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IMPROVING SOCIAL MEDIA MARKETING OF SMARTPHONE

APPLICATIONS – CASE COMPANY SUNDUKA OY

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IMPROVING SOCIAL MEDIA MARKETING OF SMARTPHONE APPLICATIONS – CASE COMPANY SUNDUKA OY

The purpose of this thesis is to introduce the readers to the social media marketing phenomenon of smartphone applications. The research offers introduction and know-how about increasing visibility of applications amongst smartphone users through social media. This thesis relies heavily on theory and qualitative research, but also offers information in practice considering the case company Sunduka. This thesis was completed and on January 2016.

The data presented in this thesis have been gathered from various sources such as literature, online databases and articles. In the theoretical part the research focuses on the channels, methods and practices of using social media as marketing tool. The essential facts behind reaching the target smartphone users via social media are discussed in the theory part.

The practical part focuses around the methods of increasing the case company`s visibility on social media. The policies and ways of Sunduka`s current social media marketing are analyzed and afterwards methods of how to improve the whole activity are discussed.

The results on how to improve social media marketing of Sunduka can be found in the end of this thesis. Various new methods relating to the theory and current practices of Sunduka were discovered and introduced thoroughly.

ÄLYPUHELINSOVELLUSTEN MARKKINOINNIN PARANTAMINEN SOSIAALISESSA MEDIASSA – KOHDEYRITYS SUNDUKA OY

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Sivumäärä: 54

Tämän opinnäytetyön tarkoitus on esitellä lukijoille älypuhelinsovelluksien markkinointi-ilmiö sosiaalisessa mediassa. Tutkimus tarjoaa esittelyn ja tietotaitoa siitä, miten näkyvyyttä älypuhelinkäyttäjien keskuudessa voidaan lisätä sosiaalisen median kautta. Tämä opinnäytetyö luottaa vahvasti teoriaan ja kvalitatiiviseen tutkimukseen, mutta tarjoaa myös käytännön tietoa case- yhtiö Sundukan kautta. Tutkimus valmistui ja arvosteltiin tammikuussa 2016.

Tässä työssä esitellyt tiedot on kerätty monista eri lähteistä, kuten kirjallisuudesta, internet tietokannoista ja artikkeleista. Teoreettisessa osassa tutkimus keskittyy kanaviin, tapoihin ja käytäntöihin käytettäessä sosiaalista mediaa markkinointityökaluna. Tärkeimmät faktat älypuhelinkäyttäjien saavuttamisesta sosiaalisen median avulla käydään läpi teoreettisessa osuudessa.

Käytännöllinen osuus keskittyy Sundukan näkyvyyden kasvattamiseen sosiaalisessa mediassa. Nykyiset Sundukan sosiaalisen median markkinoinnin käytännöt ja tavat analysoidaan, jonka jälkeen metodeja joilla parantaa tätä kokonaisuutta käydään läpi.

Tulokset Sundukan sosiaalisen median markkinoinnin parantamiseen löytyvät tämän tutkimuksen lopusta. Moninaisia uusia metodeja liittyen teoriaan ja nykyisiin käytäntöihin löydettiin ja esiteltiin läpikohtaisin.

CONTENTS

1 INTRODUCTION

The topic of this bachelor`s thesis is improving social media marketing of smartphone applications. The target company discussed in this thesis is a Finnish mobile engagement marketing company named Sunduka.

Social media has a huge impact on marketing nowadays and it should be considered by every organization who desires to be up to date at marketing and customer service. In this thesis social media marketing and visibility gaining is discussed focusing on the smartphone application industry.

International marketing communications will be discussed briefly in the first part of this thesis. In the theory part will be explained the terminology used in this thesis and present the findings found from various sources of information about social media, internet marketing, international marketing communications and social media marketing.

My connection to the topic is the interest towards marketing actions and considering the line of my studies, this topic would be really desirable. The connection to the company is my interest in mobile phone business and its applications and services, which Sunduka offers.

Multiple parties will benefit from the research including the writer, the company, other individuals and companies who are interested in the topic and have the desire to study this thesis afterwards.

Theory will be applied into Sunduka`s practices and discuss ways about how the social media marketing strategy could be improved.

2 INTRODUCTION TO THE CASE COMPANY

This is the quote of the company from Sunduka`s official website and the vision which the company in emphasizing. "Sunduka is and ancient word for a wooden treasure box where you place your most valuable possessions before heading out on a journey. Let the journey begin!" (Website of Sunduka 2015)

The data of this introduction was obtained by email- interview with Sunduka CEO, Mika Hyvönen.

Sunduka is mobile engagement marketing company based in Finland. It was established in 2010 and the head office is located in Helsinki. Product development center is based in Oulu.

The main product of Sunduka is "Cardu" – a mobile platform for controlling membership- and regular customer cards. The objective of Cardu is to offer customers the possibility to forget carrying physical membership- cards along with them on a daily basis, but to have the cards virtually in their smartphones at all times. The product also offers more detailed information about the buying behavior of the customers for the companies, who present the offers. Summarily the product eases the life of the customers and offers more detailed information for the companies about the behaviors of the customers considering the offers and membership advantages.

The second product of the company is called "Ringi". Ringi replaces the stock dialing system on smartphones and changes it into a graphical solution. People usually do not desire to answer to dials when the caller`s number is not known for the replier. These so- called "black calls" are eliminated by Ringi. Ringi allows to identify the caller by for example presenting the callers picture on the dialing screen. It also allows the users to share the present location between the dialing parties. Ringi improves the performance and saves the expenses of the organization.

The target customers of Sunduka are both individual customers and business organizations. Companies who have a high business to customer focus and different organizations with memberships are in the target range of Sunduka. In the end of 2014 Sunduka expanded and the retails started in Russia, Ukraine, Belarus and Baltic countries, meanwhile the paying business customers are still at the moment located in Finland.

Sunduka`s staff consists of vendors and product developers. The vendors focus on contacting the customers and managing the relationships afterwards meanwhile the developers maintain and develop the products.

The market situation of Sunduka is hard to analyze by its momentary basis. The constant change of the environment in the markets is fast due to smartphones becoming even more common amongst people in the world. The growing smartphone usage and the change of consumer behavior are assets for Sunduka and the company regards to be running at the right time and with the right solutions. The overall market for Cardu varies around 10 – 15 million € in Finland. Sunduka estimates 60 -70% to be possible for them to gather from this entity. The overall market for Ringi has not been measured, but Sunduka`s estimate from the domestic market moves between 20-30 million €. Practically this market is possible for Sunduka to gather wholly, since Ringi is at the moment a unique application with no similar competitive products. Sunduka aims to globalize both products and in 2017 the turnover is estimated to be 60 million €.

The biggest competition for Sunduka is brought by Pivo and Intellipocket, concerning Cardu. The basic idea behind the products is similar but the style of execution vary greatly. Sunduka feels their competitive advantage is agility and the ability of rapid product development through customer feedback. In addition Sunduka possesses a unique technical solution for the card distribution that the competitors lack. Concerning Ringi, the uniqueness and the lack of competitors are definitely the advantage of the product. Sunduka has a patent granted for Ringi in United States and in Europe the patent is pending.

3 PURPOSE AND OBJECTIVES OF THE THESIS

3.1 Purpose

The purpose of the thesis is to clarify and understand the actions and the process of international social media marketing of a mobile software company. It is done in Business to consumer perspective and the research will focus on the social media communication from the company towards the international smartphone users. More closely, it is done to study what is the process of increasing the visibility through social media and reaching the new customers to download the software on their mobile devices.

3.2 Research questions and objectives

Based on the purpose of the thesis the following research questions can be defined:
- What are the products / services that Sunduka is marketing?
- What is the international target group of Sunduka?
- What kind of social media marketing strategy Sunduka is currently using?
- How could the marketing strategy of Sunduka be improved?

