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# Social Media Marketing: a Case Study of Company X

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## Social Media Marketing: a Case Study of Company X

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During the last decade the usage of internet has increased tremendously. Today's technology makes it possible to use the internet anytime and anywhere because of smartphones and other mobile devices. The growth in the usage of the internet has also increased the usage of social media, including the largest social media service, Facebook, which currently has more than 757 million daily active users.

In recent years businesses are also increasingly utilising social media as a marketing tool. Social media offers marketers new opportunities to reach out to both old and new consumers through targeted advertising and posts. It also gives the companies the ability to interact with their customers in real time every day.

The purpose of this thesis is to help the case company to advertise on the most popular social media channel, Facebook, in as beneficial and economical way as possible. The thesis was requested by Company X which is a leading and well known company in its field in Finland.

The theoretical background used in this thesis is based on the literature on social media, concerning the best known current social media channels, and different types of possible advertisement. Information from print and online resources was later on used in the empirical study.

This study was conducted during the spring and summer 2014 as a case study. The data collection utilised various qualitative research methods, such as employee interviews and a separate implementation on Facebook. In addition, reports which were gathered from a web analytics service Webtrends and a media agency were used for the study and analyzed for the results.

The result of the study indicates that there are several factors that have an effect on the visibility and the number of clicks on the advertisements, such as time of the day and the time of the week, as well as the growing use of smartphones. Advertising on Facebook is better for targeting the right audience and for increasing brand awareness, rather than for increasing the sales through advertising.

Keywords      Facebook, Facebook advertising, marketing, social media

van der Zwaag, Janika

### Markkinointi Sosiaalisessa mediassa: Case Yritys X

Vuosi 2014 Sivumäärä 53

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Viimeisen kymmenen vuoden aikana internetin käyttö on lisääntynyt huimasti. Tänä päivänä älypuhelimet sekä erilaiset mobiililaitteet mahdollistavat internetin käytön milloin ja missä vain. Kasvaneen internetin käytön myötä myös sosiaalisen median käyttö on lisääntynyt. Suurin näistä on Facebook yli 757 miljoonalla päivittäisellä käyttäjällä.

Yksityishenkilöt eivät ole enää ainoita sosiaalisen median käyttäjiä, sillä kahdeksan vuoden aikana yrityksetkin ovat löytäneet sosiaalisen median maailman ja sen hyödyntämisen monin eri tavoin muun muassa markkinoinnissa. Sosiaalinen media antaa markkinoijille uusia mahdollisuuksia tavoittaa niin vanhat kuin uudetkin asiakkaat erilaisilla kohdennetuilla mainoksilla ja päivityksillä, sekä olla vuorovaikutuksessa heidän kanssaan reaaliajassa vuoden jokaisena päivänä.

Tämän opinnäytetyön tarkoitus oli auttaa Yritys X:ää mainostamaan tuotteitaan suosituimmassa sosiaalisen median kanavassa mahdollisimman hyödyllisesti ja taloudellisesti. Tutkimuksen toimeksiantajana toimi Yritys X, joka on Suomen suosituin ja tunnetuin alansa osaaja.

Opinnäytetyössä käytetty teoreettinen taustatieto perustui sosiaaliseen mediaan, tämän hetkisiin tunnetuimpiin sosiaalisen median kanaviin ja niiden eri käyttömahdollisuuksiin; tapoihin mainostaa sosiaalisessa mediassa eri mainosmuotoja hyödyntäen. Kirjallisuudesta ja verkkoaineistosta kerättyä tietoa hyödynnettiin myöhemmin empiirisessä tutkimuksessa.

Tutkimus toteutettiin kevään ja kesän 2014 aikana tapaustutkimuksena. Tiedonkeruu tehtiin eri kvalitatiivisilla tutkimusmenetelmillä, joka koostui muun muassa työntekijöiden haastattelusta ja erillisestä kampanjatoteutuksesta Facebookissa. Näiden lisäksi käytettiin verkkoanalyysipalvelu Webtrendsin ja yrityksen käyttämän mediatoimiston raportteja tulosten analysointiin.

Tutkimustulokset osoittavat, että on useita tekijöitä, jotka vaikuttavat mainoksen näkyvyyteen ja sivujen klikkauksiin. Näitä syitä ovat muun muassa viikonpäivä ja kellonaika sekä älypuhelimien kasvanut käyttö. Facebookissa mainostaminen helpottaa mainoksen suuntaamista oikealle kohdeyleisölle sekä kasvattaa brändin tunnettavuutta sen sijaan, että se keskittyisi pelkästään tuloshakuiseseen myynnin kasvattamiseen mainosten avulla.

Avainsanat Facebook, Facebook mainonta, markkinointi, sosiaalinen media

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## 1 Introduction

The concept of social media started in United States in 2003, where the marketers noticed the opportunity and potential in social media marketing. In Finland on the other hand the phenomenon of social media marketing took place in 2010. Advertising on social media is a rapidly developing way of marketing where the company has to be constantly up to date in order to stay on top. Social media marketing will continue to grow in the future and expand to new social media networks once companies decide to join them.

One of the largest social media networks currently used for marketing is Facebook which has more than 750 million daily active users. For the marketers this means that they can daily reach a large amount of potential customers. These kind of social networking sites make it easier for the marketers to target their advertisements for a large group of people at the same time and to people who have similar interests or people who are from a certain area.

Company X has been part of the biggest social media networking site, Facebook, since 2008 and has been marketing their products for potential consumers ever since. Company X is the market leader in their industry in Finland and part of one of the biggest companies in Europe. The world of social media marketing changes rapidly and the ways of marketing in these services continue to change and it is vital for companies to keep up with the changes.

### 1.1 The purpose of the thesis and research problem

The purpose of this thesis is to determine the best way to advertising on social media as beneficial and economical as possible and how to optimize it more efficiently for Company X.

The study concentrates more on marketing on Facebook since it is the main marketing channel for the company in social media, but will also go through other social media networks and the possibility of advertising on them. Even though this type of marketing happens inside of social media networks it is still paid advertising. When advertising on Facebook it is important to take into account Facebooks own update program that modifies the visual appearance and the main concept several times a year.

This kind of research has not been conducted in Company X before and there is no literature on optimizing the marketing on social media. It is safe to say that there is a demand for this kind of research. Most of the literature that the author came across during this study did not include information about marketing on social media and how to optimize it. The literature were more about how to use different social media channels, how to get started and how to

communicate with the consumers. This study was implemented to benefit the marketing objectives relating to social media marketing of Company X.

## 1.2 Research approach

This thesis has been written as a case study while the author was an employee at the company and had access to the company's internal information. This is one of the reasons why the thesis includes knowledge that was gained while the author has been working at the company. In addition to this the author conducted interviews with employees from the company's marketing team.

Most of the research was conducted through literature and online resources. In addition to these an interview was held, e-mails were sent and a campaign was conducted on Facebook to gather enough information for the empirical study.

## 1.3 Theoretical approach

The theoretical approach is based on social media and the advertising opportunities on it. The purpose of it is to understand what social media is and how the marketing on social media can be done, since it is an important marketing tool for companies nowadays.

The theoretical part consists of two main parts. The first part concentrates on social media as a concept and on the most used channels, the phenomenon's that social media is a part of and the future of social media. The second part concentrates on marketing and selling on social, media the meaning of social media marketing, in which channels it is possible to advertise and the predicted future trends in social media marketing

## 1.4 Framework of the thesis

The thesis consists of nine chapters. The first chapter explains the background information, the purpose of the thesis and the research problem.

The second and third chapter concentrate on the theoretical background. The second chapter determines the concept of social media as in what it is, what are the most used and current channels, the phenomenon's and the future of social media. The third chapter concentrates on marketing and selling on social media, in which of the channels mentioned in the thesis it is possible to advertise and the types of advertisements available. In addition to these the prediction for the future of advertising on social media is introduced.



In the fourth chapter different research approaches and methods are introduced which is followed by an introduction of the chosen method. The last part of this chapter is about the validity and reliability of the study that has been conducted.

The fifth and sixth chapter focuses on the empirical study. The fifth chapter concentrates on the company. It introduces the company in question more in detail and it covers such things as marketing, sales, current situation on social media and the possible future plans related to social media. Chapter six introduces the campaign that was conducted on Facebook and its results.

The seventh chapter goes through the conclusion and recommendations based on the results gathered from the study made on Facebook. Chapter eight discusses the linkage between the theory and empirical study. The thesis ends with a summary of the entire study conducted.

## 2 Social media

Even though the term social media is new the concept has existed for a while. Social media and online discussions are growing rapidly and new social media networks are invented almost daily. Young people are not the only ones to use social media anymore. An increasing number of older people have started to use social media in their everyday lives in order to connect with their friends and old classmates.

