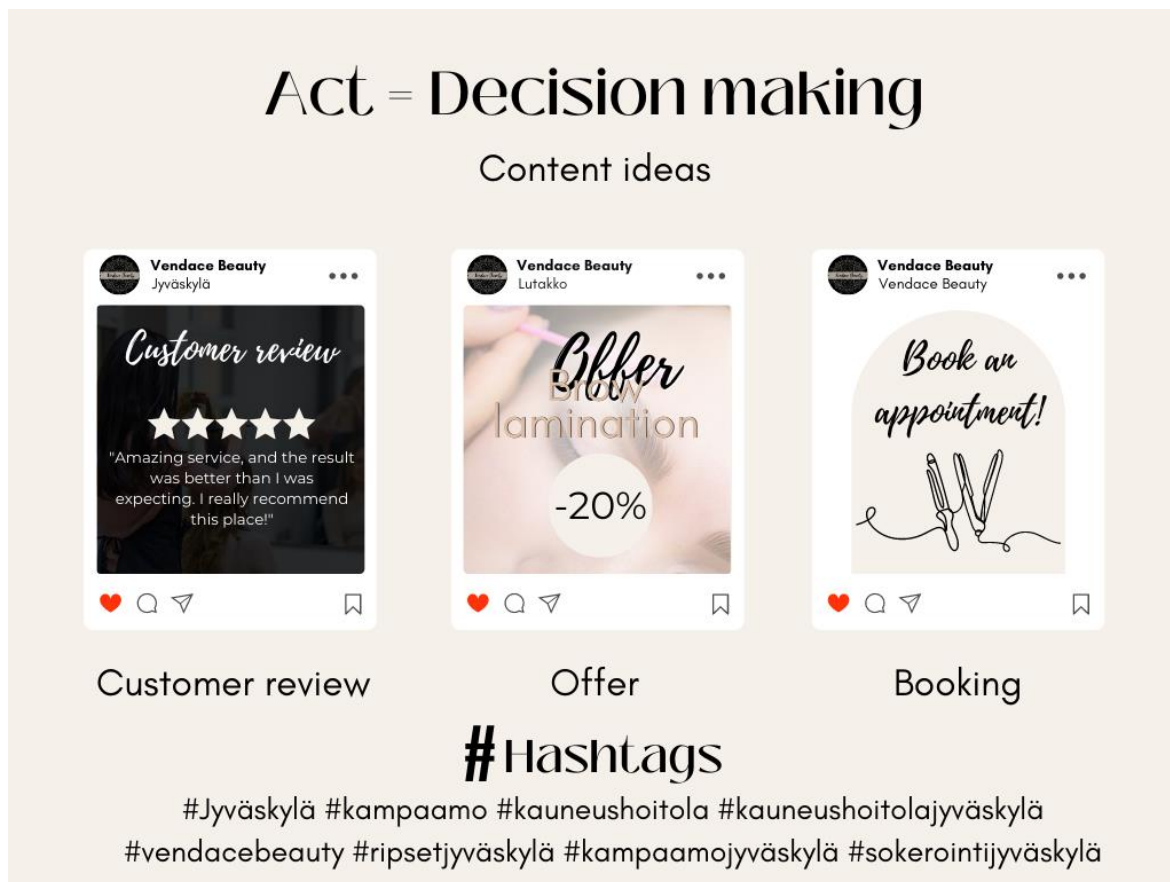


Figure 13. Content ideas for decision making stage

Influencer Marketing

Vendace Beauty has not used influencer marketing before. That is why it is a potential idea to test it. Vendace Beauty is not a big company which is why it does not need many influencers. For example, the potential start would be with three influencers. Those influencers should be from different age groups. According to data from customer analysis, one could be aged 18-24, the second one 25-34, and the last one 45-54. In addition, the influencers aged 45 to 54 should influence by Facebook and two others on Instagram. That way we could reach a more different aged customer. Influencer marketing is natural when there are involved influencers that trust the brand. For taking full advantage of influencers, they should promote different services. For example, for the youngest influencer, the suitable service could be a lash extension, for the middle age the service is a hair coloring, and for the oldest facial one. The goal is to get influencers who are already using Vendace Beauty and provide them with a free service in exchange for advertising. Also, these contents are excellent for reposting or even being sponsored. The content could be post,

stories, or reels that feels most natural for the influencer. Influencer content is perfect for the decision-making stage. As earlier mentioned, potential customers seek experience through existing customers. The collaboration should give benefits the influencers' followers. For example, the influencers will give a 10% discount to followers for the next appointment by showing the content or mentioning the influencer's name. This way is also practical for measuring the success of influencer marketing.

