

Organic Social Media plan

Company: Anton&Anton

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Degree Programme: International Business 2010

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| <p>Sammandrag:</p> <p>Den huvudsakliga forskningsfrågan som examensarbetet för fram: Hur kan bolaget Anton&Anton använda sig av sociala medier på det mest effektiva sättet inom marknadsföring, från en kostnadsfri, eller organisk, synvinkel? Sociala medier har länge visat sin potential men inom de senaste åren har det blivit ett måste för alla företag. Forskningen ger en översikt på vad social media och marknadsföring via denna kanal är, med fokus på organisk marknadsföring som på samma gång är största begränsningen. Forskningens praktiska del strävar till att hänvisa endast de medieplattformar som är de mest relevanta för finska företag. Teorin baserar sig på en kombination mellan allmän sekundär data om marknadsföring inom sociala medier samt primära datakällor på företaget.</p> <p>Resultaten av forskningen visar att företaget Anton&Anton skall göra en plan som kan realiseras i enlighet med företagets färdigheter, kunskap samt tidsbegränsningar. Efter att ha framställt en granskning för olika sociala medierna företaget använder sig av, så att alla medier är sammanhängande, skall en redaktionell kalender med dagliga planer frambringas. Företaget Anton&Anton skall fokusera på Facebook, Instagram, Twitter och bloggar, samt hålla YouTube och Google+ som kandidater ifall dessa ryms med i planens tidsram. Istället för att sprida sig till så många former av social media som möjligt borde företaget satsa på att ställa till med innehåll av hög kvalitet på några medieplattformar, kvalitet över kvantitet i detta fall.</p> | |
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| <p>Abstract:</p> <p>The main research question of the thesis is how the company Anton&Anton can use social media to its greatest advantage, organically (without costs). Social media has for many years shown great potential and has in recent years become a must for any business. The thesis gives an overview on what social media and social media marketing is, with a focus and limitation on organic marketing. Only relevant and useful social media platforms for Finnish companies are included in the practical part of the plan. The theory is based on a combination of general secondary data on social media marketing as well as primary data on the company, which is applied (in accordance to Finnish markets) to the company's case.</p> <p>The results of the thesis regarding the company Anton&Anton's social media plan show that a realizable plan, an editorial daily calendar should be created after performing a social media audit. The audit includes making all the companies social media platforms cohesive. Anton&Anton should focus on Facebook, Instagram, Twitter and Blogs in terms of social media content, keeping YouTube and Google+ as viable contenders if they fit into the timeframe of the plan.</p> | |
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1 INTRODUCTION

1.1 Background

In 2014, the British supermarket chain Tesco were in huge trouble in the social media sphere after uploading the following post on Twitter; “It’s sleepy time so we’re off to hit the hay! See you at 8am for more” (Alford, 2014) just after their scandal regarding the selling of horsemeat labeled as beef. The Tesco case is just a drop in the ocean when it comes to social media failures, although there are a lot of success stories as well. Social media has achieved such importance for businesses that it cannot simply be administered by random acts of uploading and posting; without structure and a clear goal-set.

Facebook, Google+, Twitter and Instagram are the most popular platforms in terms of user accounts and these contain a total of 5,2 billion users, active or non-active (Edwards, 2014; Barrie, 2015; Twitter, 2015; Instagram, 2015). This astonishing number of users indicates that no company can leave itself out of the world of social media, neither is any company safe on it. If failed upon, social media can be the downfall of a company but if used correctly it can be the building block for its rise. In order to succeed on social media platforms, companies must strive to give their social media content the necessary time and planning it requires.

1.2 Research aim

The aim of the thesis is to find out how different social media platforms and applications are used to market and promote businesses overall with a focus on organic marketing. The research is made in order to gain knowledge on what organic social media strategy suits best for the company Anton&Anton and reflects on how the company can execute this strategy and place it into an efficient organic social media plan.

1.3 Research questions

How is social media used to market and promote businesses? How can social media marketing be marketed free of cost (organically)? How can the company Anton&Anton Oy use social media organically to its greatest advantage?

1.4 The scope and limitations

The scope of the thesis is to find and provide the overall theory on the most suitable and relevant social media platforms for the company Anton&Anton and to provide a solid foundation for how to use social media in the best manner for the company.

The study is limited to organic methods (free of cost) of social media promoting and marketing, although forms paid marketing are explained in the theoretical framework for comparative reasons. A portion of the theory is based on social media overall and cannot be applied with exact accuracy on the Helsinki based local businesses. Despite this, data was gathered from within the frames of Finland and applied to the company's case.

1.5 Structure of the study

The foundation of the theory is laid, which is required for the use of social media for the company. The presented theory is applied to the company in order to find the most suitable solution for a social media plan tailored for the company Anton&Anton.

1.6 Methods

The theoretical framework provides mostly secondary data with examples of primary research within social media platforms used by the company. This data is analyzed and used alongside primary data from within the company to create a suitable social media plan. Since the topic has a risk factor within time, meaning the platforms can change within a short amount of time, mostly online sources were used to find the data. Academic writings were also used to back up theory as well as different online platforms to

gather the primary data, for instance Facebook Insights (2015) and Iconosquare (Statistics for Instagram, 2015).

1.7 Motivation for choice of research topic

After doing an internship at the company Anton&Anton during the fall of 2014 the author noticed that social media, known for its enormous potential, was something the company needed help and insights with. The author had established a wider than common interest for the subject and the company was eager to receive help in the matter, hence the motivation for the thesis came to exist.

2 THEORETICAL FRAMEWORK

2.1 Traditional Marketing vs. Modern Marketing

The “Father of Marketing” Philip Kotler assembled the definition of marketing in a simple yet strikingly precise sentence as; “Marketing is the delivery of customer satisfaction at a profit” (Kotler & Armstrong, 2009). Some examples on traditional marketing and tools are direct mail, print media and broadcasting. The first example, direct mail, is a targeted marketing strategy since the brochures and fliers are sent to a pre-defined target market. Direct mail has various costs such as design, printing, postal expenses etc. making it an expensive marketing tool. Print media can be considered inconsistent in cost, since an advertisement cost can vary extremely depending on which i.e. newspaper or magazine is targeted, say an advertisement in Men’s Health Magazine versus a small local newspaper. Print media is effective in the way that it can be used as “both mass-marketing and niche-marketing strategies”, depending on the placement of the advertisement. Broadcasting is a form of traditional marketing strategies, which is still growing, this is advertising which uses television and radio as its platform. Broadcasting is effective but has a shorter and more costly lifespan compared to other traditional marketing strategies. (Wicks, 2013). One of the most important tools in marketing, both in traditional and modern marketing, is still word-of-mouth marketing also known as referral marketing. The simplicity of communication and opinion sharing courtesy of social media, word-of-mouth marketing has risen in value.

The main difference between traditional marketing and modern marketing, in this context referring to Social Media, is the constant “two-way traffic” interactions between the B2C channels in Social Media platforms. In a traditional way of marketing the ball is in the businesses’ court, the business decides on how to market a product and what the best way to sell the product is. Results of; to whom, where and how the marketing should be targeted, come from surveys and different research methods i.e. exploratory research. These “old-fashioned” yet in many cases effective forms of research are costly and extremely time-consuming. In a modern marketing world it’s quite the opposite, consumers are constantly participating in the businesses’ evolvement by commenting and following their actions. This gives more control to the customer resulting in a greater probability of the business influencing the customer in a profitable way. Businesses’ lose

control as the give influential power to the customer, and must thusly strive to influence the customer in a positive way, as Safko & Brake (2009, p.682) state “Rule two: You cannot control conversations with social media, but you can influence them. Rule three: Influence is the bedrock on which all economically viable relationships built”. If this is done correctly a positive word-of-mouth can be generated and more potential customers can be reached in a positive manner, cost-free. Word-of-mouth is one of the most powerful and important tools to any business, on any platform, it can serve as the savior or the reason to the downfall of a business.

2.2 Social Media

There are many ways to describe what social media is but the core idea stays the same, it’s about people communicating with one another in different ways within various online platforms. “Social media refers to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media” (Safko & Brake 2009, p.6)

This versatile form of media has become a first-hand marketing tool for many modern as well as traditional companies. Within marketing circles Social Media is considered an important and still trending tool today and in the future. According to a survey by Olsson & Svensson (2013), two hundred brand managers from Sweden answered; “Social media” to the question “What is the most important trend in marketing today?”

There are various platforms that can be accounted for in the social media sphere. The thesis will cover the most essential ones in reference to the social media plan’s establishment. These platforms like Facebook, Instagram and Twitter just to name a few are often explained by entertaining yet educational pictures or metaphors, which *Figure 1* clearly depicts.

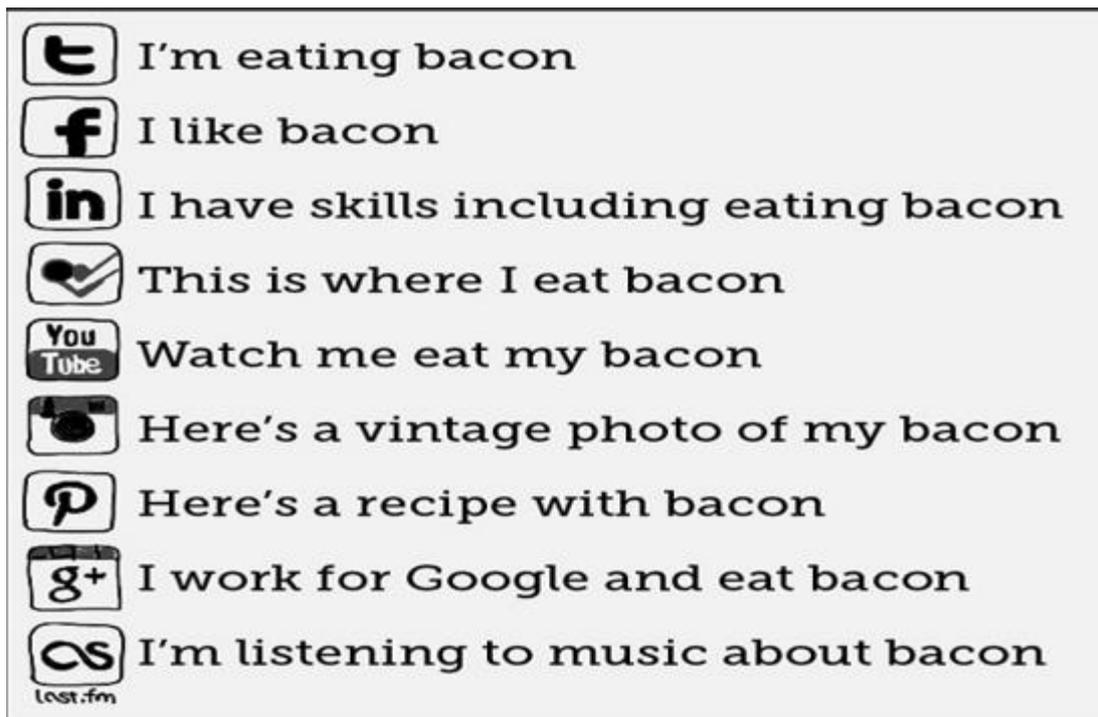


Figure 1 “Social Media Explained with Bacon” (Adams, 2013)

Figure 1 shows in a clever and simplified fashion, how the different social media platforms work. The brand logos shown in Figure 1 starting from the top down refer to:

- Twitter
- Facebook
- LinkedIn, not included in the thesis.
- Foursquare, not included in the thesis.
- YouTube
- Instagram
- Pinterest, not included in the thesis.
- Google +
- Last FM not included in the thesis (a more relevant platform would be Spotify in the time of writing the thesis, Spring 2015).