The 1st objective of this thesis is to give all parties a good understanding about modern international social media marketing generally by analysing the theory. 2nd objective is to find out what kind of social media marketing strategy Sunduka is currently using and in the end finally, give possible proposals of how could they improve their strategy to more effectively use social media in their marketing practices.

3.3 Conceptual Framework

In this conceptual framework the first phase is analyzing the theory and narrowing it down from international marketing communications, internet marketing and finally social media marketing. The second phase is to analyze the practices of Sunduka from the products and services to the marketing section of the products. Lastly there will be

recommendations based on the theory to improve Sunduka`s social media marketing practices. Conceptual framework described in the figure below.
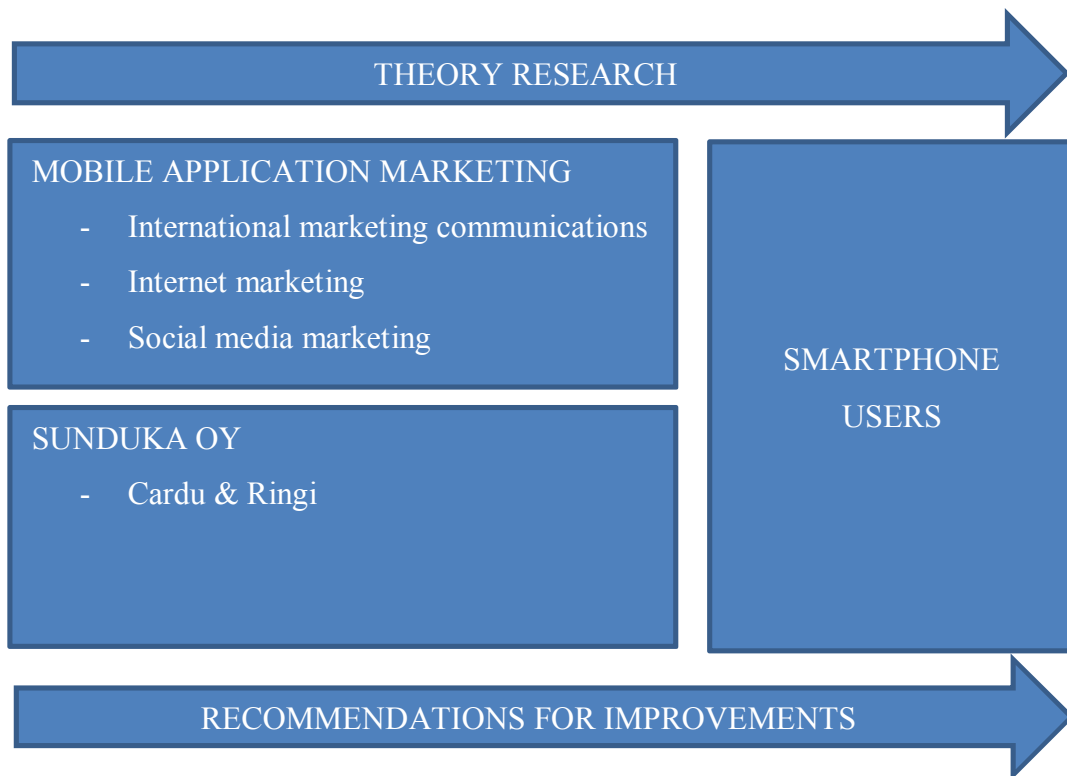

Figure 1. Conceptual Framework. Social media marketing research and improvements.

3.4 Boundaries

This thesis is focusing on B2C marketing so B2B is not discussed. Also other channels of marketing except social media is being left out the study. Social media is also narrowed down to the most important social media channels. Internet marketing in a whole is discussed as a leading subject to the main part, social media. The focus maintains around attracting and creating new customers, but the process of maintaining the new clients is not discussed. International marketing communications and options of marketing communications are also discussed briefly, but the main focus centres on the subgenre of internet marketing and its essential part of social media marketing.

4 INTERNATIONAL MARKETING COMMUNICATION

Figure 2. Marketing communications mix (https://sdwashington12.wordpress.com/ 2014)

Components of international marketing communications

The term international marketing communications means multiple components of communication and information flow between international businesses and customers. The components of international marketing communications are advertising, sales promotion, personal selling, direct marketing and public relations.

Advertising means any paid communication considering the business and the product. The communication in advertising can be private or directed for large audiences worldwide across the countries. Advertising is directed at target segment of a market and when developing the strategy of advertising, customer buying habits and motives have to be considered.

Activities instigating consumer buying behaviour are called sales promotions. Sales promotions is also used in upgrading the performance of other stakeholders of the business, for instance retailers, suppliers and traders. Examples of sales promotions

are different fairs, selling contests, complementary gifts alongside products and unit per price reductions.

"Personal selling is the interpersonal arm of marketing communications, in which the sales force interacts with the customer and prospects to build relationship and make sales" (Kotler & Armstrong, 2014, 482). Personal selling is the process of creating a need for a customer to purchase something by personally contacting the customer and selling the product. Personal selling may be the most effective promotional method in the marketing mix. In order to increase sales, personal selling is the most unique way to attract the customer, because this way the customer receives more valid information and professional opinions about the product/service.

Direct marketing is similar to personal selling because they both allow businesses directly to communicate with the customer, but while personal selling focus more on the face- to- face marketing, direct marketing is a form of advertising with carefully targeted individual consumers by channels such as email, online display adds, SMS and telephone marketing. Direct marketing allows businesses to reach a large audience with minimal cost, for example sending an email with an invitation to a fair.
Public relations is used to build up the corporate image of the business. It is the process of building good relations with the company`s various publics by obtaining up a good corporate image and handling or heading off unfavourable rumours, stories and events. "Public relations is used to promote products, people, places, ideas, activities, organizations and even nations" (Kotler & Armstrong, 2014, 472).

International marketing communications should be carefully operated. There is a big change of cultural failure when marketing content globally. Companies have to understand how each markets culture affect the behaviour of that regions customers and how the marketing affects the culture. Cultural matters such as politics, religion, language and other certain customs of the target market have to be taken into consideration.

5 INTERNET MARKETING

5.1 Definition of Internet marketing

Marketing practices and tools used to promoting products/services and performed only across the web are Internet marketing. Nowadays organizations should take the most out of the online marketing, since it offers a much wider range of channels and mechanisms than marketing in real life.

5.2 Different methods and channels of Internet marketing

As internet grows and becomes more generalized amongst organizations and businesses, new channels and methods are developed constantly. Internet can be browsed with more and more devices as the technology develops and it is becoming even bigger phenomenon and in the future will be out spacing other channels. New channels of internet marketing are being invented constantly, below I will discuss some of the most important ones.

Search engine optimization

Marketing a company`s website, products or services through online search engines is search engine marketing. Search engine optimization (SEO) is the practice of gaining visibility for your company through the search of individual search engine users. Search engine optimization is divided into two different sections: natural search and paid search.

Natural search means the free function search provided by search engines such as Google. A person inputs the terms into search field and the search engine searches the web for sites related to the keywords. An organization can increase the ability for consumer to find their site from web search by choosing as many different keywords as possible relating to the site. Other method is to name the sites of the pages essentially

and putting the site to as many directories as possible. This optimizes the site for search engines to find more effectively. (Search Engine Journal, Local SEO 2014)

Highlighted links on top of the natural search links are paid searches. They appear amongst natural searches but are emphasized in the top of the search results. Google for example sells these places for organizations. Paid search is the most efficient way to increase growth and sales according to several organizations and should be always considered when developing an internet marketing strategy. "We`ve already seen that search advertising is the largest source of advertising revenue on the Web; paid search is where the money comes from" (Sheehan 2010, 38 - 39)

When considering the search engine optimizations for mobile applications, companies should of course focus also on App store optimization (ASO). "ASO matters more now than it used to because mobile usage worldwide is increasing at a rapid rate. In fact, I pointed out earlier this month that in the US, more internet usage occurred on mobile devices than on the PC, for the first time ever" (Website of Search Engine Land 2014).