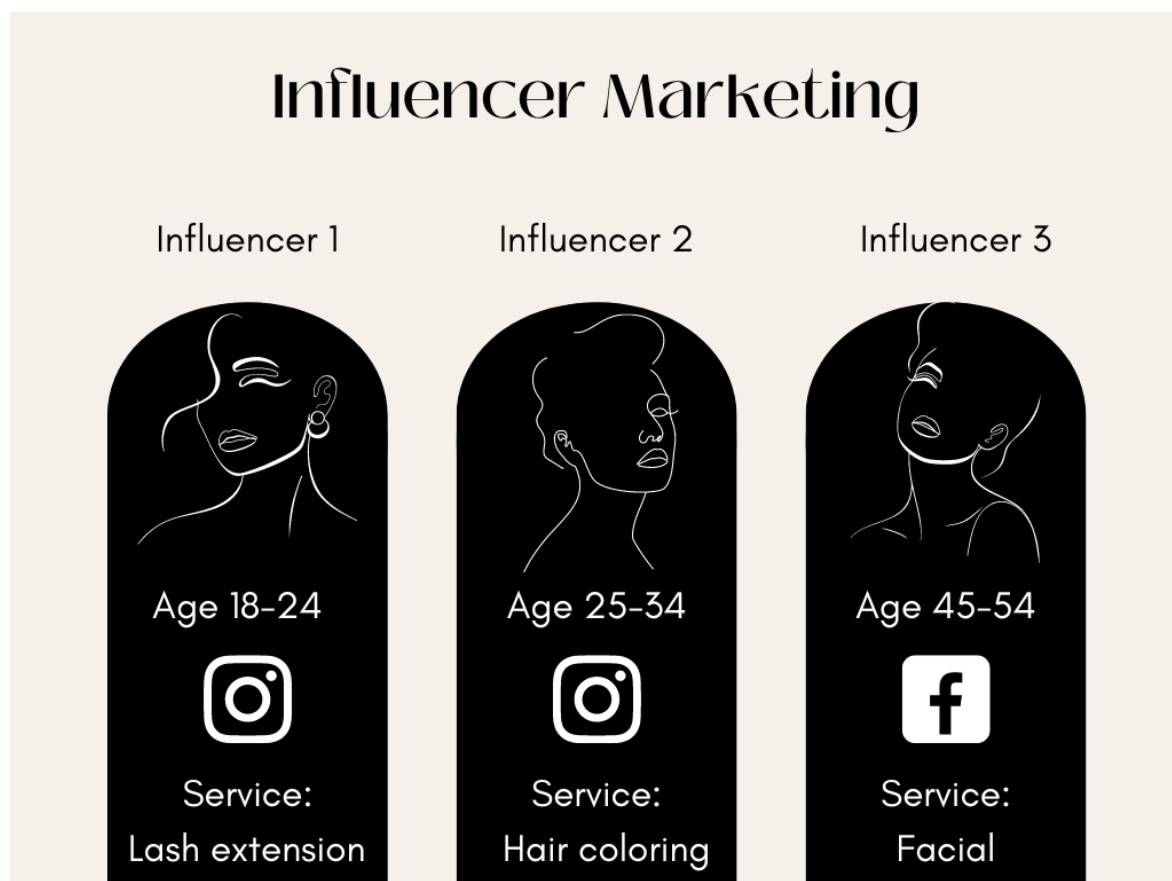


Figure 14. Ideas for the potential influencers

Action

The action plan ensures that the tactics will be realized. Who does what and when will ensure that actions are aligned with the social media marketing plan. The content calendar is suitable action for Vendace Beauty's resources. The content calendar can be made weekly, monthly, or for a year. As Vendace Beauty does not have any specific person in charge of marketing content calendar is easy to set and follow. In addition, in this case, a monthly calendar is good enough. The monthly calendar can be planned once a month and Vendace Beauty can put the important days there and other celebration days related to the beauty salon. The planning date for the next month could be the end of the month.

Things to take into consideration while doing the monthly content calendar:

- national celebration days
- seasonal trends
- birthday's
- campaigns/offers
- content format.

Important dates and contents can be marked in the content calendar right at the beginning of the year. The content calendar is versatile and can be filled in a week, month, or year at a time. Due to Vendace Beauty's resources, the annual wheel is not necessary, because the content calendar covers all the required actions.

The content calendar determines the posting pace. For Vendace Beauty great posting pace is two feed posts per week on Instagram and Facebook. These posts can be the same on both channels. In addition, weekly doing requires posting stories that are easier and do not need that much work. As the minimum posting pace is two posts per week, posts are divided that one is for the owner, and one is for the cosmetology. This method also gives balance to the content itself and diversity. The content calendar is for planning. For scheduling or publishing content, the company will use Meta Business Suite. There the company can create upcoming content with captions and hashtags. The tool also shows what time and day the followers are most active. So, the recommendation is to check Meta Business Suite for the ideal dates before making the content calendar.

