



LinkedIn Marketing Plan

A Guide for Origoss Solutions Ltd.

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ABSTRACT

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This thesis contains a LinkedIn marketing plan for Origoss Solutions Ltd, a Hungarian IT company, specialising in cloud native consulting, system integration, support service and training. The purpose of this thesis is to improve the company's online visibility and engagement on LinkedIn. The aim is to enhance the company's B2B and online presence by increasing engagement on LinkedIn, thereby generating more leads in the future.

The thesis is based on primary research, which consists of a semi-structured interview with a cloud native expert from Origoss Solutions Ltd, and secondary research, which is made up of a competitor analysis and an industry analysis. The theoretical framework of the thesis is based on the STP and AIDA models. These theoretical frameworks provide a basis for segmenting the target audience, creating a message, and structuring LinkedIn communication.

Origoss Solutions Ltd has a low presence on LinkedIn, which is surprising, because it is one of the fast-growing industries where digital presence is dominating 90% of client engagement. It can be seen from the data that other industry players are using LinkedIn for content dissemination, announcements, employer branding, and planned partnership activities. The LinkedIn marketing strategy consisted of posting guidelines, content ideas, timelines, and posting examples, all ready to be posted on LinkedIn.

The resulting plan offers practical ways for Origoss Solutions Ltd to promote its expertise, establish credibility in the cloud native community, and expand its digital presence.

Key words: digital marketing, LinkedIn marketing, B2B marketing, cloud native, social media strategy, marketing plan

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1 INTRODUCTION

As both markets for IT and cloud native technologies become increasingly competitive, digital presence is proving an important tool for businesses to attract customers, build trust and increase differentiation. As enterprises move ever more of their operations to the cloud, companies are increasingly turning to recommendations, validation and networking through online communities such as LinkedIn. Because LinkedIn is the largest social media network for B2B marketing, it is one of the most valuable tools for companies looking to increase their market presence.

Origoss Solutions Ltd is the commissioning company of this thesis. Origoss is a cloud native service provider from Hungary with strong technical expertise but a weak online presence. While the company regularly presents papers and collaborates with industry leaders at conferences, its website gives the impression that it has not fully utilised its potential as a future customer, and Origoss is missing opportunities to raise visibility, present performance, and interact with companies migrating to the cloud.

The thesis goal is to create a full LinkedIn marketing strategy for Origoss Solutions Ltd. Furthermore, this paper outlines the internal and external environment of the company as well as LinkedIn marketing trends. The LinkedIn marketing activities of a successful competitor in the IT and the cloud native market are researched and analysed. Finally, a semi-structured interview with one of Origoss' co-founders is included to highlight the motivation, activity and target group of the company.

This thesis explains how the STP (Segmentation, Targeting, Positioning) and AIDA (Awareness, Interest, Desire, Action) models are effective tools, when partnered with primary and secondary data, to specify the audience which Origoss should target and the post structure for maximum engagement.

The outcome of this study will be a LinkedIn marketing plan in the form of suggested content types, post examples, and a posting schedule. The plan is to be

used by Origoss Solutions Ltd as a guide to increase brand awareness, strengthen their authority, and grow the business over the long-term.

2 THESIS PLAN

The following thesis plan describes the topic, objective and purpose of this thesis. The different concepts and theories which are used are also included. It introduces the data collection and how the gathered data was analysed. In the end, the thesis plan goes through the structure of the whole thesis.

2.1 Thesis topic

This thesis focuses on developing a detailed marketing plan for Origoss Solutions Limited (Ltd), an IT and cloud native service company, to be carried out on the company's LinkedIn page. It highlights the benefits of the professional networking platform and how it can be used for leveraging B2B marketing, brand visibility, and widening the company's outreach.

IT and cloud native services are in demand, due to the highly competitive market, so it is important to be able to use LinkedIn as a marketing channel to reach potential customers. Since the commissioning company, Origoss Solutions Ltd, currently has little presence on the platform, showing its market presence is very important if the company wants to expand its customer base. LinkedIn is the leading platform for B2B marketing (Tran, 2024), but as IT companies tend to underutilise its potential, this is the perfect way to highlight the company from its competitors.

LinkedIn is an invaluable resource for industry information and trends for IT organisations. By exhibiting industry experience, sharing milestones, research results or expert opinions, it is easier to connect with potential clients on a deeper level (Johnsen, 2024). These facts, along with many others, make LinkedIn the perfect tool to best market the services of Origoss Solutions Ltd.

This paper helps provide practical strategies with example posts for the company to gain a competitive advantage, raise interest and establish a better presence in the industry. Better content visibility helps professionals access relevant

knowledge of the company's services and act as a call to action for potential partnerships.

The industry of cloud native technologies and IT services is rapidly and continuously evolving. By adapting marketing to a platform where decision-makers and industry professionals spend their time, Origoss can stay relevant and present.

2.2 Thesis objective, purpose and possible research questions

The main objective of this thesis is to develop a LinkedIn marketing plan for Origoss Solutions Ltd, to increase visibility, support engagement and share its accomplishments. These can be measured by looking at the company's LinkedIn analytics page. By increasing engagement and follower count, the thesis can be redeemed as successful. Due to time constraints, these metrics are not included in this paper.

The purpose of the thesis is to design recommendations for the commissioning company's LinkedIn presence and posts, while also providing evidence-based explanations for the mentioned actions and practices. The main research question of the thesis is the following:

“How can an IT and cloud native service company efficiently utilise LinkedIn to strengthen its visibility and generate B2B leads?”

Other, sub-questions that helped the research process are:

“What are some current trends and practices of LinkedIn marketing among other B2B companies of the IT industry?”

“What information should be included in the LinkedIn posts of Origoss Solutions Ltd?”

The thesis focuses on answering these questions, which act as a guide throughout the whole research process. The purpose is to help the company get a better understanding of how it can use LinkedIn as a marketing tool and showcase its services. The objective is to ensure a better digital outreach of the company and get new clients.

2.3 Concepts

This chapter introduces the key concepts that form the foundation of this thesis. The chosen concepts are crucial to understanding how a modern cloud native and IT business could create a strong online presence on a professional networking site. Each concept provides a different perspective on how the commissioning company can best utilise LinkedIn as the main marketing tool to reach its audience and strengthen its visibility.