The social media platforms treated in the thesis are the most relevant ones to the company Anton&Anton; Facebook, Instagram, Twitter, YouTube and Google+.

2.2.1 Owned Media

Owned media refers to anything on the web belonging to a brand or company, for instance company X’s website and their Facebook page that redirects the customer to their website. Social media pages, take company X’s Facebook page, in this sense serve as

extensions to the brand or company, making them part of the owned media as well (Machin, 2014). In order to get the most out of online visibility it is logical to assume that company X should have as many extensions as possible, using all the different social media platforms for attention and visibility. These tactics however are extremely time consuming and would require in-office or outsourced workforce to work solely on updating all the different platforms and keeping them interesting, worthwhile for the customer.

2.2.2 Earned Media

“If owned media sites are the destination then earned media is the vehicle that helps people get there” (Machin, 2014). Earned media in a “free” form of media and is not used as a direct advertising tool, although it can be seen as an indirect advertising tool in many cases. Earned media is used to gain recognition for a product, brand, idea etc. by intriguing the audience and captivating their interest or respect. If successful this will generate positive Word-of-Mouth, followers, likes etc. which would redirect the audience to the end product. (Yu, 2013).

2.2.3 Paid Media

In order to maximize search rankings and overall visibility on the web, companies can use a form of paid media as an advertising tool. It is a good way to boost a company’s visibility, especially in the early stages of building up a customer base on different platforms (Machin, 2014). Facebook for instance offers a paid media service where a brand can “boost” an ad or a post made in the past, this gives more exposure for the brand as more of the online audience is reached.

Search Engine Marketing or SEM is a form of paid media, which is an integral part of Internet marketing and has strong ties to Social Media marketing. There are various forms of SEM such as Pay-Per-Click (PPC) i.e. a business launches an advertisement on a popular website and pays a fixed or bid-based rate for each click or view the advertisement receives. In bid-based PPC marketers must outbid their rivals’ rates in order to maintain or reach the highest visibility for their ads and banners. Another option for

PPC is using cost-per-thousand impressions, Cost-Per-Mille (CPM) which follows the same idea as CPC with a larger unit measurement (Farris et al, 2010)

2.2.4 Social media marketing strategies

Referrals and word-of-mouth have been a key part of the marketing toolkit in both traditional as well as modern marketing. In these booming times of social media have the said tools become even more important and have become what social media marketing is about in its essence. Trattner & Kappe (2013) explain social media marketing as “the process of gaining website traffic or attention through social media sites”. There are various approaches to the use of social marketing that can be to a businesses’ advantage or even disadvantage, considering negative electronic word-of-mouth (eWOM) can spread like wildfire. The disadvantages and problem areas are discussed in more detail in part under the next heading. Social media is not a pure selling tool, it is more about establishing relationships with potential customers, creating loyal customers (followers) and increasing company as well as brand awareness. Even if social media platforms are used organically, cost-free, they still have impact on for instance Google searches i.e. if a company is active on various social media channels it also increases its chance to show up on relevant searches. Looking at the top factors for a businesses’ “strength in organic Google searches”, actually 7 out of 10 factors are Social Media dependent. In other words the less a business or brand is active on different Social Media platforms, the less their name and image will show up on Google searches (Mahapatra, 2013).

The kind of approaches i.e. a business has towards its customer can be divided into two styles; a passive approach and an active approach. The passive approach is about analyzing one’s market, for instance following different forums and blogs where users are sharing opinions and experiences on one’s product or similar products. This can be used as an efficient tool for analyzing a customer segment for a product or service, although it is time-consuming. The active approach is quite the opposite where social media is used as a more direct marketing tool. As the name suggests the active approach involves active participation on a business perspective, interacting constantly with one’s customer segment (Constantinides et al, 2008).

According to Safko & Brake (2009, p. 675), there are four pillars to a successful social media strategy:

1. Communication
2. Collaboration
3. Education
4. Entertainment

What these four pillars represent concisely for a business is that communication is extremely important with other businesses and customers. One must through collaboration open a dialogue between these lanes and to do so in a most successful way one must provide something to catch the audience's interest. This can be done by educating the audience on i.e. something the business has expertise on, say a vegetarian food store makes weekly posts of recipes or short videos with tips and tricks on how to create a delicious and healthy vegetarian meal. The audience's interest can also be caught by entertainment, as Safko & Brake (2009) state that the most successful commercials have been "very entertaining and quite effective at selling products and services" (Safko & Brake 2009, p. 8).

2.2.5 Problem areas with Social media

According to IBM's Executive Report (2011) Businesses' do not always have a clear idea on how consumers, their potential customers, use social media. *Figure 2* shows two separate columns representing the rankings in order of importance as a result of two separate surveys, the first (on the left) showing the consumer's ranking on "reasons they interact with companies via social sites". The second column (on the right) shows what businesses, and their executive officers, believed to be the reasons "consumers follow them via social sites".

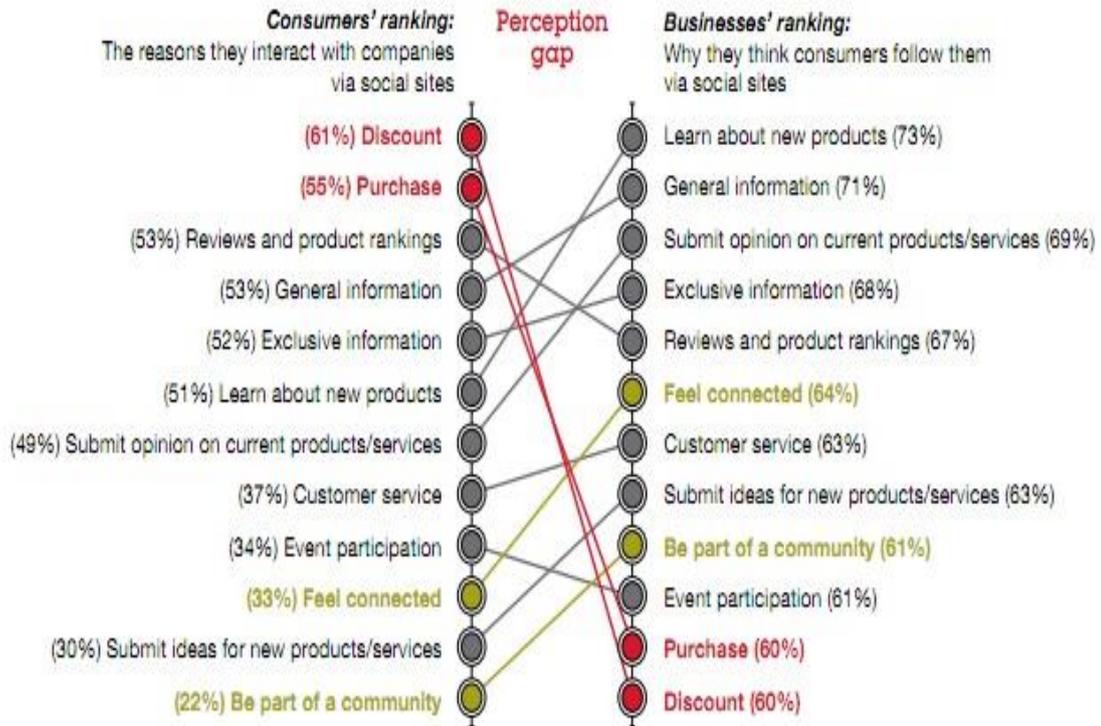


Figure 2 Differences in perception, Consumers' vs. Business' (IBM Executive Report, 2011)

The results of the survey are quite interesting as the consumers' ranked *Discount* and *Purchase* as 1st and 2nd versus the businesses' rankings on *Discount* and *Purchase* as 11th and 12th. This is a peculiar problem, since one of the most important tools of social media is to open an honest dialogue between the consumer and the business. In this case the businesses have failed. The companies that partook in the survey believe, or believed, that the consumer connects to their social media site or platform primarily in order to retrieve various sorts of information and to submit reviews. The main reasons consumers connect to a company's social media circle are to find a discount, i.e. an online coupon, or simply with a ready mindset to make a purchase. Another big difference between the two surveyed audiences was that the businesses ranked the categories "feel connected" and "being part of a community" with over double, even triple the percentage compared with the consumers. Consumers do not engage with a company or brand in order to feel connected, nor does a brand have much to do with "being part of a community". Communities are made out of people and ideas, not brands.

The *Figure 2* above states problem areas from a businesses' point of view originated from a lack of knowledge about the consumer. On a more general frontier there are

some common problems within social media marketing according to the blog Social Media Mistakes (author zack415, 2014). A big mistake companies make is to understand why people use social media in the first place, to connect with friends and family. Many businesses' try to push products and general information to the consumer, quickly leading to a loss of interest. Social media is not to be considered as a "temporary solution that will get you traffic now", it should be seen as a long-term plan for engaging with people, not just customers, and growing a good name for yourself. Creating trustworthy relationships with your followers is a key factor, which cannot be stressed enough. These trusting relationships are usually discarded by businesses creating "faceless" profiles with a lack of personalization. One solution to "faceless" problem is to interact through a businesses' social media platform by using a real name instead of the businesses general username. For instance Facebook offers this feature in company homepages, the person using the company page can choose whether to use his/her own name to comment and like content or to use the company brand. *Figure 3* is an example of the Facebook feature explained.

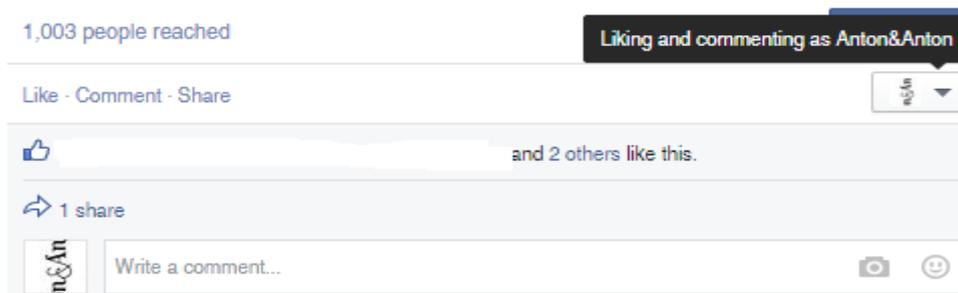


Figure 3 Facebook. "Liking and commenting", the user option (Facebook, Anton&Anton homepage, 2015).

2.2.6 Facebook

Facebook is currently, and has been for a while, the world's most popular social media platform. Facebook has become a major platform with its 1.39 billion monthly active users on a global scale as of December 31, 2014 (Stats, Facebook Newsroom, 2014). Facebook users in Finland, active and passive, amount to 2.4 million according to Pönkä (2015). Facebook can be seen as an enormous and diverse international community, offering possibilities for its users, for personal use, business or combining these two. As described by Safko & Brake (2009, p.687) Facebook falls into the category of "Metropolis Communities". This community is built on millions, or billions in this case,

of diverse members. It is a community where any person or business can join and tune in to follow the happenings of one's surroundings from catching up with a friend to following a global news event. These are the main reasons people join a Metropolis Community, not to seek out for different commercial offers and business opportunities. Although joining this community is not for commercial reasons, at least in the sign-up phase, businesses' can still have a great deal of commercial influence via Facebook.