E-mail marketing

The communication option of e-mail is really cost effective method to communicate with the customers. E–mail makes it possible for organizations to reach a huge audience at a minimum cost compared to the original direct mail method and nowadays also receiving more response through the web. "According to Forrester research study, a direct mail campaign to a company`s in house list costs $761 per thousand mail outs. An e-mail campaign to the same list costs $5 per thousand" (Sheehan, 2010, 84-85).

E-mails should be constructed carefully. If they are not developed in the right way to be visually interesting and making sure the message is delivered clearly and easily, there is a huge risk that the receiver will not read the email. For example, lots of people dislike newsletter from subscribed companies, since they are found to be filled up with text and unnecessary information and considered sometimes as a "spam". Therefore sending newsletters should be done for example only once a month. (Kolowich, 2015)

A good e – mail marketing consists of beautiful visual design, easy navigation, clear, short and concise message and pleasant periodical frequency of receiving it. Below are examples of good email - marketing.

Figure 3. Elisa Kirja post from Gmail inbox

A good example of well operated e-mail marketing of Elisa Kirja mobile / online book – reading application. The email has a short and clear message, nice visual design and easy navigation to the main site and to the products.

Although usually good email advertisement contains visual graphics and design, always this might not be required. A good email can also be something similar to this Dropbox email below:

Figure 4. Dropbox e-mail from Gmail inbox.

The message is short and clear, easy to read and in the ending of the post there are promotions for also other organizations applications which can be integrated with Dropbox by using smartphone.

Mobile marketing

Connecting customer in a marketing perspective through a mobile device is called mobile marketing. For example sending SMS, MMS, creating a mobile application for your company or a mobile optimized website is mobile marketing. Also in- app advertisements which occur in mobile devices such as smartphones and tablets are mobile marketing. (Cleverism, 2014)

These in-app advertises can be seen inside a mobile application, game and websites. Each application can have their own unique advertising options so therefore the style of the commercial can vary. In- application advertises are really efficient way to bring another company`s application visible. Due increasing smartphone usage, the application usage is also highly increasing constantly.

Below is an example of in- app marketing. The screenshot is taken from an individual smartphone diet tracking application called "Macros". In the middle of the home screen occurs an advertisement install- link for dating mobile application called "HeYa".

Figure 5. Screenshot of "Macros" application.

Mobile marketing is a great way to reach opportunities in marketing, since this channel has been growing hugely for the last five years and will continue to grow the same rate the next three to five years. (Website of Cleverism, 2014)

While determining the mobile marketing for a company, there are several things to take into consideration. Questions such as "What sort of device are the main customers using" (phone/tablet), "What operating system are the customers on? (Android/iOS) and "Do your customers favor mobile applications or websites optimized for mobile

devices". Gathering this information is vital for developing the strategy of marketing on mobile devices.

Video marketing

There are several types of online video marketing that a company can use to promote their application online. Companies can upload for example demonstration, training and testimonial videos to present the product and discussing its features etc. to the potential customers increasing the certainty of the buyers. Also launching a short trailer/teaser videos to online about a new product that will be launched soon or just now launched on new platforms is an effective method of gaining interest from the customers. (One Market Media, 2011)

Below is a link for an example of a mobile game launch trailer called "Goat Simulator" by Coffee Stain Studios. The trailer was made in 2014 when the game was released on Android and IOS and it is a great example of a video marketing of a mobile application.

Figure 6. Goat Simulator Official Launch Trailer

Online video marketing is out spacing the original television advertising within the next five years. This is the reason why companies should consider this channel of internet marketing in their strategy. More and more devices are running video services such as YouTube and Vimeo, so the customers are becoming easier to reach via online video marketing.

Social media marketing

Social media marketing is another vital channel of internet marketing and it is discussed in detail in the next section.

6 SOCIAL MEDIA MARKETING

6.1 Definition of social media

Social media can be defined in various ways. It is more than just the most used community services such as Facebook and Twitter, but a combination of several network bases in which individual users worldwide are united for interactive content sharing and communications. In social media users can view, comment and share each other material that can be texts, videos or other content. The environment and possibilities which social media offers are available for everybody and they are also changing constantly very fast.

For businesses the social media is a great new way for emphasize their visibility and customer oriented approach in their actions. Through social media organizations are able to create effective discussions between the customers and organization about the products and services. These interactive discussions are a great way to receive feedback quickly and easily. (Social media today, 2015)

6.2 The most popular channels of social media

There are plenty of channels of social media on the internet. Most of these channels are for general public for interactive communications between people but there are also other kinds of varieties of social media available. Below I will introduce five samples of the most popular social media channels. Other social media channels (Tumblr, Flickr, etc.) are left out of the study, since they are not that common in business perspective and offer the same services such as Facebook and Twitter, but in a lot smaller scale.

YouTube is left out of this list, since it is also a very important, but a whole different kind of social media. Marketing through YouTube will be discussed ahead in this thesis.

The popularity order is obtained from http://www.ebizmba.com/articles/social-networking-websites

Facebook

Facebook is the most known free online community service for individual people and companies to share photos, videos, send messages and keeping touch with other people.

Facebook was first invented in USA by two Harvard university students; Mark Zuckerberg and Eduardo Saverin. It was first a tool for university students to keep in touch with each other, but was fast expanded and by the year 2005 it was already on use in most of British universities and 2006 anyone over the age 13 with a valid email address was able to join Facebook. Today it has over 1 billion registered users worldwide making it the largest social network in the world. At the moment Facebook employs over 9000 people in 15 countries. (Facebook Newsroom, 2015)

Twitter

Twitter is a free social media platform designed for microblogging. In Twitter, users are able to post short max.140 digits messages, photos and links which are called "tweets". Users can follow other users Twitter accounts and re-post or reply to their

tweets. Like Facebook, Twitter can be used on multiple platforms, such as smartphone, tablet and computer. (Twitter, 2015)

The difference between Twitter and Facebook

One of the differences between Facebook and Twitter is the publicity of Twitter. While Facebook is more about social contacts, such as friends and relatives, in Twitter users are able to follow anyone whether they are or not socially linked in any way. Users can follow important people and topics of their interest and join in conversations with other users all around the world by including "key words" about the desired topic in their tweets. This enables the tweet to be found by anyone who is searching content about that specific case and they can comment or repost the tweet. The keywords are included by adding hashtags in the tweets such as "#keyword".

The lifespan of the status updates and conversations of the two networks differentiate from each other. Twitter is being statistically proved to include more real time related conversations. This means that the usage of Twitter has taken place usually when something is happening soon from or simultaneously with the status update. If instant news are desired, Twitter is a better choice for finding them. In Facebook the status updates are somewhat less focused on timing and tend to have the ability to maintain long periods of time for people to get in eventually. (Widrich 2011)

LinkedIn

LinkedIn is a social network for professionals launched in 2003. It is business oriented and specialized in individual people to find contacts in organizations of their interest and vice versa. LinkedIn has 255,000,000 unique monthly users, making it the third most popular social network site of the world.
LinkedIn allows the users to connect with friends, family and other social contacts professionally and find new job opportunities. Users are also able to manage what information the potential employers can learn from their profiles. LinkedIn operates as an individual persons online CV. (LinkedIn, 2015)

Pinterest

Pinterest is a virtual pin board. It is another social media platform in which users can upload, search, share and paste images and other content from all over internet, known as "pins", into their own individual pin board. In the main page users can browse the posts of other users, search for content through specific keywords and then pin the desired content to their own collection. Pinterest also allows users to interact with other members and personalize their own experience. (Pinterest, 2015)

Google+

Google+ is a social media platform that is constructed off of users Google Account. Its biggest difference to Facebook and Twitter is that it is not reliant of real life contacts imported by Google account. Google+ is connects the users to other users who are interested in the same things. Users can add circles of their particular interests and interact with other users connected to the same circle. Circles are separated from each other and in every circle there is a different theme, for example users can have different circles for work, school, news, technology and other interest. Users can also manage what information they will see more and what sort of information less in their google+ site. For example, users interested in computers will see more computer related posts and content than posts related to sports. (Google+, 2015)

6.3 Marketing applications through social media

6.3.1 Integration of social media

By integrating social media channels to promote products or services, companies gain a significant advantage compared to competitors who yet have not taken integration into consideration. Integration in this case means connecting all the important social media channels and for example e-mail marketing together and forwarding the same information through all the channels at the same time continuously. This information can be news, videos and other content related to the product or service. Interacting

with customers through various social media channels will increase the traffic in the company`s own website, help analyzing the feedback and lead into increased sales eventually.