2.3.1 Business-to-business marketing

According to the author's previous knowledge, business-to-business (B2B) marketing refers to strategies and processes through which businesses promote their products or services to other companies rather than individual consumers. The main objective of this type of marketing is to establish strong, long-term partnerships, and deliver value to the client's operational goals.

According to Hollensen (2019), successful B2B marketing is built on trust, communication and relationship management. By utilising digital tools and channels, such as LinkedIn, companies can attract possible business partners, raise their brand awareness and achieve a long-term sustainable goal in their markets.

Since the company's start in 2017, Origoss Solutions Ltd has provided B2B services as its focus. Meanwhile, it has been able to utilise this type of marketing in person during IT conferences, there is a need to use this type of marketing in the digital world.

2.3.2 Digital marketing

Digital marketing refers to the use of online platforms, channels and other technologies to promote products or services, as well as engage with customers

in the digital environment (Chaffey & Ellis-Chadwick, 2024). The main goal of this form of marketing is to create value for both the business and its target audience through interactive communication methods. This aligns closely with the commissioner's objective to enhance its visibility and competitiveness in the digital world.

For IT companies like Origoss Solutions Ltd, implementing successful digital marketing strategies is essential in reaching potential clients, showcasing their achievements and maintaining relevance in such a rapidly changing market (Ryan, 2024). Digital tools and marketing frameworks help businesses target their customer segments, personalise communications and build relationships with their partners.

Effective online marketing, according to Kingsnorth (2023), is founded on the strategic integration of diverse internet-based channels like search engine optimisation (SEO), content marketing, social media platforms, and email campaigns. By aligning these elements and maintaining close watch on performance metrics, companies are able to expand their brand awareness, generate quality leads, and achieve sustainable growth in the online environment.

2.3.3 LinkedIn marketing

By definition, LinkedIn marketing for companies involves using the social media channel, LinkedIn, to promote a professional brand and build trust with both current and future customers (Van Rensburg, 2024). These aspects are all part of the objective that the commissioning company is aiming to achieve.

For IT companies, such as Origoss Solutions Ltd, a strong LinkedIn presence is needed if they want to keep up with such a dynamic and highly competitive market (Johnsen, 2024). This statement shows the importance of this topic, and gives a purpose for the thesis.

According to Van Rensburg (2024), connecting with a wide B2B audience is not the only benefit to marketing on this platform, but it can also help brand visibility and generate leads. By using a well-made company page, posting consistently

and engaging with similar pages, you can effectively promote your services on this platform.

2.3.4 Cloud native

According to Zeichick (2025), cloud native is the concept of designing, building, deploying, running and managing applications to take advantage of the distributed computing in the cloud. Cloud native companies, such as Origoss Solutions Ltd, help other organisations to create and manage scalable applications in various environments within public, private and hybrid clouds.

Traditional software is designed as a single codebase, which is written and tested by a team and then applied to the server. Therefore, if there is a problem in the software, or the team wants to add a new feature, the entire system has to be replaced by a revised one. On the contrary, cloud native software consists of many microservices, each being a separate software. They are designed, coded, tested and installed independently from the rest of the application, ensuring a faster revision and updating process. Using cloud native applications instead of traditional software ensures working efficiency with no resource waste and reduces the operating cost of the software.

The term "cloud native" was popularised by the Cloud Native Computing Foundation (CNCF). According to its latest style guide (Kumar, 2024), although the term is written both as two separate words, and with a hyphen in print and media, terms like "cloud native technology" and "cloud native service" have become so integral to their meaning that the phrases serve as nouns. Therefore, "cloud native" is not a compound adjective that needs to be hyphenated.

2.4 Theories

The theoretical framework of this paper is based on models and frameworks that explain how companies can plan, structure and best execute their marketing communications on social media. The following theories form the basis for developing

a LinkedIn marketing plan for Origoss Solutions Ltd that supports its objective of better brand visibility.

2.4.1 Competitor analysis

First, a competitor analysis is conducted to study how other similar IT and cloud native service companies use LinkedIn as a marketing tool. The aim is to analyse best practices, content distribution patterns, and user engagement strategies in order to formulate an appropriate LinkedIn marketing strategy for Origoss Solutions Ltd.

Competitors are selected based on their fit with the commissioning company and its market, their active presence on LinkedIn, and their relevance to a shared audience. The competitor analysis focuses on publicly available information about companies, companies' descriptions, how often the company posts, the content that is posted, the aesthetic it projects, and post engagement metrics. All data are manually collected and stored in a standard format.

A qualitative content analysis of this data helps identify the commonalities found in the communication style, types of content, and methods of engagement with the audience. The results of the research provide insight into what seems to be working best in the industry and what recommendations can be made to Origoss Solutions Ltd moving forward.

This competitor analysis provides the baseline for the final recommendations and example posts presented in the later sections of this thesis, ensuring that the proposed LinkedIn strategy remains true to industry expectations.

2.4.2 STP model

STP marketing is a model which helps refine who you are marketing your products or services to and how. Marketing communications become more

focused, relevant and personalised for customers. STP is an acronym that stands for Segmentation, Targeting and Positioning.

The first step in using the STP model is segmentation. This part focuses on dividing the market into unique groups based on factors such as demographics, geography and behaviour. This helps businesses highlight specific customer segments as well as their needs and preferences. The second step is targeting, where, within the chosen segment, you look at different groups and choose the one that best fits your company's area. The last step is positioning, which focuses on creating the specific content, whether it be images or a message for the product, or in our case service that appeals to the targeted group. This step also aims to create a competitive advantage (Basset, 2025).

According to Salesforce India (2024), there are many benefits to using this type of marketing strategy. It improves engagement by targeting your precise audience segments with personalised messages, which leads to a higher chance that a customer will engage with your brand. It also reduces marketing costs by showing the specific segment your company should target, so the company will not waste its budget. Moreover, feedback from that audience can be very beneficial in further improving the product or service innovation.

For Origoss Solutions Ltd, this model is very helpful in ensuring that the posts target the right audience. Since its presence on LinkedIn is rather small, considering these steps, and forming the message to find its target is very important. In Figure 1, the steps of this method are illustrated, with a short explanation for each step.



FIGURE 1. STP Model (Hanlon, 2024)

2.4.3 AIDA model

The AIDA Model is a classic model created by E. St. Elmo Lewis, in 1898. Since then, it has become very popular in marketing, sales strategies and advertising (CFI Team, 2025). This popularity lies in the simplicity of the model, and its ability to be applied across various industries and channels.