2.2.7 Facebook Marketing

Facebook can be of great service to an extremely wide range of businesses. It has clearly the greatest reach of the social media platforms and as previously stated, the most versatile community of members. Facebook offers a great tool for companies to monitor their interaction with members called Insights. Facebook Insights is a free tool giving companies an exact overview of the traffic generated by the homepage, posts, conversations etc. The Insights tool can be applied to any fan page or company page that has exceeded 30 followers, or members that have liked said page. Insights gives information as statistics on likes, daily, monthly or from within a specific timeframe. This way a company can see the variance of popularity in different sorts of content and see how different content limits different consumer segments. It is quite easy to see an overview of one's fan page using Insights statistics, it provides gender, geographical positions, device used etc. A factor that is complicated to see without Insights is the reach of a company's actions, in other words to see how many people were reached by a post or the company homepage, the majority of users reached don't actually click or like the content.

Facebook Insights may be a free of cost application but in order to gain the most of it in a marketing perspective there are costs. If a company posts content on i.e. a new product and notice the post not having the desired reach, they can boost the content in order for it to have a far greater reach within their fan base, in exchange for a payment. In the case of using paid Facebook marketing such as Boosting one can study the statistics and see the difference within paid and organic reach, exemplified in *Figure 4*.

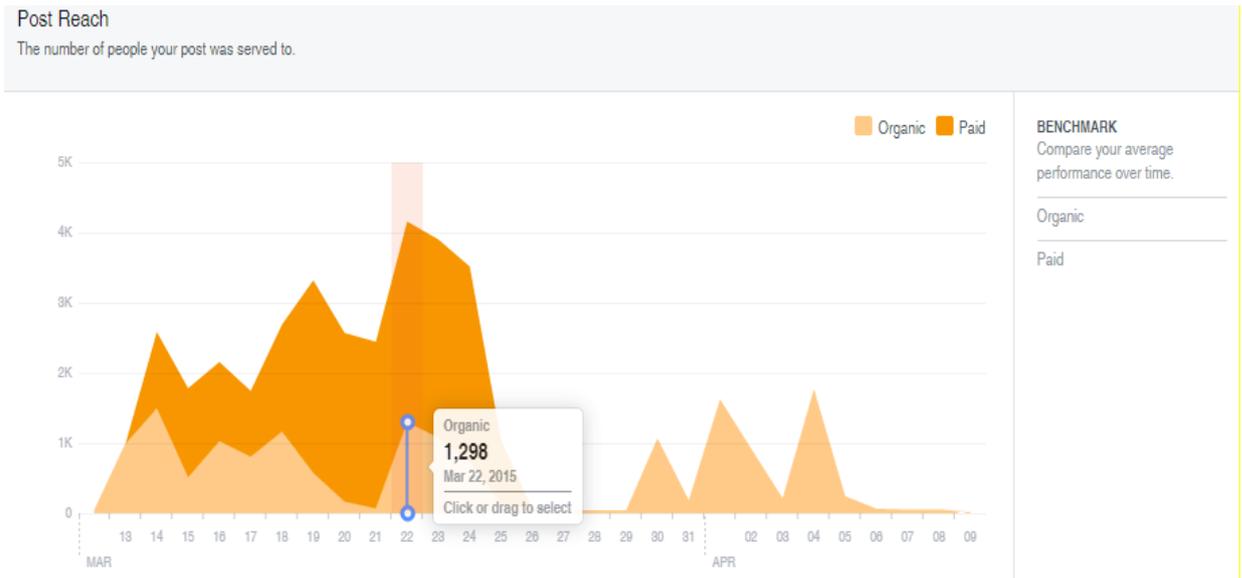


Figure 4 Facebook Insights, Anton&Anton page, Post Reach 2015

Figure 4 shows the Facebook Insights page on the part of reach different posts have had between March and April 2015, the image is captured from company Anton&Anton’s own Insights page. The graph shows that the usage of paid media, in this case the boosting of content, has even quadrupled the reach.

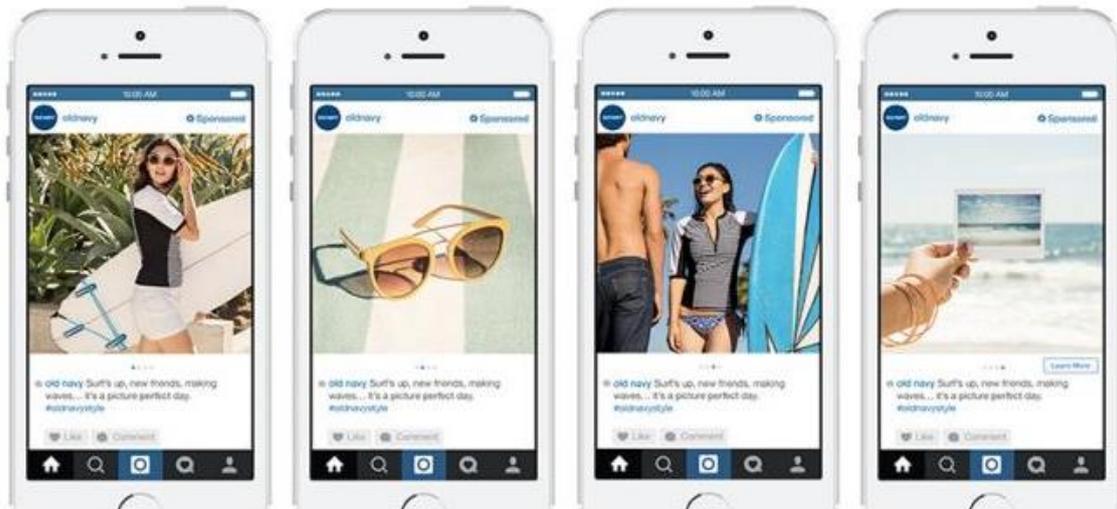
2.2.8 Instagram

This photo sharing application that took the world by storm onwards of 2010, gives the users a unique form of expressing themselves with photos and relevant hashtags. Instagram, the name arriving from “instant camera” and “telegram”, was already booming in 2010 when the application had over 1 million users, the same year it was launched. During the time of writing the thesis (spring 2015), Instagram has over 300 million users worldwide (Instagram, 2015) and on September 6th 2012 Facebook officially acquired Instagram for approximately \$ 1 billion, yet keeping the development of the application independently in the hands of founders Kevin Systrom and Mike Krieger (Segall, 2012).

2.2.9 Instagram marketing

In 2013 Mark Zuckerberg, founder and CEO of Facebook, said at the Next Web Conference 2013 that Facebook would “generate a lot of profit” due to the acquisition of Instagram. Zuckerberg also stated that the focus would be set on “increasing the footprint of Instagram and, when the right time comes, we’ll think about advertising”. What seemed clear after the conference was the fact that Instagram CEO and co-founder Systrom along with Zuckerberg were “building Instagram to be a business” (Protalinski, 2013).

The vision that Zuckerberg and Systrom shared with the public in 2013 is now (spring 2015) coming true. Instagram launched a new format on limited basis in March 2015 called carousel ads. The format in its limited basis is used by only a handful of enormous global companies, such as Old Navy. The format essentially work in the way of a normal Instagram photo post, with a small symbol in the top-right corner showing the post in question is a sponsored post. The user can then swipe to see more images included in the particular post. For instance the first post could be a car and additional images could show the interior design of the car or what it contains under the hood. Finally after the user has swiped through these images there is an information page about the product and company with a link to their website. (Instagram for Business, 2015) *Figure 5* depicts how Old Navy used the carousel ads to showcase an entire ensemble of products leading to the final page with a clickable link to the product on their webpage (Peterson, 2015, Advertising Age).



Old Navy is using Instagram's carousel ad for a day-in-the-life series.

Figure 5 Example of carousel ads by Old Navy. Photo from Advertising Age, April 19th 2015

The future of carousel ads and sponsored use of Instagram is still unclear, namely if and when the limited basis is lifted from selected companies. There is neither any information of the costs carousel ads would amount to if it were made into a public advertisement opportunity for businesses. The upcoming sponsored service is also said to provide businesses with analytics and measurement of the traffic generated by their user page, similar to Facebook Insights. Up to this point businesses have had the opportunity to use applications outside of Instagram for these results. Iconosquare (2015) is an example of a statistics application to measure and analyze the traffic generated on one's user page (Valtari, 2015).

Although the future of Instagram seems to have something similar in sight as Facebook advertisement, there are organic ways to advertise through the mediums. Businesses' can tell their stories, express themselves and reach out to people by creating a unique and growing ensemble of stories, or posts. The more effort and time is put on each post, the better the result on the post itself as well as the reach to new followers and potential customers. Instagram can in this way be used as a portal to create relationships with people, growing a fan base and a potential customer base. A good way to generate traffic on a businesses' user page is by providing good quality content, consistently. Contests can also be effective in increasing the numbers of a fan base. An example of a contest is a hashtag contest; a store selling a set of ingredients to bake a cake and encouraging people to bake beautiful cakes and posting their end result on Instagram with the

hashtag created by the store. This way any Instagram user can see all the pictures under the hashtag and the store can choose the best picture and reward the user.

Time and frequency are decisive factors when marketing on Instagram; a good frequency of posts is at least one per day. It's far better to post once a day than to publish several posts on one specific day during the week. The meaning of time within the frames of Instagram is at what time of the day it is best to post something specific. If a lunch restaurant posts "today's menu" and pictures of served foods 2 hours after lunch time it can hardly have great impact on bringing in customers (Bunskoek, 2013).

2.2.10 YouTube

Founded in 2005, the video-sharing website has become the most popular platform for any video content on the web. YouTube footage is viewed 4 billion times per day and "one hour of video is uploaded to YouTube every second" (Marks, 2012). Anyone who is registered on YouTube can upload videos as long as they do not include the wrong kind of content such as offensive material. Unregistered users can use YouTube to watch videos, but not upload content (YouTube, 2015). Since it's categorized as a search engine, YouTube is ranked as the 2nd greatest search engine in the world, with only Google (the owner of YouTube) ahead of it.

2.2.11 YouTube marketing

YouTube can be used as an efficient marketing tool for essentially any kind of company, but it requires a bit more than impressive pictures and quality (text) content. YouTube is a channel for videos and therefore one must provide content in form of a video, which can be quite the limitation for many companies' in-house resources. The positive side to achieving reach and visibility through YouTube is the fact that you do not have to create all your own videos, though part of the content should be own creations in order to have a unique and responsive channel. YouTube has become more of a channel-based site, in difference to its earlier video-based layout. This means that a company can create a YouTube channel where it posts videos related to its field of expertise or line of products. YouTube can also be used to sponsor video artists, entertainers or vloggers (video bloggers). Through the delivery of consistent and high quality

content, whether it's educational or entertainment based, companies can gain visibility and traffic on their YouTube channel, gaining potential visitors to their website. Clickable links and descriptions can be added to appear at different stages of a video, also under the video there is a description area where the issuer of the video can add details such as information about the company and links to websites and other pages.

YouTube also provides its own Analytics tool, which provides data about the distributed content, user traffic and information about the users (Young, 2013). YouTube offers a paid advertisement service, YouTube Ads. There are various ways to use YouTube Ads:

- In-search - advertisements that are shown above the user's search results page.
- In-slate - advertisements shown as suggested videos after the user chosen video has ended.
- In-display – advertisements shown as suggested videos in the field to the right of the video currently displaying.
- In-stream – advertisement playing before the user chosen video that can be skipped after 5 seconds, unless non-skippable ads are used and the user must watch the entire ad lasting 15-30 seconds.