Smartphone applications should be also integrated with social media. This will improve the functionality and the visibility of the application. For example "Instagram has accomplished this by allowing users to not only login through their Facebook account but also giving them the freedom of sharing their Instagram-filtered images on social networks such as Facebook, Twitter, Tumblr, Foursquare and Flickr". (Social Media Today, 2015)

By integrating the application with social media, users can share the content easily through the channels which will lead their families, friends and other contacts to see the application and the visibility will increase.

Figure 7. Social media integration (https://www.altfire.ie/social-media-integration/)

When determining social media integration strategy, companies should spend some time considering clearly the target group, goals and how the communication is operated. All the channels should input information which is interesting for the targeted customers. It should be also clear, what is the goal that the company is trying to reach with the specific campaign and how the communications and the messages are operated and put out in practice. The goals can be quantitative or qualitative. Quantitative goals could for example be increasing market share and increasing sales. Qualitative goas are for example building brand and strengthen the company`s image. Also when

setting the goals for integrated communication through social media it should be "SMART". SMART stands for; Specific, Measurable, Attainable, Relevant and Time bound.

6.3.2 Increasing visibility of a mobile application through social media

Promoting applications through Facebook, Twitter and other social media channels will increase downloads, links and endorsements of the application. By increasing downloads, the visibility and rank in the app-store itself will also increase.

The most important issue amongst marketing smartphone application is to determine the difference and uniqueness of the application compared to competitors, and telling this to the customers. Emphasizing the features of an application that the competitors lack will drive the customers to try the application. For example, smartphone users browsing app stores or social media and seeing an advertisement for a company`s application should know why this particular application is better for them and not the competitors version.

Music identification application SoundHound has clear statement on their Facebook site of being the world`s only application to identify songs by user`s humming or singing. This is a good example of emphasizing the uniqueness compared to other this type applications such as Shazam and MusiXmatch.

Figure 8. Facebook home screen of SoundHound application.

Another important matter is to create a desire and need for the customer to use the application in different situations. Ways of creating the need and desire for an application can vary. One method is to use storytelling through social media and let people know about the problems on daily life on which the application is offering a solution to. Yet a better way is to create a demonstrative video and tutorials about real life situations, which shows why the application is needed and more importantly, how it is used. Via video can be showed, why the application is unique and what is it about in a very short time. A mobile note taking app developer Evernote launched a video to YouTube, where a music composer of Hollywood is telling how he uses the application in his work to remember the melodies he comes up with when he is not at the

studio and why it is important to him. This is a good example of storytelling. (Evernote 2015).

The key question after coming up with the right marketing content is how to reach the massive audience and increase the visibility of the application. One way to boost up visibility amongst smartphone users is to have the application reviewed by one or rather by multiple international or domestic websites, which are specialized in mobile related content and then pushing this review through all the social media channels. This method will bring the application visible for those who don't know it exists and also give them an idea how to use the app.

Example: Periscope application reviewed by puhelinvertailu.com. The site performs a good review and in the ending there is also a demonstrative video of the application. (Puhelinvertailu.com, 2015)

Figure 9. Picture of a review from puhelinvertailu.com

Popular international mobile focused websites are for example Androidtapp
(www.androidtapp.com) and Dailyappshow (www.dailyappshow.com).

Some popular Finnish mobile focused websites are Mobiili (www.mobiili.fi), An-
droidsuomi (www.blog.androidsuomi.fi), Mbnet (www.mbnet.fi), Digitoday
(www.digitoday.fi) and Puhelinvertailu (www.puhelinvertailu.com).

By integrating social media will of course drive increased traffic towards the wanted
content, but for example companies should include rewarding contents in their posts
in order to stimulate the readers and driving them to share the content for more people
to view. These contents could be for example reward-for-sharing based posts.

Here are two good examples of social media statuses where by commenting/sharing
the content the user is taking part into a competition.

Figure 10. Samsung Suomi posts from Facebook newsfeed

6.3.3 Creating visibility through Facebook, Twitter and Google+

From marketing perspective Facebook is really important. According to the eBizMBA Rank of most popular social networking sites, Facebook has over 900 million unique monthly visitors and active mobile daily Facebook user rate is 745 million. This makes it compulsory for smartphone related companies amongst others to locate their marketing views.

Facebook has the most abilities for targeted marketing compared to any other social network platforms. Facebook gathers more detailed information from its users by their searches through internet which gives organizations the ability to create advertisements targeted to certain people by interest, profession and other connections. This gives the opportunity for businesses from certain field to target their advertising to customers who are interested or somehow connected in the same field as well, pushing the advertising into the right potential customers. For example, Finnish native mobile-gaming company Supercell`s hit game Clash of Clans install - ads can be seen in the newsfeed of people who are interested for example in gaming, mobile devices and other mobile applications. By pressing the install link, the customer is forwarded to the applications site on certain app-store and can be downloaded to their mobile devices from there instantly.

On the next page, there are examples of mobile game Facebook advertisements. The advertisement is shown to this individual user because he is in the target segment of the advertiser which in this case is over 18 year old males and location Finland.

Figure 11. Supercell Clash of Clans advertisement on mobile Facebook newsfeed.

Figure 12-13. Stormfall: Rise of Balur Community- mobile game advertisement on a mobile Facebook newsfeed.

Another example of targeted Facebook marketing from individual users Facebook newsfeed, an advertisement from Nelly.com. The user is seeing this clothing related advertisement because Nelly wants to reach customers that are at least 18 years old and who are located in Finland. Facebook catches the information based on the users profile information and the network they are using.

Figure 14. Nelly.com Facebook advertisement from an individual user newsfeed

Facebook is also a good tool to interact with one`s customers. Through Facebook organizations can receive feedback very efficiently and also interact personally with customers.

Overall, Facebook is really important tool for marketing business on social media due to its huge popularity, traffic, the capability of targeted marketing and interacting.

Alongside with other social media channels, Twitter is an important tool for connecting with the customers. Twitter has 310,000,000 unique monthly users which guarantees the customers feedback to be also found from there. Twitter supports same kind of advertisements as Facebook, so the advertisements occur in the user`s newsfeed and have instant download/install link on them. Here is an example of Twitter advertisement:

Figure 15. Spotify application advertisement on Twitter user newsfeed.

There are also methods, such as "twitter search" (https://twitter.com/search-home) for searching specific tweets about a product and this way it is easy to interact and help the customers if needed. By performing an advanced twitter search, one can find really

detailed tweets about the desired content. For example a company`s marketing associate can perform a twitter search on finding negative tweets or questions about the product. The associate can easily reply on the tweets to offer help or solution to the problems which the customers are facing. Below is an image of advanced Twitter search engine. The searches can search tweets based on words, people, locations, dates and other basis. In the bottom of the search engine can be determined whether the results are positive, negative or questions about the desired content.

Figure 16. Twitter search engine (www.search.twitter.com)

Once the connections with the customers is done, the feedback on how to improve the products is very valuable for future actions. The marketing itself on Twitter is very cost effective. A huge audience can be reached with zero costs when running the advertising in Twitter and other social media. Also, by using Twitter, businesses can spread news quickly to their followers. The real time conversation centered approach of Twitter is an important asset for every business using Twitter. If there are some problems for example on the company`s website or anything else that is needed to be released as a news, Twitter is the fastest way to spread the news through the platform. When the news is reposted by several followers, it will gain more and more visibility through the platform.