AIDA is an acronym that stands for Awareness, Interest, Desire and Action. These describe the customer's journey from the first contact to the point of purchase. According to the model, the first step in the customer journey is attention, where the goal is to capture the attention of the audience through interesting messages or visuals. Once the attention has been achieved, it is important to build interest by providing relevant and engaging information about the desired product or service. When the potential customer creates interest in the advertised goods, the focus shifts to creating desire. This stage is when the consumer develops an emotional connection or a preference, which later guides them towards purchase. The last stage is Action, in which the customer makes the purchase or, in this case, engages with the brand (Chakrabarty 2023). These

steps help in forming the future LinkedIn posts for Origoss Solutions, to ensure the best outcome and engagement rate of its posts.

“The AIDA model shows how to lead people through a logical process that hooks them, gets them interested, makes them want it, and then prompts actions to close the deal.” (Kiniulis 2021). Using this theory, when forming the posts for Origoss Solutions, it is important to keep these steps in mind and include information that helps drive the customers to make contact and start their journey with the company. Figure 2 demonstrates all four parts of the model and explains what phrases consumers go through during the process.

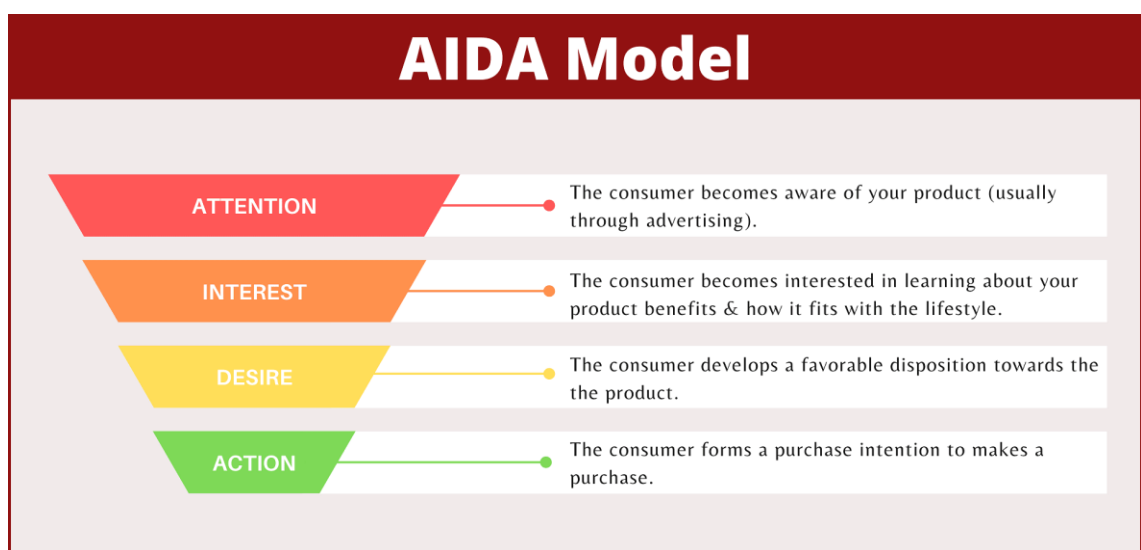


FIGURE 2. AIDA Model (Kiniulis, 2021)

2.5 Working methods and data

The thesis has a development-oriented approach. Both primary and secondary research sources are used in data collection, making a comprehensive marketing plan for Origoss Solutions Ltd.

All data is collected ethically, handled responsibly and used for academic purposes only. Primary data was collected with consent, and secondary data was collected using publicly available data, ensuring no restricted or confidential data was used in this thesis.

The commissioning company has given consent to the participation of the thesis process, and the inclusion of its name.

2.5.1 Methodology

Primary data is collected for the research through a semi-structured interview with one of the co-founders, who is also a cloud native expert at the commissioning company involved in sales. This interview provides great insight into the company's goal, values, current practices and its sales techniques, to help create authentic posts that align with its selling style. Its formatting gives the possibility to ask additional questions about topics coming up after previous answers.

Secondary data was collected by examining the frequency, style, and engagement rates of other IT and cloud service companies on LinkedIn. The analysis identifies industry practices that can be adopted for Origoss Solutions. Other quantitative data to be collected and analysed is existing statistics of LinkedIn trends from the past couple of years.

Next to data collection, this paper includes a content development phase with a series of LinkedIn post drafts created based on research. These drafts show how the commissioning company can apply the research findings in practice. These posts include service introductions, customer value, industry insights and the company's actions and appearances. These posts are not published during the thesis writing process, but they act as ready-to-use examples and templates for the company's future LinkedIn activities.

2.5.2 Data analytics

Collected data is analysed using qualitative content analysis for the interview results, and comparative analysis for benchmarking the LinkedIn presence and activities of the company's competitors. These methods used together ensure that all recommendations are tailored to the company's specific needs and provide evidence.

2.6 Thesis process

The paper follows a clear and structured process to ensure practical relevance and an academic style. The first chapter introduces the topic, as well as the importance of LinkedIn marketing in the IT industry. Chapter two gives an insight to the reader of the objective and purpose of the thesis, with the necessary data collection methods and theories. The third chapter introduces the commissioning company, and the industry it is in, which is the IT and cloud native service industry in Central Europe. Chapter four includes the data collection and its analysis with both primary and secondary research, followed by a competitor analysis. In the fifth chapter, the LinkedIn marketing plan for Origoss Solutions is carried out, including a development phase, draft posts and a content calendar. The sixth and final chapter includes the conclusion of findings as well as the reflection.

3 ORIGOSS SOLUTIONS AND THE LOCAL IT INDUSTRY

The following chapter introduces the commissioning company and its current marketing operations, as well as the industry in which it operates. This information helps the reader understand the company's situation and signifies the importance of the thesis.

3.1 Origoss Solutions Ltd

Origoss Solutions Ltd is a Hungarian company operating in the IT industry, focusing on the further expansion of cloud native technologies. According to the company's LinkedIn page (2025), Origoss a small-sized company with 11-12 employees, currently all operating from Hungary. The company was established in 2017 by three people with a combined 60 years of experience, and since then, has not only grown its team, but also its partners and connections in numerous Central and Western European countries, with a few from North America and Asia.