These advertisement style or styles can be picked by the suitability to the advertisers and can be targeted by audience, i.e. users within a specific geographical area and within a specific age. The cost of the ads are determined by cost-per-view, in other words the advertiser pays for each viewed advertisement. The costs range between 0.10 \$ - 0.30 \$ per view. If a company chooses to use paid YouTube ads and thusly increase their visibility, it will also have a positive contribution to organic searches in the future since the company has reached a wider audience (Alleger, 2012).

2.2.12 Twitter

The community and micro blog service Twitter is one of the top social media platforms with over 500 million users, and over half of them (288 million) are monthly active on the platform. (Twitter, 2015) Twitter is defined as a micro blog service because of the limitations of 140 characters per message, or per "tweet". Twitter is a network of information, which people connect to in order to follow up the latest global news and happenings. Twitter and Instagram essentially work in the same way; users create an account, post and share content and boost them by the use of hashtags.

2.2.13 Twitter Marketing

Twitter is a platform that is commonly used while on the move, according to Twitter's internal data (2014) 78 % of its users access it via a mobile device. This means that Twitter can be used extremely efficiently as a real-time information service. Twitter has a form of paid advertising called Twitter Ads and can be used to widen the reach and visibility a business gets on Twitter. Twitter Ads can also be used for targeted audiences based on i.e. gender or age. This advertising service also offers measurement and analytics of results.

The way to succeed in advertising organically on Twitter is to have a short and concise bio (information message on the user page), yet conveying the message and identity of the company. As with all social media platforms consistent and high quality posts are key in keeping followers in the up to date and reaching out them as much as possible. Twitter lets you re-tweet (re-post someone else's tweet), favorite tweets and mention users. These simple tasks are of great value to the follower base and can be used to create relationships and trust, which as mentioned earlier in the thesis are the building blocks for creating a potential customer base.

2.2.14 Blogs

Blog, the word originating from weblog (Blood, 2000), is a very common word for anyone with a slight knowledge about the Internet. According to Digital Insights (2014) 77% of Internet users read blogs at some point and over 6,7 million people blog via blogging sites. There are different categories when it comes to blogs; personal blogs, collaborative or group blogs and micro blogs (Twitter). There are also different types of blogs categorized by the type of genre (i.e. music, sports and politics) or media content. For instance different types of blogs categorized by media are video blogs, or vlogs, where content is shared through video format. Another type of media used in blogs is photo blog, where content is shared via a set of photographs.

2.2.15 Blog Marketing

Internet users visit blogs with more openness in means of time allocation, in comparison to other social media platforms such as Facebook, Twitter and Instagram. Blogs can be

used to tell stories, giving detailed information with more pictures to strengthen the content. Compared to Twitter (which a 140-character limit) and Instagram (where users are expecting a story by photos) blogs have more space to fill so to speak. There are no restrictions of number of images or character use, therefor giving the author more freedom and space to express the story to be told. Consistency is important in order to build a name for a blog and keeping it within easy reach for potential visitors via search engines. According to Jain (2014) 2-3 blog posts per week is a good amount.

Having an own blog, written by staff within the company is quite tricky and time consuming and this is why many companies outsource their use of blogs to third-party blog author, or bloggers. Companies can find interesting and talented bloggers to suit their profile and have these bloggers post about the company, or simply include the company's products in blog posts. For instance a hardware company can sponsor a popular craftsman-type blogger with company branded tools in order to create visibility and brand awareness for the company. Another way blogs can work in marketing a company is sponsoring a blog, with good potential or an already well-established fan base that fit the company's market segment. An action like this could be as simple as a blog having "This blog post was sponsored by (Brand Name Here)" at the end of the post (Dunlevie, 2015).

2.3 Other platforms and services

2.3.1 Google+

Google+ is Google's own social media site, with a resemblance to Facebook. It has for a while been ridiculed as a version of Facebook that is only used by Google employees, but in recent years Google+ has started showing promise. As it is Google's own platform it offers users and businesses more features and might raise visibility on Google searches. Differing from other platforms such as Facebook, Twitter and Instagram, users don't have to become "friends" or follow other users to see each other's content. G+ uses a system called "circles" where the user has the option to choose how broadly content is published; a circle can contain one person or more. Naturally content can be set to be published for everyone, within one's circles or not. After the platforms launch of June 28th 2011 there was a lot of criticism (Halliday, 2011).

After launch of G+, unmet by the expectations, the platform has grown in numbers but these numbers do not quite speak the truth. There are 2.2 billion G+ profiles worldwide, which seems like an astonishing number of users but the fact is quite deceptive since only 9% of these users have ever posted content, and during January 2015 only 0,2-0,3% of Google+ users posted content (Barrie, 2015). Despite these facts Google+ is seen to have potential and an increase in active users might be on the horizon.

2.3.2 Google alerts

Google alerts is a service used to detect content. For instance if a business wants to know what people are saying about them, the businesses' name can be entered into Google Alerts and content where the businesses' name is mentioned is shown in a feed with direct links to the source of the content.

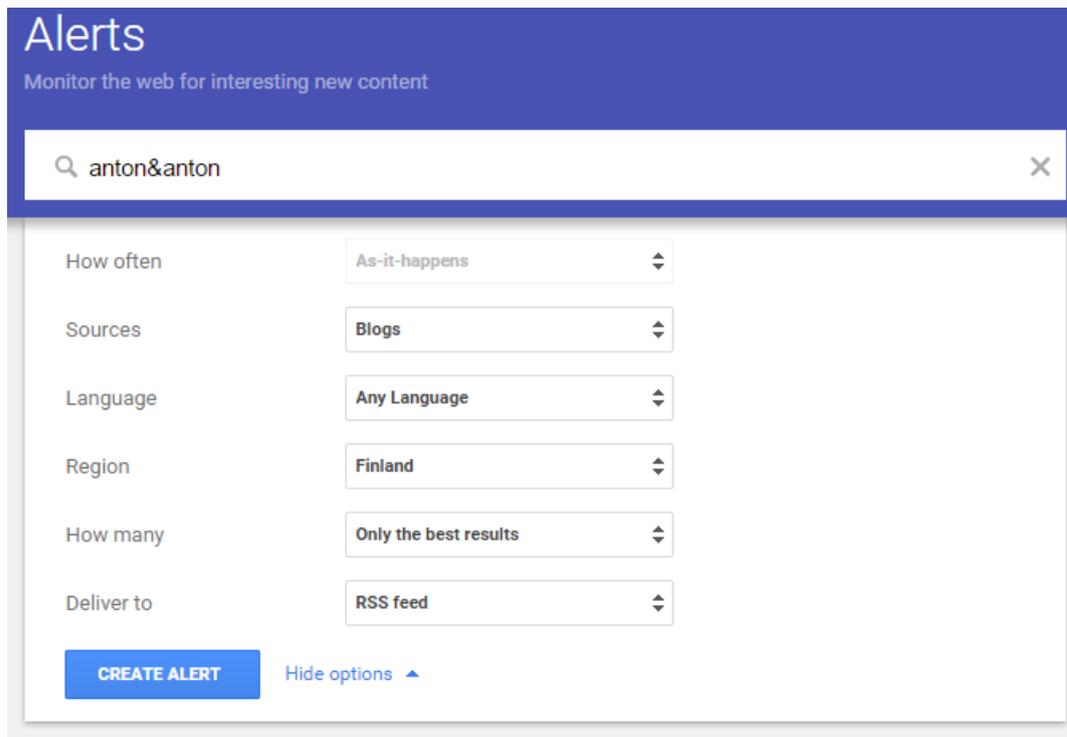


Figure 6 Example of Google Alerts search (Google Alerts, 2015).

As shown in the figure above any content regarding a product, subject or company can be searched. The sources, languages, regions and where the information is delivered to can be customized by the user. The Google Alerts service can be connected to an email address, for instance of a company, and whenever there is new content within the limitations of the search options provided will an alert be sent to the company via email (Hen-

ry, 2013). This is a good tool for companies to use in order to receive information on what others are talking about them, electronic word-of-mouth or eWOM.

2.3.3 Google My Business

Formerly known as Google Places, Google My Business is an application that gives local businesses a chance to increase their visibility in search engine results. With Google My Business, any local business can add their company directions, bio, information, opening hours, and anyone can rate the business and give reviews. This search engine expansion or add-on is something local businesses should definitely use since it's cost-free and all the information can be updated whenever needed by the business itself.

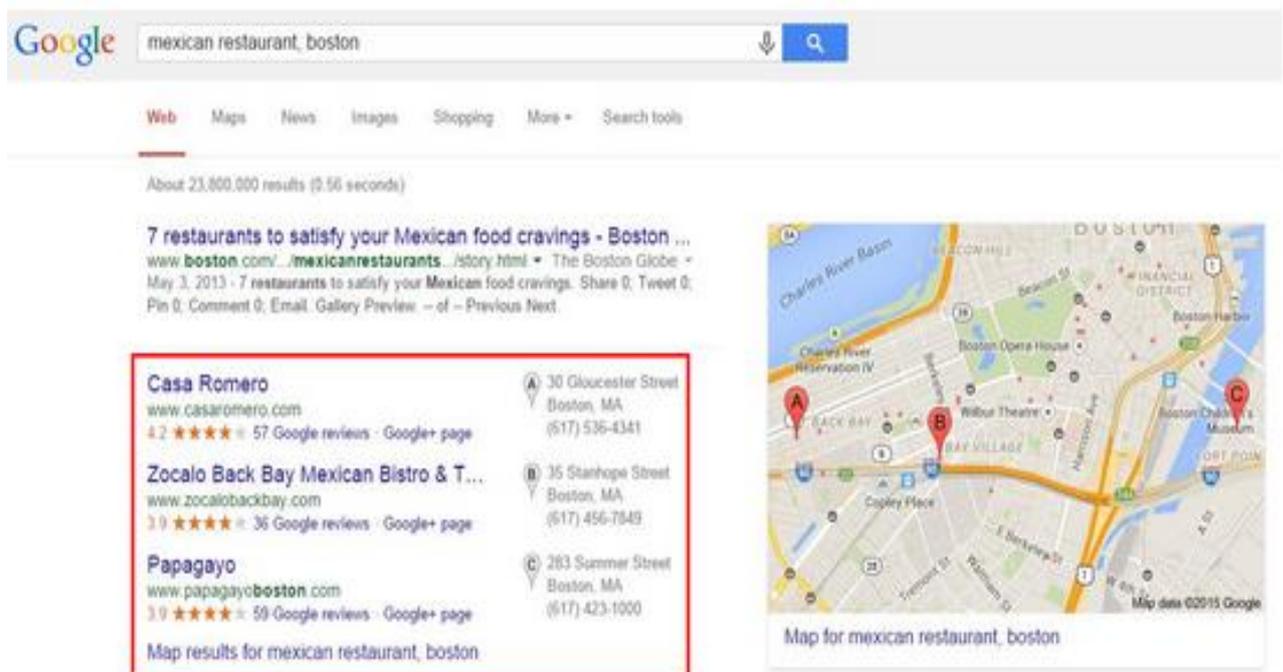


Figure 7 Example of Google My Business (Vaughan, 2015)