Below is an example of mobile application related news on Twitter by Finnish company EasyPark:

Figure 17. EasyParkSuomi post from twitter newsfeed.

Google+ has 120,000,000 unique monthly users. While it may not be as popular as the other social media channels, using Google+ alongside other social media makes the business more competitive and improve their online visibility. Google is by far the most used search engine on the internet and the main reason for businesses to use Google+ in their social media strategy is that it increases their search engine visibility and ranking.

6.3.4 Creating visibility through Pinterest

Pinterest has 250,000,000 unique monthly users and that is why businesses should really consider it as one marketing channel. Organizations use Pinterest to drive traffic their websites. For example, clicking on a pinned photo of Samsung smartwatch will direct the user either to Samsung`s website, some other online store or – article, where the image was originally pinned from (figures below).

People visit Pinterest also to get inspired on some activity. For example, smartphone users searching for information on new applications to their devices. They are using an Android based device and will write keywords such as "best android applications" to the search field of Pinterest. As a result they will get various pins from different sites about android related applications and content. Clicking on certain pin will open the original site and the searcher receives the desired information. This means that companies should link Pinterest to increase the visibility of their application.

Figure 18. Pinterest search for Samsung Smartwatch
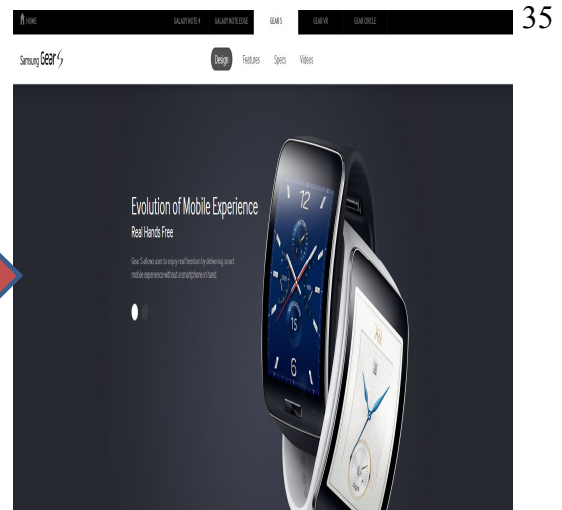
Figure 19. Samsung website
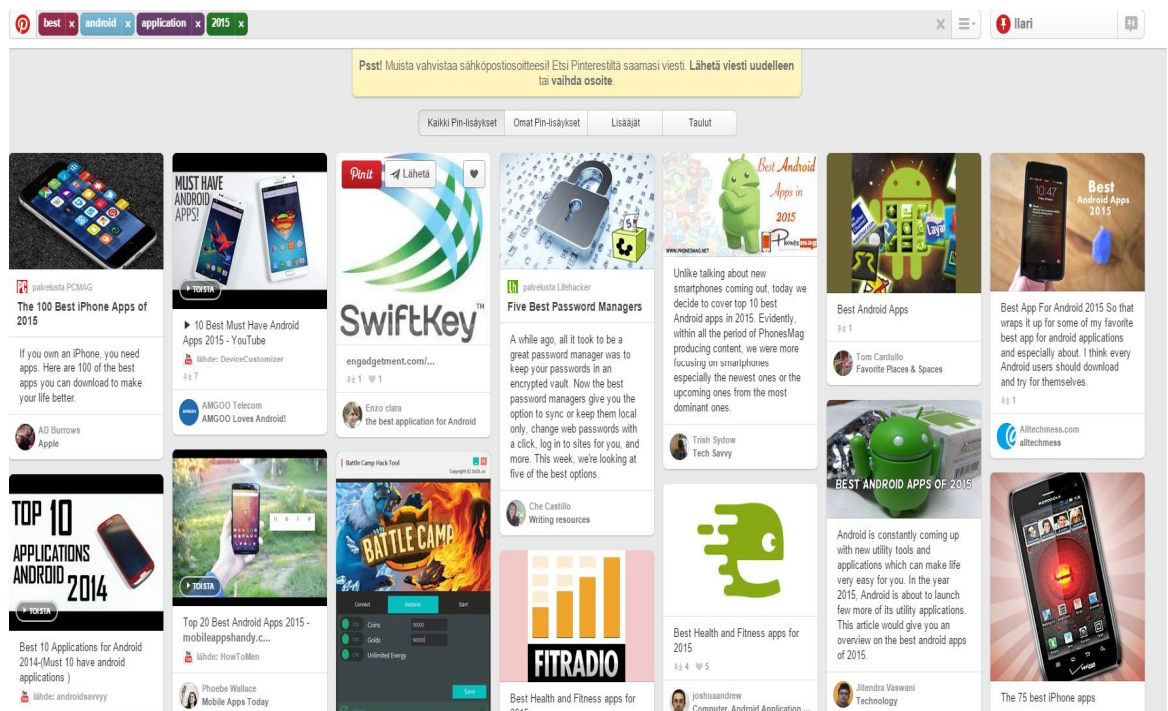
Figure 20. Pinterest custom search results.

6.4 Disadvantages and risks of social media marketing

Marketing through social media demands a lot of time and effort. New relevant status updates should be pushed through the channels with desirable frequency, because the status updates are getting lost under the newer ones quickly. If the company`s social media pages are empty, the customers easily adapt the idea that the organization has

no time for customer service and will use other organizations services. Also the comments and questions about the company/product should be answered in a desirable time. All the interaction with customers demand commitment and therefore companies should have an own unit for managing the social media strategy. All the interaction takes time and time is very valuable, so marketing in social media is not entirely free. Social media also carries surprisingly large risks if not used wisely and managed properly. In social media every post goes public and for example negative posts about company`s product can spread as far to go viral. These posts should be hunted down and the author of the post reached for help in solving the possible problem. If they are not managed in time, they will cause extreme harm to the product`s image and preferences.

An example of a negative social media post about Twitters mobile application. These posts should be dealt with or they could escalate into real social media inconvenience. Also by replying to these kind of posts, the company shows that the customer service is there for the customer and it increases the trust of the users.

Figure 21. A tweet found from Twitter search.

All together social media can be bad for reputation if it is not used correctly. Answering to negative feedback and interacting otherwise with customers is even more important than using social media to promote sales.

7 RESEARCH METHODOLOGY

7.1 Research methods

The difference between qualitative and quantitative research is that qualitative is more about theory and observation. Qualitative research is focused on descriptions while quantitative research is measurable and usually deals with numbers. Below are some descriptions about qualitative and quantitative research. (Snapsurveys, 2011)

Table 1. Differences between quantitative and qualitative data (Saunders, 1997, 472)

Quantitative data	Qualitative data
■ Based on meanings derived from numbers	■ Based on meanings expressed through words
■ Collection results in numerical and standardised data	■ Collection results in non-standardised data requiring classification into categories
■ Analysis conducted through the use of diagrams and statistics	■ Analysis conducted through the use of conceptualisation

Sources: Developed from Dey (1993); Healey and Rawlinson (1994); authors' experience

When research has taken the approach from theory point of view, rather than relying on numerical facts and calculations, the data of the research is qualitative. Sources for qualitative data can be found for example from theory books, websites, blogs and articles related to the given topic. Qualitative data explains problem settings and meanings by words and does not discuss topics with mathematical forms.

Quantitative data is more related to numbers than theory facts. It is the way of aspects and problems to be analyzed mathematically. A research presented in quantitative data will show results in numerical and mathematical facts. (Snapsurveys, 2011)

The most central research methods that was used for gathering the necessary information were internet research and using a small amount of books. The reason for concentrating on Internet research was the lack of up to date book sources. Internet is more trustworthy and up to date source of information in this content since almost all of the books that could be found were published in the early years of social media between

2006- 2008, making the data outdated. Also searching online is faster and more fluent when researching information about social media.

To gather the information of the theory mostly qualitative research method was used with a slight quantitative aspect while searching the numerical facts about monthly users in each social media sites. Qualitative research method was picked since the theory part of social media marketing can be defined more precisely with words than numbers. The questions such as how and why can be answered with better result by qualitative research than quantitative. However also quantitative research was used when calculating the needed numerical facts for benchmarking.

