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SOCIAL MEDIA MARKETING SUGGESTIONS FOR CASE  
COMPANY

Degree Programme in International Business  
and Marketing Logistics  
2016

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Degree Programme in International Business and Marketing Logistics

November 2016

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Sivumäärä: 61

Appendix: 1

Keywords: social media, social media marketing, marketing suggestions

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Purpose of the thesis was to create social media marketing suggestions for a case company. The case company is operating in the area of Rauma and some near cities. Company is operating in grocery business. It's also a part of bigger organization working in the same business in whole Finland.

Suggestions were based on several different analysis such as competitor analysis, customer analysis and SWOT. Analyses were closely described in the theoretical part of the thesis. Different marketing concept were researched from many academical sources, thus broad theoretical part could be established in good quality.

The first part described the process and boundaries of the thesis. It also introduced information and background knowledge about the company as well as the most important social media channels. Theoretical part was also written in the first part. It described how different concepts of marketing work and how to use them to get the best possible result.

The second part of the thesis was mainly the result of writer's knowledge and skills. Analyses introduced in theoretical part were taken to use, which resulted to a solid base for the suggestions to be constructed on. Suggestions were introduced in form of marketing plan. It introduced the case company to the most important customer groups, marketing goals, way of doing social media marketing and how to establish social media marketing. This list of suggestions is something the company should do, but since the thesis is only a suggestion, it is important that the reader understands, that the case company isn't necessarily going to do any of the suggested actions.

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Degree Programme in International Business and Marketing Logistics

Marraskuu 2016

Opettaja: Vahteristo, Ari

Sivumäärä: 61

Liitteet: 1

Avainsanat: sosiaalinen media, sosiaalisen median markkinointi, markkinointiehdotelma

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Opinnäytetyön tarkoitus oli toteuttaa sosiaalisen median markkinointiehdotelman Raumalla ja sen ympärysalueilla toimivalla päivittäistavarayritykselle. Yritys on osa isompaa suomalaista päivittäistavaraketjua.

Ehdotelma perustui useampaan analyysiin, kuten kilpailija-analyysi, asiakas analyysi ja SWOT. Analyysit kuvailtiin tarkoin opinnäytetyön teoreettisessa osassa. Markkinoinnin eri konsepteja tutkittiin erinäisistä akateemisista lähteistä, milloin saatiin aikaan laaja teoria osa ja tätä myötä laadukas tutkimusosa.

Opinnäytetyön ensimmäinen osa kuvaili opinnäytetyön prosessia sekä rajoitteita, joiden mukaan opinnäytetyö tehtiin. Työn ensimmäinen osa kertoi tietoja sekä taustaa yrityksestä ja myös kuvaili tärkeimpiä sosiaalisen median kanavia. Teoriaosa esiteltiin myös ensimmäisessä osassa, ja se kertoi miten eri markkinoinnin konseptit toimivat ja miten niitä tulisi käyttää parhaan lopputuloksen saavuttamiseksi.

Toinen esitteli enemmän kirjoittajan tiedon ja taidon tulosta. Teoriaosassa kerrotut analyysit otettiin käyttöön ja täten luotiin pohjaa, minkä jälkeen voitiin tehdä nimenomainen ehdotelma yritykselle. Ehdotelma, joka perustui analyysihin, esitellään markkinointisuunnitelman tyyliässä muodossa. Siinä kerrottiin yritykselle tärkein kohdeyleisö, erinäiset markkinointitavoitteet sekä maalit, miten yrityksen tulisi pohjustaa toimintansa sosiaalisessa mediassa ja myös sen toteuttaminen. Tämä ehdotelma olisi sellainen, mitä yrityksen kannattaisi noudattaa. Opinnäytetyö kirjoitettiin niin, että se selkeyttää lukijalle käsiteltyjen ideoiden olevan ainoastaan ehdotuksia, mitä kohdeyritys käyttää tai ei käytä.

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## 1 INTRODUCTION

The idea for thesis became from the need of the company to develop their marketing by adding proper social media marketing efforts as well as from the writer's interest towards the subject. Marketing is something that's essential for every single company. It brings money, power and leadership when done right. For the case company, marketing has so far been done in more traditional ways such as print media. The need for development has always been around, thus resulting to a great opportunity for the case company to start making actions toward more modern ways of marketing.

For companies marketing has been advertising in television, magazines, sort of direct marketing or whatever comes to one's mind where to advertise something to a target customer. But for a while now the internet has changed the world and after arrival of social media, marketing has changed as well. People don't want to hear from the companies anymore what and where they should buy. Instead they want to hear it from the people who they trust and have used the products in hand. This is where the social media has become essential for people as they can share their feelings and uncountable amount of people will see or hear their opinions. For that reason, every company should be in social media, not to tell the customers to buy their products but to build a relationships, trust and loyal customers. It will result to success of the company as the case of thesis, even bigger success for case company. Marketing's ultimate goal is to grow organizations business. (Paloheimo 2009, 8; Safko 2010, 5.)

## 2 OBJECTIVES, PROBLEMS AND IMPLEMENTATION OF STUDY

### 2.1 Purpose and Objectives of Study

Purpose of the thesis is to develop case company's marketing by adding an element of social media into it. By different kind of analysis and exploring of theory made by experts, the end result will be a list of suggestions to how to implement social media to the organizations marketing efforts thus reaching more revenue and customers as well as more loyal customers. To reach this outcome the thesis is divided in two parts, theoretical and implementation. Before it is possible to come up with these two parts, it is important that the project objectives were found:

- Which are the strengths, weakness, threats and opportunities of the organization in social media? (SWOT)
- Who are the target customers from the social med point-of-view?
- Which social media channels will be used?
- Which kind of marketing mix -strategy will be used in the social media?

### 2.2 Boundaries of the thesis

Since there are quite important boundaries for the thesis, they have to be mentioned as well. Because thesis is always public, case company has asked that following rules are being followed:

1. Any kind of upcoming events, marketing actions or future plans of the organization won't be published. Excluding the possible events and plans which are part of the suggestions in this plan.
2. Organization's sales from any special events aren't published

3. Any specific things/events that have happened inside organization aren't published. Meaning subjects which are considered as "inside the organization", public information is allowed since it's public.
4. Plan/suggestions are only concerning social media marketing, thus making analyzes about social media and not about everything what business area includes.

The reason for these rules is that the case company is really careful what their competitors might find out about company's marketing efforts, as every company should be. And for this reason, rules mentioned above have to be followed.

### 2.3 Conceptual framework

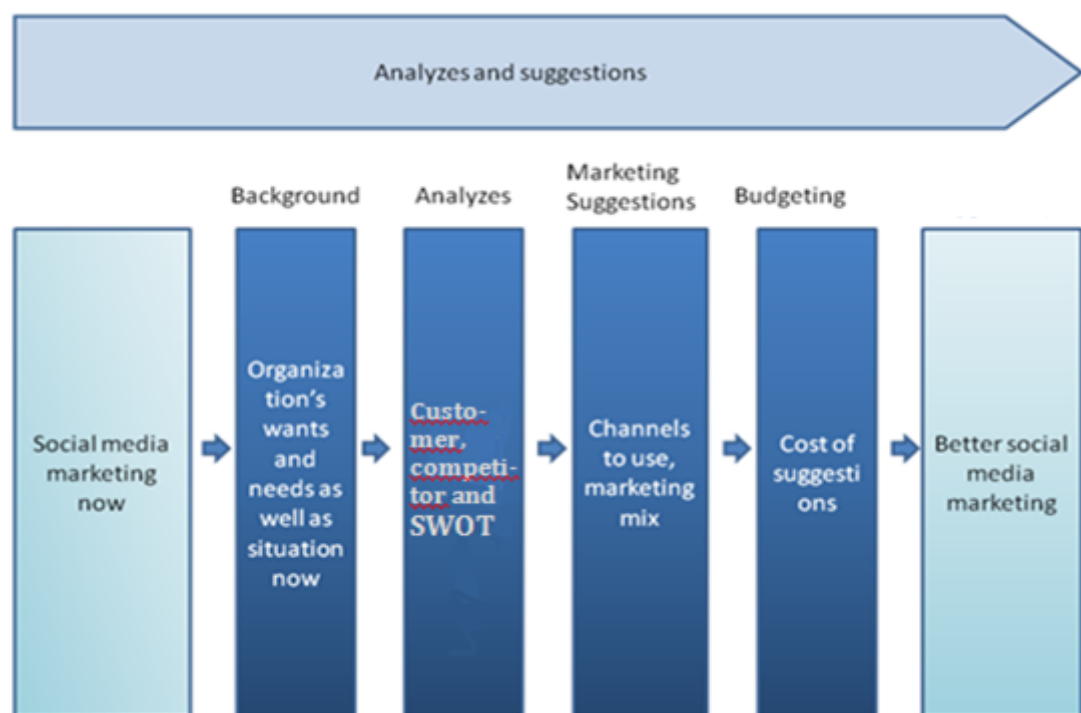


Figure 1. Conceptual Framework of Thesis

A conceptual framework for the thesis has to be established. The framework for this thesis is based on the "Social media marketing is a process"-model by Helena Tukia, Idea of the conceptual framework is to set a direction for the whole thesis and guideline it to the best possible result. For this thesis it was essential that the social media marketing efforts of the company were researched, thus ensuring that analyzes and



suggestions for the case company could be made. This also includes the wants and needs of the case company were figured out. Next step is to analyze the whole situation by different kind of methods. These methods included analyzes of customers, competitors and the case company. And through all this the ending result of the thesis is to create social media marketing for the company which would develop them to more modern way of marketing.

## 2.4 Research Methods

The idea of this thesis is to get knowledge on area of the case company and its customers to create marketing suggestions for the company to consider. Theoretical part of the thesis is gathered by studying analyzing and planning methods created by several different researchers. Theoretical part included needed information from marketing, social media as well as social media channels and the case company.