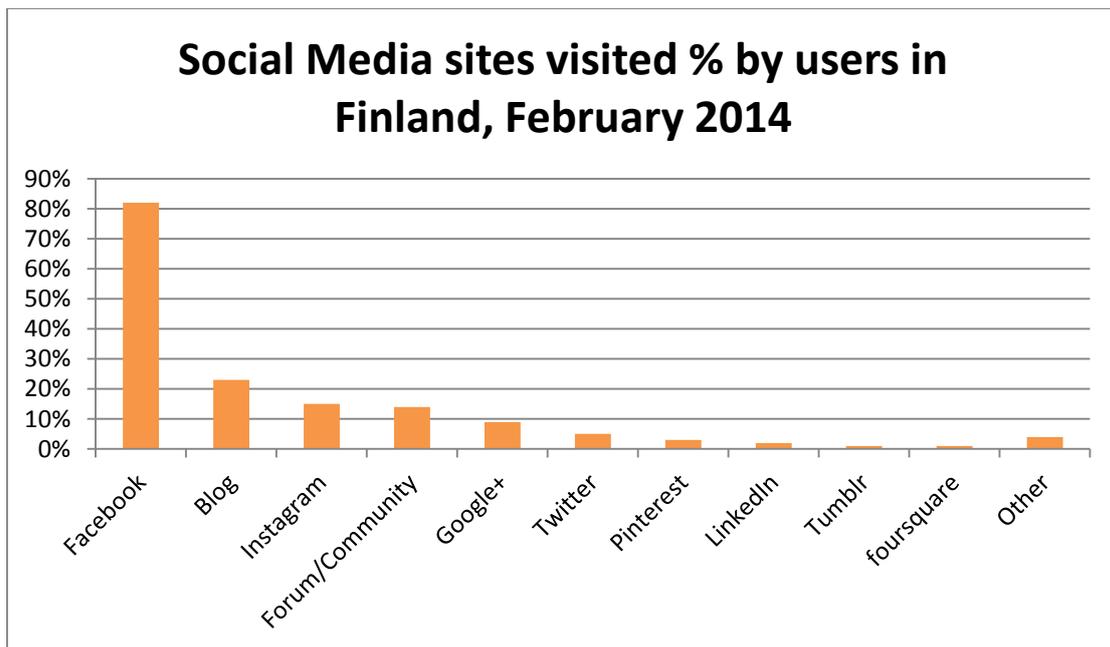
As the figure above shows, the search “mexican restaurant, boston” was entered into a Google search and the results are shown in a form with directions, reviews and links to the businesses’ homepages.

2.4 Social media in Finland

The thesis has the purpose of creating a helpful social media for a company based in Helsinki, Finland and it is thusly relevant to oversee the actual usage of different social

media channels within Finland. As *Table 1* shows; Facebook is the absolute ruler among Finnish users with 82% of people the within ages 16-64 being monthly active on it. Blogs are at second place with 23% of monthly active users (note that the table shows users that read and create blog content). At third place Instagram has a debatable user percentage of 15. The author sees this percentage as misleading since Instagram is extremely popular within younger ages than 16, compared with blogs and Facebook.

Table 1 Daily or more often users within ages 16-64 in Finland. "BuzzadorIndex" April 22, 2014. (eMarketer, 2014).



The overall percentages depicted in *Table 1*, provided by the BuzzadorIndex (2014) will be taken into account in the assessment and creation of a social media plan for the company Anton&Anton.

2.5 Summary of social media platforms

The theoretical framework describes the relevant social media platforms for the company Anton&Anton. These platforms can be used organically as well as paid media platforms. *Table 2* depicts, which platforms can be used organically or as paid media in regards of marketing. All of the relevant platforms can be used for free and/or as paid services. The platforms in question all provide data on visitors and traffic for free, whether it's the platforms own tool or an outsourced tool, such as Iconosquare.

Table 2 Summary of social media platforms

| Platform | Paid media | Organic media | Paid Data & Analytics | Organic Data & Analytics |
|------------------|-------------------|----------------------|---|---|
| Facebook | Yes | Yes | Facebook Insights gives wide and efficient data & analytics regarding own page, users and visitors. | Facebook Insights can be used organically or as a paid media. |
| Instagram | Yes | Yes | Instagram Analytics to be launched soon. | Basic user data and traffic information by outsourced services (Iconosquare). |
| YouTube | Yes | Yes | Wide and efficient data & analytics by YouTube Ads. Can be used to target content, i.e. ads. | Wide and efficient data & analytics by Google Analytics. |
| Twitter | Yes | Yes | Twitter ads can be used to target content to specific user segments. Twitter analytics works in both paid and organic form. | Twitter Analytics can be used organically or as a paid media. The service offers extensive information on visitors and traffic. |
| Blogs | Yes | Yes | None. | Visitor information and traffic can be tracked organically through the Blog platform (i.e. Blogspot) or by Google Analytics |
| Google+ | Yes | Yes | None. | Google+ Platform Insights gives in-depth information regarding page, visitors and traffic. |

3 ANTON & ANTON

Anton&Anton Oy is a company that focuses on fresh and good quality foodstuff. The basic business idea is that a customer can find everything they need regarding food from the Anton&Anton stores in Ullanlinna, Töölö and Kruununhaka. All of the three stores offer the same products in meat, fish, fruits and vegetables as well as dry food etc. The company is not a usual food store as its personnel is very engaged within the industry. Many of the employees at the Anton&Anton stores have working experience within the food industry; there are chefs and fine dining professionals working in the stores. One big difference between Anton&Anton and many of its competitors is that the company's personnel offers great customer service and the employees all have great knowledge and experience when it comes to food. Anton&Anton has about 30 employees, 3 at the main office, a driver, a freelance cook and store personnel.

A lot of the foodstuffs are organic and produced by small businesses. An important ideal for the company Anton&Anton is to know exactly where their products come from, how they are cultivated and what they contain, fresh and healthy in other words. One of the company mottos is "Good food is good for you". The company also strives to enable people to dine together, a core belief within the company is that cooking and dining together with friends and family is extremely important. This is the core idea behind the Anton&Anton product "Ruokakassi", the food bag. The idea for the Ruokakassi has origins from "Middagsfrid", founded by Kicki Theander in 2007, industry pioneer (Theander, 2014). The idea with these food bags is that people can buy a ready-planned ensemble of raw ingredients and recipes for 3 dinners. Customers can order the package as home delivered or retrieved from one of the Anton&Anton stores.

3.1.1 Anton & Anton's current marketing strategy

Anton&Anton's uses societal marketing with a pull marketing strategy. Connecting Anton&Anton with societal marketing is quite clear since the company "emphasizes social consciousness" (Hose, 2015). The company strives to provide the consumer with healthy foodstuff as well as supports local businesses and cultivators. Anton&Anton spreads awareness and stands by their ethically correct beliefs, for instance as retailers for DROPP water, with 100% of its profits' given to the preservation of the Baltic Sea

(Bruun, 2014). The company has a rather limited marketing method since they are, at the moment of writing the thesis (Spring 2015), solely dependent on word-of-mouth (Hasselblatt, 2015, appendix 1.).

3.1.2 Anton&Anton social media engagement

Anton&Anton has a simple social media plan that is in no way written in stone, the author of the thesis was present during the making of the current social media plan within the company. The information about the current status of Anton&Anton's social media engagement and other similar information derive from the author's own experience within the company and knowledge gained from working as an assistant at Anton&Anton's office.

The Anton&Anton chain has one store clerk who is a gifted amateur photographer with an eye for setting up esthetic depictions. This person is in charge of creating and posting pictures on the Anton&Anton Instagram account (account name: antonan-ton_ruokakauppa), which are at times also reposted on the company's Facebook feed and other platforms if the picture serves relevant content. Founder of the company Niina Hietalahti is in charge of posting on Twitter, or "tweeting". Twitter has not reached the marketing status in Finland, as Facebook and Instagram have, and is due to this the third wheel of the three main social media platforms used. Twitter is used in an informative way; taking a stance on relevant issues regarding the company's ideals, i.e. GMO (Genetically Modified Organism) products and other ethical issues around foodstuff. The head office is in charge of providing a Facebook post, usually boosting a new product, once or twice a week. Special days that are important for the business are also given extra posts, such as Valentine's Day or May 1st.

Anton&Anton are using Facebook as a tool for an Intracompany Community, where all of the staff are connected to one Facebook Community. An Intracompany community can be a "boon for productivity" or simply a "message board" within the company (Safko & Brake 2009, p.688). In its current status the company uses Facebook as a message board where day-to-day situations regarding the workplace are discussed and questions are presented among staff. This is a good way of keeping a solid flow of information on-going, especially for presenting non-urgent matters or matters that have a certain de-

gree of difficulty to be handled over the phone, i.e. the presentation of new barcodes. Using Facebook as a communication tool within the company could be seen as having negative impact on work-efficiency, since most of the staff is “connected” to Facebook during working hours. Many companies have even banned entrance to different social media platforms during working hours. In the case of Anton&Anton this frequent connectivity can however not be seen as having negative impact on the workflow of its staff, this is because most of the staff are not working from a computer. Every store has a computer where staff has the possibility to present information, questions or requests on Facebook or via email. In urgent situations matters are handled via telephone.

3.2 Social media plan

When creating a plan for social media purposes the company must first decide the goals it wants to reach and how much time can be invested into the plan. The more time is put into the planning and execution of the plan, the better. Mission statements must be set for each platform; clear mission statements for each social media platform are for instance:

- Facebook – informative and broad stories and weekly updates on menus and products.
- Instagram – aesthetic depictions of the company brand and products, keeping it beautiful and fun.
- Blogs – Presentation of recipes and industry relevant stories twice a month.
- Twitter – weekly shares (re-tweets) of industry and ethically relevant content.
- YouTube – Monthly foodstuff related interesting video content to add to company channel.

When the mission statements have been decided upon the next step is to create a social media audit (Lepage 2014). There should be a strict set of monthly goals the company strives to achieve, i.e. the amount of likes, comments and reach content averages. The goals should be limited by time and should be possible to measure, i.e. did the social media campaigning of a Valentine's Day product increase sales from last year, in comparison to overall sales between the years? After the goals are set can they be compared to revenues in order to see their effect and if the goals meet expectations or if the company should invest more effort, lifting the bar for its goals. When starting up a new social media plan a certain number of patience is required since it takes time to build up a fan base and afterwards converting a percentage of said fan base to paying customers.

Another important matter to be reviewed before launching the social media plan is the cohesion between the different social media platforms. The company has to make sure all the platforms have a cohesive bio, homepage, company website URL and profile picture. Investing time and effort into a good social media plan and the accomplishment of the goals set is definitely worth the extra hours since according to Olenski (2012) 78% of consumer's purchases are influenced in some way by social media.

3.3 Reflections on planning for social media platforms

3.3.1 Facebook

Facebook is the most popular platform among Finnish people (*Table 1*) and should be used to its full organic potential in order to maximize the positive outcomes it can give the company Anton&Anton. The first thing the author would advise the company to do is cutting outdated information and adding some important pieces of information to the company Facebook page. Starting with cutting; there are Facebook links on the company website directing to the Kruununhaka, Töölö and Ullanlinna store-specific Facebook pages. These specific pages do not exist anymore and that's why should the links be deleted.