7.2 Data collection and analysis

The information used in this thesis on the theory part are gathered from various online databases, documents, videos, books and other sources. The empirical part will be containing the interview and practical issues concerning Sunduka and social media marketing.

The sample of this thesis was aimed to be the CEO of Sunduka, Mika Hyvönen. An interview of 13 questions concerning the social media strategy was created by the thesis writer and approved by the marketing lecturer of SAMK. Afterwards the interview was sent to Hyvönen by Email and answered on 25.11.2015.

The interview questions are listed below and the summary of answers can be found ahead in the social media marketing of Sunduka section of the thesis.

Interview questions:

1) How active is Sunduka on social media and how many customers are you connected with?
2) What channels of social media is Sunduka using currently?
3) Why are you using especially these channels?
4) Do you use channels of social media as a tool in customer service? If yes, could you please tell how you do it?
5) Do you use channels of social media to promote your brand and to increase its visibility? If yes, could you tell how you do it?
6) What social media campaigns has Sunduka produced and/or managed?
7) Has the social media marketing of Sunduka being integrated?
8) Does Sunduka have an own unit for social media marketing?
9) How much SEO knowledge and experience does Sunduka have?
10) Has Sunduka ever had a social media crisis?
11) What are the competitors of Sunduka doing in social media? (What social media channels are they using, how are they using those channels?)
12) Has Cardu or Ringi being reviewed by some web-portal? If yes, was Sunduka active in getting the review done?
13) Did the review have any effect on sales or the image of the product in question?

7.3 Reliability and validity

The reliability refers to the research method's ability to provide non-random results, meaning that the research methodology will achieve the wanted results. It also means that the research can be repeated and have the same results. The concept of reliability often belongs to the quantitative research method. (Hirsjärvi, Remes & Sajavaara 2010, 231.)

When focusing on the sources of this thesis, only the most trustworthy sources were used. Individual blog`s and opinions are left out of the study and the source research focused on documents and platforms with facts and academic style.

When searching theory connected to the topic of the thesis, can only be found similar facts. Also the calculations can be repeated and the same results will be achieved.

When measuring the validity of the thesis, can be said that the research measures the intended manners of creating visibility through social media. The sources used in the research are academic and up to date so they can be found valid.

The writer has got absorbed in the topic and the research sources deeply, but on the other hand he is relatively unexperienced in producing large scale researches. Due to this can be said that despite valid sources, there could have been still better sources with more applicable information considering the topic.

Producing foreign language texts is fluent for the writer, so the text language content is valid.

8 SOCIAL MEDIA MARKETING OF SUNDUKA

8.1 Summary of the interview answers

According to the CEO Mika Hyvönen, Sunduka could be more active considering the marketing on social media. Currently Sunduka is only updating their social media statuses couple times per month. Being still a small company, they currently lack a dedicated person for this task and the time is prioritized into other work. Sunduka is currently connected to 1653 individual app- users through Social media.

Currently Sunduka mainly uses Facebook to share updates since most of the potential and current users can be reached there. Occasionally, when something big happens they will also use Twitter to inform potential business customers. Sunduka uses social media as customer service tool between customers and the company by informing users about the products and services and also answering to their messages and updates. According to Hyvönen, most of the promotion activity is being done by Sunduka`s business customers through their own campaigns and loyalty programs towards the customer. Individual users are being for example informed about the benefits of Cardu on certain businesses social media updates. Sunduka performs their own promotion by

running competitions which are attached to some questionnaires, like feedback of the products or member-gets-member campaigns.

Since Sunduka lacks the time for dedicated social media person, the social media has not been integrated and has not gone through any kind of social media crisis.

Hyvönen says that Sunduka has search engine optimization knowledge and experience on scale between 1 and 10, about 7.

The competitors of Sunduka are doing the same things on social media and also using the same channels, although Sunduka is not actively following the actions of their competitors, Hyvönen says.

Cardu has been reviewed by Yle Kuningaskuluttaja and some bloggers. Sunduka was not really active in getting these reviews done and Hyvönen states that the reviews did not really effect sales or the image of the product at all.

8.2 The most suitable social media channels for Sunduka

The biggest social media channels listed previously in this thesis are necessarily the most suitable for certain businesses to focus their marketing. Due Sunduka still being a small company, Google+ and Pinterest for example might not be the best fit, although they still should be considered.

Instagram

Instagram is a free mobile focused social media launched in 2010. In Instagram users can share videos, pictures and follow for example celebrities and companies. Instagram is free for all devices running IOS, Android and Windows phone 8 operating system and has 400 million users worldwide.

Sunduka could market their applications through Instagram with pictures and effective short messages. Instagram is a free and efficient way to market so it would definitely fit in the marketing budget of Sunduka. Pivo is also using Instagram and has at the moment about 1000 followers.

Instagram differs from the bigger social media in the sense that Sunduka could use it to promote everything they are doing easily with pictures and videos. For example,

posting humorous pictures besides business related can be a good way to promote the positive image of the company and the products. On Instagram, similar competitions can be operated and the audience engaged. It's a good platform also to answer questions and other customer feedback.

YouTube

As discussed in the theory part, YouTube is definitely good place for Sunduka to expand and focus the marketing. Using YouTube together with Facebook and Twitter and pushing the marketing videos on the other social media would be important way to consider.

In conclusion, the main channels Sunduka should focus on are Facebook, Twitter, Instagram and YouTube. Other channels should come along when the business and resources grow.

8.3 Analyzing the Social media marketing of Sunduka – SWOT analysis

This SWOT analysis is done to recognize the strengths, weaknesses, opportunities and threads of Sunduka`s social media marketing. It is also made to analyze the potential success of the applications and what social media has to offer for Sunduka.

Table 2. SWOT analysis of Sunduka`s social media marketing

BENEFICIAL	HARMFUL
STRENGTS -Lots of channels to use. - Cheaper marketing method for small company. - Individual app users are smartphone users, so social media marketing is better seen. - Easy two-way communication with customers through campaigns.	WEAKNESSES -Lack of time to use social media more actively -Lack of creativity to differentiate from competitors on social media campaigns -Social media not integrated
OPPORTUNITIES -Using more channels -Integration of social media -Getting applications actively reviewed by known platforms -Overriding competitors on social media -Using Facebook advertisements - Using paid searches	THREATS -Competitors override Sunduka on social media -Potential customers lack the interest towards the marketing practices -Social media crisis if the platforms are used wrong

Strengths and Opportunities

One strength is that there are plenty of social media channels for Sunduka to use and widen their social media visibility.
Another strength of marketing application through social media is the fact that mobile devices are used by individual users so they can see and interact with Sunduka`s up-

dates easily and in real time. Sunduka and the customers have effective two-way communication through the platform and this increases the level of customer relationship management.

Sunduka can promote their applications through social media on a low price so this can be also seen as a strength. A wider audience of smartphone users can be reached by minimal cost when marketing through social media and also the message will go to the right people.

There are also plenty of opportunities for Sunduka considering social media marketing. If/when Sunduka is expanding in the future, there are lots of unused social media channels to conquer in marketing point of view. One opportunity is also to integrate the future social media channels in terms of bigger views and audience.

Big opportunity for Sunduka is to get the applications reviewed by popular websites and/or magazines. By actively aiming to get the applications reviewed by popular platforms before the competitors, the visibility and download of the apps will boost up.

There are opportunities for Sunduka considering the paid searches and Facebook advertisements. By investing into these, the visibility will also boost up and more people will be familiar with Cardu and Ringi.

Weaknesses and Threats

The lack of time for social media may be the biggest weakness for Sunduka since all the other weaknesses are related to this fact. With no time for social media, campaigns and different content will be left short. All the potential channels are not used and integrated also due the lack of time.

The threats related to social media marketing should also be taken into consideration. Analyzing the threats will give a heads up for the officials of Sunduka to act in terms of preventing and minimizing the threats.