Origoss Solutions' current partners are based in Hungary, Austria, Switzerland, Germany, Ireland, Singapore and the United States of America. Due to the employees' expertise in both the English and German languages, the company's potential clientele can be in touch in both languages, thus attracting companies from various countries. According to the company's co-founder, Origoss is currently looking into expanding to the surrounding countries of Hungary, like Slovakia and the Czech Republic.

Origoss Solutions Ltd offers many different B2B (business-to-business) services within its industry. When visiting the company's website, customers can choose from various services, including consultation, system integration, system support, and training, to help them deepen their cloud native expertise. The company's consulting service offers long-term collaboration with its clients. Through regular discussions, employees engage with the clients' cloud native activities and offer solutions to their problems. With system integration, Origoss builds a platform for its clients that suits their business the best. From small customisation tasks to

complex platform implementations, any project size is possible. The upkeep and service support of these platforms is another one of the company's offered services. Since the employees are so qualified to provide such complex services, Origoss offers Cloud Native and DevOps training.

Origoss Solutions has many professional partners. The company is a Kubernetes Certified Service Provider (KCSP), a Red Hat Premier Solution Provider Partner with Container Platform and Cloud Automation Specialisations, and it works with OpenShift and Ansible to maximise its services. Origoss uses the Kubermatic Kubernetes Platform to get the most out of its work in many fields. All these partners are well-known within the industry, making them a great selling, and marketing point.

The main customer groups of Origoss Solutions Ltd are small to medium-sized companies in any industry, usually with an already established IT team. The contact person at the client companies is usually in a leadership position, around their late 30s or older. These future clients can find Origoss through connections, recommendations, searching the internet, the company's LinkedIn page or by interacting with them at Cloud Native conferences.

3.1.1 Current social media and marketing presence

Origoss' online presence currently consists of a website, and a LinkedIn profile. The website is easy to navigate, and all the information is clear for those who are familiar with the industry. From a marketing perspective, the company makes itself appealing to potential clients and utilises a call-to-action strategy with not just its services but also its open positions and contact information.

The only social media platform the company is on is LinkedIn. With just two posts, it has gained 247 followers on the platform. LinkedIn not only offers an excellent way to promote the company, but it also acts as a medium for communication with its clients, partners, and potential customers. Potential clients in the industry often use LinkedIn very frequently to explore connections and find solutions to their company's problems.

Origoss Solutions Ltd frequently attends cloud native conferences across Europe and North America, which helps expand its reach and increase the number of partners worldwide. These conferences are currently the company's most important form of marketing, as they not only grow Origoss' customer base but also establish new connections with partners and competitors, and strengthen the company's position within the industry. Another way clients can find Origoss is through recommendations. "Word of mouth" during these conferences can boost the company's outreach, and satisfied customers can spread the word within the market.

3.2 IT and cloud native industry in Europe

According to the Nexorab Group's article, the cloud native technologies market in Europe has grown rapidly over the past several years, with the wave of digital transformation across various industries. The market for cloud native technologies in Europe is expected to continue growing rapidly from the demand for container-based architecture, microservices, and serverless computing among organisations. The report projected that the market would grow at a compound annual growth rate (CAGR) of approximately 20.5% during the period from around USD 7.1 billion in 2025 to around USD 46.2 billion in 2035.

The cloud native applications market is projected to grow rapidly as a large sub-market of cloud infrastructure and platform services. Grand View Research reports the European cloud native applications market will reach around USD 8,182.4 million or about USD 8.18 billion by 2030. It shows growth with a 25.1% CAGR from 2025 to 2030. The European cloud native storage market should reach USD 15,609.8 million by 2030. Its CAGR is projected to be 21.3%. (Nexorab Group, 2025).

Demand grows for cloud native applications and the infrastructure that supports them because industries like manufacturing, finance, and public administrations

undergo increasing digital transformation and because data sovereignty regulations exist, also because agility and flexibility are needed in cloud architectures and supporting infrastructure solutions. (Nexorab Group, 2025).

4 DATA COLLECTION & ANALYSIS

In the following chapter, primary and secondary data are collected and analysed through different methods. All data in this thesis is collected ethically. Interview participation was voluntary, and the interviewee was informed about the purpose of the study. Data collected from the competitor is based on publicly available data without including any sensitive information. Data collected is handled responsibly and used for academic purposes only.

4.1 Research objectives

The main research objective of this thesis is to develop a LinkedIn marketing plan for Origoss Solutions, that increases its visibility and boosts engagement. To better understand the current situation and goals of the commissioning company, data must be collected by conducting a semi-structured interview with a cloud native expert involved in sales.

By interviewing one of the co-founders of Origoss Solutions, who is also a cloud native expert at the company, understanding the current practices and values of the company was very effective and insightful. The nature of the semi-structured interview allowed the author to ask more questions during the interview to ensure a better result.

Collecting secondary data is also needed to identify the current marketing trends of the cloud native industry. This data, along with a competitor analysis of the main competitor of Origoss, helps form the marketing plan and draft posts of the commissioning company. Using the collected material, both sub-questions of the research can be answered or provide helpful information for the answer.

4.2 Interview with a cloud native expert at Origoss Solutions Ltd

A semi-structured interview was conducted with the co-founder and cloud native expert at Origoss Solutions Ltd, to collect qualitative data and gain insight into

the company's operations. This interview was carried out during a phone call between the author and the interviewee using questions that were previously shared with the cloud native expert days in advance, to give them time to think through their answers before the interview.

The name of the interviewee is not stated in the thesis, due to there not being a prior agreement regarding the inclusion of their name in the study. The interview was a continuous dialogue, but because there was no audio-recording, the answers are written as a summary. The interview took place on September 5, 2025.

The interview was conducted entirely in Hungarian, which is the native language of both the author and interviewee. This can pose as a limitation during the writing process, as both the questions and collected data are translated into English to fit the language of the thesis and ensure clarity within the text.

The questions were chosen specifically to provide more context of the company's current operations and goals to the author. Each question provided useful information during both the development and writing process of the study. The interview questions are also included in Appendix 1.

4.2.1 Results of the interview

The following section is a summary of the answers to each question asked during the conducted interview.

What steps do future clients have to take to become a client?

Once a potential client finds out about the company through recommendations or via the internet, they can message Origoss on its website for a consultation. During the consultation, the partnership and its terms are discussed, and the next steps are laid out to ensure the best outcome for the client's company.