Figure 16 shows the example of a monthly content calendar. The darker colour represents national celebration days.

2023 March

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2 Discount for lash lift pjoyo	3	4	5 Sunday relax (facial treatment)
6	7	8 Women's day	9	10	11	12 Entrepreneur's holiday vlog
13	14 Before and After	15	16	17 Nails	18	19
20 Present new beauty products	21	22	23 What to take consideration for lash extension	24	25	26
27 Influencer's content	28	29 Birthday gift ideas	30	31		

Figure 15. Example of monthly content calendar for Vendace Beauty

The content calendar is created once a month by the owner and cosmetologist. During the meeting, they can go through the month and plan what kind of content, campaign, or other important things they should have that upcoming month. The owner has the main responsibility for social media. The owner must educate other employees about the brand guidelines and working methods of social media. As the posting pace is two posts per week the owner and the cosmetologist both take care of one content per week.

4.6 Control

The last part of the social media marketing plan is control. The control part provides information about insights and shows the success of the plan. The control part gives important data, and it helps determine things that need to be developed further. This stage also tells has the plan fulfilled its objectives and who takes care of what and when. The control part also presents the way how to measure the metrics. As earlier presented the plan will use Meta Business Suite as a control tool.

Overall Vendace Beauty's owner will oversee leading. First, she needs to schedule the date when she and the other employer will plan together the monthly content calendar. This will be done once a month. Also, it is a great opportunity to improve social media marketing together and give deeper look at it. The owner will also take charge of the measurements.

The measurement can be done every month. It is the check stage for the performance of the content, and it will advise and inspire for the next month's content calendar.

For monitoring, Vendace Beauty can create a survey once a month. A survey can be shared on Instagram and Facebook. The survey topics can be for example, about social media itself or about the level of customer service. Surveys gather valuable information, and the responses are from the target group. Another idea is to gather information from the customer during the appointment.

Meta Business Suite

Meta Business Suite is a versatile tool for controlling. Vendace Beauty uses Facebook and Instagram, and those channels can be monitored via Meta Business Suite. For a small company, there mustn't be too many tools to use. That is why Meta Business Suite was chosen for the beauty company.

From Meta Business Suite the case company can schedule posts and track their performance. The recommendation time for tracking this tool is before publishing new content. Meta Business Suites notifies the company of all the comments and messages the company has received. So before publishing content it is professional to answer older messages first. Also, it is convenient to check the performance of previous content. It gives valuable information about the content that pleases followers.

How to Measure Metrics

The main objectives are to grow the brand and increase interaction. The vital metric to the awareness goal is reach. For engagement, the metrics are likes, comments, and shares. To track performance, the case company will use Meta Business Suite. On Meta Business Suite the owner can set the exact objectives and track the progress. For brand awareness, the goal is to reach 150 people on Facebook and Instagram 1,500 people. From the engagement, the followers must be interactive. To measure engagement the Meta Business Suite shows the performance of the content and whether has it increased or decreased compared to the last month. The goal is to increase it. Image 3 shows that the measurement does not require a lot of skills. The idea is to check that the numbers are increasing and track the process.