In this part social media as a concept is introduced, it will go through social media phenomena, and how social media has been used in these phenomena. The effect of social media in the Finnish business world will be discussed. Also both the social media networks that are widely used around the world and the prediction for the future of social media are introduced.

### 2.1 What is social media?

According to Ryan and Jones (2012, 153) social media is not a new phenomenon. The first unfinished forms of social media predate back approximately 20 years. Some of these were networks such as Internet Relay Chat (IRC) which was a real-time chat and UseNet newsgroups which was an early internet discussions group.

Before this current situation of social media era, Web 2.0, the web was called Web 1.0. It did not provide an interactive content for people, instead it was a static place where the consumers could find information. Web 2.0 on the other hand is a web where people are able to interact and participate rather than only read the content (Korpi 2010; Lincoln 2009).

Social media is more about behavior than a set of tools (Lincoln 2009, 8). It makes it possible for the users to interact online, discuss, and take part on any kind of social interaction. Typical ways of interaction usually happens through text, audio, photos, videos and other media (Korpi 2010; Ryan & Jones 2012).

Social media is also defined as a group of web based softwares, tools and platforms that make it possible for people to share opinions, insights, experiences and perspectives with one another (Lincoln 2009; Ryan & Damian 2012).

Many of the social media users do also use another social media service instead of just one especially when some of them are linked together which makes sharing easier (Haasio 2009, 90).

Geographic issues do have an effect on the use of social media. In United States of America more than 50% of the population uses social media. In Finland in 2010 42% of the population used social media services (Statistics Finland 2010).

## 2.2 The social media phenomenon

Social media offers the opportunity to influence and use it as a channel of communication for private individuals and for public entities. Social media can be used for job search or recruitment, advertising, and other miscellaneous matters.

In 2012 social media was used in Finland's presidential elections by both candidates. Both of them used social media efficiently and invested money in their campaign on social media. It was a smart choice since more than half of the people with the right to vote use social media daily and in Finland more than one million people log in to Facebook daily. (Tirkkonen 2012)

This event was not the first one. Barack Obama used social media in his presidential elections in 2008. The power of social media in these elections was that it made it possible to interact with the candidate, it is in real time and the supporters can be directly in contact with the candidates (Yle 2012).

The new and easy way of communication on social media has shown the dark side of it too. The Jokela School shooting took place in 2007 in Finland and it started from social media. Pekka-Eric Auvinen published a video on YouTube called Jokela High School Massacre where he had filmed the surroundings of the school and in the end of the video Auvinen appeared on the screen with a gun pointing at the camera. This video was uploaded on social media a few

days before the shooting took place. Several other hints about what was going to happen were also uploaded on social media. After this event the government started to follow social media more closely in order to prevent these type of situations of happening again (Otava-media 2007).

The growing use of Internet has also changed the way of trading. More and more people tend to do their shopping online because it is easier, more comfortable and it can be done at any time anywhere when it is suitable to their own schedule. In Finland 75% of the population has made an online purchase or placed an online order (Statistics Finland 2013).

### 2.3 Social media in the Finnish business world

In Finland 38% of companies use social media networks daily. The most common reason to use social media is to improve the brand awareness and image or to market their products. From the companies using social media 83% of them are using it for these particular purposes (Statistics Finland 2013).

According to Statistics Finland (2013) responding to customer opinions, reviews or questions in social media is also very common. The way of using social media seems to be quite diversified between companies since some of the companies use it for recruiting employees, collaboration with business partners and other organizations, and some companies use it for involving customers and for development or innovation (Statistics Finland 2013).

### 2.4 Social media services

Nescafé, the world's leading coffee brand, used Facebook alongside of a television campaign to promote the act of sharing cup of coffee with friends. The goal for Nescafé in this campaign was to bring back the basic idea that coffee is for sharing, increase the brand awareness and favorability among French consumers. A random Facebook user was selected for this campaign. The visits to the users' friends were filmed for the television campaign. The videos were also broadcasted on Nescafé's Facebook page which complemented the page to promote the idea that Nescafé is the coffee that gets people emotionally connected (Facebook 2014).

Nestle worked with Facebook on the first European Publishing Garage to create a page, define the concept strategy and determine how Facebook could improve the brand perception. The campaign reached 23% of the French online population in four weeks (Facebook 2014).

#### 2.4.1 Facebook

Facebook is a social networking service where the users can be in touch with old friends or meet new people, discuss, change thoughts, discover what is going on in the world and play games (Facebook 2014). Even though Facebook is usually seen as a place where people tend to spend their spare time it is also a suitable networking service in the business world (Haasio 2009, 9).

It is not only for young people. The age range on Facebook varies between 13-65 year old users. Anyone over 13 years old who has a working email address can join (Facebook 2014).

Facebook is not a small social networking service. According to Mike Murphy, sales director of Facebook, Facebook contains at least 50 000 small networks which consist of students, friend groups and the employees of businesses (Salmenkivi & Nyman 2007, 121). Facebook was launched in 2004 by Mark Zuckerberg with his college roommates Dustin Moskovitz and Chris Hughes. Originally it was for former Harvard students so that the students could be in touch, share photos and meet new people. In 2006 Facebook was opened for everyone which made the amount of users grow rapidly (Facebook 2014). Today it has over 757 million daily active users' worldwide and in Finland 2,2 million users (Facebook 2014, Kotilainen 2013).

The possibility to maintain privacy and the settings related to sharing the profile information is a couple of key examples why Facebook is so popular today compared to MySpace and Friendster. Some of the reasons are also the clarity of the service, the easiness of the service and simply because it is free to use (Salmenkivi & Nyman 2007, 121-122). Another fact is that these days' people do not have time to meet with friends as often as they used to and Facebook provides an easy way to solve that problem and be in contact with them daily by chatting and by having a quick glimpse on what is going on through their news feed (Haasio 2009, 13).

Facebook is becoming a calendar for social life. It notifies when it is a friend's birthday, and invitations to events are sent on Facebook rather than through regular mail, because it is easier and faster. When the event is over the participants can share their photos of the event on its Facebook page rather than going through traditional photos in a group. According to Mike Murphy two-thirds of all photos on internet are being looked at through Facebook (Salmenkivi & Nyman 2007, 122).

The users of Facebook have the ability to express their opinions and what they are interested in by only a push of the like-button. Since most artist, actors and other public persons are on Facebook, most of the fan action also happens on Facebook rather than on the artists own website. For example Rihanna has over 86 million fans following or liking her Facebook page worldwide and is one of the most followed celebrity on Facebook (Socialbakers 2014).

#### 2.4.2 Twitter

Twitter is the second largest social networking service in the world and it was founded in 2006 (Diffen 2014; Twitter Inc 2014). It is a smaller social networking service where friendships have a lower priority than on Facebook. Twitter is more about the ability to follow important topics, people and conversations that are relevant or interesting to the users (Twitter Inc 2014; Visualscope LLC 2013). It is a microblogging service where the users can upload a tweet that contains maximum of 140 characters. The tweet can be shared with everyone or only with the user's friends. Twitter has two main numbers to follow; the number of people of followers and the number of following (Korpi 2010; Diffen 2014).

Photos and the role of photos is increasing in the future in Twitter as in other social media services. Tweets with pictures get 94%-150% more ReTweets than plain text.

Twitter is the most popular in United States and in United Kingdom, where it gives the users the ability to follow the celebrities' everyday life. Unlike in U.S. and UK twitter has not reached that many Finnish users (Hirvonen 2013). Twitter has 241 million monthly active users worldwide and it is growing. From these users 77% are outside the U.S. (Twitter Inc 2014).

#### 2.4.3 Google+

Google+ is a social networking service founded by the search engine Google Inc and has more than 540 million active users worldwide. It has the similar services and concept as Facebook, but with architectural differences. When it first launched in 2011 it was expected to take over Facebook users, but as long as Facebook stays as the largest social networking service it is almost guaranteed that the users will not use both of these services (Guardian News and Media Limited 2014; Google 2014).

At first Google+ was an invitation only social networking service just like Facebook was, but in September 2011 it was opened for everybody. In Google+ the users can categorize people in groups, comment, upload pictures and create Hangout conversations (Google 2014). When a user has a profile in Google+ it makes all the services provided by Google linked together and by so it gives a better user experience in other services provided by Google such as YouTube, Google Maps and Blogger (Google 2014).

#### 2.4.4 Pinterest

Pinterest is a tool for collecting and organizing things the user is interested in (Pinterest 2013). The main idea is similar to old pinboard, but as an online version "virtual pinboard". If

a person finds interesting content online they can pin it on their board on Pinterest and come back to it later. These pins will link back to the site where it originally came from. The users can make as many boards as they want and organize them into thematic pinboards. Also instead of looking for cake recipes in Google and get multiple links, Pinterest offers visual results for a specific search. As in many social networking services the users can follow whoever they want, a person with similar interests or their friends. There is also a possibility to make a secret board that nobody else can see (Pinterest 2013; Cario 2013).