Thesis is done with qualitative research method. Qualitative method implements measuring, but instead of measuring with statistics it includes observation and understanding of the issues being studied. The approach is done rationally in this method by interpreting different data and statistics. Qualitative studying of the subject is done in its normal setting; meaning that the case company was observed from inside as well as some kind of observational study was conducted with them, like an interview. One of the important differences also between the methods is that qualitative is more about the process of doing something as quantitative about results of some testing. (Ghauri, Gronhaug 2005, 109-110.)

After studying different sources by researchers whose methods are academically used, the selected analyzing and implementation methods are applied. Analyzes in the thesis are conducted with sources that are commonly kept as reliable as well are based on researches. Social media channels, by popularity and how they work, are studied to get the knowledge needed for proper suggestion to the case company. The information taken from the internet had few key criteria. To know the statistics about different social media channels, the information is from sources that are considered as reliable

sources, such as government studies or websites that are internationally recognized as reliable, which do studies. Also some information is taken from other websites which weren't academically correct, but those websites, like Youtube calculator, explained how the information is gathered or how their programs calculate results thus this source was researched to be reliable. The situation of competitors and the case company in social media as well as the business area, including customers, of case company are analyzed throughout. This ensured that the implementation part, after of the analyzed results, can be considered good in quality.

The implementation part of the thesis is mostly based on the observation method used by the writer as well studying Facebook. There isn't proper data from the Finnish market so the only way to get data concerning customers and their behavior is to look the issues from point-of-view of observation. Observation study has been conducted during 8 years of the writer working in stores. Writer has been working on the checkout counter as well as in every area of the store and has seen which kind of people buy what kind of products. There are few criteria that had to be seen during the observation process: age of the buyer, what he/she is buying and is he alone or with a family. On the checkout counter these criteria fulfill every time as writer sees who is coming thus knows his age group, actually touches every single product the customer is buying and sees if the buyer is alone or with a family. Facebook is also studied widely concerning the case company and its competitors. Reason for this is that all the companies were on Facebook during the time of research.

Benchmarking is also widely used during thesis. Competitor are analyzed during each analyze made on the case company to get results to compare. For example if the social media channels are researched from the case company, the competitors are checked also, thus leading to a comparison and benchmarking of which company is better at that area. This kind of benchmarking is widely used in business world as well as in grocery area of business.

After analyzing the situation of the company and competitors as well as customers, theory accomplished in empirical part will be used in implementation part of the thesis. This results to a marketing plan like suggestions for the company. Through the extensive research, quality suggestions can be made as well as the writer can

implement his own knowledge of the subject by suggesting different actions that the company could do.

## 2.5 Reliability and validity of the research

Reliability and validity measure the research. These two concepts test the research to be true and as valid information. If there isn't valid information, then the whole research is unnecessary. Theory has to be right as well as the result should be reliable. (Ghauri, Gronhaug 2005, 132.)

In the case of this thesis reliability and validity of the theory and research is insured by using the most updated material that was available. Theory material is all from academic sources and methods used are also used in marketing researches and plans around the world. Background information is either taken from the social media channels provider's website or from a research that was conducted by trusted third party institutions.

Implementation part of the project is done mostly with writer's ideas, reliability and validity comes from the writer knowledge and skills. Observation was conducted but a quality criterion was also found out to get quality information for the study.

## 2.6 Introduction of Case Company

Case company is a company located in Rauma. It's part of case organization which is a Finnish network of 20 co-operatives that have been operating in the business are of grocery, consumer goods, service station stores and fuel, tourism and hospitality, automobile(also auto accessories) and in agricultural business. Case company is one of these cooperatives. It consists of:

- 1 Mega market that is really big compared to normal markets in Finland
- 6 Normal size market
- 9 Small sized market

- 3 Gas station with market
- 6 Gas stations(only gas)
- 1 beauty store
- 1 Barber
- 6 Restaurants

These markets, stores and restaurants are located in 8 different cities/towns which are Rauma, Laitila, Eura, Eurajoki, Säkyä, Pyhäranta, Hinnerjoki and Lappi. After the year 2013 company's turnover was 147,2 million euros and at the moment it employs 470 persons. (Website of case organization, 2014; 2014.)

The idea of case organization and its co-operatives is that the customers are co-members of the company. By investing money to be a co-member customer gets different advantages like bonus and offers only given to co-members. This way the company has acquired a huge base of loyal customers. (Website of case organization, 2014.)

Case company is using more traditional ways of marketing at the moment. Print media has been used heavily through local news papers in every city. TV and radio marketing has not been used precisely by the case company, but they are part of the case organizations marketing efforts in Finland. Their marketing also includes some stands outside stores as well as signs near the roads, but that's all the marketing they are doing at the moment.

## 2.7 How is the case company operating in Social Media now?

It is essential for the thesis to get the knowledge of what case company is doing in social media at the moment. This can be done in two ways. The head of marketing in case company was interviewed as well as further analyzing of different social media platforms is done to get even larger picture of social media marketing inside the company. Interview can be found in appendix. It has to be noted that case organization as a whole has a wide range of social media marketing such as Facebook sites for every store type, bloggers, workers updating twitter, Youtube channel and much more. This

doesn't still mean that case company could go without their own social media marketing since the marketing made by case organization is meant for really large audience thus not giving that personal experience for the customers inside case company's business area.

According to the interview with the head of marketing it can be said that social media marketing suggestions have quite big demand in the company. If not taking account couple stores inside the company, there isn't really any social media marketing in case company. It hasn't been seen as important as it should be and the main focus, concerning social media, has been in trying to follow what are the topics of discussions concerning case company, for example is some customer talking badly about the company or competitor. The need of social media can be also seen in the amount of stores which are using social media in their marketing. Only 1 restaurant in Rauma as well as normal sized stores in Eurajoki, Äyhö and Säkylä are using social media. From 22 stores that could use social media in their marketing, only 4 uses and 18 is missing out on the possible advantages that could result in to exponential growth in business. The reason for this is quite possibly found in the way social media is thought to be as a marketing channel. In case company it is seen as something that is considered to be done in the future and at the moment there is a though, that there are not enough resources for extra marketing. For example in stores where social media marketing is established, it's a extra task for manager if he/she decides to use social media marketing or for someone who it's pointed to inside that store. (Interview with head of marketing in the case company, 2014.)

Social media channels are also searched through to get wider and even more reliable picture of the social media marketing efforts in case company. The results showed the same as the interview. Only the four above mentioned stores and restaurant are using social media, and only Facebook. Even though the number is really small and only one channel is in use, the positive side was that the activity level of the four in social media was good. Facebook sites had lot of pictures of offers, new products and seasonal sales, information about future events as well as subjects that might be interesting for customers, links to different websites which were courtesy of case organization social media marketing (such as blogs and status updates) as well as competitions for customers. (Facebook pages of case company, 2014.)

Interview also shows that case company doesn't have really knowledge of competitors in their business area which also brings other point for the thesis, to get the knowledge of what are the competitors doing and how to separate the company from its competitors.

### 3 MARKETING AND SOCIAL MEDIA

There are many ways of marketing and social media is relatively new way of doing marketing as it hasn't been around so long compared to many other kind of marketing. In this chapter, usual ways of marketing will be introduced as well as what is social media and how to use it.

#### 3.1 Marketing

Usually it can be said that the success of a certain company depends a lot on how they are marketing as well as are their marketing efforts good enough. Nowadays any business is "marketing business" because of the fast-changing and always evolving economy. The goal of marketing is to sell more of whatever company is selling as well as get bigger price from the company's products. Well done marketing results usually to stability, market leadership or strength on the area you are marketing on. So in short, marketing means company's every advertising effort in any channel, where it is possible to display something to someone. Something can be company's product, ideology, a way of doing things or anything else. (Tracy. 2016, 1-2.)

There are many ways marketing can be done, but it can be divided to three different main strategies, how company should use their marketing. These three strategies are following:

- Create utility:

Products have to be useful to the customer and this usefulness is something company has to bring out with their marketing. Customer always has a need of something. For example he/she is going to run and needs running shoes. A company advertises running shoes in local news paper and customer sees it as well as goes to buy it from that company. So company made something useful and used it in marketing, thus getting customer and possibly higher price from it, because customer really needed that product.

- Pricing:

Another strategy is to use your pricing. For example lots of companies offer cheap prices which attract most of the customers. If you are offering one product at a cheaper price than your competitors, then customer buy from you since they save money and get the same result. Side effect from pricing is that it gives a picture of your whole company, thus meaning that when advertising the most expensive product, customer gets an expression that the company is expensive and that might push away many customers. On the other hand, if target customers are rich people then too low pricing might be really bad thing. So pricing has to be right, because marketing is what the customer sees.

- Understanding customers fears and delivering true value:

Third strategy comes from understanding you customer. Every time customers are buying something they have certain needs and doubts. They make assumptions of certain company's products and have key attributes in their minds why they would like to buy that product, but also there is some kind of fear why they maybe wouldn't buy from that certain company. For example a customer is buying a car, he is thinking of buying Lada, but he has heard that Lada has a lot of engine issues. At this point Lada should recognize that fear and advertise that they give 1 year engine guarantee for every new car bought, thus taking away the fear from that customers. At the side they should also advertise that strong attribute that customer desires thus making desired attributes stronger than customer's fears. On the side, it is really important to remember deliver what you

promise. If company promise great customer service, they need to deliver it.

(Tracy. 2016, 8-12.)