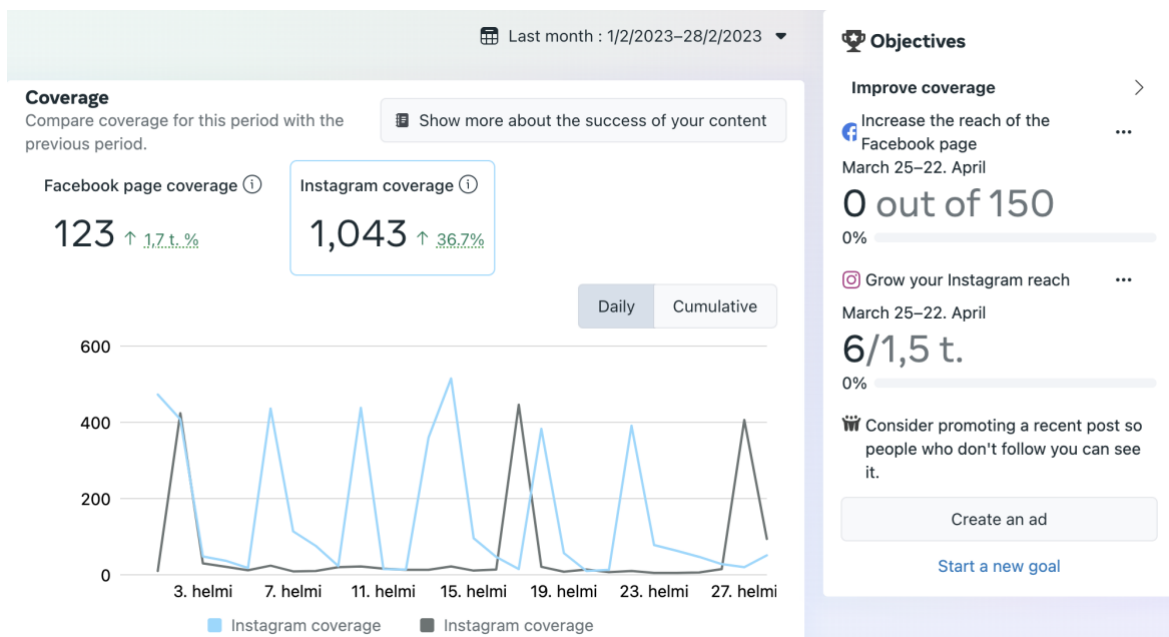


Image 3. Meta Business Suite objectives' measurement (Meta Business Suite 2023)

5 SUMMARY AND DISCUSSION

5.1 Objectives and Results

The purpose of the thesis was to create a practical social media plan for the case company. It gathered information about social media marketing and what kind of actions are needed for a beauty company's social media marketing plan. In addition, the thesis gives instructions for the reader and other beauty companies on how to make a practical social media marketing plan. The social media marketing plan is in Appendix 2.

Concepts like social media marketing, social media channels, the PESO model, the SOSTAC® framework, content marketing, and influencer marketing were analysed in the theory part. Previously mentioned theories supported the practice-based part. The practice-based part was the social media plan for Vendace Beauty. In addition, the study conducted one interview with the founder of Vendace Beauty. The purpose of the interview was to gain more knowledge about the case company's social media situation and the owner's wishes for the plan. The questionnaire is in Appendix 1.

Marketing in social media is an important part of today's marketing. As a channel, it gives the opportunity to reach a wide audience, interact with customers and strengthen brand awareness. The study showed that there are many things for a beauty company to concentrate on while creating a social media marketing plan. The most vital part is the situation analysis. For example, the study found the ideal customer, channel, and content for the case company. The benchmarking showed that the initial situation with the case company is not the worst but could be better. In addition, it gave valuable information about competitors' content. The before and after photos are the most used but functional content in the beauty industry. In addition, the reel videos performed well. Customers seek social media accounts, that inspire and have versatile content, and give extra value. Social media should bring out the company's brand. The way to bring out the brand is to create strong brand guidelines and create content according to them. For example, Ihana Olohuone has succeeded well in branding and bringing out their character. It is important to keep in mind that social media is a portfolio of the company's work and that is what matters most to the customers. The beauty industry should use social media marketing as a versatile portfolio, with the target group and buyer journey in mind.

5.2 Assessment of the Implemented Work

Overall, the author is satisfied with the result. As a thesis, the author wanted to get a study that would be used in a work-life. The author was familiar with the case company and the

marketing plan idea came from the case company's need. The idea was to create a practical plan that covers the situation analysis. The situation analysis gave valuable information about the target group. A successful find from the situation analysis was that high potential new target groups are students and women aged 45-54.

The plan has clear step-by-step instructions for the case company. The objectives were clear and supported the case company's wishes. Strategy concentrated on important things, such as the target group and positioning. The plan took good account of the case company's resources. In addition, the study followed the limitations of the study.

The challenge for the thesis was scheduling. The completion of the work was delayed because the author had an exchange abroad and started full-time work. However, this did not affect the quality of the work. In addition, the work-life gave more experience and knowledge for the study. The work and the thesis supported each other's and kept the author motivated.

After all, the topic was interesting, and the cooperation with the case company was smooth and inspiring. The author wants to keep working with the case company in the future. The author wants to be involved in developing the company's social media and bringing new ideas to the social media marketing of the beauty industry.

5.3 Suggestions for Further Development

For further development ideas for the case company, there will be three suggestions. The first one will be to use paid media and make a budget for that. Already organic content reaches a great number of people, but paid media could reach even more. There is a lot of potential for paid media. The marketing plan needs a marketing budget because effective social media marketing needs to know it for further planning.

The second suggestion would be a new social media platform. When the case company will use Meta Business Suite for controlling Instagram and Facebook accounts there will be more time for a new channel. The author highly recommends TikTok as a new channel for Vendace Beauty. TikTok has a lot of potential for the beauty company. TikTok has a similar target group, and it is an increasing platform. It is an easy place to share videos, shoot a live video, and share more information about beauty industry entrepreneurship. There are a few beauty companies from Jyväskylä that have done videos on TikTok, and they have performed well. TikTok videos are also great content ideas for sharing with the existing channels.