Pinterest was founded in 2010 by Ben Silbermann and Evan Sharp. By the end of year 2011 Pinterest had more than 11 million unique visits per week. The secret behind Pinterest's popularity is that it was the first one to offer the members to do what no other site did. The user base grew through online invitations and word-of-mouth. Pinterest abandoned the invitation only policy in 2012 and is now open for everyone (Cario 2013, 2-11).

#### 2.4.5 Instagram

Instagram is a social networking service where the users can share their life through a series of pictures or a short 15-seconds long video. It allows the users to follow their friends and celebrities life's through pictures as they happen. It has similar features as Facebook such as liking and commenting, and just like Twitter the users are able to use hastags which categorizes the pictures. The user just has to put # in front of the word they want to link the picture to. Instagram has also a privacy setting which means that the users have to be accepted to follow each other if the setting is on (Instagram 2014; Miles 2014).

Three simple things have been combined in Instagram and these are filtering the mediocre photos to look like professional ones, sharing photos on multiple platforms such as Facebook, Twitter and Flickr is easier and uploading a photo has been optimized to be fast and efficient (Instagram 2014).

Instagram was created by Kevin Systrom and Mike Krieger and it was launched in 2010. It was first only available for Apple's iPhones, iPod touch and iPads. Since then it is also available for Android phones, Blackberrys, Nokia Symbian devices and Windows 8 phones. Today Instagram has more than 100 million users and is owned by Facebook (Instagram 2014; Miles 2014; Kotilainen 2013).

#### 2.4.6 LinkedIn

LinkedIn is a social networking service for professionals and it is largest of its kind. It was launched in 2003. The user creates a profile, which resembles a resume. It summarizes pro-

essional experience and education. The user can also add people they have worked with to their account and get endorsements by these contacts (Lincoln 2009, 139). LinkedIn has 250 million users in 200 countries around the world (LinkedIn 2014; Lincoln 2009).

Behind of the success of LinkedIn is the fact that it is free, it has a unique concept and there are no competitors who would have the same networking features as they do. LinkedIn also provides upgrades which are called Premium-packages. With these Premium packages the user will not have as many limitations to their profiles as the free one. For example the user can see the full profile all the way to the third degree of connections with a premium package (LinkedIn 2014; Salmenkivi & Nyman 2007)

#### 2.4.7 YouTube

YouTube was founded in 2005. It provides the users the ability to watch and search for videos that other users have made and shared (YouTube 2014). More than one billion unique users visit YouTube each month and 80% of YouTube traffic comes from outside the United States (YouTube 2014). The popularity of YouTube is staggering since more than 100 million videos are watched each day (Salmenkivi & Nyman 2007,153). Also thousands of advertisers are using True View in-stream and 75% of the in-stream ads are now skippable (YouTube 2014).

YouTube is not the fastest way to fame nor to be noticed even though it has potential because of the many viewers and because it is free. More than 50 000 videos are uploaded every day and because of this not that many videos are being discovered (Salmenkivi & Nyman 2007, 153-154).

The latest success story on YouTube was a Finnish girl Sara Marie Forsberg who is a video blogger. In March 2014 she uploaded a video "What Languages Sound like to Foreigners" just for fun. The video got after two weeks over 9 million views worldwide and Sara Marie Forsberg got invitations to interviews, talk shows such as Ellen DeGeneres Show, and to be in advertisements worldwide (Kirssi 2014).

#### 2.4.8 Blogs

Probably the easiest way to be part of social media is to write a blog. A blog is a web page where it is possible to publish text and multimedia. The main characteristics of blogs are that the stories will be published in chronological order so that the latest is at the top, they have the possibility of posting a comment and there can be more than one writer (Alasilta 2009, 20).

Anybody can start a blog and it is usually about the writers own interests. The blogger can write about anything, but it should have a defined topic. These topics can be anything such as travelling, photographing or studies. The writing should be personal and express the writers' opinion on a certain matter and it has to be made clear that it is only the writers' opinion (Alasilta 2009; Salmenkivi & Nyman 2007).

It is easy to start a blog since there are several free blog services available such as wordpress.com, blogger.com and tumblr.com. The benefits of blogging are that it can increase the search engine visibility, the company's credibility and improve customer communication. If the company has a blog in use they can advertise it on other social media such as Facebook and by including the address on a business card (Lincoln 2009, 107-108).

The problems with blogs is to maintain the interest of the consumers, keep the updates interesting without revealing too much of the company such as trade secrets, no clear objectives and neglecting it. Another issue related to blogs is that they will not reach a large amount of public nor will they increase the sales considerably (Lincoln 2009; Salmenkivi & Nyman 2007).

## 2.5 The future of social media

The field of social media is constantly changing and it is hard to predict what will happen, because the changes can happen rapidly. Below is discussed the trends of social media in 2014.

Since a large number of people own a Smartphone they have access to the internet almost anywhere. Because of this one of the major future developments of social network sites will be in mobile applications. This year instant message service applications such as WhatsApp and multimedia message service such as SnapChat will grow their popularity in the communications services especially among the younger age group (Leppänen 2014).

The amount of videos and pictures will continue to grow in social media such as Instagram and YouTube because the users will upload more sensitively their own good and bad experiences. Also people are more interested to see pictures than read lengthy texts. In the business world the future is about the growth in customer service and marketing via social media (Leppänen 2014).

For a while there has been a decrease in Facebook users around the world. One theory is that Facebook has already lived through its peak time in the Western world. Also the new social networking services are attracting the users of Facebook such as Instagram. One fact is that teenagers want to avoid using Facebook actively. This is partly because of their parents and



even for some because of their grandparents are joining Facebook. In addition to this the concept of Facebook has changed a slightly since it started (Leppänen 2014; Kotilainen 2014).

## 2.6 Marketing and selling on social media

Marketing and sales is going through a transition period. In addition to the traditional marketing models there are new marketing models taking their place from which digitalization is the largest. It will become a relevant part of any marketing activity (Salmenkivi & Nyman 2007, 59).

The traditional marketing model has a specific range of products or services that are marketed to consumers and by so persuade the consumers to use the product or service. In the new model the marketers have to have a new perspective of the interaction between the company and the customer. Also the company has to understand how to make the customers produce content that is valuable for the customer and for the company (Salmenkivi & Nyman 2007, 60).

In addition the traditional media channels have also expanded. For example mobile phone and internet advertising have stepped in the picture. In addition to this the meaning of age, sex and income level in marketing has decreased. Today the consumers have the power. It has increased and the consumers will not fall in to the segmentations that the company has out them into (Salmenkivi & Nyman 2007, 61-63).

This chapter introduces social media marketing and the channels where it is possible to advertise. It also introduces the future trends of social media when it comes to advertising on them.



Figure 1: Change in marketing  
(Salmenkivi & Nyman 2007, 62)

### 2.6.1 Social media marketing

The term social media marketing refers to the process of website traffic or attention through one or more social media channels. The object of this marketing method is to generate content that will gather attention and stimulate the readers to share it with their own social networks. It is based on content marketing (Kortesuo 2014; Mashable Inc 2014). By this type of word of mouth through internet the users feel like they have a reliable source of information and recommendations, and so they base their actions according to this sort of peer support (Isokangas & Vassinen 2010, 169-173).

Many of the users of social media networking services resist advertisements online that interrupt their everyday life, but when the advertisements meet the need of the consumer they are happy to take the information in and even participate and share the information with others (Isokangas & Vassinen 2012, 51)

Meanwhile online marketing covers 23,7 % of all the media marketing done in Finland during the first quarter in 2014. From this 9,0 % is marketing done on Facebook which is roughly 5,6 million euros. According to IAB Finland (2014) online marketing has grown by 12,6 %. In both Finnish and international markets a major trend can be seen. The advertisers shift their marketing more and faster from traditional forms to digital solutions. Currently the development is the fastest in mobile advertising which has grown by 380 % since year 2013. In addition to

this the focus should be on better usage of data since targeting in online marketing will play a major role in the near future (IAB Finland 2014).

### 2.6.2 Advertising on social media channels

Advertising on different social media channels has made it possible for brands to interact with their consumers' in real time every day. Probably the most used and familiar advertising channel on social media networks is Facebook. Facebook Adverts is a service that helps companies to show people adverts that they find interesting and relevant. These advertisements that the users see can be selected based on what information the user shares such as current city, age or a relationship status (Facebook 2014).

Facebook has a few different type of advertisements; page posts and promoted ads. Page posts are shared with fans through News Feed. These posts can include photos, video, text or links to promote the products and offers of a company. Different requirements for these advertisements can be found from Appendix 2. Promoted posts are an upgrade from page post. With promoted posts the advertisement can be targeted to anyone on Facebook according to the criteria made before posting the advertisement (Facebook 2014).