One threat is that the competitors come up with better social media strategy and outspace Sunduka there. If the competitors reach the potential new customers first, it will be hard to get them use Sunduka`s applications instead.

Also the threat of the status updates being boring or not stimulating is important. If people do not see status updates which they are interested in multiple times, they more likely will unfollow the company than stay on the subscriber list.

In case of social media crisis, the threat of customer loss is a distant, yet important thing to consider. Social media should always be used carefully on any purposes to maintain the good image of the company and also the loyal customers.

8.4   Benchmarking

In this section, the social media marketing of Sunduka and the 2 biggest competitors (Pivo and Intellipocket) are benchmarked by 2 different indicators. Ringi is left out of this comparison since only the main application Cardu is in the same industry with Pivo and Intellipocket. The indicators are engagement rate and average page engagement rate.

By **engagement rate** is measured, how much interaction is there in relation to the amount of content on one platform. It is used to measure the level of effect the shared content has amongst the subscribers.

To measure the engagement rate indicator, the Facebook updates shared in May 2015 of each company are calculated, the likes/comments and shares summed together and then divided by the amount of the updates to reach the rate of engagement per message. May is chosen to be the timeframe of the measurement since each company has shared at least 1 update during May.

Cardu shared 4 status updates on their Cardu Facebook site during May and received 21 interactions in total. Per message this is 5.3 interactions.

Pivo shared 14 status updates during May and received 534 interactions in total. That makes 38.8 interactions per message.

Intellipocket has shared 1 update during May and received 3 interactions. The engagement rate is 3.

By looking at the results, it is obvious that Pivo has the best engagement rate and has lots of stimulating content on their Facebook site. Pivo is also more active on Facebook

than Sunduka and Intellipocket and has lots of contest related posts, which is the main reason for such high engagement rate.
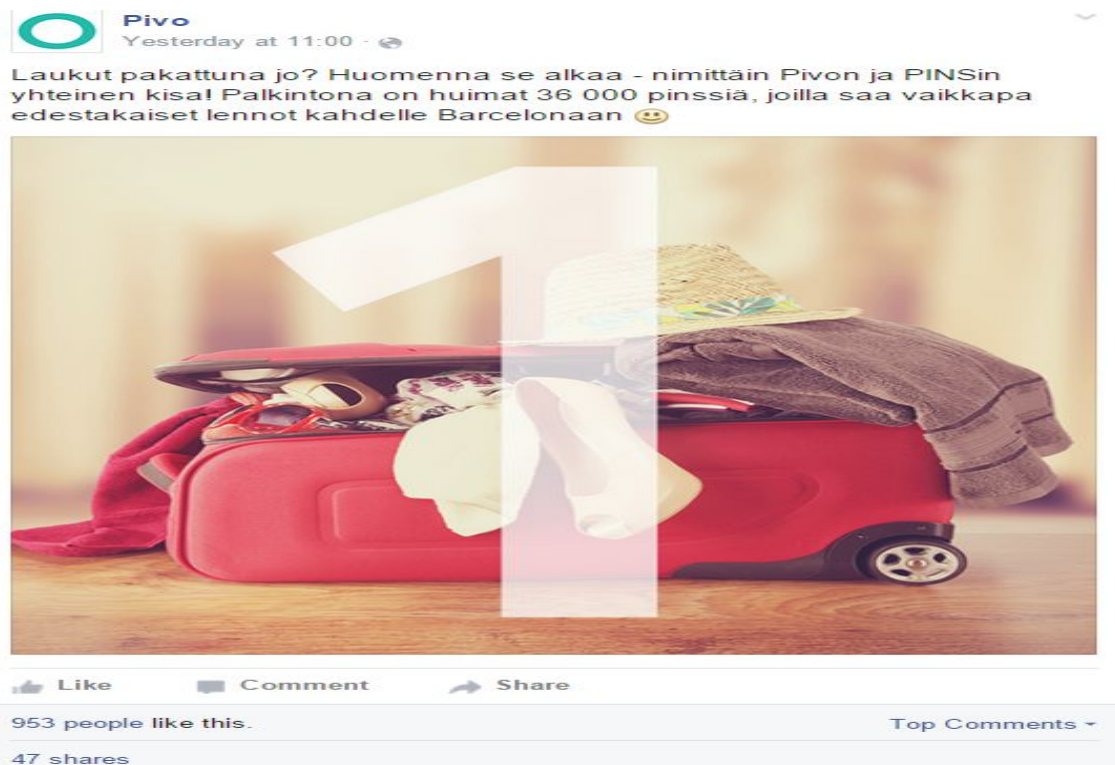
Figure 22. Example of Pivo`s Facebook post

By calculating the total engagements (comments, likes and shares) / total fans x 100 can be determined the **average page engagement rate.** Avg. page engagement rate shows how effectively the company has engaged its audience on a given timeframe. Again May is taken as the target of study. The calculations are based on the assumption that the fan amount was the same on May as it is now, since any analytics programs which have the ability to show the statistics from history were not used during this thesis.

Cardu: (21 engagements / 1672 fans) x 100 = 1.3

Pivo: (534 engagements / 7501 fans) x 100 = 7.1

Intellipocket (3 engagements / 250 fans) x 100 = 1.2

When benchmarking the results together, can be seen that Sunduka did slightly better job engaging the audience during May than Intellipocket. All thought neither one challenged Pivo who again has the best rate from the three companies. Of course this can

be explained by Pivo`s active social media marketing strategy to gain engagements and the lack in social media time at Sunduka and Intellipocket.

The results can vary when analyzed by analytics programs, which includes clicks and other engagements that can`t be measured without the full access to the companies social media sites and using the program. These results are still way-showing and gives the idea that with active social media marketing can be increased the engagements and also visibility.

9 SUMMARY AND CONCLUSIONS

In the theory part of the thesis have been covered the main points of international marketing communication, internet marketing and further to social media marketing.

Summarily, the term international marketing communications means multiple components of communication and information flow between international businesses and customers. The components of international marketing communications are advertising, sales promotion, personal selling, direct marketing and public relations. After introducing each component of the communication mix, the focus moved to internet marketing.

Marketing practices and tools used to promoting products/services and performed only across the web are Internet marketing. Nowadays organizations should take the most out of the online marketing, since it offers a much wider range of channels and mechanisms than marketing in real life. As internet grows and becomes more generalized amongst organizations and businesses, new channels and methods are developed constantly. Internet can be browsed with more and more devices as the technology develops and it is becoming even bigger phenomenon and in the future will be out spacing other channels. In the internet marketing segment, five examples of internet marketing were introduced and discussed. These channels were search engine optimization, e-mail marketing, mobile marketing, video marketing and social media marketing. From internet marketing, the topic moved to the main part of social media marketing.

For businesses the social media is a great new way for emphasize their visibility and customer oriented approach in their actions. Through social media organizations are

able to create effective discussions between the customers and organization about the products and services. These interactive discussions are a great way to receive feedback quickly and easily.

Social media is a rapidly growing segment of the marketing communication mix and more companies are focusing on being visible there. Social media contains various channels which all have different styles to interact with customers. Different social media platforms also have different ways to advertise products, which makes social media strategically significant communication channel.

Using social media as a marketing tool nowadays is almost necessary, especially when the target segment of customers are within young and middle aged people. Social media is a big part of the potential customer`s daily lives due to the massively growing rate of smartphone usage. Today, biggest social media channels are Facebook, Twitter, LinkedIn, Pinterest and Google+.

This thesis has been created for studying how a rather young and small mobile engagement marketing company Sunduka would be able increase the visibility and create new customers through social media marketing.

In the beginning of the thesis Sunduka and its products were introduced, purpose and objectives of thesis explicated. After this part the theory part was discussed following with the empirical part of the thesis.

In conclusion, all the research questions have been answered and covered thorough the thesis.