What is the demographic of the average buyer, and would you like to change or expand it?

The contact person with the partnering companies is usually a man in their late 30s or older, who is in a managing or leadership position in their company. The client companies are usually within the IT industry, which already have an established IT team

In what countries does Origoss Solutions currently operate in, and would you like to expand to other countries as well?

Origoss currently operates in Hungary, with added main focuses on the Austrian, Swiss, German, Irish and North American markets. Expertise in the English and German languages helps open up to markets using these languages as their main form of communication. The company is open to exploring the surrounding countries of Hungary (such as the Czech Republic, Slovakia, etc.) for future partnerships.

Do you currently have any marketing plans for the first half of 2026 that I should take into consideration during the research?

There are currently no marketing plans for the future, therefore, there is no need to take anything else into consideration.

Who are the biggest competitors of the company?

Origoss Solutions does not consider other companies within its market as competitors. It has connections within the industry, and these connections are more comparable to partners.

Are you introducing any new services or sales that I should take into consideration during the writing process, or do you only want to market the current services of Origoss?

There are no immediate plans to introduce new services, as Origoss already has a consultation service, which clients can use to personalise the services they receive. The company is open to future changes, but they are not to be disclosed in this thesis.

4.3 Competitor analysis: Alerant

Alerant Zrt. was selected as the relevant comparator company, as it has a good reputation and also operates in the same cloud native and IT consulting sector as Origoss Solutions. It is worth noting that in an industry that is largely collaborative and community-driven, Alerant is a company with a similar value proposition, technology, and target. A company that has maintained a presence on a social media platform such as LinkedIn in a clear and professional manner for a cloud native company. This makes them a suitable case study subject. By studying how Alerant communicates, what materials the company uses, and how it engages with other profiles, Origoss Solutions can create a LinkedIn marketing strategy that appeals to its audience.

Alerant Zrt. is a Hungarian IT consulting and software integration company specialising in cloud-based solutions, enterprise integration, DevOps processes and microservice-based architectures. The company positions itself as a technology-led, innovation-driven company focused on modernising corporate digital infrastructure and increasing productivity for corporate clients.

The LinkedIn page of Alerant is one of its most important channels for brand and employer branding communications as well as community engagement. With approximately 3,800 followers, the page is used to post about cloud native technologies, technical developments on funded projects, and share information on events and job openings. Unlike many other content creators, the company has expertise in Kubernetes, platform engineering, system integration and cloud automation, which gives the company credibility in the domestic IT market. (Alerant Zrt, 2025).

Beyond product technical posts, Alerant also promotes its culture and growth opportunities. It posts about its learning initiatives, team success stories and its own industry event, Cloud Native Day, giving the impression of a collaborative and constantly learning organisation. The company's job adverts looking for specialist positions (solution architects, operators, cloud native experts) show that the company is actively seeking out candidates via LinkedIn. The overall impression from the company's marketing shows its technical expertise, a strong culture, and being a part of the cloud native community.

Alerant's communications strategy on LinkedIn can provide some insight into the continuing competitive landscape in the Hungarian and Central European market of cloud native services. Following the latest trends in areas such as Kubernetes adoption, observability and microservices can give a firm a calculated advantage in a market that values the scalability, flexibility and automation of services.

From a go-to-market perspective, Alerant tries to differentiate itself through its technical focus and its community engagement, including the Cloud Native Day, thought-leadership content, and helping build and nurture a brand and an affinity with potential customers and partners. This is a particular example of the role of community marketing in the IT industry, where B2B buyers often find it important to engage with peers with experience and expertise in specific domains.

The company's specialisation leads to a risk as well, since it has to compete with other high-profile users of cloud native talent in the region. Larger international consultancies can offer greater opportunities for career progression. An active and appealing presence on LinkedIn is not only helpful for sales, but also important for employer branding.

In the case of Origoss Solutions, although less high-value content may reduce views and growth, thought-leadership articles and regular content can increase them to a certain extent. Origoss Solutions could replicate this success with its products and services, and it could take advantage of its current strengths to target improved marketing strategies on LinkedIn.

4.4 Current marketing trends in the industry

According to the Nexorab Group (2025), the IT and cloud native industry that Origoss Solutions is a part of has many current marketing trends. Companies with a more serious outlook tend to focus on educational content like blogs, webinars and case studies to explain their teaching and educate decision makers on cloud native's benefits and complex technologies. This form of marketing also helps build trust and authority within the industry.

Using LinkedIn as a B2B marketing channel is key for a successful marketing plan, as it is the primary platform for reaching industry professionals, managers and other solution architects. By sharing technical updates and educational content, driving engagement and generating numerous leads is a great possibility. Marketing using a partnership or ecosystem can be very enticing to new customers. Promoting a partnership with Kubernetes, just like Origoss, increases trust, credibility, and most importantly, showcases the capability of the brand and its employees.

There is a trend of companies adopting hybrid, and multi-cloud strategies, thus making it possible to market their flexibility and interoperability. By highlighting how their solutions can run across public, private and hybrid environments, opening the opportunity for high adaptability.

Other trends that the cloud native industry currently has are performance and ROI (Return on Investment)- focused messaging to highlight measurable benefits. These benefits are faster deployment, reduced resource usage, lower operational costs and improved scalability. All of these measures directly influence the purchasing decisions of B2B cloud native companies.

These trends help answer one of the sub-questions of this thesis: *“What are some current trends and practices of LinkedIn marketing among other B2B companies of the IT industry?”* By keeping these trends in mind when forming Origoss Solutions' LinkedIn posts, the company can stay relevant in its already highly competitive market.

5 LINKEDIN MARKETING PLAN

The following chapter includes the LinkedIn marketing plan developed for Origoss Solutions Ltd, based on the collected data and findings of the primary and secondary research.

5.1 STP model

Segmentation, Targeting and Positioning (or STP model) is a marketing framework that guides the identification of the most relevant audiences for Origoss Solutions' LinkedIn communication and helps in developing tailored messages for them. Following the STP model helps to ensure that the posts on LinkedIn are relevant, meaningful and help build visibility and generate B2B engagement.