Facebook advertisement is in other words targeted online marketing which makes it easier for marketers to advertise their products for their target audience. For example couples who are engaged will be more likely to see advertisements related to weddings than singles. Targeting the advertisement is an important phase and if it fails the advertisement will not reach the ideal audience for the company.



Illustration 1: Facebook advertisement

Commenting, liking and sharing the advertisement immediately has been made possible. Some advertisements that a user sees shows a friends' name who is a fan of that particular page. It will automatically expand the advertisement with a text saying the friends' name who already likes the page as seen on illustration 1. Promoted advertisements are done by clicking a "Boost Post" button and can be done after posting an update (Facebook 2014).

Facebook advertisements can be seen in two different places; on news feed and on the right side of the front page. When visiting somebody's profile only two advertisements will be shown on the right side of the page under "Sponsored" feed. It is the same on the front page but instead of two advertisements there are seven. Third type of advertisement is shown on the logout page (Facebook 2014).

In March 2014 Facebook has started testing premium video ads for advertisers. Each video can be 15-second video advertisement. The video will start playing without sound as it appears on screen and stops if people scroll past it (Facebook 2014).

Another social media networking service where marketing is possible is Twitter. Twitter has got the interest of companies. Twitter offers promoted accounts, tweets and trends. Promoted accounts make the profile visible for highly engaged users that are likely to be interested in the business. Promoted tweets are regular tweets but with added bonus of reaching the company's current and potential followers. These promoted tweets can appear on users' timelines and in search results. Promoted trend is a feature at the top of the news feed list

for a day and by clicking it the users are taken to the company's marketing message. As on Facebook the advertisement can be targeted by interests, geography, gender and even with keywords on timeline (Twitter 2014).



Illustration 2: Promoted tweet on Twitter

Google+ uses AdWords tool in advertising. It helps to reach target customers by for example the user's geographic location. As mentioned earlier Google's services are all linked together and so by posting on Google+ it makes the post visible on Google's search engine page on the right side of the page as a result when searching for the particular company. Google+ advertisement is more for creating visibility on Google search engine (Google 2014). Unlike Facebook and Twitter, Google+ has an impact on search engine optimization (Kortesuo 2014, 81).

YouTube as a part of Google has the ability to use AdWords tool to create advertisements. The service used on YouTube is called TrueView. TrueView advertisements are shown before the actual YouTube video starts and the advertisement can be skipped after 5 seconds. Which enables people to watch the advertisements that interest them and skip the advertisements that do not (YouTube 2012).



Most of these advertisement methods cost money and usually a cost per click (CPC) method is used. CPC will charge the business by the number of clicks on the advertisement rather than impressions. It is often used when the advertiser has a daily budget which is common when advertising on social media channels (Investopedia US 2014).

Facebook is mainly funded by online advertisers and it is a large part of today's Facebook. On Twitter the company pays only for engagement, when people start following a promoted account, retweet or click on the promoted tweets. On YouTube when using TruView the business only pays for watched advertisement videos not for impressions. If the user decides to skip the advertisement video after 5 seconds there will be no costs for the business. When it comes to blogs the company usually pays for the bloggers some compensation of the advertisements on their site. Both Pinterest and Instagram will be playing a big role in the future since visual content will become more important and will overtake the text based contents (Facebook 2014; Twitter 2014; YouTube 2014; DeMeres 2014).

### 2.6.3 Future social media advertising trends

Social media advertising is constantly developing and new changes arise every week. Advertising on social media will continue to grow in the future. The predicted trends for advertising on social media consist of more Twitter advertisements since increasingly more businesses join Twitter and want to reach their fans there as well. As mentioned earlier in previous chapter, Facebook video advertisements are on their way and they will play a larger role in the advertisements on Facebook in the future. Google+ has not yet been taken over by advertisements, but they have started testing +Post ads in the beginning of 2014 (Incisive Interactive Marketing LLC 2014).

The fine line between organic and paid content will become even more unclear. Social networks will continue to use the promoted advertisements that will blend in with other post and only have a small print text saying that it is sponsored. For example for the mobile users some advertisements are impossible to recognize. Facebook is the first one to abolish organic content and only the future will tell if this type of mentality will expand to other social networks (Incisive Interactive Marketing LLC 2014).

## 2.7 Summary of the theoretical discussion

Social media is part of the daily activities for many consumers from different age group. The concept of social media has existed for approximately 20 years and its first forms were differ-

ent type of chats and online discussion groups. Today there are several services and many of the users have account in more than one.

Social media has been part of many good and bad phenomenon. It has been used in presidential elections and in online trading. Companies in Finland mainly use social media to improve the brand awareness and image or to market their products and services.

There are several different social media channels. The largest is Facebook with 757 million daily active users. It was founded in 2004 and was opened for everyone in 2006. On Facebook the users can stay in touch with friends and family, meet new people, discuss and change thoughts, and even play games.

Twitter and Google+ have the same basic idea behind their concepts as Facebook. Pinterest is comparable to an old pinboard, but the only difference is that it is online. On Instagram the users can share their daily activities through a series of pictures and videos. LinkedIn is a networking service for professionals where the users profile resembles a resume. YouTube is a place where the user can upload own videos and watch videos the other users have made. Blogs expresses the opinions of the writer on different matters.

In addition to traditional marketing models there are new marketing models that are strengthening their position. The largest of the new models is digitalization. Traditional marketing tries to persuade the consumers to use the product or service while in the new models the marketers have to interact with the consumers and by doing so produce valuable content for the customer and for the company.

Marketing on social media refers to the process of gaining website traffic or attention through social media websites. The most used social media channel for advertising is Facebook which covers 9 % of all online marketing done in Finland. It has a couple of different types of advertisements such as page posts and promoted posts. With promoted post the advertisement can be targeted to anyone on Facebook. These advertisements can be seen on the users news feed and on the right side of the page. In spring 2014 Facebook has been testing 15 second long video advertisements.

In the future social media advertising will consist of more Twitter based advertisements since the channel is getting more popular among companies. Also the difference between organic and paid content will become even more blurry.

### 3 Research approach



Research is defined as something that is undertaken in order to determine facts, figures, opinions and feelings that can be analyzed and finally to give conclusions and recommendations. These are referred to quantitative and qualitative research methods which are the most common research methods (Saunders, Lewis & Thornhill 2009, 4-5).

According to Saunders, Lewis and Thornhill (2009, 414) a quantitative research method is based on gathering numerical data which can be turned in to graphs, charts and statistics. Typical quantitative research tools are questionnaires that can be statically analyzed. This type of research method does not uncover regarding to opinions and behavior. Qualitative research method on the other hand refers to all the non-numerical data gathered. These methods can include pictures and interviews. Qualitative research method takes into account the behavior of the consumers (Saunders, Lewis & Thornhill 2009, 480).

This section goes more in depth in the research method chosen for this thesis, how the data was collected and the validity and reliability of the research that has been done.

### 3.1 Chosen method

In this thesis the qualitative research method was used. Because qualitative method can deal with social and cultural construction it is commonly used. Many of qualitative approaches are concerned with interpretation and understanding. The collection of data and its analysis are sensitive to the context aiming at a holistic understanding of the issues studied (Eriksson & Kovalainen 2008, 4-5).

The qualitative research method is particularly relevant when prior insights about a phenomenon under study are modest, suggesting that qualitative research trends to be exploratory and flexible because of unstructured problems. It will unravel the phenomena so that the meaning and purpose will give more in depth understanding of the current situation. It has its own hypotheses which will be used for later quantitative research (Eriksson & Kovalainen 2008, 5).

Qualitative research approach includes case study research which will be used in this thesis. Case study is a study of a particular situation or a phenomenon over a specific period of time and it is usually used in explanatory and exploratory research. The data collection includes several techniques and it is likely to combine these for one study. A single case study is usually selected because it provides the opportunity to observe and analyze a situation or phenomenon (Saunders et al. 2009, 146).

According to Eriksson and Kovalainen (2008, 117-118) case study emphasis on the production of detailed and holistic knowledge, which is based on the analysis of multiple empirical sources rich in context. It aims to make room for diversity and complexity and therefore avoids overly simplistic research designs. The boundaries of the case study are set by the researcher. These boundaries can include multiple sources of information that are rich in content, it can be defined time and place and so on.

There are two types of case studies intensive and extensive. Intensive case study aims to understand a unique case from the inside. Extensive case study aims at comparing a number of cases. It does not focus on any individuals (Eriksson & Kovalainen 2008, 118).

### 3.2 Methodology

The data was collected through existing literature, case study, emails and through interviews. The theory part was collected through literature and online resources. In order to get information of the company interviews, emails and the company's files were used. The email was addressed to the content specialist, who is in charge of the company's social media profiles. The email included questions related to the social media networking sites that Company X uses and the plans of the future.