The first research questions was **"What are the products/services that Sunduka is marketing".** It can be found from the research that the products of Sunduka are mobile membership card platform Cardu and stock mobile dial application replacement called Ringi. Cardu is the main product of Sunduka meanwhile Ringi is secondary. The development of Ringi is unique since there are no similar applications available at the moment. Cardu is facing competition from 2 other similar developers called Pivo and Intellipocket, Pivo being the bigger competitor.

Cardu offers its users lots of useful benefits from various stores and services. The constant growth of smartphone devices and the rapid customer feedback based product development create an excellent basis for Sunduka to expand their brand.

The second research question "**What is the international target group of Sunduka**" has also being answered during the research. The international target group of Sunduka`s products are the individual smartphone users who use membership or other customer cards and organizations with the interest in these cards and high customer focus. One big benefit for Sunduka is that the individual customers are already smartphone users which means, they carry social media everywhere they go. Due this fact, it should be easier to reach the customers and also attract new ones for example by mobile Facebook and Twitter advertisements, direct SMS- marketing and campaigns inside the collaboration stores/companies.

Third question was "**What kind of social media marketing strategy Sunduka is currently using?**" When focusing on the interview, can be said that Sunduka currently has not so active marketing strategy on social media since the resources are lacking. Sunduka has Facebook site and Twitter site to inform individual and business users on news and happenings, but the updating only takes place couple times per month.

The final research questions "**How the marketing strategy of Sunduka could be improved?**" can be answered in many ways. It is clear that when Sunduka has the ability to focus more on marketing through social media it can bring them a lot of spotlight in the eyes of the customers. Being more active on Facebook and expanding the marketing to more unused channels could be Sunduka`s future goal. Unused and potential marketing practices such as rewarding status updates, Facebook and other social media advertisements, demonstrative and product introduction videos and reviews done by popular platforms will ensure the increase of visibility in Finland and also abroad.

During this thesis in my opinion, all the important and relevant topics related to social media marketing has been discussed or mentioned. Although this research has been slightly more superficial than deep information- oriented, lots of usual information related to the topic has been brought up. Topics such as integration of social media with the applications, creating the need for application download via demonstrations and storytelling, reviews and other customs which emphasizes the company`s brand are being included in the research and will offer new ways for Sunduka to consider their marketing strategy.

The research has also obeyed the boundaries stated early in the thesis. B2B approach has been left outside as mentioned in the limitations and also the social media channels outside the rank of the biggest are not discussed. The focus has maintained around

creating new customers and increasing the visibility of the brand rather than how to preserve the old customers. In the recommendations - section the boundaries are slightly violated when proposing ways to increase the visibility outside of social media.

In the future, hopefully this research can be used primarily by Sunduka as a tool to come up with new ways to develop their social media marketing strategy. Hopefully also other parties searching information related to the topic can find this research as a source of useful information. This research can be also developed further and deeper, as it acts as the source of basic information.

10 RECOMMENDATIONS – WAYS TO POSSIBLY IMPROVE SUNDUKA`S SOCIAL MEDIA MARKETING

It is clear that with the lack of time for social media there is no way of improving the marketing effect a lot. However in the future, when and if Sunduka expands and has the ability and resources for engaging more on social media, there are many ways – also previously discussed in the research in which Sunduka is able to increase the visibility and attract new customers through social media.

The status updates of Sunduka in Facebook are currently informing the customers what new Cardu has to offer. In the status updates could also be included some similar competitions which Pivo is doing actively. The competitions would increase the fan base and overall engagement on Cardu`s and Ringi`s Facebook site because they drive customers to share the content to their contacts. For example, encouraging application users to share the reasons why they use Sunduka`s applications and tagging Cardu/Ringi in their updates can be an effective way to get more visibility.

Sunduka could also experiment on Facebook advertisements. This way allows Sunduka to contact the target audience more precisely and pulls customers to visit the application pages.

Sunduka could create a live demonstrative video about Cardu and Ringi. In the videos would be demonstrated how the applications are put to use and how they make the customers daily lives easier. This video could also include some competition system, which drives the viewers to share the video. Correctly made this method can increase

the fan base and downloads of the applications greatly. Since Cardu has only 1672 fans on their Facebook site, it means that all the potential customers might not know about the product and what it has to offer. If possible for example, the demonstrative video about Cardu could be filmed in a big store such as Citymarket. The video could contain the demonstration on how Cardu is used on the cashier and how the benefits from membership cards are put to use in practice. By including the competitive system in the video post, the potential new customers can also see the benefit of Cardu and will download the application. Furthermore if possible, could be negotiated that the certain store in which the video takes place in would also share the content on their social media and this way create visibility both for Sunduka and the store amongst the mutual customers.

One highly recommended action is to get the application reviewed by multiple popular web-portals and YouTube mobile application review channels. Also depending on the resources, great way to boost up visibility would be to contact popular newspapers and get the review done on their digital- section in physical magazine or websites. Although physical magazines are not part of social media, the effectiveness can be even bigger.

Setting up a "benefit- from download application" campaign with collaboration companies inside the stores can also be very effective. For example installing banners inside a grocery store which would state giving a discount from certain daily goods for downloading or using Cardu and sharing the activity on social media would result in new smartphone users downloading the application and using it. This same campaign could include benefit for the old users for sharing the activity on social media to achieve the discount at the cashier.

An invite system for Sunduka`s applications could also be a good way to get more users. Inviting certain amount of people to use the applications or liking/sharing them on social media would produce the user some kind of reward.

An important point to remember is to push the message "why should people like our products" and "why us and not our competitors" through social media. These reminders should be included in the status updates in some way to ensure that the customers will know about the quality of the applications.

YouTubers are nowadays very popular and have lots of subscribers on YouTube and other social media. One option would be to contact these YouTubers and have them to

promote the applications in some way in their videos. A positive feedback from a popular YouTuber would have a definite impact on the visibility of the applications.

The most popular YouTubers in Finland by subscriptions today are a gaming channel named "TheRelaxingEnd" with a huge 708 642 subscribers, sketch and music channel "Justimusfilms" with 371 657 subscribers, comedy channel "SAARA" – better known as "Smoukahontas" with 450 153 subscribers and another gaming channel called "LaeppaVika" with 205 782 subscribers.

Promoting through YouTubers needs of course strategic choice of the channel, in which the certain product fits in with the content of that channel. For example, Sunduka`s products discussed on a gaming channel could not be found very relevant by the watchers of the videos. On the other hand, it might.

App store optimization is also a good way to boost up visibility when a customer is browsing the app store. Sunduka`s applications should be found by searching with various keywords that have any connection to the application. When Sunduka has more keywords than the competitors, the application can be found more easily and ranked higher when searching with a certain keyword that the competitors lack.

Constantly responding to customer feedback and developing the product will result in higher ratings in the application store. When the ratings get higher, the application will show in the first results and this will lead eventually to increased amount of downloads. These recommendations will hopefully produce new and possible ways for Sunduka to approach social media and the application marketing.

11 FINAL WORDS

In general the writing of this thesis went fluently and lots of interesting and applicable content was produced. The topic remained interesting since it is very current and will develop in the future. There was always some source of information from where new approaches could be brought to the report. Despite the fact, that the first schedule delayed by quite some time, the results of this thesis are very relevant and interesting.

I learned lots of new information about marketing in general. For example, the integration - and the effect of customer relationship management through social media was very interesting to study. Also I discovered lots of new information about benchmarking social media usage by indicators and social media marketing on a whole.

For Sunduka, I believe that this thesis gives new ways to approach their social media marketing strategy. There can be lots of useful information in the theory segment of the thesis and certainly some good topics in the empirical part.

This report gives a fresh point of view to the topic and I am sure there are at least something for everyone interested in the social media marketing and mobile applications in general.

This research could definitely still be developed and studied further by someone. For example this thesis could be a good ground source of information for reports which study the marketing more deeply only on some certain channel like Facebook or YouTube etc. Also there could be an further study on how well the recommendations of this thesis have had impact on Sunduka`s or some other company`s marketing.

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