Strategies don't really mean anything, if the company can't get their message in front of their customers. To make that happen, the company has to use different marketing channels. Channels differentiate from original channels like television and radio to more modern ways such as social media. Every channel has its own attributes in marketing. Here are listed the most traditional marketing channels:

- TV: TV media is effective when it is creative. With video and sound there are a lot of possibilities to go around. Hard part is that TV-advert is like a movie and customer have high expectations for it so company has to put a lot of work into the commercial which means also a lot of money. The positives in marketing on TV are that TV-adverts reaches a high amount of customers and its very visual so it affects customers emotions thus getting the best possible contact on customer.
- Radio: Radio is traditional way of marketing but also quite hard since customers can only hear your advert. Radio marketing usually must be really clever and give a really good impression already on the start. Radio advert might be for example sound of man saying "Hello, have you thought about buying a car? Come to test our new Mercedes and feel the reason why we have over \_\_\_\_\_ happy customers" with some well thought background music. Still Radio has the same positives as TV since it reaches a lot of people fast and well-made campaign affects customers emotionally thus again giving best results for getting customer connection quickly.
- Print: Print media advertising equals company's marketing efforts in news papers and magazines. Usually this kind of marketing means putting and adverts with photo and text to news paper or magazine. This channel has a lot of positives. The magazine where company advertises is, or should be,



related to company somehow, thus it reaches just the right target customers. Also if the magazine is otherwise well written and get good press, it might affect positively to companies advertising in them. The negative side on print marketing is that size of target audience varies a lot. Some outlets have small amount of readers which means that the marketing might not be so impactful, again on other end, the popular magazines have high prices. This means that when talking about magazine or news paper which is usually read once by one customer, the return-on-investment might be quite high.

(Perrey & Spillecke. 2016, 249-266.)

Modern marketing channels include internet where there is huge amount of opportunities to advertise and use marketing. The most modern way is to use social media.

### 3.2 Social Media

Introduction of social media can be started by introducing both words. Social can be referred to the need of being connected with other people. To people who have same interests, thoughts and experiences. The second word media refers to the tools we use to get that connection, for example music instruments, mobile phones, television or radio. So by uniting these two words, the result is a way to reach people by the new technology invented. Social media is a new set of ways for efficiently reaching customers. It offers new tools for companies to build trust, the reach out and communicate. These three actions results to a relationship thus giving the company loyal customers who use company's services always, because the trust you and can count on getting what they want. It's not saying that the old ways (tv, radio, direct mail, telephone etc.) are bad, but the way you can affect your customers through social media is exponentially more effective. (Safko 2010, 5.)

There are 15 different categories of social media with examples:

1. Social Networking: Facebook, Myspace, LinkedIn
2. Publish: Webpage (own), forums, blogs, Wikipedia,
3. Photo Sharing: Flickr, Instagram, Picasa
4. Audio: Podcasting, Itunes, Spotify
5. Video: Youtube, Vimeo, Apple Quicktime
6. Microblogging: Twitter
7. Livecasting: Internet radio, Internet TV
8. Virtual worlds: Second Life, Habbo
9. Caming: World of Warcraft, Clash of Clans
10. Productivity Applications
11. Aggregators: Tool which allows people to search for example blogs and add them to your own bookmarking pages.
12. RSS: Allows user to follow certain website, blogger or content. As soon as new content is added in the page followed it appears in users RSS feed.
13. Search: Google, Bing, Yahoo!
14. Mobile: Mobile apps
15. Interpersonal: Skype  
(Safko 2010, 21-668)

Since the company has been seeing social media as an extra task, and not as something that is a must, it has to be kept in mind that there are resource problems inside company when it comes to spreading the company's marketing efforts widely over many social media channels. Because there aren't hundreds of workers in each store, it is important to limit the amount of channels to use. The chosen channels are Facebook, Instagram, Twitter, Wikipedia, LinkedIn, Blogs and Youtube. Also one might question why Google isn't used. The reason for not using Google in this thesis is that the case organization is already using Google's services thus using Google's services would result to too overlapping marketing. This would again be unnecessary use of money and time. Therefore Google isn't used in this Thesis.

### 3.3 The most important social media channels at the moment

#### Facebook:

Is a platform which is today's leader in social media, with increasing popularity over time, it now has huge amount of users around the world. Facebook offers its users a way to connect everyone they know and also gives opportunity to create various groups which users can belong to. Users can communicate via different applications such as chat. They can also publish number of different things such as events, status updates, pictures and videos. For companies, Facebook offers number of different possibilities such as creating/organizing events, promotion of different products or try to create positive word-of-mouth inside company's business area. (Safko 2010, 449-450.)

#### Instagram:

Is a platform where users share their pictures. The idea is that user takes a picture and then is given a possibility to use filters to the picture. After user has finished his picture, user can add "tags" to it thus giving other people chance to find that picture through searching different "tags". User also has followers and can follow anyone they desire. For companies Instagram offers a way to get close to customers and give a good impression through beautiful pictures. (Website of Instagram 2014.)

#### Twitter:

Twitter is a platform which offers so called micro-blogging. This means that its users can publish a tweet (a short text) on what they are doing at that moment or what they have in mind. For companies twitter offers a good platform to get information from customers on company's products and services by receiving feedback. It also gives them a free way to see what people are interested on thus giving wide range of marketing opportunities. Twitter can be also used to contact customers about important events happening in the company. (Safko 2010, 537-538.)

#### Wikipedia:

Wikipedia is world's largest encyclopedia. The idea of the platform is that anybody can go and write an article of whatever they want to. Everyone has access and anyone can also edit the articles written to Wikipedia. This is the reason why the information in Wikipedia is often said to inaccurate and unreliable, but still most of the people who criticize the platform have agreed that the information is actually quite accurate. For companies Wikipedia is a place where it is possible to write about the company just to educate its customers and give the right information about the company. There is no possibility to advertise but it still can bring the company and customers closer together. (Safko 2010, 163-164, 493.)

#### LinkedIn:

Was founded in 2002 and it's a database of professional contacts. The idea of LinkedIn is that its users can create their own professional profile and create network of connections. As the user gets new connection, he/she can see the fellow users' connections, which opens an opportunity to multiply your possibilities to meet interesting job opportunities. Companies can do their own profile pages in LinkedIn and can list their available jobs to the platform thus increasing the possibility to get professionals with amazing background or huge potential to work for them. (Safko 2010, 32-34.)

#### Blogs:

Blog platforms allow users to create their own blogs on what their interests are. Blogs can be written about anything such as food, sports, clothes, personal hobbies and whatever comes to the user's mind. One can also post videos and pictures to a blog. For companies these blogs are huge marketing tools as they will bring company really close with their audience. For example if a famous blogger adds a blog where he/she praises new mobile phone, it might increase sales of that phone exponentially. Companies can also place their adverts to bloggers sites. (Safko 2010, 472-473.)

#### Youtube:

Youtube is a platform where users can upload and share video clips. It is the most used video-sharing platform in the world. There is wide range of videos from amateur to professional level. All the videos can be commented and users can also create their own profile pages as well as join communities in Youtube. Videos can reach huge amount of views, for example American comedian Judson Laipply posted 6-minute video of him dancing in different dancing styles and now a long time later he has over 109 million views in Youtube. So for apparent reasons, any company considering social media marketing shouldn't leave Youtube aside. It offers a huge potential to reach your customers and lot more with minimum costs. There is also possibility now days for companies to place video commercials to Youtube which will play before user can see the video he/she picked to watch. You can also share you videos in almost any social media channel in the world. (Safko 2010, 245-246, 531-532.)

#### 3.4 Why to use social media?

As said the world has changed. The time has passed when customers really believed in what companies told them. Actually now days customers want to hear what to buy from the people they trust and know. This is where social media has offered a huge possibility for everyone to get the experiences and knowledge on products so fast that companies outside social media can't keep up as fast as they should. It opens a new way of marketing for companies which means that company shouldn't actually try to really sell their product to the customer. Instead the best possible way to sell company's product is to listen to the customer and make sure customers are understood and after that company should tell them what they are offering. In other words the company should build a relationship between the company and customer, so when the customer needs what they are offering, he/she will come to that certain company. By building these relationships it is possible reach more sales, lower bad-feedback rate and better word-of-mouth. The best and cheapest channel for doing this is social media. (Safko 2010, 5-6.)

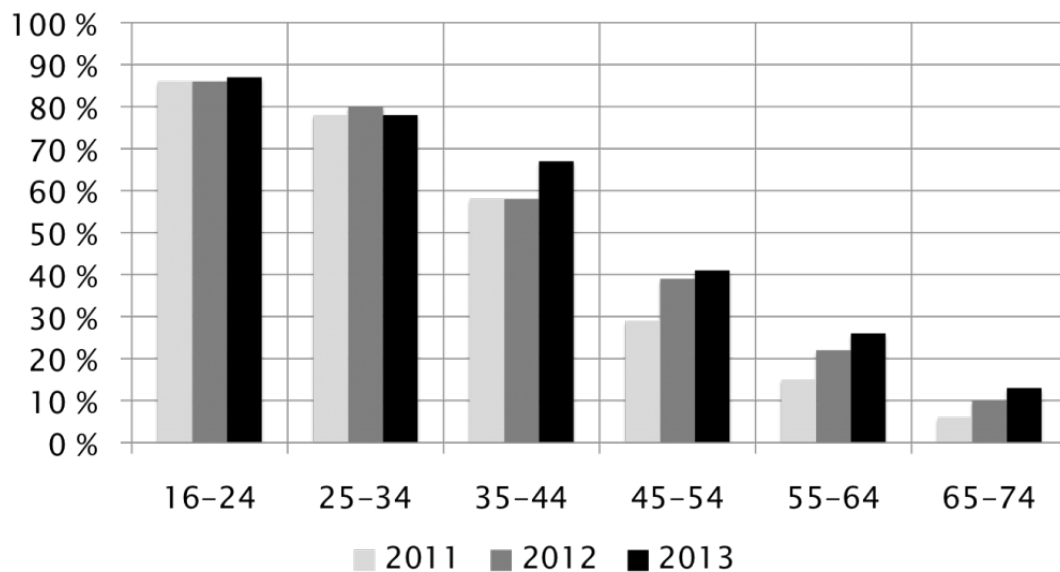


Figure 2. Use of social media in Finland (Website of Someco 2013)

Other reason why to use social media can be seen in Figure 2. Diagram (made by Minna Valtari of Someco.fi) based on the study made by Statistics Finland in 2013. Study was conducted by telephone. It shows that in Finland from age 16-44 over there was over 50 % rate of people who have followed social media 3 months prior the study was conducted. Even At the ages 45-54 the number in 2013 was 40 % which also means that social media is not only for young people anymore.