To gather more information an interview was carried out. The interview had several open ended questions which gave the interviewee the possibility to give more in depth answers of the company's situation and an opportunity for discussion. The questions were related to the company's marketing and sales. The questions were about Company X's general marketing and marketing strategy, and the overall situation of the company's sales. The interview was conducted in a meeting room with the head of the marketing department. The questions were planned according to the information needed for the thesis. Both the email and the interview were conducted in Finnish and the data was later translated into English for this thesis.

To undertake the actual study a campaign was conducted. This case study was implemented on Facebook since it is the company's main social media networking site where they advertise their products. The campaign had several posted advertisements which were mostly targeted for all Facebook users in Finland. A couple of these posts were targeted more precisely to get an insight of the effects of the advertisements.

The campaign was planned in cooperation with the content specialist of the company. The original campaign plan is in Finnish but was translated for this thesis and can be found in the appendices.

The results of the campaign were collected from several sources. These sources include the reports received from a media agency, Webtrends tool that tracks the purchase activity and from Facebook insights. The data was gathered in excel for further analysis.

### 3.3 Validity and reliability

According to Saunders, Lewis, and Thornhill (2009, 603) validity refers to the extent of how well the data collection methods measure what they were supposed to measure. Reliability refers to the extent to which the data collection technique will yield consistent results over (Saunders et al. 2009, 600).

The validity and reliability of the information in this thesis are based on trustworthy materials listed under references. The theoretical part can be considered reliable since the information has been gathered from various book sources that cover the subject of social media and from reliable online sources. The information of the company has been written based on the facts gathered from the company's own files, emails and interviews. The interview can be considered reliable since the answers were recorded on a memo and the interviewee works as the head of the marketing department.

The information gathered from the campaign through the media agency and Facebook itself can be considered as reliable information, but the information gathered through Webtrends tool related to Facebook statistics can include errors because of how the website works when tracking data. It only tracks the orders and sales when the clicks that have been made are unbroken and are followed up with a purchase. For example in this case the user who clicks the advertisement has to place an order after that click in order it to be tracked.

The results of this research should not be generalized to other companies similar to Company X or the Facebook users in other countries than Finland since the research is based on Finnish social media users. In addition to this the information of different social media channels might not be up to date by the time of publishing the thesis, due to their continuous changes.

## 4 Company X

The current Company X was founded in 1971 in Finland, and at the time it was part of another company. In 1991 Company X was bought by a foreign company which had manufacturing companies in Europe and in USA. In 1999 Company X was bought for the second time by a foreign company, Company Y.

The current foreign owner was founded in 1961. They were one of the first ones of their industry to use the current concept. After the acquisition with Company Y the company was able to expand their business in Europe. They also adapted the customer data base.

In 2007 the owner decided to operate in all the markets under one brand name. By doing this they increased their competitiveness in the markets.

Currently Company X is the second largest service of their industry in Europe. In Finland they are the leading and the most popular in the market. The company is an online store and it operates in several European countries. The company has two production sites, one abroad and one in Finland. Both of the production sites use the latest technology in order to provide good quality products.

The company has several products that are high quality and attractive. Consumers can order their products quickly and safely online through internet and software applications. These applications are available for Windows, Mac, smartphones and tablets, but they have a limited product range for different devices.

Company X has a turnover of 20 million euros and it employs 90 people in Finland. The company bought one of their competitors' trademarks, domain names and customer database in spring 2014.

#### 4.1 Marketing

The company's marketing strategy concentrates on customer experience, fulfilling their promises, good quality products and on customer service. They advertise in several different channels from which the main channels are e-mail marketing in form of newsletters, direct mailing, print advertising such as magazines, and television advertising. In addition to these they also use social media, search engine marketing, banners and cooperation's. The company does not use radio advertising nor outdoor advertising, but there is a chance that radio advertising will be part of their marketing channels in the future. The budget for marketing in Finland is three million euros excluding personnel costs (Employee A 2014. Personal communication).

The most cost effective marketing channel for Company X is e-mail marketing, the most effective channel for the brand is television and the most effective channel for the products is newspapers and magazines.

The view of social media according to Employee A (2014) is that companies have to be there, but for the time being the economic benefits are minimal. The companies have to be more open in different way than ever before and more active. As for the future Company X does not have large scale innovations coming up when it comes to marketing (Employee A 2014. Personal communication).

#### 4.2 Sales

In 2013 Company X's sales were just below 20 million euros. The target for 2014 is around 21,5 million euros. The average one time purchase is roughly 28€ and the average purchase per years is roughly 70-100€. New customers spend around 80-120€ per year on the products. The best-selling product sells approximately 31,8 million units per year. The second and third best products sell 2,78 million units and 266 000 units per year (Employee A 2014. Personal communication).

Social media does not have a large direct effect on sales and the indirect effect is obscure and challenging to be measured. In order to increase the sales the company mainly uses marketing, but in addition to that they also use teaching which is mainly done through advertising. Another method is content marketing which is still in a process to be part of their strategy (Employee A 2014. Personal communication).

#### 4.3 S.W.O.T. analysis



Figure 2: S.W.O.T analysis matrix

As strengths Company X has a long history and a recognizable brand name in Finland. The brand name is usually linked with quality products and a reliable services. Finnish consumers usually prefer Finnish products for their positive effect in nation's economy it is an asset for the company that it is Finnish. Company X has loyal customers who will order their products repeatedly because of good quality products and service. Also the company has a wide range of products with competitive prices which makes it possible to have something for every customer.

One of the weaknesses of Company X is the fact that it is owned by a foreign company. This may lead many people to think that it is a foreign company and that the products come from abroad as well, even though most of the products are produced in Finland. Another weakness is that the ability to place an order for several different products at once is not possible which can be frustrating for the customers.

The company has the opportunity to develop their products and services even further with their suppliers and partners. They can even come up with new products that can be sold in their markets. Company X can reach new customers through better targeted advertisements and through competitive pricing.

The largest threats of Company X are competitors with similar concept and similar products. Decrease in demand will impact the sales. Complaints of the company's services or products on various websites can hurt the image of the company one way or another even though these complaints might not be true.

#### 4.4 Company X on social media

Company X has been part of social media since 2008 and will continue using it as a marketing and a customer service tool. In the future the company will expand to another available social media networks that are suitable for them. In this part the company's current situation on social media will be introduced more in depth. This includes the purpose of the social media channels for the company and the frequency of using these networks. Also the company's plan regarding to social media will be looked through.

##### 4.4.1 Current situation

The company's main advertising channel on social media networking sites is Facebook which has been in use since 2011. Their aim is to post a status update roughly three times a week from which most are advertisements. In addition to advertising during weekdays between 8

a.m. and 5 p.m. their Facebook page is used as a customer service channel where they answer to the customers questions. Currently they have 27 947 total page likes and they reach up to 849 968 people in a month through Facebook, and their engagement rate was 164 817 unique users in May 2014. In this case reach means the number of unique people who have seen the post made by the company. Engagement rate means the number of unique people who have clicked, liked, commented on or shared the company's page posts (Employee B 2014. Personal communication).

In February 2014 Company X activated their Twitter account and they are gradually becoming more active there as well. The company has 42 followers on Twitter which is not much and it reflects on the amount of interaction on their Twitter site. So far they have used Twitter for one campaign where they wanted to get the consumers to take part by tweeting a post and a photo. By this campaign they got more than 300 people to participate (Employee B 2014. Personal communication).

Since 2011 Company X has had a YouTube account and the main purpose of it is to publish their television advertisements, video tutorials and other videos made by them. Company X's Google+ account was activated in March 2014. Their aim of this is to have better findability on search engines through this social media networking service. The main goal in both Twitter and Google+ accounts is to post an update 1-2 times a week. The purpose of these posts is mainly to share the inspire articles from the company's website and share news about the new products and applications (Employee A 2014. Personal communication).

#### 4.4.2 Social media plan

Company X has activated a Pinterest and Instagram accounts in April 2014, but it is still slightly unsure what the role of these social media networking sites is. For now they have only pinned their inspire articles on Pinterest. Company X also monitors the conversation on social media by keywords that are important for them. In order to monitor these conversations the company uses the SOME Monitor tool (Employee B 2014. Personal communication).

## 5 Campaign

In order to collect data for the study an advertising campaign will be conducted before mother's day on Facebook which will include several advertisements that are published through a media agency, boost post and normal post. After the campaign the results of this advertising campaign will be studied and analyzed for conclusions and recommendations. The aim of this study is to understand what type of advertisements attract and engage people the most and if

the timing matters. By doing so they can enhance the future advertisements by their content and use the budget for Facebook advertising more efficiently.

Company X has several campaigns during the year, usually they start on Friday and last until Tuesday. They also have Happy Hour campaigns that usually take place on Wednesday and Thursday. During the normal campaign the basic discount rate is 10-15 % and during happy hour the discount rate is 15-20 %. The discount rate for a certain product during the campaigns is usually 50 %.