The first stage of the model is segmentation, where LinkedIn users with similar demographics and potential interest in cloud native services are categorised. Based on the research and interview stage, the main target user segments were identified as IT leaders and decision-makers, such as industry professionals, engineering managers and team leaders and cloud native practitioners such as DevOps engineers, Kubernetes administrators and cloud architects. The second big target group are companies which are in the process of digital transformation and the first steps towards containerisation, automation or hybrid cloud solutions. The target markets are currently Europe, especially Central Europe, like Hungary, Germany, the Czech Republic and Slovakia. However, English-speaking markets are also still relevant.

The selection of the target group is the second step of the targeting process. The potential target group of Origoss Solutions consists of small and medium-sized companies with an established IT team. In addition to the target group of best-in-class companies, Origoss targets decision-makers from its target group who are 35 or older. Many of the best class companies are in Central Europe, where Origoss is already present or wants to grow. By focusing its marketing efforts on these companies, Origoss can produce materials that address the challenges, needs and expectations of the professionals most likely to purchase its services.

The third stage is called positioning. Origoss in LinkedIn must differentiate itself as a cloud native player from other competitors. Origoss does this by consistently stressing its Kubernetes, platform engineering and cloud native adoption expertise. This is executed through business partner relationships with leading companies in these spaces, like Red Hat, Kubernetes and OpenShift. The positioning of Origoss Solutions involves consulting services, practical solutions and long-term cooperation. On a platform like LinkedIn, the right positioning can help potential customers understand what Origoss Solutions has to offer in a highly competitive and constantly changing industry.

By utilising the segmentation, targeting and positioning stages of the STP model in a disciplined manner, LinkedIn activity is targeted towards the right audience and aligned with the planned marketing objectives of Origoss Solutions, which greatly increases the likelihood that these posts will be seen, engaged with and result in positive business development.

5.2 AIDA model

LinkedIn posts tend to follow the AIDA model of communication (Awareness, Interest, Desire and Action), so the message is logically focused around the four levels. It gives the potential customer a roadmap to follow from first contact with the post, to a desired action, ensuring every post serves a purpose by being informative and encouraging users to engage with the company's content and services.

In the first stage of the model, awareness, the user scrolls through a LinkedIn feed and comes across posts. For Origoss Solutions to create awareness for the user of the post in its feed, it needs to consider using short introductory sentences, eye-catching graphics, or pictures from relevant industry events and conferences that attract the user's attention. However, posts about industry changes or achievements, and information from conferences or trainings, can have the most impact in grabbing the attention needed to draw people in.

After awareness, a content piece must generate interest by providing useful information. To achieve credibility during this stage, Origoss could use approaches such as communicating technical concepts, revisiting experiences from technical conferences, and presenting team members' expertise and relevant certifications. Content that is at the right level of complexity is most likely to be both credible and digestible to business and technical experts alike.

The second stage that a post can be positioned for is desire. At this stage, posts should display what value Origoss Solutions can provide, and how the services provided by Origoss Solutions can benefit the reader's organisation. These benefits may include the scale of the service, the ease of implementation or the relatively low total cost of cloud native software. Likewise, the effects of Origoss's consultancy-based service model, case studies and reputable partners should be highlighted to the client, as this helps increase demand for the company and build trust between the client and the service provider.

The last step of the AIDA model is the action stage, where the goal is to get the audience to take some sort of action. On LinkedIn, this does not necessarily indicate a purchase, but rather that the company was visited. For instance, a reader may visit the Origoss website, book a consultation, follow the company page, and either comment on or share the post. Ending a post with a call to action, such as "Learn more on our website" and "Get in touch to discuss your cloud native needs", can improve the chances that the reader follows through.

Each post is based on the AIDA model, allowing Origoss Solutions to communicate messages in an informative way that aligns with its ultimate intention of raising awareness of its presence in the IT and cloud native ecosystems. The usage of the AIDA model in practice has been tested in the author's prior work managing the LinkedIn page of a Different company.

5.3 Schedule

It is important to establish a schedule to know the frequency of the LinkedIn post, so Origoss knows when to share its posts. According to Oladipo (2025), posting

2 to 5 times weekly on LinkedIn is the best frequency to improve reach and engagement. However, for a small company like Origoss, this type of schedule is unrealistic, as it lacks a team dedicated to marketing, and current employees do not have the time to focus on LinkedIn with such high efforts. Due to these reasons, decreasing this rate to only one post per week is the optimal time for action.

Only one post per week is not optimal as it brings in less engagement than two to five posts per week, but by keeping up a consistent schedule, it can be beneficial in the long run. If each new post comes out on the same day of the week, the audience could expect new content weekly, building anticipation among them.

Choosing a weekday is the best option, as industry professionals tend to visit the website during working days. On weekdays, posting towards the beginning of the week is the most efficient, because it provides the possibility for potential clients to find the post, closer to the time of sharing. The company can pre-write its posts and use LinkedIn's built-in scheduling tools to schedule them to go out automatically at the same time each week. This change reduces the hours employees dedicate to writing posts each week and keeps posting regular.

5.4 Structure

To ensure all messaging on LinkedIn is clear and consistent, each post should follow the three-part structure outlined below as a guide, with the aim of taking the reader through the messaging, following the AIDA communication model outlined in the marketing plan.

The first sentence or phrase in the post should state the content of the post. The introduction should interest the reader, since the reader is in an environment in which he or she may be more likely to scroll past posts. It may consist of a mention of an event, an achievement, an announcement, or a service, and should be written concisely.

The second part of the sequence is the post body. Here, the company should elaborate upon what was said in the opening line, explaining what happened and

why it is important. This may summarise something getting done, report an event, describe a service, present a useful idea, or provide an update on the company or industry behind the scenes. The body text should be clear, informative and relevant for the intended audience.

The post should typically end with a call-to-action sentence by inviting the reader to visit their website or social media, to follow their page, to send a message, or to like, to comment, or to share the post. Alternatively, this line can end with a thank you to the partners, clients, or participants after announcements of achievements or events.

Beyond the text itself, images are a key component in a good LinkedIn post. Images can draw attention to a post, break the monotony of text-heavy posts, and increase post impressions and engagement dramatically. Images in an Origoss Solutions post can include images of conferences, workshops, team meetings, the platform in use, or an illustration of a technical diagram related to cloud native technologies. The images used should be similar in style and in line with the branding of the company to create cohesion throughout the page. Each image used should correlate to the context of the post and its main theme.