It is vital that the social media marketing continues. The next social marketing plan should focus on the next buyer stages: Purchase and advocacy. Hence, the third and last suggestion would be to hire someone to take care of social media. For example, the thesis author could be potential as she is already familiar with the company and its social media marketing plan.

REFERENCES

Attri, P. S. 2016. Role of social media in Business Development. Retrieved on 24 of May 2022. Available at <https://www.linkedin.com/pulse/role-social-media-business-development-pardeep-singh-attri>

Brito, M. Retrieved on 19 of March 2023. Available at <https://www.britopian.com/content/peso-model/>

Business Marketing Engine. 2022. The Channel Mix Marketing. Retrieved on 4 of September 2022. Available at <https://businessmarketingengine.com/the-channel-mix-marketing/>

Chaffey, D. & Smith, P. R. 2016. Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing. Fifth edition. London: Taylor & Francis Group.

Chaffey, D. & Smith, P. R. 2023. Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing. Fifth edition. London: Taylor & Francis Group.

Chaffey, D. 2020. Setting goals for your digital marketing. Retrieved on 6 of September 2022. Available at <https://www.smartinsights.com/goal-setting-evaluation/goals-kpis/goals-for-your-digital-marketing/>

Chapman, C. & Handley, A. 2012. Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business. New York: John Wiley & Sons, Incorporated.

Charlesworth, A. 2014. An introduction to social media marketing. New York: Routledge.

Chen, J. 2021a. What is earned media? 5 Tips for a successful earned media strategy. Retrieved on 30 of August 2022. Available at <https://sproutsocial.com/insights/earned-media-strategy/>

Chen, J. 2021b. Choosing the right social media channels for your business. Retrieved on 13 of February 2022. Available at <https://sproutsocial.com/insights/social-media-channels/>

Datareportal. 2022. Global social media stats. Retrieved on 8 of February 2022. Available at <https://datareportal.com/social-media-users>

Dietrich, G. 2023. A 2023 PESO Model Primer for Communicators. Retrieved on 19 of January 2023. Available at <https://spinsucks.com/communication/pr-pros-must-embrace-the-peso-model/>

DNA. 2022. DNA Digitaaliset elämäntavat -tutkimus. Retrieved on 5 of January 2023. Available at: https://www.dna.fi/documents/753910/11433306/Digitaaliset_elamantavat_tutkimusraportti_2022.pdf/

ENMU Golden Library. 2022. Empirical Research. Retrieved on 18 of February 2022. Available at <https://enmu.libguides.com/EmpiricalResearch>

Facebook. 2022a. About Connecting a Facebook Page to your Instagram Professional. Retrieved on 14 of August 2022. Available at <https://www.facebook.com/help/instagram/790156881117411/>

Facebook. 2022b. Meta Business Suite. Retrieved on 6 of September 2022. Available at <https://www.facebook.com/business/meta-business-suite>

Folcan. 2022a. Sosiaalisen median trendit 2022. Retrieved on 9 of August 2022. Available at <https://folcan.fi/sosiaalisen-median-trendit/>

Folcan. 2022b. Sosiaalisen median kanavat. Retrieved on 15 of August 2022. Available at <https://folcan.fi/sosiaalisen-median-kanavat/>

Freedman, M. 2022. Instagram for Business: Everything You Need to Know Retrieved on 18 of August 2022. Available at <https://www.businessnewsdaily.com/7662-instagram-business-guide.html>

Gocardless. 2021. The power of earned media. Retrieved on 30 of August 2022. Available at <https://gocardless.com/en-us/guides/posts/power-earned-media/>

Hayes, A. 2022. Social Media Marketing (SMM). Retrieved on 9 of August 2022. Available at <https://www.investopedia.com/terms/s/social-media-marketing-smm.asp>

Heugel, A. 2020. Benefits of Customer Analysis and How to Leverage It. Glew.io. Retrieved on 30 of August 2022. Available at <https://www.glew.io/articles/how-to-conduct-effective-customer-analysis>

Hootsuite. 2021. Social Media Trends 2021. Retrieved on 15 of September 2022. Available at <https://www.hootsuite.com/pages/social-media-trends-2021>

Isokangas, A. & Vassinen, R. 2010. Digitaalinen jalanjälki. Alma Talent.

Kananen, J. 2013. Digimarkkinointi ja sosiaalinen media liiketoiminnassa: miten yritykset voivat saavuttaa tuloksia digimarkkinoinnilla ja sosiaalisella medialla? Jyväskylä: Jyväskylän ammattikorkeakoulu.