In this chapter the campaign plan will be introduced in more detail and the types of advertisements that will be used. It will also go through the implementation of the campaign and the results of the campaign will be analyzed in the end.

## 5.1 Campaign plan

The campaign “Delight your mom with gifts!” was designed for the upcoming mother’s day. During the campaign the company will advertise different mother’s day themed gifts. The campaign takes place from 23<sup>rd</sup> of April until 5<sup>th</sup> of May. The campaign will end on the 5<sup>th</sup> in order for all the ordered products to arrive on time before mother’s day at the customers. As the company is Finnish all the advertisements will be targeted to people who currently live in Finland and are aged between 25 and 65, there will also be separate advertisements that are targeted for certain groups.



W17							W18				W19				W20									
Sun 20.4.2014	Mon 21.4.2014	Tue 22.4.2014	Wed 23.4.2014	Thu 24.4.2014	Fri 25.4.2014	Sat 26.4.2014	Sun 27.4.2014	Mon 28.4.2014	Tue 29.4.2014	Wed 30.4.2014	Thu 1.5.2014	Fri 2.5.2014	Sat 3.5.2014	Sun 4.5.2014	Mon 5.5.2014	Tue 6.5.2014	Wed 7.5.2014	Thu 8.5.2014	Fri 9.5.2014	Sat 10.5.2014	Sun 11.5.2014	Mon 12.5.2014	Tue 13.5.2014	
							LOD Product category B,			LOD Product category B,				LOD Product category A, LOD Product category E										
S	S	S																						
week	Mother's Day						Mother's day							Invitation to springs par										
category B							1. Product category A, C,					1. Mother's day offer												
category C							2. Product category B					2. Product category B												
category E							3. Product category E					3. Product category E												
Deco comp																								
	Product A	10&11 sizes -50%					Product category E: 10 size 0,09 €					All sizes -50%												
%/-20%, All	HH: Product A -20%	Product A -15% & Product C Product D - 10%					Product category B -15%					Product category B, Product category D,												

Illustration 4: Campaign timetable

The budget for this campaign is in total 2 750€ and it will be divided between nine different advertisements as daily budget instead of impression based budget. This is because daily budgets are charged according to the click made on the advertisement and so it will last longer than an impression based budget that would have ended after the budget has been used. In addition to this two organic posts will be made which means that only a limited part of the fans can see these post on their News feed.

The campaign conducted on Facebook was only a part of the overall campaign. Other advertising channels are also used for this mother's day campaign. These include advertisements on television, advertising through banners and newsletters and other channels. The purpose of advertising on Facebook is mainly to support the other advertising channels.

The campaign will start with a Happy Hour and the first products to be advertised are Product A's with a discount of -20 %. This advertisement will be promoted only for one day and therefore the budget will be set at 350€. This advertisement will be a link post and it will be targeted for everybody. Link post is a post where, when clicking the post, it takes the user to another website that is usually called landing page. In this case it will lead to the company's website where it is possible to order these products.

Several types of Products B's will be advertised as a last order day in order to receive them on time before mother's day. This advertisement does not include any discounts of the products because it is a reminder advertisement. The advertisement will be a photo post which is a photo posted on Facebook. When clicking the photo it will open as a picture with a caption that includes a link to Company X's website. If the user wants to go to the company's website they have to click the link in the caption. The budget for this advertisement is 350€ for one day.

As for the normal campaign the next products to be advertised are Product C's with a -10 % discount rate that lasts until Tuesday 29<sup>th</sup>. These products will be advertised for one day, but for two specific target groups. First advertisement will be targeted for 30-45 year old men and the other one will be targeted for 30-45 year old women. Because these advertisements are targeted for specific groups the daily budget for both of these advertisements together will be 400€. These advertisements will be posted as link posts which bring the customer to the company's website.

Products A's also are part of the same timing as Product C's. They will be advertised again, but this time with a discount of -10 %. These products will be advertised to everybody on Facebook as a link post, but instead of using the website with the products as a landing page the plan is to use the company's inspire website where customers can get ideas for mother's day gifts. This landing page will have separately links to specific products. The budget has been set at 350€.

Certain Product B's will be advertised for one day as a link post. This advertisement will not include any discounts as it is more of a reminder that it is the last day to order. The budget will be set at 350€.

As seen from the campaign timetable Products D's also belong to this -10 % campaign. Product D's that still can be send after receiving them will be advertised only for a day, but it will be targeted for three different target groups. These groups are 18-25 year old, 25-40 year old and 40-60 year old Facebook users. All the groups will have an own targeted post that will be hidden from the other group. These advertisements will be posted as a link posts and each one will have a targeted picture and text on them. Neither one of these advertisements will include the text of a discount. The budget for each advertisement is 200€.

A reminder advertisement of last day of ordering Product A's and Product D's that are personally given to mothers and grandmothers will be advertised as a link post. This advertisement is also budgeted only for one day which sets the budget for 350€.

The second campaign after Happy Hour includes Product E's which will be the last advertisement as last minute gifts. It will advertise Product E's with a discount of -50 %. The budget will be set at 350€ and it will be targeted for everybody on Facebook. This advertisement will be done as a link post. Also at some point in the campaign a photo album of the products will be created on the company's Facebook page.

## 5.2 Implementation of the campaign

The campaign started by changing the cover photo on the company's Facebook page to suit the mother's day theme. The campaign took place as planned on the 23<sup>rd</sup> of April and ended on 5<sup>th</sup> of May. The original plan was followed with minor changes such as the dates of the posts. The total budget for this campaign was set at 2750€, but it only required 2464,71€ in order to be implemented.

Date	Time	Spend €	Products	Target group	Post type
23.4.2014	15.00	350€	Product A's	All	Link post
25.4.2014	8.00	350€	Product B's LOD (last order day)	All	Photo post (link added to caption)
26.4.2014	9.00	200€	Product C's	Men 30–45	Link post
26.4.2014	10.00	175,02€	Product C's	Women 30–45	Link post
27.4.2014	15.00	0€	Product A's	All	Link post
29.4.2014	12.42	350€	Certain Product B's	All	Photo post (link added to caption)
29.4.2014	18.00	199,69€	Product D's	Women 18–25	Link post
29.4.2014	16.00	200€	Product D's	Women 25–40	Link post
-	-	-	Product D's	Women 40–60	-
2.5.2014	13.12	0€	Photo album	All	Photo Album on Facebook
3.5.2014	9.00	350€	Product A, C and D's LOD	All	Link post
5.5.2014	8.30	290€	Product E's	All from 18+	Boost post

Table 1: Implementation of the campaign

More detailed implementation dates, budget and other information can be seen in table 1. The second advertisement for Products A's was done as an organic post which meant that only the fans of the company would see the post. For Product D's advertisements there were supposed to be three target groups but the last one for women aged between 40-60 years was

left out because the content specialist was unwell. Due to this the team was not able to prepare the post on time.

As for the last advertisement instead of using the media agency it was done as a boost post by the content specialist. The larger the budget is the wider audience it will get. In this case as in Table 1 can be seen the budget was set for 290€ and it was targeted for everyone over 18 years old Facebook users in Finland.

The text and photos for the posts were preliminary designed during the campaign plan meetings with the content specialist. These texts were slightly altered before the actual post. The pictures used in these advertisements were collected from the company's image bank and then altered by a web editor for each advertisement. The ideas for what type of pictures to use in their advertisements were suggested by the author of the thesis.

### 5.3 Results

In order to analyze the outcome of the campaign several reports were used. These reports were obtained from the media agency, the online service Webtrends which tracks the clicks, order and sales based on a tracking URL that has been attached to the paid advertisement, and Facebook insights. The report of the result can be find in the appendices.

Altogether the campaign lasted for 13 days and during that time 11 posts were made on Facebook from which nine were paid advertisements and two organic posts. As overall result the campaign had over 7,8 million impressions on Facebook and the posts were clicked 6 555 times in total. The campaign made 842,75€ that was tracked through Webtrends. During the campaign the company's website had 127 678 visits which was 22 % more than last year. From these visits 1 105 visits came through Facebook.

The average click through rate for this campaign was 0,37 percent which is on the lower side since the higher the click through rate is the better the advertisement has worked. Click through rate reflects to cost per click. With a high click through rate the cost per click is lower and so more money efficient. This campaign's average cost per click was 0,42€.

Compared to same campaign but on banner advertising the average click through rate was 0,45 percent. The banner advertisements got 37,4 million impressions and made 2651€ in sales. The overall budget for banner advertising for this campaign was 11 774,84€. In relative terms the campaign on Facebook was more efficient than the banner campaign when comparing the budgets and sales.