Along with the three-part written structure, posts should incorporate hashtags and emojis where applicable. Hashtags allow visibility by being a great tool to deliver posts to readers searching for certain keywords. Used in moderation, emojis can be a way to create visual paragraph breaks, making the post easier to read while maintaining a professional tone. These elements combine to create a post that is visually appealing while also being consistent with LinkedIn's communication style. The following is a list of general hashtags Origoss can use in their posts, along with other topic-specific hashtags: #Origoss, #OrigossSolutions, #Cloud-Native, #Kubernetes, #Consulting.

5.5 Introduction posts

Origoss Solutions has only two posts on their LinkedIn page. Therefore, the first stage of the marketing strategy consists of a series of introduction posts. Creating

these posts is important to build Origoss' presence in the platform and provide potential clients with a fast way of getting to know who Origoss is, the services it offers and how it compares with other companies in the cloud native market.

Introduction posts are designed to initiate a conversation with the public about the companies. The main introduction post for Origoss Solutions provides a brief overview of the company, its cloud native expertise, areas of focus, and international experience. Then, the company can go into more detailed introductions to its core services, from consulting to system integration or support services to training. This step-by-step process allows for guiding the audience from a general understanding of Origoss' offer into a more focused understanding of your company's capabilities.

The tone should be technical but written in a friendly but professional manner. Being a Kubernetes Certified Service Provider (KCSP) or a Red Hat Premier Partner can also be mentioned. The technical marketing pages are a good opportunity to mention those partnerships, and how they impact the company's position in the market.

As for the timing of the introduction posts, keeping them aligned with the first stage of the marketing plan (i.e. one introduction post every week in the first month) favours Origoss as it helps it establish a clear pattern that is recognisable and gives the reader time to absorb. Thus, new visitors to the company page should see a smooth sequence of posts that, taken together, concisely represent what the company does and the value it creates.

The following section contains the example posts that can be shared in the first month of the implementation of this LinkedIn marketing plan. These examples serve as recommendations, which can later serve as templates in case new services are introduced into the company's offers.

The first post is a general introduction. This post summarises the services that Origoss offers, and highlights some of its certifications to establish trust with future clients. The following is the first introduction post.

Welcome to Origoss Solutions 

We are a company of cloud native experts, providing professional cloud-based services including consulting, systems integration, support, and training. We support and believe in the further expansion of Cloud Native technologies.

As a Kubernetes Certified Service Provider, we help our customers in their successful Cloud Native transformation, leveraging our several decades of experience in consulting, developing, and supporting legacy network and IT system operations. As a Red Hat Premier Solution Provider with Cloud Infrastructure / PaaS specialisation, we help you to implement Red Hat OpenShift.

👉 Follow us for regular insights on cloud native technologies and industry insights.

After the initial introduction, the following weeks' posts should detail the provided services, mentioned in the previous post. The following is the second post of the implementation of the marketing strategy, a post detailing the company's consultation service.

💡 How Origoss Solutions Approaches Cloud-Native Consulting

We believe in a long-term relationship, rather than simply leaving you with a report detailing our recommendations. We work closely alongside your IT team to understand what challenges and goals you're facing and provide cloud-native solutions tailored specifically to your organisation's needs. We help businesses adopt Kubernetes, automate processes, improve platform reliability, and modernise their software delivery process using consulting and technical discussions.

We bring technical know-how to work openly and collaboratively with our clients. We also bring strong communication and problem-solving skills toward the pursuit of business objectives.

👉 Do you want to talk about our help with your cloud-native environment build? Send us a message or visit our website.

Following the previous post, the next section is an example of the introduction of the system integration service post, which should be shared in the third week of the implementation of the marketing plan.

🔧 System Integration with Origoss Solutions

Our team builds scalable platforms using Kubernetes-based architectures. We ensure reliable and secure operations, whether you are looking to modernise an existing system, or develop a new platform.

We provide our systems integration service regardless of project size. Our activities cover both smaller customisation tasks and complex platform implementation projects.

👉 Visit our website to learn more.

The following section includes the final post of the introduction part of the LinkedIn marketing plan.

🎓 Train with Origoss Solutions!

Competence development is useful to consider before starting projects at a company. That is why we offer different levels of courses in cloud native and DevOps training for our clients.

Our courses include hands-on labs, which support the preparation for CKA, CKAD, and CKS exams. Workshops focus on real-life cases

to ensure all participants gain practical experience, which can be applied immediately.

👉 If you are looking to upskill your team, do not hesitate to reach out to us!

When all of these posts have been shared, Origoss can start posting other relevant posts to boost its engagement and improve its visibility. Showcasing different achievements of the company and its employees is a great way to show the integrity of Origoss Solutions to its audience and potential clients.

5.6 Achievement showcase posts

Achievement showcase posts are used to build personal authority and trustworthiness with current and potential clients. Examples include posts that announce a certification, that a project was completed, attendance at a conference, a technical achievement that was reached, or a new partnership with another partner was formed. Through promoting these accomplishments, Origoss can position itself as an active, reliable, continually improving player in the cloud native community.

Achievement posts reinforce the company as capable and trustworthy. Attending a conference shows the company as part of the international cloud native community. Announcing certifications presents the company as maintaining a high standard of professionalism. Likewise, posts discussing successful integrations, platform implementations, and internal development provide insight into the company's practical experience and problem-solving capabilities.

After attending cloud native conferences, it is beneficial for Origoss to share its experience with its audience. This not only shows the company's motivation, but it also serves as a great way to network with other participating companies that may not have seen Origoss' stand.

Our team had the opportunity to attend this year's KubeCon + Cloud-NativeCon in Amsterdam, the world's largest cloud native computing event. During this event, we talked about the latest trends in cloud native technology and platform engineering.

We had the pleasure of connecting with our partners and other industry-leading companies. During our discussions with both our partners and clients, we got useful insight into new industry practices and the current customer journey, and we are eager to implement what we learned.

💡 Follow us for more updates and insights!

#KubeCon #CloudNativeCon #OrigossSolutions #CloudNative

When Origoss establishes a new partnership with a company or organisation, it can showcase the improvements of the company and make them appear more trustworthy to future clients. In these posts

🎉 Introducing our new partner: (Insert name here) 🎉

We are thrilled to announce that Origoss Solutions is now partnering with (Insert name of partner here)!

This partnership allows us to deliver better cloud native solution to our clients.

🤝 Looking forward to working together!