Kaur, K. & Kumar, P. 2021. Social media usage in Indian beauty and wellness industry: a qualitative study. *The TQM Journal*, Vol. 33 (1), 17-32. Retrieved on 13 of July 2022. Available at DOI 10.1108/TQM-09-2019-0216

Kokemuller, N. 2019. What Is a Marketing Communication Mix? Retrieved on 4 of September 2022. Available at <https://smallbusiness.chron.com/marketing-communication-mix-63541.html>

Kozielski, R. 2018. *Mastering Market Analytics: Business Metrics – Practice and Application*. United Kingdom: Emerald Publishing Limited.

Li, C.H. & Chang, C.M. 2016. The influence of trust and perceived playfulness on the relationship commitment of hospitality online social network - moderating effects of gender. *International Journal of Contemporary Hospitality Management*. Vol. 28 (5), 924-944. Retrieved on 13 of July 2022. Available at DOI 10.1108/IJCHM-05-2014-0227

Lovett, M.J. & Staelin, R. 2016. "The role of paid, earned, and owned media in building entertainment brands: reminding, informing, and enhancing enjoyment". *Marketing Science*. Vol. 35 (1), 142-157. Retrieved on 15 of July 2022. Available at DOI 10.1287/MKSC.2015.0961

Luttrell, R. 2019. *Social Media: How to Engage, Share, and Connect*. Third edition. United Kingdom: Rowman & Littlefield.

McDonald, M. 2016. *Malcolm McDonald on Marketing Planning: Understanding Marketing Plans and Strategy*. London: Kogan Page, Limited.

Meltwater. 2021. Competitor benchmarking – vertailuanalyysi kyseenalaistaa omaa toimintaa ja opettaa toisilta. Retrieved on 30 of August 2022. Available at <https://www.meltwater.com/fi/blog/competitor-benchmarking-eli-vertailuanalyysi>

Meltwater. 2020. Owned, Earned, Paid & Shared Media Explained. Retrieved on 1 of September 2022. Available at <https://www.meltwater.com/en/blog/owned-earned-paid-shared-media>

Meltwater. 2023. Sosiaalisen median seuranta ja somekuuntelu. Retrieved on 30 of January 2023. Available at <https://www.meltwater.com/fi/products/social-media-monitoring>

Muikku, J. 2022. Founder. Vendace Beauty. Interview on 5 November 2022.

My Business. 2023. Why social media engagement is important for your business. Retrieved on 19 of March 2023. Available at <https://www.mybusiness.com.au/how-we->

help/grow-your-business/promoting-your-business/why-social-media-engagement-is-important-for-your-business

Newberry, C. & Cohen, B. 2022. How to Create a social media Calendar [TEMPLATE FOR 2022]. Hootsuite. Retrieved on 6 of September 2022. Available at <https://blog.hootsuite.com/how-to-create-a-social-media-content-calendar/>

Niemi, S. 2020. Mitä on somekuuntelu ja mihin sitä kannattaa käyttää? Meltwater. Retrieved on 30 of January 2023. Available at <https://www.meltwater.com/fi/blog/mita-on-somekuuntelu>

Niinen J. 2018. SOMESTRATEGIA opas yrittäjälle. e-Sollertis Oy.

O'Gorman, K. & MacIntosh, R. 2015. Research methods for business & management: a guide to writing your dissertation. Second edition. Oxford, England: Goodfellow Publishers Ltd.

Payne, A. et al. 2011. Marketing Plans for Services: A Complete Guide. Third edition. United Kingdom: John Wiley & Sons, Incorporated.

Petrescu, M. 2014. Viral Marketing and Social Networks. New York: Business Expert Press.

Pilon, A. 2016. 40 Social Media Channels for Marketing Your Business: The Ultimate Guide. Retrieved on 8 of February 2022. Available at <https://smallbiztrends.com/2016/09/social-media-channels-marketing.html>

Pönkä, H. 2022. Sosiaalisen median tilastoja. Retrieved on 20 of March 2023. Available at <https://harto.wordpress.com/sosiaalisen-median-tilastoja/>

Reed, D. 2014. SOSTAC: The guide to the perfect digital marketing plan. Journal of Direct, Data and Digital Marketing Practice. Vol. 16 (2), 146-147. Retrieved on 16 of July 2022. Available at DOI 10.1057/dddmp.2014.79

Rodriguez Lang, V. Your Ultimate Guide to Marketing Objectives (Define, Measure & Examples). Uhuru Network. Retrieve on 31 of August 2022. Available at <https://uhurunetwork.com/marketing-objectives/>

Saunders, M., Lewis, P. & Thornhill, A. 2016. Research methods for business students. Seventh edition. Harlow u.a: Pearson.

Schwarz, R. 2022. Why Social Media Marketing Will Only Become More Popular in The Beauty Industry In 2022. Retrieved on 16 of July 2022. Available at <https://www.forbes.com/sites/forbescommunicationscouncil/2022/02/15/why-social-media->

marketing-will-only-become-more-popular-in-the-beauty-industry-in-2022/?sh=61bcadc42bb3

Smith, P. R. et al. 2002. Strategic Marketing Communications: New Ways to Build and Integrate Communication. London: Kogan Page Limited.