Four of the advertisements were targeted for two different groups. The first two advertisements were about Product C's. These advertisements were targeted for men and for women aged 30-45. Both of these advertisements had approximately the same amount of impressions of 47 700 and orders. For an unknown reason, even though the budgets were the same, the budget for the advertisement addressed for women was not completely used like men's was.

The click through rate for men's advertisement is 0,68 percent which is calculated from clicks and impressions. The percentage for men is on the higher side which is a good figure. The women's advertisement had a click through rate of 0,50 percent which is also a good figure. As for impressions the advertisement targeted for women had more impressions, but it had fewer clicks than men did and by so it lowered the click through rate.

When calculating the cost per click the amount of spend euros are divided with the amount of clicks. For both of these advertisements they had relatively low amount of clicks which made the cost per click high. One of the reasons for this might be the fact that it was targeted for specific users on Facebook. As for sales the advertisement addressed for women had 10€ larger sales than men did. In total the sales of these advertisements were 3,5 % from the total sales.

The second advertisement targeted to two different groups were about Product D's. The first group was women aged 18-25 and the second women aged 24-40. These advertisements had similar pattern as the previous advertisements, but the click through rate in these was very low around 0,05 percent which made the cost per click higher. In comparison to the previous advertisements the clicks on these advertisements were higher and the budget the same. This is why the cost per click is lower than in the previous advertisements. The cost per click in these advertisements were 0,45€ and 0,44€. The engagement rate was higher on the advertisement for 25-40 years old users than on the other one. From the total sales these were worth of 11 %.

The last three advertisements targeted to all had the highest engagement rate of all the advertisements and the lowest cost per click rates, but one was over the other ones. The second last advertisement of this campaign which was about last order day of Product A's and Product D's had the highest engagement rate of all the posts made. The click through rate of this advertisement was 1,14 percent and the cost per click was 0,23€. The advertisement brought in 71 % of the sales made during the campaign which is 596,76€ and had 23 % clicks of all post clicks.

The organic post that led to the company's inspire article reached 1741 people that have liked the company's Facebook page. According to Facebook insights the post was clicked 12

times from which four clicks were redirected to the company's inspire website. The photo album on Facebook contained all the products that were advertised during this campaign. It reached 1001 fans and had 121 clicks from which none was redirected to the company's website. These posts did not include a tracking code because they were not paid advertisements. For this reason it is unsure if any of these clicks ended up in a purchase.

## 6 Conclusion and recommendation

Since Company X is an online store they have to advertise their products well in advance in order for the customers to receive their packages on time. For this campaign the first advertisements were posted already three weeks before Mother's day when it was not yet relevant for the consumers. This can be seen in the overall report that after the happy hour campaign the interest for these advertisements is low. The last minute advertisements on the other hand were successful partly because they were posted a week before the actual Mother's day and by then the idea of getting a mother's day gift is more relevant for the consumers.

The other factor that may have had a part in the campaign results is timing. According to Company X's Facebook insight their fans are usually online between 9 a.m. and 9 p.m. During this time there are four peaks. One is in the morning around 9 a.m., the second one is during lunch time and the third one is in the afternoon around 3 p.m. After 3 p.m. the amount of fans online grows steadily during the afternoon. The last peak is around 9 p.m. This affects the impressions of different advertisement post. The advertisements which were posted during these times had the most impressions compared to the other ones. This information of fan behaviour can be used in order to generalize how other Facebook users are online as well.



Illustration 5: Company X's Facebook insight of when fans are online

The third factor that needs to be taken into account is smartphones. They provide an easy access to internet and to various social media networks through their applications anywhere

at any time. A lot of Facebook activities happen through smartphones these days which means that it is easy to pass through the advertisements that look just like any other post on the users news feed.

There is another problem related to smartphones. The users that click the advertisement and are directed to the company's website rarely make an order from their phones. Most of the user's photos are on their home computers which makes it more natural to order the products from them. This leads to the fact that not all orders that have originated from Facebook can be tracked since consumers would go straight to the company's websites from their home computers rather than through the advertisement seen on Facebook.

The result of this study indicates that advertising on Facebook is worth the trouble. The campaign reached 2,4 million unique users which is almost half of the population in Finland in 13 days. It is a good place to reach the company's target audience with more precisely targeted advertisements and communication with the customers. Also Facebook is a good place for goal oriented activities such as improving the brand awareness through the company's Facebook page.

Since all the advertising happens inside Facebook the users will have a lower threshold for interacting with the advertisements appearing on their news feed. The different types of advertisements do not have much of an impact on the website traffic when the purpose and implementation of the advertisements is done well. When it comes to costs boost post advertisement is not as cost efficient as the other forms of advertisements.

The study on Facebook did not yield a large sale. For this reason Facebook is a good place for advertising when it comes to reaching the right target group and improving brand awareness, but it is not the primary place to advertise if the goal is to increase the sales. Facebook advertising is a good addition and support for the advertisements on several other channels.

As for further studies relating to this topic a research could be undertake concentrating on the following issues such as what type of advertisements are the most attractive and interesting for consumers in order to engage with them and how to advertise on other social media networks such as Twitter more efficiently in order to utilize the opportunities of social media marketing.

## 7 Theoretical linkage

The chosen theory focused on the concept of social media, different social media services and on the possibility of advertising on them and the types of advertisements that are available on these social media channels.

The chosen theory was supposed to help the author to understand social media as a concept and the advertising opportunities, advertising types and the current situation. The chosen theory linked well with the empirical study especially with the study made on Facebook. The theory was used to assess the current situation and to make recommendations for the future.

## 8 Summary

Marketing is constantly changing towards digitalization and this is because of the constant growth of internet and social media services. Social media networks are part of the daily routines for many people and so it is only natural for companies wanting to be part of them and advertise themselves, their products and services there for targeted audience. In addition to this it is important for companies to be part of the social media in order to be able to be in contact with their customers every day of the year and by so build their brand awareness.

The aim of this thesis was to understand how to reach as many old and new customers on Facebook as cost efficiently as possible. This thesis concentrated on the current social media channels that the companies want to be part of, but the main focus is on the largest social media site Facebook as it is the main social media channel for Company X. The advertising possibilities and advertisement types were discussed in order to have a better understanding how everything works on social media and what is possible.

The study was conducted through literature, online resources and interviews with the employees of the company while the author was an employee of the company. The author was also able to access internal information while working in the company.

The findings of the study and interviews indicate that Company X wants to use advertising on Facebook as cost efficiently as possible but still reach as many people as possible. The study conducted on Facebook indicates that the advertising on Facebook is not a primary place for advertising if the goal is to have large sales, but it is a good channel for gaining brand awareness and reach a large audience.



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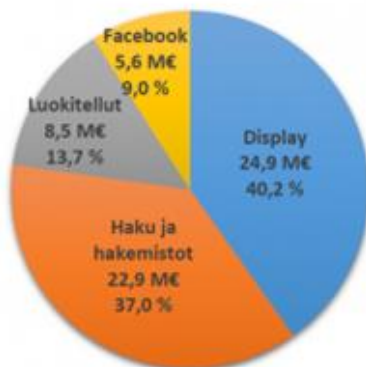
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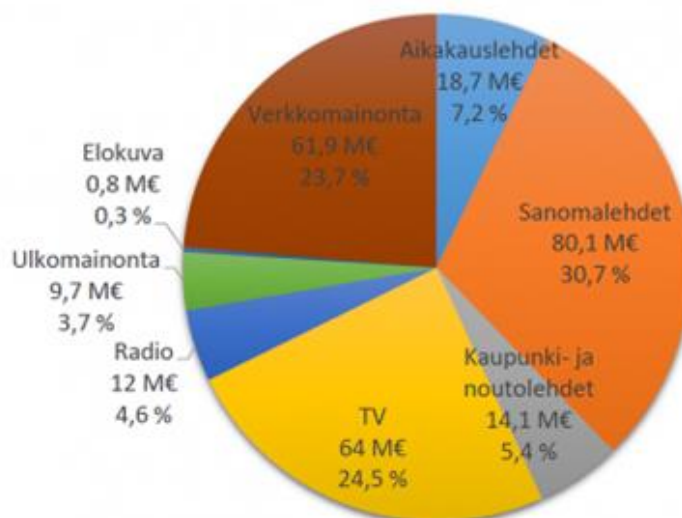
Appendix 1: Growth of online marketing in the first quarter 2014

Verkkomediainonnan panostukset, 1Q 2014  
61,9 M €



Lähde: TNS Ad Intelligence (display, luokitellut), IAB Finland (haku, hakemistot, Facebook)













Mediamainonnan panostukset, 1Q 2014  
yht. 261,5 M€















Lähde: TNS Ad Intelligence (display, luokitellut), IAB Finland (haku, hakemistot, Facebook)