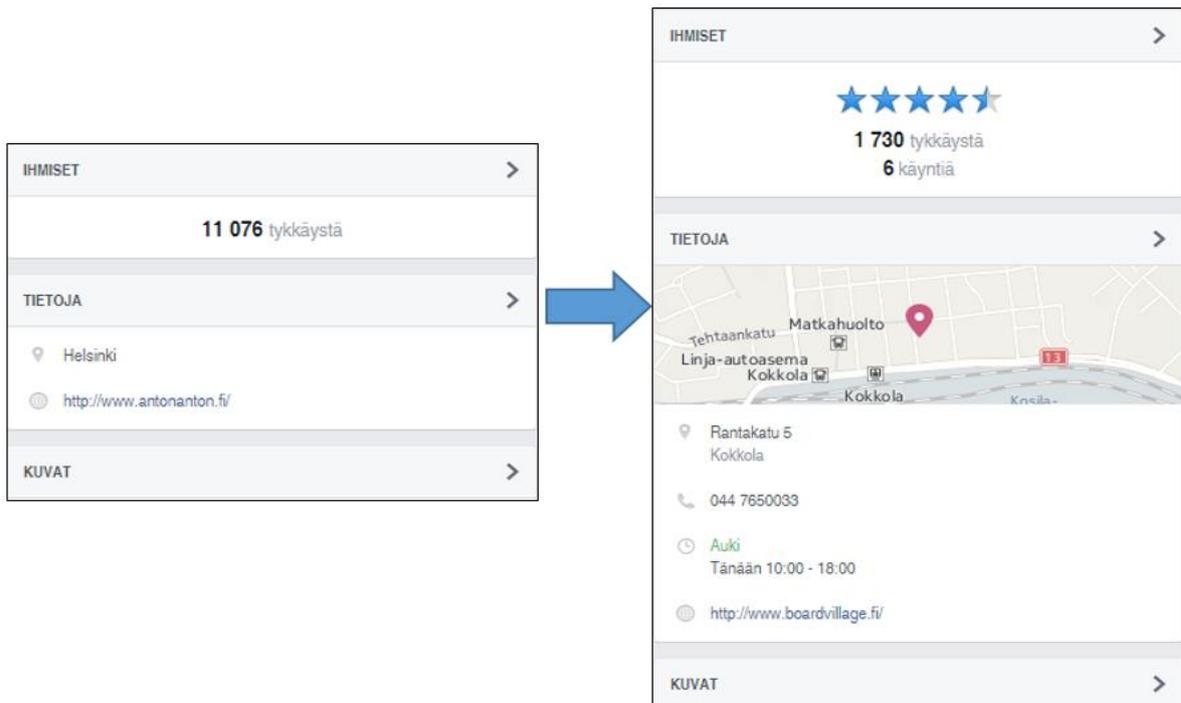


Figure 8 Anton&Anton Timeline information (on the left) vs. company Boardvillage (Facebook, 2015).

When adding information to company social media platforms one should make sure the platform is in cohesion with the rest. The Anton&Anton Facebook Timeline page could be given a facelift by changing the order of some columns on the information part of the Timeline page. The company first page, or Timeline, only shows the information “Helsinki” and the website address (*Figure 8*). The category “People” can be incorporated

on the first page, showing how many people have visited the store and also their reviews. Location based map and addresses can also be added to the page as well as real time opening hours of the stores, where Facebook visitors can see the opening hours and i.e. how many hours or minutes the stores are open in real time. Into the “About” field phone numbers and an email address, for instance for the office would serve as an informative addition.

Anton&Anton post content 2-3 times a week that usually include pictures and information on new products and special seasons within the food industry. Engaging visitors and listening to them is an important, contrary to waiting potential clients to reach out to the company. Conversation starters and contests go a long way when it comes to engaging one’s social media audience.

The Anton&Anton Facebook posts have an average reach of 1000 people on organic posts and engagement rates are between 2%-10%. The engagement rate is the percentage of the users that have seen the post that like, comment or share the content. If the assumed average of users engaging is 5% it would mean 50 people out of 1000 are interacting with Anton&Anton organic content. Having a high number of reach or visibility is good but it can’t truly be measured unless interactions are calculated. Interaction is calculated by dividing engaged users with reached users, multiplied by 100 (Figure 9).

$$\left(\frac{\text{engaged users}}{\text{reached users}}\right) \times 100 = \text{interaction}$$

Figure 9 Equation for measuring interaction

These are important percentages’ showing how well the posted content interacts with its audience. There are some different approaches when it comes to increasing this percentage; videos such as creation, “do-it-yourself” and “how-to” are popular and if done well, extremely appealing for interactions. Industry or business-related (interesting) information, trivia and special holiday related news and products are good tools to create interaction. Most of all contests, coupons and product giveaways raise awareness (see *Figure 2*) and are usually directly connected to interaction; when a post reaches 100 likes product giveaways will be raffled off among the likers (Scherer, 2013). In An-

ton&Anton's case, product giveaways could be free recipes, tips on cooking and new ways to use foodstuff.

According to Lepage (2014) many businesses provide consistent and good-quality content but fail to engage their audience, losing the connection with them and instead. The report "State of Social Customer Service 2012" states that 71% of consumers effectively and quickly responded to by companies on social media are more likely to take interest and spread positive word-of-mouth about the company.

Anton&Anton is already using Facebook for communication among staff in the three stores and it's a highly interactive channel of information. This approach could be mirrored into the customer service segment, for instance a part of the staff would have the rights to the Anton&Anton Facebook page and thusly more customers could be reached in less amount of time. This would ease the pressure of management's tasks. This widening of interaction implies that there is more content for the customers to interact with in the first place, like conversation-starting posts, questionnaires, contests and so on.

Facebook could be used, in addition to campaigning products, as an informative sharing media. Sharing industry related articles and asking opinions is a great conversation starter and engagement contributor.

An important factor to notice when posting on Facebook and especially if sharing the same content on other platforms i.e. Instagram, the content format should be reviewed so that it corresponds to each platforms layout. Pictures viewed via mobile devices with small screens on Instagram can look different on i.e. Facebook when seen on a bigger computer screen.

3.3.2 Summary of Facebook usage for Anton&Anton

Facebook is the biggest and most vital platform for the company in terms of audience. The platform is to be used as a center for all platforms (*Table 3*); new blog posts should be promoted via Facebook etc. A clear consistency of posts should be kept, posting once or twice a day. Facebook Insight's offers a great set of tools and should be used to measure the impact and differences between posts of different varieties. Interaction and reach from previous years can be compared in order to gain knowledge on how the social media plan is working and if the goals are reached.

Table 3 Facebook usage for Anton&Anton summarized.

| FACEBOOK | |
|--------------------|---|
| Content | <ul style="list-style-type: none"> ▪ Informative company news on products, campaigns, giveaways and industry related issues. ▪ Used as a central platform to share other platforms content (Instagram, Twitter, Blogs). |
| When | <ul style="list-style-type: none"> ▪ 1-2 times per day. |
| Measurement | <ul style="list-style-type: none"> ▪ Facebook Insights, interaction rates are key. ▪ Compare Facebook campaigning to the results of previous years, months and special seasonal days. |

3.3.3 Instagram

Marketing organically on Instagram is about creating a unique, visually beautiful and brand specific channel of sharing stories with one’s audience. Firstly a clear vision of what the company wants to channel through Instagram is to be created and after this content that match the vision should be consistently posted. Consistency and well-timed posts are key factors (Bunskoek 2013), and these factors are to be pre-determined i.e. 1 post per day at around 11.00 o’clock. Statistics gathered by the author and with the Instagram statistics website (Iconosquare, 2015) show 6 interesting facts Anton&Anton should use when planning their postings:

- The best time to post on Instagram is at 11.00 o’clock and the best days for posting are Wednesday and Thursday. Based on how people interacted in form of likes and comments with the posted content.
- The average media lifespan is about 3 hours, meaning once antonanton_ruokakauppa has posted content, people interact with it for the next 3 hours after which it is hardly seen anymore.
- Users who do not follow antonanton_ruokakauppa provide 24.5% of the total amount of comments.
- Users who do not follow antonanton_ruokakauppa provide 12.3% of the total amount of likes.

- The post “Trivia time!” (*Figure 8*) received a 1000% higher number of comments compared to the average post. Showing that encouraging people to engage with the possibility of winning small prize increases interaction substantially.
- Only 4 hashtags used by antonanton_ruokakauppa are in the top100 hashtag list (#good #food #beach #sun).

These results are calculated based the past 90 days of activity (up to April 27th 2015) on the antonanton_ruokakauppa Instagram page. Taking into consideration all posts from a 90-day period and comparing them with community interactions measure the success rate of these results. Interaction is measured by number of likes and comments received by a post (Statistics by Iconosquare, 2015).

Instagram should also be used to connect with followers just as Facebook and Twitter. This can be done by simply liking and commenting on followers posts, especially in the case where the company or campaign tags are used. Just on other social media platforms one should always responds to followers, especially if they are commenting on the businesses’ posts. By focusing on the customer it can give a business the authentic and reliable visibility a customer segment seeks.

The Instagram antonanton_ruokakauppa has a slowly but steadily growing Instagram follower base as it is (1902 followers) and lately the posted content has kept within its frame of uniqueness. This is due to the fact that posted content all derived from the same person, in contrast to previous times when said account had several content uploaders within the company. Having more than one person within the company posting content on Instagram has its pros and cons. It is not an issue having various content uploaders (photographers and storytellers) as long as the content sticks to its original guidelines. If a guideline is set for what each end post should look like, can there be a lot of positive outcome in having several people’s photos and ideas for content. This can be a huge time saver especially if the company strives to post great looking and creative content daily.

The use of hashtags (#) is important on Instagram, Anton&Anton should use the same 1-2 hashtags on every post and also seek trending hashtags. By consistently using the same hashtags, followers will adapt to them and start using them in their own posts regarding company products and generating more traffic and visibility for the company.

New trending hashtags on Instagram can come out of nowhere and take the application by storm and becoming extremely popular for days, weeks or even months. The number of hashtags (28.4.2015), under the name #antonanton amount to 500. This means that about half of the #antonanton hashtags are generated by users outside of the company, since antonanton_ruokakauppa has 258 posts; and nearly all of them contain said hashtag. By encouraging people into activities such as campaigns and contests this number will rise substantially and the company will gain more visibility on the Instagram.