#(NameofPartner) #OrigossSolutions #NewPartner #Collaboration

These posts should take advantage of the achievement announcement to present the value of the achievement to the clients. For example, how the KCSP or Red Hat specialisations directly improve service quality, reliability and technology

competence. Both company-wide and individual recognition are important, not only to show the achievements of the company, but also highlight the motivation of employees at Origoss Solutions. The following is an example of a certification celebration post.

Celebrating a new certification

Our biggest congratulations to our cloud native expert (tag the employee here) for completing

This shows our team's dedication to continuous improvement, and by obtaining certifications, we can strengthen our services to ensure high-quality solutions to all our clients.

Congratulations (employee's name)

#Certification #Origoss #Achievement #CloudNative

Moreover, posts about the publication of case studies and success stories can be included as achievement showcase posts, which follow the same structure and tone of voice as the above-mentioned examples.

Achievement posts can either be posted when a major milestone is hit, or as part of a summary post that includes posting once or twice monthly (depending on the yearly number of achievements/events). This information helps Origoss appear more professional and show its continued contribution to the cloud native ecosystem.

5.7 Other LinkedIn post types

Beyond introduction posts and achievements, Origoss Solutions should post other types of content on LinkedIn to increase its reach and help create a brand.

Other topics can be mixed in to promote engagement and credibility as an organisation within the industry. Below are other relevant topics for Origoss that can be featured on a more regular basis as part of a long-term strategy.

Job postings are one type of content through which it is easier to build the employer brand and recruit qualified employees. Because Origoss operates in a competitive labour market, when it posts open positions on LinkedIn, the company gains visibility with potential candidates and shows it is expanding investment in its workforce. The posts should mention the job title, detail the required experience and end with a call to action to apply using the company's website. The following is an example of a post about a job listing.

We are hiring: Cloud Native Consultant

We are looking for a new member to join our team at Origoss Solutions!

If you have good problem-solving skills, motivation, soft skills, and a background in IT areas like consulting, software development, operations support and system integration, you could be a great candidate.

Experience level: mid/senior

 Apply using our website.

#OrigossSolutions #Hiring #CloudNative #Consulting

Behind-the-scenes posts represent another category of posts that works well. They can help humanise a company. The team can show followers team building, internal training, travelling to conferences or insight into their daily office teamwork. This content helps make the brand seem more human. It gives a good understanding of the company culture. It also drives follower engagement because social media users like informal looks into the workplace. These types of LinkedIn posts should include a picture, relevant to the topic of the post, such as

a picture of the team setting up the company's booth at a conference. The following is an example of a behind-the-scenes LinkedIn post:

We are at KubeCon + CloudNativeCon today! 🚀

KubeCon + CloudNativeCon is starting soon, and our team is getting ready to meet new clients and talk about our new and exciting ideas.

📍 Make sure to find our stand!

#KubeCon #CloudNativeCon #Origoss #CloudNative

Origoss can also create educational content to show its expertise and knowledge in the cloud native community. This could include guides on best practices for interacting with Kubernetes, platform engineering trends, or entry-level information about the world of cloud native for those companies that are thinking about switching from traditional software.

As LinkedIn users are professionals who use the platform to learn more about their field and new skills, educational content does well with engagement. Educational posts should introduce a topic, explain its relevance to Origoss, include a couple of insights or ideas, and finish with a call to action to follow the page for more cloud native insights. The following are example titles for educational posts:

- *“Traditional or Cloud Native Software?”* - What is the difference, and when to choose cloud native?
- *“What is Kubernetes?”* - Stating the reasons why companies adopt Kubernetes.
- *“The growing Cloud Native adoption in Europe”* – Including data on industry trends that show Origoss is the future of solutions.

Using educational content as a means of increasing visibility and marketing an IT company is a current trend in the studied industry, so including it in the marketing plan for Origoss Solutions helps the company stay relevant in its market.

Finally, the company can make partnership announcements that work in asserting this credibility. Origoss is working with technical partners of high reputation in the industry, such as Red Hat, Kubernetes and OpenShift, to validate its technical credibility. When the company announces new partnerships or certifications, it aligns itself with leaders in the field, another benefit to potential clients.

In addition to these types of content, a company can also obtain reach by having its employees like, comment, or post on the company's posts, which allows the post to reach a wider audience. Encouraging staff to engage with posts can help organic growth with no extra costs.

Overall, these post types enable Origoss Solutions to modulate its LinkedIn presence into a more diverse, engaging, and credible brand presence that helps it reach a larger audience for longer.

6 CONCLUSION

The purpose of this thesis was to develop a LinkedIn marketing plan to enhance the engagement, visibility, and professional image of Origoss Solutions Ltd in the cloud native and IT consulting markets. Through the collection of primary data from the company's co-founder, as well as through secondary data obtained from competitor analysis and industry market analysis, the research questions were answered.

We have thus established that LinkedIn is a prime B2B channel for the cloud native community and that while Origoss Solutions Ltd possesses strong technical skills and trusted global partners, this status is not reflected on its website. These achievements are promoted via LinkedIn to educate the market, present the company's expertise, and improve brand credibility.

In the thesis, the STP model and the AIDA model are used to show how Origoss Solutions can focus its approach to professional target audiences and direct communication in a way that creates awareness and builds trust. The LinkedIn marketing plan in the thesis provides practical tools such as examples of post templates and guidance on content, formatting and posting frequency, all within the company's limited marketing budget.

It can be concluded that developing or strengthening Origoss' digital profile, through increased engagement and activities on LinkedIn, can have a strong positive impact on future business development, as well as on the company's relationships with customers and partners. This conclusion is based on the results, consistency with the industry's external trends found in the study, as well as the author's prior knowledge and experience from studies and previous internship.

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APPENDICES

Appendix 1. Interview questions with a co-founder and cloud native expert at Origoss Solutions Ltd.

Question 1: What steps do future clients have to take to become a client?

Question 2: What is the demographic of the average buyer, and would you like to change or expand it?

Question 3: In what countries does Origoss Solutions currently operate in, and would you like to expand to other countries as well?

Question 4: Do you currently have any marketing plans for the first half of 2026 that I should take into consideration during the research?

Question 5: Who are the biggest competitors of the company?

Question 6: Are you introducing any new services or sales that I should take into consideration during the writing process, or do you only want to market the current services of Origoss?