Appendix 2: Advertisement types on Facebook

Objective (Ad Type)	Recommended creative specs for optimization across all placements	Placement		
		News Feed Desktop	News Feed Mobile	Right-hand side
Drive awareness & engagement of your message with an image (Page post photo ad)	Text: 90 characters Image Ratio: 1:1 Recommended image size: 1200x1200 px			
Drive awareness & engagement of your message with a video (Page post video ad)	Text: 90 characters Image ratio: 16:9 Recommended thumbnail size: 1200x675 px			
Drive awareness & engagement with a message (Page post text ad)	Text: 90 characters			
Drive clicks to your website (Page post link ad)	Text: 90 characters Link title: 25 characters Image ratio: 1.91:1 Recommended image size: 1200x627 px Minimum image size: 560x292 px			
Drive clicks to your website (Domain ad)	Title: 25 characters Text: 90 characters Image ratio: 1.39:1 Recommended image size: 1200x864 px Minimum required image size*: 100x72 px			

Objective (Ad Type)	Recommended creative specs for optimization across all placements	Placement		
		News Feed Desktop	News Feed Mobile	Right-hand side
Drive people to your store with an offer (Offer Ad)	Text: 90 characters Image ratio: 1.91:1 Recommended image size: 1200x627 px Minimum required image size*: 400x209 px			
Drive responses to your event (Event ad)	Event title: 25 characters Text: 90 characters Image ratio: 2.7:1 Recommended image size: 1200x450 px Minimum image size: 560x210 px			
Get more likes for your Page (Page like ad)	Text: 90 characters Image ratio: 2.7:1 Recommended image size: 1200x450 px Minimum image size: 560x210 px			
Drive people to your mobile app (Mobile app ad)	Text: 90 characters Image ratio: 1.91:1 Recommended image size: 1200x627 px Minimum required image size*: 1200x627 px			
Drive people to your desktop app (App ad)	Title (App Name): 25 characters Text: 90 characters Image ratio: 1.39:1 Recommended image size: 1200x864 px Minimum required image size*: 100x72 px			

Appendix 3: Campaign plan

W17							W18				W19					W20							
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue
20.4.2014	21.4.2014	22.4.2014	23.4.2014	24.4.2014	25.4.2014	26.4.2014	27.4.2014	28.4.2014	29.4.2014	30.4.2014	1.5.2014	2.5.2014	3.5.2014	4.5.2014	5.5.2014	6.5.2014	7.5.2014	8.5.2014	9.5.2014	10.5.2014	11.5.2014	12.5.2014	13.5.2014
							LOD Product category B,			LOD Product category B,			LOD Product category A, LOD Product category E										
S	S	S																					
Mother's Day								Mother's day															
Product category B		1. Product category A, C,		1. Mother's day offer				1. Invitations															
Product category C		2. Product category B		2. Product category B				2. Product category B for															
Product category E		3. Product category E		3. Product category E				3. Product category E															
Deco comp																							
		Product category B: 10&11 sizes -50%		Product category E: 10 size 0,09 €				All sizes -50%															
HH: Product A -20% & Product C -20%, All Product A -20%		Product A -15% & Product C Product D -10%		Product category B -15%				Product category B, Product category D,															

23.4. HH Product A's -20 %

Post type: Link post

Photo 470x246 px: three Product A's

Text: Delight your mom with gifts! Make the most of Happy Hour prices and order mother's day gifts now!

Target group: everybody

Budget: 350 €

Photo album "Mother's day gift ideas": Products A's and Product C's

Post type: Boost post x 2, in the beginning of the campaign and as a last minute gifts

25.4. Product B:t LOD (no offer)

Post type: Photo post, link to the website on the caption

Photo 403-Picture: Product B for mum and Product B for grandmother (a tip for old Product E's) LOD as a label on the picture

Text: "You still have time to make a Product B for your mother and/or grandmother.

Make a Product B with a free program designed for it" or "Product B is a stunning gift idea for

mom. Even grandma would be delighted of such gift! You still have time to order a Product B for mother's day, but be quick! Download a free program and start now

<http://bit.ly/1mCV9i>"

Target group: Everybody

Budget: 350€

#### **26.-27.4. Product C's**

Post type: Link post x2 (different target groups)

##### **26.4.**

Picture 470x246 px: Product C's

Text: "Make a Product C for the mother of your children, give something special" or "Give something special on Mother's day."

Target group: men 30-45 years

Budget: 200 €

##### **27.4.**

Picture 470x246 px: Product C's

Text: "Make a Product C for your kids grandmother", "How were you planning to remember mom and grandma this year? Look for tips." or "Gorgeous gift ideas for Mother's day - even for grandma!"

Target group: women 30-45 years (who make one for their mothers or grandmothers)

Budget: 200 €

#### **28.4. Product As's -15 %**

Post type: Photo album "mother's day gift ideas"/Inspiration article?

Target group: everybody

Budget: 350 €

#### **29.4. Specific Product B's LOD**

Post type: Photo post

Text: "Make your mom a gift from Product B full of joyful moments. Product C model will make it on time for mother's day if you order no later than 30.4. klo 24. <http://bit.ly/QTRIt>"

Target group: Everybody

Budget: 350€

#### **30.4. Product D LOD (to send)**

Post type: link post x 3 (for different target groups, hide?)

Text: "Make a different kind of Product D for your mom"

Target group: 18-25 years

Budget: 200 €

Target group: 25-40 years

Budget: 200 €

Text: "Make a Product D of your children for grandma"

Target group: 40-60v

Budget: 200 €

Text: "Make a Product D full of memories for aging mom"

### **3.5. Product A LOD, Product D-LOD (to give)**

Post type: Link post

Picture 470x246 px: Product A's and Product D's

Target group: Everybody

Budget: 350 €

### **5.5. Product E "Last minute gift idea"**

Post type: Link post

Text: "Last minute gift idea: Order a stack of Product E's and wrap them.

Order Product E's no later than on Monday 5.5. klo 24, so that you have time to get them for Mother's Day."

Target group: Everybody over 18 years

Budget: 350 €

### **Inspiration article**

Example. what can be made from Product E's? Gift ideas?

Date?

Appendix 4: Results of the campaign

Campaign	Start Date	End Date	Likes	Comments	Shares	Engagement	Reach
Mother's Day HH	23.4.2014	24.4.2014	49	0	2	51	681937
Product B's LOD	25.4.2014	26.4.2014	77	1	2	80	574380
Product C's 26.4.-27.4. Men 30-45	26.4.2014	27.4.2014	15	1	1	17	45065
Product C's 26.4.-27.4. Women 30-45	26.4.2014	27.4.2014	10	1	0	11	44637
Product D LOD - Women 18-25	29.4.2014	30.4.2014	10	1	0	11	135699
Product D Women 25-40	29.4.2014	30.4.2014	18	0	1	19	199565
Specific Product B's - All	29.4.2014	30.4.2014	74	0	4	78	540858
Product A, C & D Last order days 3.-4.5.	3.5.2014	4.5.2014	147	1	8	156	121510
Product E	5.5.2014	5.5.2014	36	1	2	39	91008
<b>Total</b>			<b>436</b>	<b>6</b>	<b>20</b>	<b>462</b>	<b>2434659</b>

Impressions	Clicks	Click-Through Rate (CTR)	Spend (EUR)	Cost Per 1,000 Impressions (CPM) (EUR)	Cost Per Click (CPC) (EUR)	Actions	Campaign clickthroughs	Clickthroughs/ klikit WT	Cost/Click through	Sales	Orders
1998449	1069	0,05	350,00 €	0,18 €	0,33 €	981	552	0,51637044	0,63 €	38,75 €	2
1819642	1169	0,06	350,00 €	0,19 €	0,30 €	1562	70	0,05988024	5,00 €	21,82 €	2
47708	324	0,68	200,00 €	4,19 €	0,62 €	207	145	0,447530864	1,38 €	9,33 €	1
47721	237	0,50	175,02 €	3,67 €	0,74 €	145	97	0,4092827	1,80 €	19,79 €	1
935511	439	0,05	199,69 €	0,21 €	0,45 €	336	237	0,539863326	0,84 €	65,74 €	7
1101787	458	0,04	200 €	0,18 €	0,44 €	409	177	0,386462882	1,13 €	27,33 €	2
1735303	1247	0,07	350 €	0,20 €	0,28 €	1747	32	0,025661588	10,94 €	39,07 €	2
132648	1515	1,14212	350 €	2,64 €	0,23 €	1162	1088	0,718151815	0 €	596,76 €	32
	97						93	0,958762887	0	24,16 €	3
<b>7818769</b>	<b>6555</b>	<b>0,32</b>	<b>2 174,71 €</b>	<b>1,43 €</b>	<b>0,42 €</b>	<b>6549</b>	<b>2491</b>	<b>0,380015256</b>	<b>0,87 €</b>	<b>842,75 €</b>	<b>52</b>