Yle also conducted a study in 2013 to search for the amount of Finnish users in different social media channels. Facebook had estimated 2,1 million users in Finland which is over 1/3 of Finnish population. LinkedIn had 444 131 users in Finland. Twitter was on a rise during 2013 and at that moment it had 300 000 Finnish users. Instagram statistics were impossible to get but according Google Trends -service, which counts how many time something has been searched in Google, from the January 2013 to June 2014 the amount of hits for Instagram was 5 times bigger thus the popularity of platform is rising fast. (Website of Yle 2013; Website of Google Trends 2014.)

Toni Nummela from Finland has created a calculator to find out how many registered Finnish users there are on Youtube. Calculator starts from one Finnish user and goes through his/her subscriptions, subscription means that user can order videos from other

user after subscribing to that user, and after finding other Finnish users it checks that users information and so on. The findings of that program are staggering:

- 244 497 registered Finnish users
- 170 939 videos made
- 152 443 849 42 views of Finnish videos

It can't be forgotten that Finnish users in calculator are registered which means that the number of internet users who watch Youtube videos per day are incomprehensible. (Website of Toni Nummela 2014.)

## 4 MARKET ANALYSIS

Markets can be thought in two ways. Usually it's though that market is physical place where there are sellers and buyers, where products and services are being traded. But if thought from the point of view of economist, market is a group of sellers and buyers that trade some particular product or service. So in other words market consists of customers who are buying from company as well as competitors that are selling same products for the customers. For this reason it's necessary to analyze in which kind of market the company is operating in as well as what kind of competition there are in that particular market. (Kotler, Keller, Brady, Goodman & Hansen 2009, 12-13.)

### 4.1 Competitor analysis

For precise competitor analysis, companies need to find out 3 different factors: define primary competitors, get to know what their objective is on the market and figure out the strengths and weaknesses of the competitors. Best way in social media to get the right picture of primary competitors is to take a market approach to the issue. This means that competitors are defined by customers need. If there is a company that is trying to satisfy the same needs of customers' that your company is, then that company

can be pointed as a primary competitor. (Kotler, Keller, Brady, Goodman & Hansen 2009, 306.)

After the company has identified their primary competitors, the next step is to see what they are doing on the market and try to figure out their objectives. By finding out what is motor that runs the behavior behind the competitor, the objectives are easier to find out. The behavior can be a sum of many factors such as financial situation, size, management or history. If these for things are revealed, then it is possible to properly analyze the competitor and get to know what they are doing on the market as well as what might they be planning for future. (Kotler, Keller, Brady, Goodman & Hansen 2009, 308-309.)

As the last part of the competitor puzzle becomes their strengths and weaknesses. Company needs to get the information on what they should consider when starting to compete with others. There has to be information on the quality of competitor's products and customer service as well as how well are they doing in other possible areas. This way company can decide how they are going to approach different competitors, do they leave the weak competitors alone and how are they going to attack the strong ones. To add to this, getting the information on competitor's situation among customer is important. To analyze the competitor's customer situation, three things have to be considered:

1. Share of Market: What is the competitor's market share?
2. Share of Mind: How many customer's think of competitor when they are asked "What comes to mind from when you thing certain industry?"?
3. Share of Heart: How many customers prefer competitor's products?

After these issues have been searched, company can get the tools to win competitors and get customers mind and heart thus getting their hands on profits and bigger market share. (Kotler, Keller, Brady, Goodman & Hansen 2009, 310-311.)



## 4.2 Customer analysis

Customers are the most essential part of each marketing effort. If customers aren't analyzed, company doesn't have anyone to use marketing on. This is why a broad enough customer analyze is one of the most important part of any marketing plan or suggestion.

Analyzing of customers has to start with the researching of potential customer groups. Depending on the issue on hand, customer groups vary from finding out who are buying from a company to only researching which are those groups your marketing might reach. When the research has been done, analyzes are more effective and bring out real and relevant results.

	<b>Vulnerable</b>	<b>Not vulnerable</b>
Valuable	Profitable customers, but unhappy with the company	Loyal and profitable customers
Not valuable	Customers which probably aren't going to buy from the company ever	Unprofitable customers which are happy with the company

Figure 3. Customer selection grid (Kotler, Keller, Brady, Goodman & Hansen 2009, 312.)

Every company should analyze their customers when aiming for quality marketing. Certain type of marketing attracts specific type of people thus meaning that companies should evaluate their customer and decide who should they target and attract and who might be left out. Customer selection grid is an analysis which offers a way to decide which customers are case company's target customers for social media marketing. In Figure 4 you can see four segments. These segments decide which kind of customers certain groups are as well as how they should be reached. (Kotler, Keller, Brady, Goodman & Hansen 2009, 312.)

### 4.3 SWOT

SWOT analysis relies on evaluating the environment of the company, both internal and external factors. The idea of analysis is to evaluate company's threats, opportunities, weaknesses and strengths. SWOT is efficient a way to describe what kind of environment and situation is surrounding a company.

	Factors helping company to reach objectives	Factors harming company to reach objectives
Internal factors	<b>Strengths</b>	<b>Weaknesses</b>
External factors	<b>Opportunities</b>	<b>Threats</b>

Figure 4. SWOT-analysis (Kotler, Keller, Brady, Goodman & Hansen 2009, 101-103.)

The first sides of SWOT are the internal factors meaning strengths and weaknesses. Internal means that those issues come from inside of the company. For example company has strengths which help them and are viewed well buy customers, like really professional employees. Weaknesses are also internal factor which harm the company what is the exact opposite of strengths, for example company might have old equipment. (Kotler, Keller, Brady, Goodman & Hansen 2009, 101, 104.)

On the other side there are external factors. These factors are something the company can't affect straightly. Positive side on external factors are opportunities such as new

social media channels which give company opportunity for new kind of marketing. Threats are negative factors which harm the company such as the competitor having new kind of computer system in use which the company can't use. (Kotler, Keller, Brady, Goodman & Hansen 2009, 101, 104.)

There is no clear prioritization in SWOT so the analysis tends to give an impression where weak issues might balance strong issues, for example threat of crashing a car might be balanced by driver having an opportunity to add an electronic crash preventing system to a car and in paper that looks good but in real life it doesn't improve drivers skills and might cost too much. So SWOT has to be used with caution and critical mind towards findings. SWOT gives a point-of-view to thesis where one can see how the target company can relate to the environment they are in with their competitors as well as customers. (Kotler, Keller, Brady, Goodman & Hansen 2009, 101, 104.)

#### 4.4 Marketing Strategy

The idea of a marketing strategy is to really make an easy to understand objectives for company's marketing plans. There has to be clear goals decided that can be reached and motivate the company to push towards on success. Key factor of marketing is innovative and comprehensive strategy which shows the direction where the company should go. It's something that should be taken seriously, but also should be something that can be changed a little when needed. This is because now days the world is changing all the time which means that the strategy should evolve constantly. Good example of this is social media which is going to need changes over the time due to its' ever-evolving behavior. And why is it important to have good marketing strategy, that's because in business company has to be one step ahead of its competitors. When company develops good strategy right from the start, it gives them a great opportunity to be always a step ahead. (Tracy 2014, 61-63.)

#### 4.5 Marketing Goals

For effective marketing a company has to establish marketing goals. These goals should be clear and specific thus they are easier to measure and the company can see if they are achieving the right results. In marketing it is quite essential to set aggressive goals thus resulting to faster results. These goals might be about what market share the company should achieve during what time period or for example how many followers they might try to have during first year of business. Goals should always be put in a time periods to ensure the effectiveness of marketing. This time periods should be at least 1 to 3 years. (Kotler, Keller, Brady, Goodman & Hansen 2009, 852.)

#### 4.6 Segmentation

It is important for companies to understand that market has different types of segments. Various segments have interests and wants that might not be the same, for example young people might care about energy drinks, while old people might not even know what an energy drink is. Company has to recognize these different segment groups and decide which ones they are going to target. Segmentation brings an advantage over mass marketing, because as mass marketing tries to make everyone happy at the same time, while offering different marketing for different segments guarantees increased happiness among various customer groups. (Kotler, Keller, Brady, Goodman & Hansen 2009, 334.)

There are different ways to approach segmentation. One approach, which was also used in this thesis, is to identify preference segments and further analyze the results. There are three different preferences:

- Homogeneous preferences: All customers are interested on same products and services
- Diffused preferences: Customers have changing requirements
- Clustered preferences: Your market is full of different customer groups which varies with their requirements

(Kotler, Keller, Brady, Goodman & Hansen 2009, 334.)

#### 4.7 Target Marketing

After the segmentation, it is important to analyze the results to see which groups the company should target. The groups that the company should be interested in and target, have to be seen as relevant through five different key criteria:

1. Measurable: Following three factors should be measurable: size, purchasing power and different key characteristics.
2. Substantial: Customer group has to be big and profitable to an extent that there is a point in investing money towards these groups with marketing campaigns.
3. Accessible: Group can be reached.
4. Differentiable: Group is different from other customer groups and reacts differently to marketing.
5. Actionable: Group reacts and is interested in company's marketing efforts

(Kotler, Keller, Brady, Goodman & Hansen 2009, 357.)