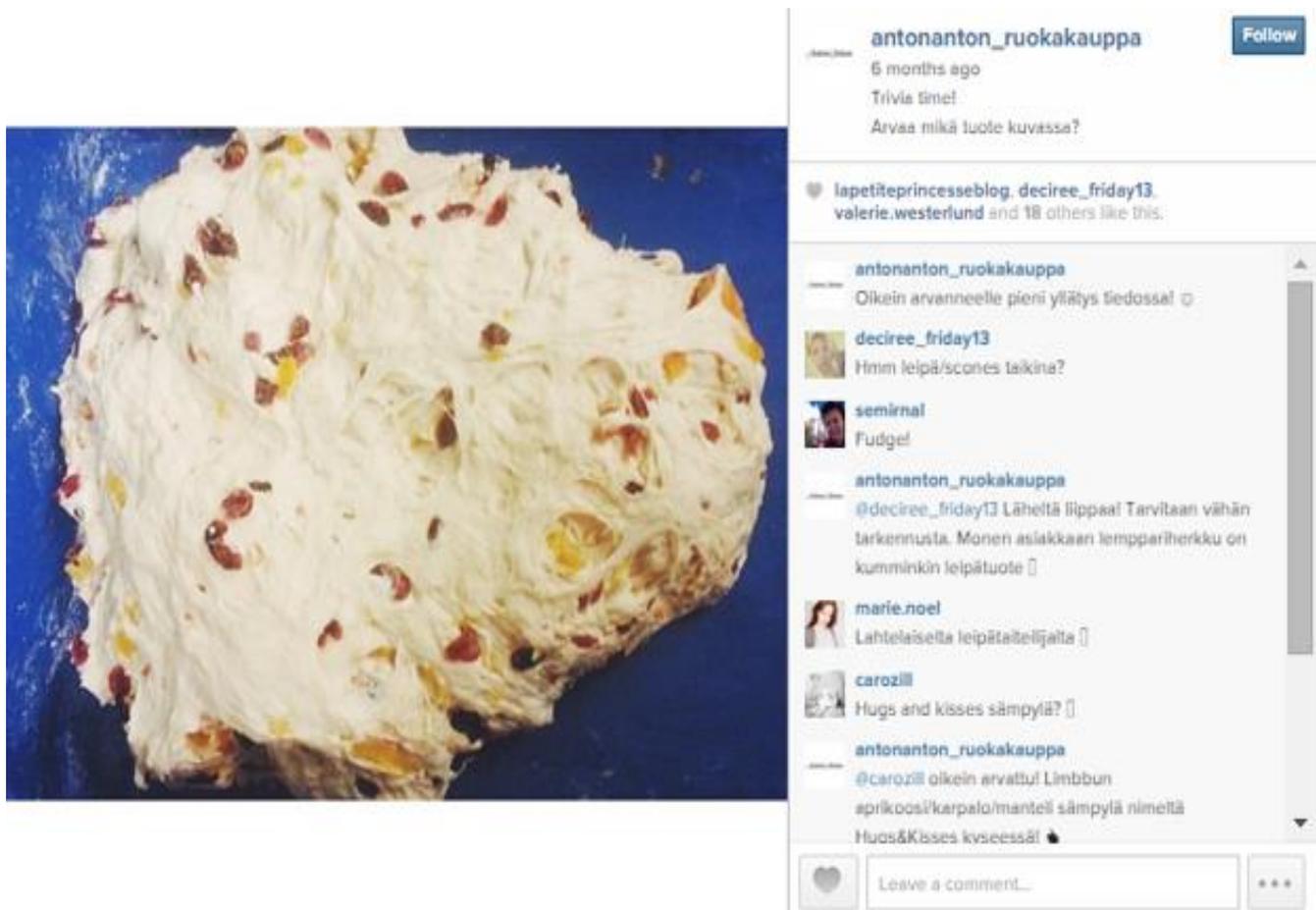


Figure 10 Trivia time! Posted by antonanton_ruokakauppa (2014).

Hashtag campaigns or contests are a great way to guarantee interaction with other users, as exemplified in Figure 8 “Trivia time!”. In this post the audience was asked to name the object in the picture and a small surprise was promised to the first person to answer correctly. This trivia resulted in a 10-time higher comment number compared to the average 0-1 comments per post.

Anton&Anton could also create a hashtag campaign encouraging audience to photograph and post their home-cooked meal made from Anton&Anton products or from contents of the Ruokakassi (food bag). People would then post their photos under a certain hashtag, which Anton&Anton could monitor and choose a winner to be awarded with i.e. their photo being published by the company or products from the stores.

There are other key factors to a successful Instagram page according to Bunskoek (2013):

- Building hype, for instance posting on upcoming products pre-launch, behind the scenes collages or videos.
- Becoming partners on Instagram with other businesses the company works with or have similar interests or goals with.
- Ask consumers what they think of a product, maybe an opinion poll on the same products but with different colors, flavors etc.
- “Crowdsource photos” – in order to retrieve customer insight, a business can ask followers on how they use a specific product and what they think of it.

These are all variables that work on Instagram as well as Facebook, encouraging users, followers, potential customers, and paying customers to interact with the company. Not only do these enhance the visibility of the company but also can result in getting good, new and creative ideas for the future.

3.3.4 Summary of Instagram usage for Anton&Anton

The company should use Instagram to share short and interesting content about the company brand, products and its people (employees and partners). The key factor is to post content that makes interaction a viable alternative for the audience, such as hashtag contests. The timing of each post is important and the best time for posting is around 11 o'clock, though it is crucial to keep the data regarding timing updated since it can change quickly. As mentioned earlier Wednesday's and Thursday's are the most successful days for the company to post content and this data should be put to good use, by posting contests, trivia etc. on these specific days. The data can be retrieved from Iconsquare for free and interaction rates should be carefully monitored.

Table 4 Instagram usage for Anton&Anton summarized.

| INSTAGRAM | |
|--------------------|--|
| Content | <ul style="list-style-type: none"> ▪ Stories about the company & its partners. ▪ Contests, campaigns & giveaways. ▪ Content that is easy to connect and interact with (by the audience) |
| When | <ul style="list-style-type: none"> ▪ Once per day, around 11 o'clock. ▪ Best times to post can change fast and it's vital to keep statistics on this matter up to date. |
| Measurement | <ul style="list-style-type: none"> ▪ Interaction rates and other data can be retrieved from Iconosquare for free. |

3.3.5 Video uploads

Anton&Anton could make good use of Instagram's 15 second videos, with the only cost of time consumption. These videos can also be shared on Facebook or on. The company strives to perfection in getting the best possible presentation for its products, i.e. the meat counter. When filleting meat or fish on a time of day that is not so busy, one of the store clerks would film moments, a few seconds per moment in order to make a final video with entertaining, educational and promotional elements. As an example a seasonal fish is brought to the store and the journey from unpacking the fish to it being beautifully presented in the fish counter would be filmed in moments. The fish is being unpacked, moment one, the fish is filleted, moment two, the fish is molded into to a beautiful set, moment three, and finally a quick look at the final ensemble of fish in the counter as a whole. People are intrigued by different phases of how something beautiful is built, which would serve as the entertaining element. The educational element is very important, namely showing people how to fillet this fish in the finest possible way. Out of a business perspective this might seem as giving away free information and keeping some customers away from the store by teaching them how to "do-it-yourself". The fact is that social media is consumer-generated-media and to increase visibility and enhance the business' social word-of-mouth should a loyal fan base be created, and in order to succeed must the fan base get something in return. By giving followers and fans some

useful tips on a weekly basis they will cherish the company, which will generate better word-of-mouth and more followers. The promotional element is quite naturally in this case building a fan base and increasing the number of followers (Radice, 2014).

Anton&Anton operates very closely with different bakers greatly appreciated in the quality food segment. One of the company's mottos is to know the origin of its products, which in this case would work very well as a similar ensemble of moments to final product video or a collage to illustrate the making-of moments in a series of photos. There are free tools for making collages including Instagram's own "Layout for Instagram" tool released March 23rd, 2015 (Figure 9).

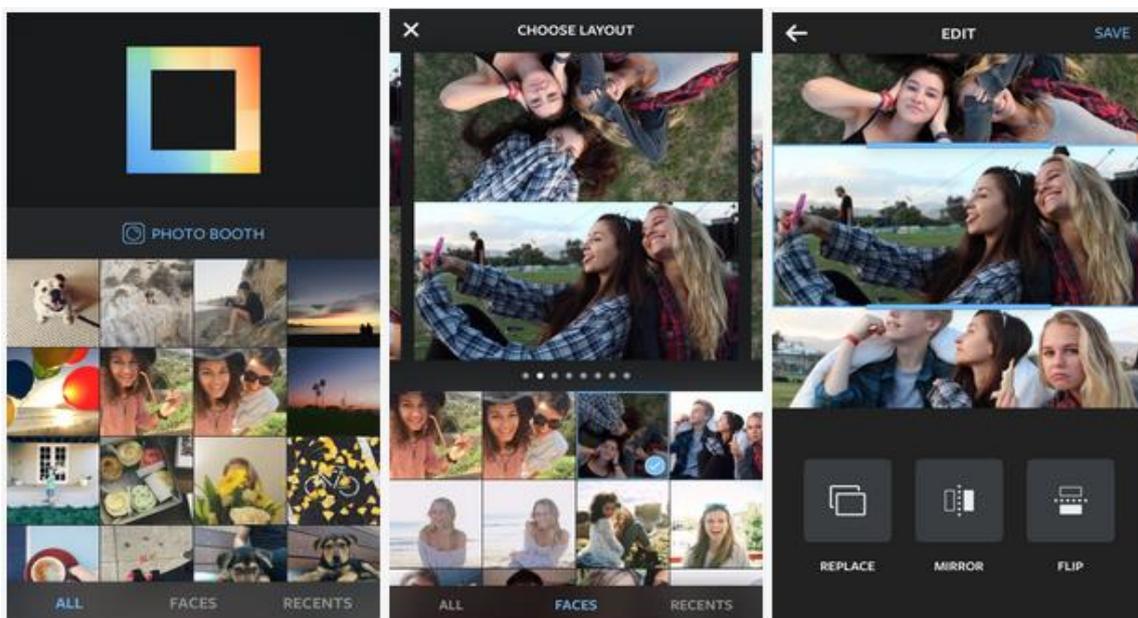


Figure 11 Layout from Instagram (Instagram, Blog, 2015).

A practical example would be one of the Anton&Anton personnel going to a bakery, when i.e. a Valentine's Day cake is baked. Following the baker by filming seconds of different stages in the making of a beautiful and delicious cake in a similar fashion as in the previous example including the fish counter. This would also show customers and followers that the company is truly involved and interested of its products.



Figure 12 Anton&Anton visiting bakery (antonanton_ruokakauppa, 2014)

The figure above shows how Anton&Anton visited one of their bakers/suppliers and posted the story on Instagram. This is a good example of how to personalize and show educational content that many users can relate to. The image shows an everyday environment of the baker and the origins of his creations “the best croissants in town” as described by Anton&Anton CEO, Andrea Hasselblatt (2015, Appendix 1).

3.3.6 Blogs

Blogging is a strong industry and steadily is at the number 2 spot in Finland regarding different social media platforms. The company Anton&Anton has noticed the importance of blogs, thus the format is encouraged; the company has sponsored bloggers. Food and lifestyle blogs with emphasis on Anton&Anton’s stances and overall brand message are a great fit. The companies societal and awareness raising style, regarding foodstuff and ecological subjects can be molded into blogs since the platform offers far more space for pictures and text in comparison to other platforms. Not only do blogs offer this “space”, also the people engage with blogs give blogs more of their time. As the Anton&Anton blogs are found only on the company website, blog posts could be promoted via other channels i.e. sharing links via Facebook and Twitter or adding an

image from the blog into Instagram with a link to the website. This promotion, if agreed upon with the bloggers, would increase traffic generated to the company website.

3.3.7 Twitter

Anton&Anton are using Twitter separately to Facebook and Instagram. The founder of the company, who is not part of the staff, is responsible for the Twitter content and activity. The Anton&Anton Twitter page has 911 followers (29.4.2015); meaning that in terms of popularity it's far from the two above mentioned platforms (Instagram with 1902 followers and Facebook with 11 062 followers). The fact that these three accounts are not centralized within the company and that the contents of the three is not coherent can be seen from both positive and negative aspects. As Twitter is separated from Facebook and Instagram it can provide a more different kind of content, like sharing industry-related news such as on ecological and ethical subjects. Twitter is more of a news platform compared to the other two mentioned above, and could be kept that way. This been said, Twitter should be centralized in a way that either the staff can contribute to it or at least in a way that Twitter is included in the social media plan and the posts stick to the plan. This is important in order to keep the information and marketing cohesive on all platforms i.e. a special holiday product is marketed on Instagram and Facebook but nothing is posted on Twitter regarding the holiday in question.