Strong, H. 2014. Marketing and Management Models: A Guide to Understanding and Using Business Models. New York: Business Expert Press.

Suni, N. 2021. Facebook-markkinoinnin pikaopas yrityksille. Retrieved on 15 of August 2022. Available at <https://www.meltwater.com/fi/blog/facebook-markkinoinnin-pikaopas-yrityksille>

Tilastokeskus. 2021. Median merkitys on kasvanut pandemian aikana – monet ikäihmiset ovat ottaneet melkoisen digiloikan Retrieved on 8 February 2022. Available at <https://www.tilastokeskus.fi/tietotrendit/artikkelit/2021/median-merkitys-on-kasvanut-pandemian-aikana-monet-ikaihmiset-ovat-ottaneet-melkoisen-digiloikan/>

Unmetric. Improving Performance through Social Media Benchmarking Retrieved on 19 of March 2023. Available at <https://unmetric.com/resources/social-media-benchmarking>

Vendace Beauty. 2022. Retrieved on 4 of January 2022. Available at <https://vendacebeauty.com/>

Weber, L. & Henderson L. 2014. The Digital Marketer: Ten New Skills You Must Learn to Stay Relevant and Customer-Centric. New Jersey: John Wiley & Sons, Incorporated.

Whatmough, D. 2019. Digital PR. United Kingdom: Emerald Publishing Limited.

Wright, A. 2017. Retrieved on 19 of March 2023. Available at <https://www.socialmediatoday.com/news/what-is-a-buyer-persona-and-why-is-it-important/507404/>

Appendix 1. Interview Questions with Vendace Beauty Owner

1. Why do you need a social media marketing plan?
2. How do you feel about Vendace Beauty's social media presence?
3. What are your social media marketing goals?
4. Have you set any guidelines for social media? If yes what kind of?
5. Which three businesses are Vendace Beauty's biggest competitors and why?
6. What are the resources for social media?
7. What makes Vendace Beauty unique?
8. What is your target group?
9. What is the easiest part for you in social media? What about the hardest?
10. Are you planning to hire someone to take care of social media in the future?

Appendix 2. Social Media Marketing Plan for Vendace Beauty



Situation analysis

VENDACE BEAUTY

Facebook and Instagram are used channels.

Does not have a social media marketing plan.

Difficulties in scheduling and planning social media marketing.

Target group

- Students
- Women

18-24

25-34

45-54

Competitors vs. Vendace Beauty

Company	Brand	Followers IG/FB	Target group	Engagement % IG/FB	Content
Vendace Beauty	Warm, youth, reliable	656 / 165	18-24, students	11,3% / 7,1%	Lot of people, free time content, lash service
Estilo	Luxurious, high quality	621 / 839	Working age, quality over price	2% / 0,21%	Results pictures, transformation videos, simple
Ihana Olohuone	Earthy, natural, fresh	931/988	Natural people	1,4% / 0,2%	Versatile, informative, representational, elaborate
Mad&Beauty	Fearless, unique, blond hair expert	1195 / 848	For everyone	5,5% / 0,2%	Customers' pictures, before and after, nails



Situation analysis

SWOT-ANALYSIS

Strengths

- Followers' engagement
- Instagram
- Easily accessible content
- Before and after pictures
- New to the industry

Weaknesses

- Facebook
- Post pace
- Planning
- Getting an appointment
- Small resources

Opportunities

- Live videos
- TikTok
- Influencer marketing
- Target male customers
- Paid media

Threats

- Bad reviews
- Fake accounts
- Pandemic
- New products for home use
- Lack of resources



Marketing objectives

CHANNELS & OBJECTIVES

Business objective	Social media goal	Metrics
Grow the brand	Brand awareness	Reach
Increase interaction	Engagement	Likes, Comments, Shares