When the groups are analyzed and found, then the company has to decide in which way there are going forward with the knowledge. There are five different targeting strategies which can be used. First one is single-segment concentration which means that the company concentrates towards one segment group. For example a sport equipment company might decide that they are serving customer groups which are interested mainly on winter sports. There are advantages on this approach as the company is able to concentrate to only winter products and can develop those products effectively. This might result to leadership of that segment thus bringing in huge profits. Risks in this approach are that a competitor might win the customers on their side or the customers might get bored to same products and turn against the company. This might result to huge fall as the company has been concentrating only to one segment and wouldn't have customers anymore. (Kotler, Keller, Brady, Goodman & Hansen 2009, 357.)

Second approach is selective specialization which means that the company would pick many segments which are attractive. Segments might be totally different from each other, but all of them have potential to bring in profits. Advantage on this approach is that there wouldn't be so much risks as in going for one certain customer group. (Kotler, Keller, Brady, Goodman & Hansen 2009, 358.)

Product specialization is the third option for the company. This means that the company decides to go forward with a product which has interest among many various customer groups. For example computer programs are that kind of products which generate interest all over the world. Advantage for the company is that there is potential for a big customer base. Risk in this specialization is that the company has to be able to keep up with the developing nature of these kinds of products. (Kotler, Keller, Brady, Goodman & Hansen 2009, 358.)

Market specialization is almost the same as with the product specialization with the difference that now the company decides to serve on whole market with its products. For example a construction equipment company decides to make wide range of products to constructors. This specialization might bring a loyal customer base, but risk in this specialization is that the company might suffer badly if that certain market isn't going upwards. (Kotler, Keller, Brady, Goodman & Hansen 2009, 358.)

As the last approach is full market coverage which means that the company has to be big enough that it can serve all the customer groups at the same time, for example Coca-cola or Microsoft. There are two ways to do full market coverage: undifferentiated marketing and differentiated marketing. Undifferentiated marketing means that the company forgets the segmentation and uses one kind of marketing for every customer group. In differentiated marketing the company decides to serve every customer group and develop different marketing strategies and products to all the customer groups. (Kotler, Keller, Brady, Goodman & Hansen 2009, 358.)

## 4.8 Positioning

If market has a lot of customers, it's essential to get the knowledge of how the target customers think. To be precise, knowledge of how customers think of company's products compared to the competitor. To analyze company's position in the market, two analyzes should be done. Firstly the company has to answer three questions:

- Who are competitors in point-of-view of customer?
- How customers see the company?
- What are the most important company attributes for customer?

By answering these three questions, the positioning can be made. Once it's ready, the company can see how they are managing in the market. They get the knowledge of who has the best position, how far away are the competitors as well as how to go forward. (Kotler, Keller, Brady, Goodman & Hansen 2009, 369.)

The second analyze that has to be done is positioning map, which makes the questions and findings much clearer. In the map there are two dimensions which are seen as most important attributes by customers. This way company can identify where they are and where competitors are. In Figure 6 positioning map is demonstrated. Company A has high quality, but also higher price. Company B has lower quality and lower price. So we can conclude that if customers desire low price and good quality then both companies have improvements to do, but if the target market wants high quality with high price then Company A is in better position. The map is effective tool for easily finding out what to do. (Kotler, Keller, Brady, Goodman & Hansen 2009, 369-370.)

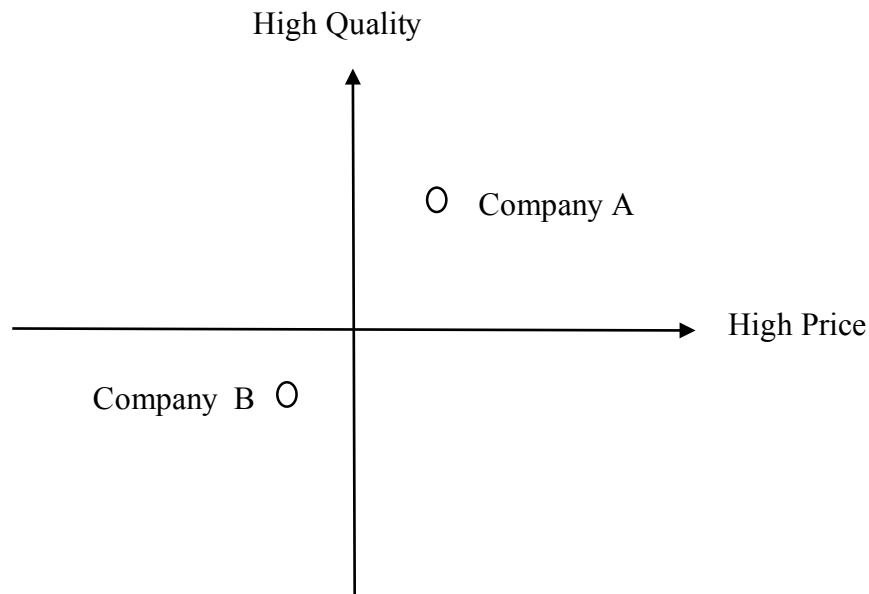


Figure 5. Positioning map (Kotler, Keller, Brady, Goodman & Hansen 2009, 369.)

#### 4.9 Marketing mix

Idea of a marketing mix is that it exposes various tools that can be utilized when marketers are planning their marketing efforts towards customers. These various tools are combined to be one mix that result to effective marketing. The first widely used version and best-know model of marketing mix was McCarthy's (1960) model which was called 4 Ps. This model had four factors: Product, Price, Promotion and Place. Because the world has evolved since the 60's, that model has become too simple and doesn't count in internal marketing and competition. Because of this Booms and Bitner added more Ps to the model, resulting to a 7 Ps model. The added factors were: People, Process and Physical evidence. In following, all the factors of 7 Ps are explained:

- Product: First P tells what the company is going to offer its customers. A product/services or and series of products/services should be described in this part as well as the target group of these offerings.
- Price: What is the price of the product? This part also includes the analyze of total cost for the customer such as price of learning to use the product, using it and disposing it.



- Place: It's important to decide where the company is going to promote itself and sell its product. It doesn't have to be a store, it can also be internet or mail order catalogue.
- Promotion: The Company has to think how it's going to promote itself. In other words, this part explains the marketing actions used by a company to attract its customers. This part is so important that it might be mistaken to be the whole process of marketing, but actually it is only the actions which are going to be used.
- People: Employees are the most important part of the marketing process. This part describes who is going to make the marketing work and how are they going to do it.
- Process: The processes of getting the marketing activities done.
- Physical Evidence: Company has to consider some kind of physical evidence which shows that the customer has noticed the efforts. Such as service providers usually do agreements with customers so they have physical evidence of a sale.

(Blythe 2009, 131.)

## 5 MARKET ANALYSIS AND MARKETING PROPOSITION FOR THE CASE COMPANY

To reach the ending product, the situation and environment have to be analyzed. In this thesis analyses are done by benchmarking competitors. Social media is searched for answers. As said in chapter 5 Research Methods, analyzes are only concerning social media and just on chosen social media platforms which are actively used.

## 5.1 Competitor analysis

In Finland, and in the area of case company, there are three competitors who can be considered as the primary competitors for the company. These three competitors are the competitor A's stores, competitor B's stores as well as the stores of competitor C. Both competitors have a lot of stores in the same area as case company which could be using Social Media as in their marketing. Social media efforts of competitors were searched in the same way as case company efforts, thus meaning that each competitor's store will be checked for their social media involvement. The stores that need to be analyzed are located in following cities/towns: Rauma, Laitila, Eura, Eurajoki, Säkylä, Pyhäranta, Hinnerjoki and Lappi. But before this the respective companies should be analyzed by their size and market share.

According to market analyzing company Nielsen, the market situation in Finland was following in 2013:

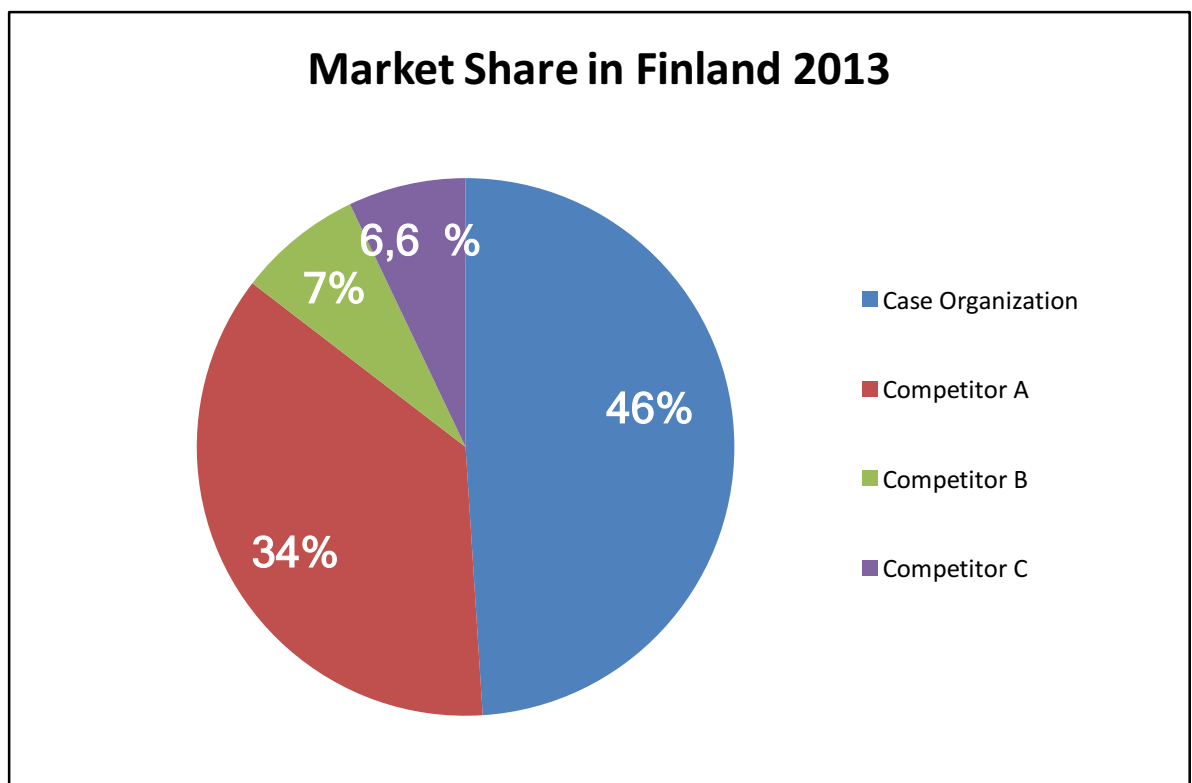


Figure 6. Market Share in Finland 2013 (Website of Nielsen, 2014.)