3.3.8 YouTube

YouTube is a platform where the company Anton&Anton has currently no activity. YouTube is a social media channel that could be left out of the social media plan if resources do not cover the requirements. If however Anton&Anton chooses to join YouTube as a contributor of content relatable vloggers (video blogger) could be sponsored. As in a food vlogger could be sponsored by the Ruokakassi (food bag) by Anton&Anton and the vlogger illustrates how to cook a meal from the contents of the bag. Another option would be to sponsor products to vloggers that then mention the company in their video uploads. When choosing a vlogger though the company must strive to find someone with a target audience that is or at least could be matched with Anton&Anton's targeted audience.

The company can also create a YouTube channel where industry-related videos are uploaded weekly, for instance. This channel can be boosted through other social media platforms in order to create initial contact with potential subscribers of the channel. If a YouTube channel is created should the company create their own content as well, to show originality and their brand message. The own video content would be used as the trailer for the channel itself (could be as short as 30-45 seconds), as the rest of the content within the channel wouldn't need to be the company's own generated media. An important factor to note while making a trailer video is to assume the audience has never heard about the company and doesn't know what their mission or beliefs are.

3.3.9 Other social media platforms

Google+ is a platform that has a quite low active user amount in Finland and is therefore not included in the social media plan, although it's something to keep an eye for since recent unofficial polls indicate that it might rise in active users regarding predictions of Facebook's downfall. There are other free Google services that can have beneficial impact on the company such as Google Alerts and Google my Business.

Anton&Anton could use the application Google Alerts to monitor what people overall are saying about the company and its products. It would be extremely time-consuming to check Google Alerts daily, but the application can be set to send a weekly email report on what has been said about the company. These reports can be studied to see what people on the Internet are saying about the company and how they are reacting to content provided by the social media plan. In the case of renewing a social media plan and releasing new kind of content, Google Alerts can be of great service to monitor the rate of success in terms of eWOM.

Google My Business is made to enhance the reach of local businesses and should definitely be taken advantage of in Anton&Anton's case as it is in fact a local business. Google My Business serves as an extension that only needs to be set up once and only if company information is changed i.e. addresses, is their need to update it.

3.3.10 Editorial calendar for social media

After the social media audit has been made and the goals have been set the company can start fitting these matters into an editorial calendar. Before making a the calendar it is extremely important to make the tasks realizable regarding time and other resources such as, does the company have the competence of creating this content? If the calendar is made too difficult to realize can goals not be reached and results can't be measured correctly.

Table 5 Example of Editorial Calendar made by the author (27.4.2015)

| Title | Creator/s | Inspector | Information | Deadline | Posting time | Image | Goal | Media platform | # |
|---|-----------|-----------|------------------|----------|--------------|----------|------|--|---|
| Monday 1.6. | | | | | | | | | |
| MAT - lunch of the day | | | Text+image | 1.6.2015 | 11.00 AM | MAT-soup | | Instagram | #antonanton |
| Menu of the week | | | Text+collage | 1.6.2015 | 10.00 AM | | | Facebook | #food #instagood #lunchoftheday |
| Tuesday 2.6. | | | | | | | | | |
| Last chance to order: Ruokakassi link to order page included | | | Text+image | 2.6.2015 | 10.00 AM | | | IG, FB | #antonanton #ruokakassi #arkikassi #food #goodfoodisgoodforyou |
| Wednesday 3.6. | | | | | | | | | |
| Thursday 4.6. | | | | | | | | | |
| Blog post, ruokakassi/own recipe with Anton&Anton products | | | weekly blog post | 7.6.2015 | 12.00 | | | Website,Facebook IG, scrnshot with link to blog post | #antonantonblog #blog #ruokakassi #arkikassi #food #goodfoodisgoodforyou |
| Friday 5.6. | | | | | | | | | |
| Weekend product | | | | | | | | | |
| Saturday 6.6. | | | | | | | | | |
| Conversation starter "What was your favourite..?" "What did you think about..?" | | | Text(+image) | | | | | | |
| Sunday 7.6. | | | | | | | | | |

The table above (*Table 3*) is an example of a week within an editorial calendar including the date, deadline for when the content of the post should be ready and when it should be posted. The calendar also shows who is responsible for creating content and who the inspector is. The role of the inspector can be quite important especially if creating long posts containing text, the inspector goes through the content with a bias approach and corrects eventual grammar errors. Each post can be given a title and the contents can be specified in the information segment. The URL of images (if the images are found online) can be added to the "image" segment. The "goal" segment is for the com-

pany to fill in what their goal is, and this can vary between different social media platforms. For instance on Facebook the goal can be determined by reach, likes or comments. On Instagram on the other hand the goal is determined by likes and comments since reach cannot be calculated at the time of writing the thesis (Spring 2015). Finally the hashtags column, another good reason to plan content ahead of posting since the company has time to think which hashtags to use and monitor popular hashtags in the moment of posting the content.

4 CONCLUSION

4.1 Discussion and recommendations

A social media plan is very company dependent and Anton&Anton can with the help of the thesis gain the knowledge of what needs to be done in order to succeed. The importance of having a social media plan is great but even greater is sticking to it. The plan must be made in a realistic way considering in-house expertise and the amount of time the execution of the plan requires. The timeframe of the plan shouldn't be written in stone nor planned too far ahead without the possibility of changing its contents. A good start would be to plan 6 months ahead, including all major events such as Holidays and important seasonal dates for the company, i.e. Valentine's Day. It is extremely important to plan important days and seasons well ahead since these are the most time consuming periods, regarding all actions within the company. Let's say the company hasn't planned its social media content for Christmas season well ahead and this particular season requires a lot of time and work on all frontiers of the company. In this case the worst-case scenario becomes highly probable; the company doesn't have time to plan and create content and therefore posts low quality content just to get something out in their social media channels. The example describes how great potential on social media can be ruined by not putting enough effort on planning.

The plan should be executed in a way that attracts more and more interaction with visitors making them fans, later on becoming paying customers. Engaging the audience, as said and exemplified in the thesis' theory as well as practical social media plan, makes interaction. The content on social media should be created with the mindset "Would we be intrigued by this?" If the contents of Anton&Anton's social media channels do not appeal to the company itself, it will hardly have an impact on the audience of the outside world. Posting consistent high quality content and engaging visitors create interaction and trust between the company and its audience. When gaining the trust of the audience the company creates potential followers and potential customers; leading to paying customers.

It is understandable that the company may want or need to outsource some services within the social media plan, since the time factor may be an issue. Since the thesis is

limited to organic marketing have outsourcing services not been included. However, when it comes to outsourcing the company must be careful when acquiring services from digital marketing companies, since these services come at very expensive rates. The company should focus on what they gain from outsourced services and what can be done in-house. For instance creating a YouTube video as an advertisement or as a trailer to the company's channel; the company could outsource the creation of the video to a gifted cameraman. After receiving the results of filming, the company can handle the uploading and targeting of the video in-house. The key is to measure and plan what can and can't be done in-house, rather than giving control of an entire campaign or social media channel to an outside professional team.

4.2 Overall conclusion

The traditional concept of marketing Kotler & Armstrong (2009) described as “the delivery of customer satisfaction” has changed in modern times and will continue to change in the future. The ways of researching one's target market have taken a drastic turn during the last decade, in means of the amount of data available courtesy of people having so much of their primary and personal information available online. Marketing has become a two-way street where it is equally important for businesses to listen, answer and engage their customers as vice versa. Approaching the market by engaging and interacting in a trustworthy and personal level is the key toolset for any local business, even for large global businesses.

Auditing, planning and setting up goals for a company's social media strategy is the only measurable way to use social media, otherwise the company is simply betting on randomized content; which can have big impacts at times but are not a long-term solution. However, as planning social media goes, companies have to keep themselves updated and aware of the social media world around them as well as practical issues around platforms. Social media platforms are constantly changing, and sometimes the changes can be drastic; changing the image the company gives out. Keeping up to date and preemptively adapting to the changes within the world of social media goes a long way.

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APPENDICES

Appendix 1. (1/3)

Interview with Andrea Hasselblatt, Chief Executive Officer, and Johanna Izarra, Buyer, at Anton&Anton office March 9th 16.00.

Questions:

1. What is your Social Media plan at the moment?
2. How much money on average do you spend on advertising Facebook and other channels?
3. How much time do you spend on a weekly basis on Social Media?
4. Are you willing to increase the budget, or would you prefer to keep it the same or reduce it? Is there any point in aiming for an increase in budget with this study, say if the results would mean better visibility for your company and products on Social Media platforms?
5. Have you tried any campaigns, i.e. “like or follow us and get something in return”? Questionnaires on your Facebook page? Competitions? Questionnaires otherwise? If so, what kind of said events and what were the results?
6. Are your websites, Facebook, Instagram connected to Google Analytics? If not, do I have permission to connect them? Simply for monitoring and data collecting reasons, free of charge.
7. Do you use Search Engine Marketing? Have you used it in the past? If yes, how much did you spend on it, in what way did you use it and what were the results?
8. What is in your experience and opinion the most important marketing channel for Anton&Anton?

Appendix 1. (2/3)

9. What is the message you want to spread through Social Media? The underlying message behind the commercial intentions?

Answers (recorded in Swedish and later written in English by the writer of the thesis)

1. Two posts per week on Facebook and Instagram, also additional posts on special days and spontaneous posts on i.e. new seasonal products. Twitter is operated by the founder of Anton&Anton so it's not dealt with in office. Twitter's role as a social media platform is more spontaneous but should support the message delivered through Facebook and Instagram at least once a week. Twitter could be described as a channel that takes a stand on current and interesting subjects within the food industry.
2. Only spontaneous events, maybe once a week, when "boosting" an advertisement on Facebook so it reaches the Anton&Anton followers. Roughly 20-30 € a week.
3. 1-2 hours to cover a basic week, more time is consumed if i.e. there is upcoming special day or season like Easter. There will be a separate Easter pre-order page within the official Anton&Anton webpage, where customers can preorder Easter cakes and so on.
4. We are ready to increase our budget, we have received an offer from a big digital marketing company, and we are currently considering it. The main thing we have to consider is not the amount of money we are ready to invest in digital marketing but the fact that we would get our money's worth in form of responsiveness on our webpage and getting our message heard by the consumer.
5. Sadly no, we have simply not had the time for it. We would welcome this sort of marketing, i.e. a competition and the winner of the competition would receive a Ruokakassi for a week.

Appendix 1. (3/3)

6. We believe we are connected to GA, we'll get back to that. It would be great if you would monitor our web traffic and give some tips on how to better our services.
7. No, we are not happy with our search engine results at the moment and this is something that is included in the offer we mentioned earlier.
8. Word of mouth, what and what people talk about us, Facebook and our homepage has decreased in activity. It's a problem for us (marketing), less people know about us than we think or have a false perception about us i.e. they believe we are only an ecological food shop.
9. It is the same message Anton&Anton stands for, we believe in our products having a clear origin, we have a lot of near produced foods; we try to use small producers, farmers and distributors. We are pioneers when it comes to food, especially super foods and healthy foods. As an example we just received Broccolini to our stores, it's a hybrid between broccoli and kale. We try to offer the customer what he/she expects from a pioneer. "If you want the best croissant in town it's best to go to Anton&Anton".