Increase engagement by 10 %
Reach 150 unique visitors per month



Increase engagement by 10 %
Reach 1500 unique visitors per month



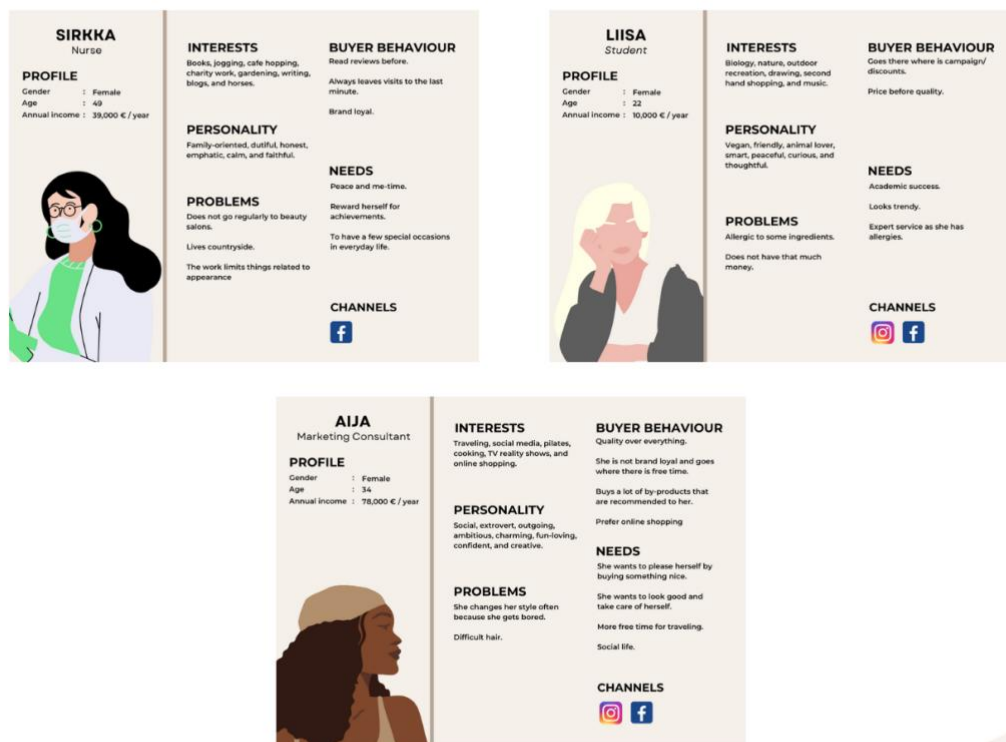
Marketing Strategy

STRATEGY

Target group → Positioning → Stages

- Vendace Beauty's value proposition is to make the client feel great and leave the bench satisfied.
- Vendace Beauty is mid-priced but offers high-quality results.
- Vendace Beauty messages about youth and that is what the customers are looking for.

The plan focuses on Reach and Act stages. From the buyer journey, stages are exploration and decision-making.



Marketing Tactics

CONTENT MARKETING

Reach = Exploration

Content ideas



Our service

Get to know

Before/After

#Hashtags

#Jyväskylä #kampaamo #kauneushoitola #kauneushoitolajyväskylä
#vendacebeauty #ripsetjyväskylä #kampaamojyväskylä #sokerointijyväskylä

Act = Decision making

Content ideas



Customer review

Offer

Booking

#Hashtags

#Jyväskylä #kampaamo #kauneushoitola #kauneushoitolajyväskylä
#vendacebeauty #ripsetjyväskylä #kampaamojyväskylä #sokerointijyväskylä

- Create content according to brand guidelines.
- Pay attention to the first two stages of the buyer's path.
- Pay attention to target groups.
- Keeps the content varied and continuous.
- Try paid media.
- Use Meta Business Suite for choosing the right day and time for posting.

Vendace Beauty Brand Guidelines

Colours



Fonts

Playlist Script
Arbutus Slab
Oswald
Montserrat

Voice

Warm
Chill
Direct



Marketing Tactics

INFLUENCER MARKETING

To support decision-making stage influencers are recommended.

- The goal is to get influencers who are already using Vendace Beauty and provide them with a free service in exchange for advertising.
- For taking full advantage of influencers, they should promote different services.
- The collaboration should give benefits to the influencers' followers. For example, the influencers will give a 10% discount to followers for the next appointment by showing the content or mentioning the influencer's name.



Marketing Action

CONTENT CALENDAR

Once a month create a content calendar for planning the upcoming content.

Things to take into consideration while doing the monthly content calendar:

- national celebration days
- seasonal trends
- birthday's
- campaigns/offers
- content format.

2023
March

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2 Discount for lash lift pjyo	3	4	5 Sunday relax (facial treatment)
6	7	8 Women's day	9	10	11	12 Entrepreneur's holiday vlog
13	14 Before and After	15	16	17 Nails	18	19
20 Present new beauty products	21	22	23 What to take consideration for lash extension	24	25	26
27 Influencer's content	28	29 Birthday gift ideas	30	31		



Marketing Control

META BUSINESS SUITE

For monitoring, Vendace Beauty creates a survey once a month. A survey can be shared on Instagram and Facebook. Another idea is to gather information from the customer during the appointment.

From Meta Business Suite the case company schedules posts and tracks their performance. The recommended time for tracking is before publishing new content.

Set social media marketing objectives on Meta Business Suite for tracking the process.

Check that the numbers are increasing and track the process at least once a month.