Nielsen gathered its information from a store register which has been done by the company every year since 1978 and is established with co-operation of case organization, competitor A, competitor B and competitor C. From Figure 7 we can see that case organization is doing really well in Finland, being the market leader and having 12% lead on Competitor A. This again means that the biggest competitor of case company are the stores of the competitor A in their area thus making Competitor A the primary focus of the study. Two smaller competitors should also studied but are not considered primary competitors.

Next focus of the analysis is to see what competitor A and the two smaller competitors are doing in Social media. As said before, the chosen social media platforms to study are Facebook, Twitter, Youtube, Instagram and possible blogs. For effective analysis, it is important to find out how big are the competitors in the area of Case company. In the following are the stores of competitors:

#### Competitor A:

- 1 Mega-size store
- 6 Big market
- 4 Smaller market
- 1 Very small market
- 1 gas station with market

#### Competitor B

- 3 B: Big to smaller size market
- 2 Very small market

#### Competitor C

- 1 Normal size market

(Websites of Competitor A, Competitor B & Competitor B 2014.)

Adding this knowledge strengthened the fact that Competitor A is the primary focus of the study.

Following step of the thesis is to see what competitor A is doing in the social media. In competitor A's marketing the situation isn't that much better. In Facebook from 13 different stores, only 6 is using social media. So Competitor A is also missing over half of their stores. But the percent of social media usage among stores is much better than in case organization at the same area. Among competitor A following stores use social media: mega-size store and 5 big. Activity among the stores is really good, if not counting one big market. Competitor A overall has quite similar usage of social media marketing among their stores such as information on events, discounts, new products and links to competitor A's nationwide advertising. To add good ideas to normal grocery advertising, 2 big markets are informing about different lunch options from their fresh food counter. Also one big market is using the social media really effectively, for example they have added an update to their Facebook page where they ask customers to share and like their candy counter –picture. More shares and likes the customers give, the lower will be the price. The same offer is also used in different big markets which shows that the competitor A is also spreading the information of what works among their stores. This all means that case company should really consider of using the social media marketing as one of their marketing channels because this way they can rise over their primary competitor in big way and strengthen their market lead even more. Since case company has almost twice the amount of stores in their area, it shouldn't be hard. With united marketing among case company they can really be most effective company in social media inside their area. (Facebook pages of competitor A, 2014.)

After finding out the information of how the primary competitor is doing in social media it is possible to compare the three questions among the two companies:

1. Share of Market: What is the competitor's market share?
2. Share of Mind: How many customer's think of competitor when they are asked "What comes to mind from when you thing certain industry?"?

### 3. Share of Heart: How many customers prefer competitor's products?

Actually the answer can be found to all three questions by seeing the likes and visits in respective companies Facebook pages as well as monitoring the conversation among those pages. Overall competitor A has 2290 likes/followers and case company has 2410 likes/followers. So Case company actually has more followers overall, but when analyzing more accurately, restaurant in Rauma has 1772 likes from the overall number as well as one big market has 368 but the other stores have maximum of 200. In competitor A likes are spread quite evenly among the stores, around of 300-500 likes, with exception of one big market that has 901 likes. The conversation among the companies is quite same with same amount of likes of updates as well as amount of comments in updates. It can be concluded that competitor A is winning on the market at the moment, but as seen from restaurant in Rauma, case company has huge opportunity in reaching the lead of social media market share. (Facebook pages of competitor A 2014; Facebook pages of case company, 2014.)

Lot of interesting facts were also found during analyze of competitors. Competitor B or competitor C doesn't have social media marketing in the area of case company, which means that they should be left out from future analyzes since this study only concerns social media marketing. Also the use of blogs, videos, twitter which are considered as the platforms of active use in this thesis, aren't really being used in the social media marketing among competitors. If these platforms are used, they are links from the competitor A nationwide social media marketing. These facts should be taken to consideration in suggestions of this study as well as should be seen as an opportunity for case company.

## 5.2 Customer analysis

Before evaluation of the customers which are the most important once, its important to get the information of how many people are there in the area of case company by age. This way we can compare the figures to Figure 3 and find out how many people approximately is using social media in the area of case company.

Age	Amount of People in Area of Case company	Usage-% in Finland	Social media users in area of Case company
16-24	8011	87 %	6970
25-34	7909	78 %	6169
35-44	8351	67 %	5595
45-54	9910	41 %	4063
55-64	11010	26 %	2863
65-74	9059	13 %	1178

Statistics Finland, 2014

Figure 7. Social Media users in area of case company during year 2014 (Website of Statistics Finland, 2014.)

Figure 7 shows the amount of people in the area of case company, concerning all the cities. Values are taken from the website of Statistics Finland, and added together in different age groups. The age groups are chosen by the statistics in Figure 3. The figure shows the opportunities in the use of social media marketing since 26838 people, which are from 16 to 74, are using social media in the area of case company. It can be also noticed that from 16-44 years there are a lot of users, over 65 % in each age group, which is really important knowledge for the company. From 45-54 there are still 41 % social media user rate, meaning that this age group should not be forgotten since they are working people thus profitable customers. People from 55-64 should be left for future plans, meaning that case company should consider different option to reach these customers and get them to use social media also. The word consideration is important when speaking about this subject since getting people to use social media might be costly so thus worth the trouble.

	Vulnerable	Not vulnerable
<b>Valuable</b>	Ages form 16 to 24	Ages from 25 to 34 and from 35 to 44

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<b>Not valuable</b>	Ages from 65 to 74	Ages from 55 to 64
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Figure 8. Customer selection grid

When picking social media customers, case company can't think only on who uses social media the most. The picking should be made by thinking which age groups are best for the company from profit wise in normal market behavior and also in social media. This brings us to the two of the most important customer groups which are ages from 25 to 34 and from 35 to 44. The reason is that this two groups are really active customer groups in social media and they use to biggest amount of money in shopping among case company stores due the fact that most people in this age group are usually in relationships and most have children.

The second most valuable age group for case company is the customers from 16 to 24. This age group is already active users of grocery stores and more importantly they are extremely active on social media. Also customers from 16 to 24 are most still leaving home thus making them a factor in buying process of the older customer groups thus meaning that case company should also consider this fact when constructing their social media marketing. The reason why this group can also be considered vulnerable is that they might not be so loyal customers since at that age people tend to change stores where they shop and like to change their interests concerning everything.

The last two age groups are the ones that aren't that important for the company, but the other group should somehow be taken to count. So the age group from 55 to 64 is not valuable nor vulnerable. They use social media little but not much which means that there isn't really profits around marketing wise among this group. But these customers still are loyal which means that case company should maybe use social media to this age group just to get good word-of-mouth going around. As the last age group there is people from 65 to 74. This age group should be left out from any consideration since the activity rate in social media is really low as well as usually the

grocery shopping among the elder people tends to be quite minimal thus making them unprofitable.

### 5.3 SWOT

SWOT analysis evaluates the environment of the case company. The idea of analysis is to evaluate company's threats, opportunities, weaknesses and strengths. SWOT is a way to describe what kind of environment and situation is surrounding a company.

	Factors helping company to reach objectives	Factors harming company to reach objectives
Internal Factors	<p>Strengths:</p> <ul style="list-style-type: none"> <li>-Already Something in social media</li> <li>-Stores are managed by management of company, thus possibilities for quick analyzes</li> <li>- Case organization has wide range of nationwide marketing</li> <li>- Huge window for new ideas due limited use of social media marketing</li> <li>-Stores co-operate</li> <li>- Every store has own store manager</li> </ul>	<p>Weaknesses:</p> <ul style="list-style-type: none"> <li>- Limited use of social media marketing</li> <li>- Case company doesn't see social media as something to invest to</li> <li>- Possibilities of worker related mistakes</li> </ul>
External Factors	<p>Opportunities:</p> <ul style="list-style-type: none"> <li>-Market leader in business area</li> </ul>	<p>Threats:</p>



	-Workers active social media users, thus possibilities for really good ideas	- Competitors might sabotage the case company through social media -Competitor A is active in social media -Competitor A is “social media market leader”
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Figure 9. SWOT-Analysis

The case company has a lot of strengths when it comes to social media, with an exception that those strengths aren't really in social media. Huge advantage come from the fact company's stores are run by market managers not owners. This means that the acting on the social media marketing is quick as well as it includes just the factors that are need the be included in that certain store, for example when certain store managers knows that some product is really popular in that certain area, he/she can build marketing campaign around it. Also case company doesn't need to but any extra money on hiring employees to do the social media marketing for them. Also the market managers have different managers in headquarters of case company as the primary competitor A is based on ownership. The advantage from this is that case organization is in much better co-operation in Finland overall and case company can quickly analyze what works in social media marketing as well as spread the good ideas among the stores. Quicker time in reacting gives usually the market lead in any kind of business. Also there are huge amount of people already working as well as potential new ideas coming from the nationwide social media marketing of case organization. The case company has quite minimal social media marketing, which isn't a good think, but positively the case company hasn't done a lot so everything they are going to do in the future is new and fresh thus there are more ways to make profits with their social media marketing. The stores are also co-operating a lot which should be seen in social media marketing: stores might do social media campaigns together, spread ideas, do united groups for their own purposes inside social media and all-in-all take advantage of the social media together. Big strength is also the fact that the stores have own managers.

There are many opportunities for case company in social media. Case organization is already a market leader in Finland which brings case company to a comfortable situation. They are quite guaranteed to succeed in social media since their customer are already waiting them to use it. There shouldn't be any problems as their competitors are doing well with their social media marketing. To be precise the case company is already in social media so the base is there, which is really good think. Another opportunity is also the fact that nowadays everyone is using social media thus meaning that employees in the case company have many ideas for each store's social media marketing efforts. So called bank of ideas will result to even stronger social media marketing.

Starting from the negative side of case company's situation, there are a lot of weaknesses in case company's social media marketing. The case company's rate of use in social media is really bad, only 4 out of 22 stores use social media, as well as the way of doing social media marketing among those stores that are using is quite out-of-date type of social media marketing. The worst weakness inside case company is that the top management, as seen from the interview, isn't convinced nor sees social media marketing as something to invest to. If case company wants to start doing social media marketing properly, the top management has to be invested in the idea thus they should be familiarized with the subject and given the knowledge of what they are missing when they aren't in social media. Also worker related mistakes are something which can destroy any kind of marketing. This also is true with social media marketing. If a worker posts something offensive or otherwise harmful to social media, the whole case company will be in trouble.

Threats are something that should always be acknowledged and dealt with. Even though case organization is market leader, still competitor A is the market leader in social media in the area of case company. Something that makes the situation worst, is that competitor A is quite active with new kind of ideas and good participation rate among their customers. Bad feedback is also a problem in social media, for example customers might post pictures of something that is wrong in certain store. This problem can be dealt with different ways. Case company should always answer professionally to this situation as well as show the customers how they have taken care of the problem. In all situations the case company should somehow compensate for the trouble that a

certain customer has gone through. Even though this is a risk, usually customers won't usually do this kind of thing because people are usually afraid of losing own reputation since social media is really public. Also the competitor might try to sabotage case company's marketing efforts by posting bad comments or something else. This kind of behavior should be recognized as soon as possible and legal actions should be taken if needed. Also if some competitor does this, it should be brought in front of the customers' eyes thus ensuring that the competitor might not continue doing anything like it in the future.

#### 5.4 Marketing Goals

Marketing goals of the case companies should be respected always during marketing efforts used. The case company's marketing goals are:

- The case company will exist for the customers. Meaning that the company will always answer to customer's needs and wants, whatever is they are.
- Company takes care of the environment as well as the people on their business area
- Company will always develop their business to give the best possible results to the customers
- Company will operate such way which is profitable

(Website of the case company, 2016.)

#### 5.5 Marketing Objectives

Marketing objectives might be rather hard to construct on the basis of social media marketing. But at the same time they are easily measurable since usually social media platforms usually have counters for different factors such as likes and shares. For the company there should be marketing objectives for three years after the start of social media marketing:

First year: Usage of social media marketing in case company should be at least 15 stores out of 22 stores after the first year. At least Facebook, Wikipedia and LinkedIn should be used among case company's stores. Each store should be at least on the same level of likes, followers and shares with their primary competitor.

Second year: Usage of social media marketing in case company should be at least 22 stores out of 22 stores after the first year. Facebook, Twitter and Instagram should be in use already in second year; also Youtube should be used as a background platform. Each store should have ten percent more likes, followers and shares than store's primary competitor.

Third year: Blogs should be introduced at this point to the social media marketing. Every platform introduced in this thesis should be in use as well as new kind of platform should be considered. Each store should have fifteen percent more like, followers and shares than their primary competitors.

These objectives are primary objectives for the company. New objectives should be introduced and completed, if the company reaches all the primary objectives under the time limits.

## 5.6 Segmentation based on thesis writer's observation

When thinking grocery shopping habits among various customers, it's important to realize that different age groups have different kind of interests. Therefore case company's preference segment among customers is clustered preference. Company should identify how customers clustered and what to do with every group. Usually young people, 16-24 years, are interested in products that are quickly ingested, such as candy or drinks, since most of them are living at home thus are eating from their parents and don't need to buy food for anyone else. Of course people over 20 might already live on their own, but they don't need special attention since they are probably interested in same things than younger people or those things that 25-34 year old people want. So the 16-24 year old people should be approached buy different kind of candy, ice cream or soft drink offers. Any product that might sound interesting to their

eyes or the stores have noticed that young people consume should be used. Also since young people affect the decision process of adults, this should be remembered when marketing something for the older people. All kind of marketing should take to account the younger people by decision on words or pictures, because those factors might strongly affect on their parents.

Year	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Average age of woman with firstborn child	27,9	28,0	28,1	28,2	28,2	28,3	28,4	28,5	28,6	28,6

Figure 10. Average age of woman with firstborn child in Finland(Website of Statistics Finland, 2014.)

When coming to two of our most important customer group, which are 25-34 and 35-44, it's possible to treat these people with same kind of preferences. They are usually adults with family, as seen in Figure 10. Average age of woman with firstborn child in Finland, thus they have same kind of interests or those who don't have families still buy same kind of products, for example food, toilet paper, beverages and all kind of products that stores offer. Most of case company's marketing efforts should concern these customers. These customers are really interested in special offers, but they are also interested in what is happening in their stores and what kind of possibilities they have on influencing on decisions. So special offers/sales should be targeted to this group and they should be given a possibility to influence on stores through social media. These two customer groups are those which case company should try to construct a relationship with.

Customers from 45-54 as well as 55-64 should be left without any special attention. The use of social media among these age groups together is average thus the might not be so interested in social media. The marketing with customers from 25-44 years should still work with this customer group also. But case company shouldn't forget that the age group from 45-64 has a big amount of people with rising use of social media, which means that in future when case company's social media marketing is

well established, the company should try to lure these customers to the social media pages of Case company's stores.

### 5.7 Target Marketing

In target marketing, a customer groups which should be targeted has to fulfill five different key criteria. These five are measurable, substantial, accessible, differentiable and actionable. When analyzing more important three customer groups, which are age groups of 16-24, 25-34 and 35-44, it is possible to strengthen the fact that certain age groups are more important to reach. Age group of 16-24 the age group is measurable. As seen from Figure 8, it is possible to calculate the amount of customers in that age group as well as the amount of people using social media. This age group also has different key characteristics as young people are usually quite fluctuating buyers; they don't usually buy big amounts as well as they are interested in anything new. This age group usually is about to start their careers, are studying or use their parents money thus meaning that their purchasing power isn't strong. Group is substantial and actually the biggest customer group in when considering the use of social media which also means that they are very accessible. But as said, the purchasing power isn't good thus meaning that even though the amount of customers is substantial, it still can be said that the group as itself isn't profitable. Even if their behavior is very different from the older people as well as they are actionable, because they are usually easy customers for any kind of marketing, they still aren't worth of being targeted.

In segmentation, it was noticed that the most important age groups, 25-34 and 35-44 years old, are quite similar thus they could be analyzed as one. Both groups are measurable as they both have been calculated in Figure 7, both groups have quite strong purchasing power since they usually are already in working life as well as they have key characteristics such as they are in working life, have big families and are very interested in marketing, offers, discount and much more. These age groups are substantial since they are quite big as well as their activity in social media is high, which also means that these age groups are very accessible. These age groups are also profitable since they are quite active shoppers due to the fact they have families and money to use more than younger people. Because these two age groups usually have

families thus bigger spending rate of money, they usually are interested in discounts and offer, which again means that they are really actionable and can be activated through different type of marketing. Due to these same facts it is possible to say that these age groups are different from other age groups. Because these two age groups fulfill every single criterion, they should be considered as primary customer groups to target.

After deciding that case company should target age groups of 25-34 and 35-44, case company establish the targeting strategy. As there are two age groups which are quite similar but might have very minor differences, the best strategy to go forward would be selective specialization. This means that the company should go with the similar kind of marketing strategy that attracts both groups, but should also add little things which would attract a certain group. This way there is a possibility to get the maximum profit out of the social media marketing in the area of case company.

#### 5.8 Positioning in Social Media

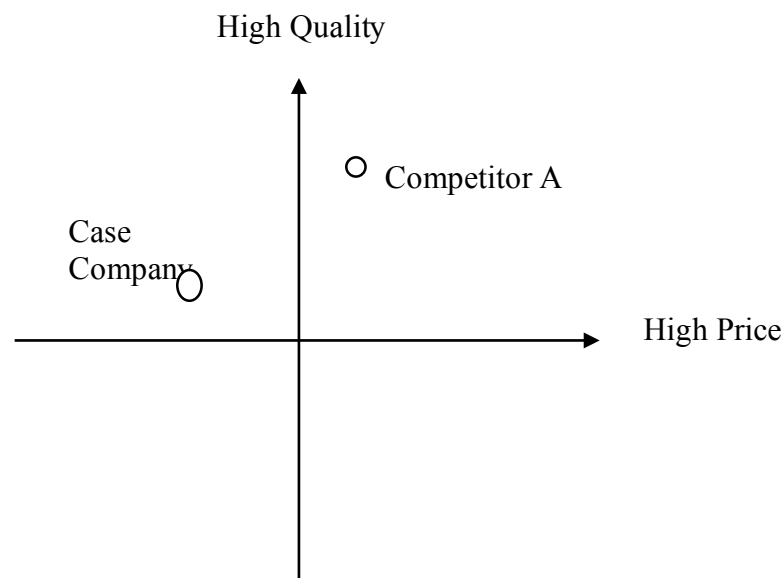


Figure 11. Positioning map of the Case company and Competitor A (Kotler,Keller,Brady,Goodman & Hansen 2009, 369.)

Case company should decide positioning in the market. Case company has to have knowledge of how the competitor is working in social media. Competitor A is using low prices to attract customers or high quality products which usually are very visual products. As the main competitor, it was acknowledged in competitor analysis that 6 stores of competitor A are using social media. These stores only use Facebook, thus meaning that searching through competitor A's Facebook pages is enough for finding out primary competitor's social media positioning. As already found out in competitor analysis, competitor A's social media marketing is quite same throughout stores. Stores are mostly marketing new products, competitor A's nationwide blogs and sometimes discounts. Surprisingly only megastore in Rauma is using discounts and cheaper prices in their social media marketing. Smaller stores have mainly new products to show in their marketing. Competitor A's positioning concerning their Facebook marketing should be placed more on high quality side than lower price side, but not to high prices since megastore in Rauma is using a lot of discount advertising, as seen on Figure 11. (Facebook pages of competitor A, 2015)

This would be something that case company should really focus on. Case company should do totally different kind of marketing as a main action. This means that even though the company would also advertise new products, the main focus should be on low prices. This way case company offers something to customers that the competitors aren't really offering. Positioning should be done so that the company is in lower price range and medium quality products, as seen on Figure 11.

## 5.9 Marketing mix in Social Media

Marketing mix produces ideas and suggestions for the company. This chapter concerns only the writer's suggestions and ways to achieve all the goals planned earlier during this study.

Place – Channels where company should be marketing:



The competitor is using only one channel, thus making it easy to go over them in social media. Case company should use this opportunity and use wide range of social media channels. Following channels are the best fit for the company since they are either the most popular sites in Finland. These are the channels that should be used in the company's marketing efforts. Channels are:

- Facebook
- Instagram
- Twitter
- LinkedIn
- Blogs
- Youtube
- Wikipedia

All the channels serve for different purposes, but still are very necessary for reaching the case company's goals of social media marketing in.

Product – products/subjects company should be marketing:

Since there are a lot of different social media channels involved, the product selection should be also quite broad. In fact, instead of a product there should be many kinds of products the company to offer/use in social media.

Wikipedia might not seem so important for companies. But many companies have failed to see its importance. For customers it's a place where they get to know different facts, history and other possible important background knowledge. This is the reason why case company should offer a social media product for customers in Wikipedia. Company should write quite similar Wikipedia pages for each store, but with some information differences of course. Each store should include some kind of history, maybe some old and new pictures as well as current information. The idea of these is that customers could go and read about their local stores. Knowing the background of the stores as well as some trivia knowledge would bring the customers closer mentally.

LinkedIn is other channel which some might question. The power of LinkedIn is the work force available on the channel. So the idea of producing product for buying customers is absurd. Instead the company should use this channel to find different kind of work force. Company should create their own page to LinkedIn and always when they are in the need of new employees; add a job advert to LinkedIn. This way case company might find a professional people to their company that could develop and take the company to bright future. Without LinkedIn in use case company is losing those individuals at the moment. Creation of profile pages should be limited only to case company's head quarters, since LinkedIn is mostly used by white collar workers.

Instagram is a channel where one can't really use the power of writing. There company can only affect customers with great pictures. Products thus should be really good pictures that follows certain stores other marketing at that exact moment. This means that, if the company has a fruit week, then the pictures should be about fruits. Also the pictures should be quite high quality and artistic since in this channel the power of a really good picture is priceless and could has a lot of advertising value. The opportunity of "tagging" also adds a possibility of having different kind of contests in Instagram. Contests should drive customers to tag case company's stores to customer's pictures, thus promoting store's page. This way company could attract more customers and have even more powerful marketing. Instagram as a channel should be taken to use in every store.

Twitter is going to be the most unused channel, but it shouldn't be forgotten. Twitter is about short texts about what is happening at that moment. Case company should use Twitter to inform big happenings, really big discounts and store events such as new product category. Twitter should be used in head quarters, but the advertising in twitter should include everything that is happening inside whole case company. The biggest idea of Twitter thus is to be an information channel between case company and its' customers.

Blogs are a bit harder element to master. Writers of blogs should be someone who could write a book, meaning that the texts published by case company's blog are entertaining, refreshing and interesting. Because the company should mainly target age groups of 25-34 and 35-44, there should be a theme to the blog that would attract these

groups. Well when the stores are food stores by large part, the main attraction for customers is food. Thus blogs should be food blogs which are advertising with ongoing themes of other marketing as well as food trends of the world. Blogs articles should be written by one writer to one blog in every store, thus not resulting to really mixed advertising as many simultaneous blogs would result to.

Youtube should be used to advertise but also as so-called “back-up” channel, meaning that Case company would utilize the videos uploaded to Youtube in other channels also. Products of case company’s Youtube channel would mostly be videos of different events happening around case company’s stores. Also different kind of greetings, on for example Christmas and Easter, should be filmed and used throughout all of the Social Media channels. Different competitions are always a good idea, such as “Send your cooking video” and so on. Youtube marketing should be carefully thought through and aimed towards buying customers.

Facebook as the most used channel in Finland and only one where is competition, should be most important thus big amount of marketing efforts has to be aimed to this certain channel. As found out that competitor A’s marketing efforts in social media channels mostly were about new products coming to store or competitor A’s nationwide blogs, mega market in Rauma was only one with mostly discounts, case company should really but their social media advertising product ideas to discount marketing and cheaper products. Adding to this Facebook advertising should be really active with a lot of other marketing also, like new products, event, blogs, videos and everything else. Because the most attractive customer groups were the age groups of 25-34 and 35-44, the advertising should be aimed towards them.

#### Promotion – marketing actions that the Case Company should use in marketing:

Figuring out the marketing actions is the most important part of the marketing mix. Case company has to put most of its efforts to this part also in future. Since Wikipedia, Twitter and LinkedIn aren’t really being used in actively to get customers they are left out from this part. Facebook, Youtube, blogs and Instagram are those channels that need instructions one-by-one. It’s also important to member that our main customer group were people from 25-34 and 35-44 years old as well as the fact that the aimed

marketing objectives need to be fulfilled with this actions. It is also good to remember that this part is not a plan, but list of suggestions thus the writer will give examples of ideas that could be used. Case company should consider these suggestions and act according similarly.

Since Instagram is photo sharing channel, it is important that there are really good pictures. This should always be taken care of, and also since its only about pictures, sharing prices for example isn't really a good idea. The best possible way to use Instagram would be adding artistic pictures of something that is in sale for that week. For example if coffee is in sales, certain store should take picture of coffee cup with good looking pastries and write under photo "What a moment with coffee and delicious pastries. Come to check our coffee sales of 1,99€ per package". Instagram marketing should be done with this kind of idea. Also since Instagram is about tagging and followers, Case company might consider having competitions in their stores, where they would advert for example in following way "Take a picture of the food that were made with ingredients bought from our store and tag us to the picture and follow our Instagram profile. Best picture by follower will win a prize of..". This kind of marketing would surely create a lot of interest and add followers to the Instagram page.

Blogs should not be the starting point of the social media advertising, as it should be the last ones. In marketing objectives it was set to be a third year goal. Blog should always written by someone who can write. Also it should be someone that the customers know. Because most of the cities in case company's area are small, and our target group is adults with families, it might be good idea to have the writer to be woman who has a family. So called "Food blog by Local mom" would generate interest among the store since people now that person and might feel similarity with her. Chosen person in every store would write food recopies to the blogs and the ingredients for her would be provided by that certain store. This could boost sales a lot, if the blog would be success. Each store should make a competition of choosing the blog writer, by having the best blog writing win the opportunity to become "Local food blog -mom" for that certain store. This way interest could be generated already in the start.

Youtube should include different videos among all stores already in the start. These videos should include introduction of store, its' employees and a "make an "I like my store for these reasons" –video competition. Reason for this is that the videos bring customers closer to the store and get them to feel like they are part of the company. They also show the personalities of different employees which is always really good since customers could feel that they know the person who is serving them. The idea of using the competition is to get the customers excited about the Youtube channel as well as when spread through the whole social media marketing chain, the competition would bring interest towards is single channel. Youtube should be uploaded with different videos that are primary meant to be used in other channels. Different marketing actions made in Facebook should always be linked with a video in Youtube (video should be for example greeting, introduction or instruction). Also "Food blog by Local mom" should have added videos on Youtube which could be shared in the blog. These videos should be about the mom making the certain food. They would bring another element to the blog, making it much more interesting.

Facebook is so used element in social media marketing that it should be considered as most important. It is really important to keep in mind that the positioning is proposed to be cheaper products thus meaning that the marketing should be a lot of about cheap offers and discounts. Everything new should be also promoted and things that happen in store also, but this paragraph is about the marketing efforts that fit the objectives and positioning. Because the company needs to gather as much likes, shares and interest towards their Facebook page as possible it is really important to start with strong marketing efforts. Every single store should start with a marketing campaign that would reward customers when they like their store Facebook page. This means that when customers likes store's page and shows that next time they are going through the cashier, customer would get -5% discount. Campaign would last for one day so the customers don't have possibility to take advantage of too many discounts. This would ensure amount of likes and people linked to the page that each store would have really strong start in Facebook. When this marketing campaign is done the store should launch series of campaigns that enquire customers to share a post of certain product. The amount of discount for that product should always require certain amount of shares, for example 500 shares mean 5% discount, 1000 shares 10% and so on. This would generate huge interest as well as might result to really quite huge visibility in

social media. Also meanwhile company should write to Facebook with different kind of subject and try to get the customers to comment on and discuss about that subject. This would create an relationship between that store and its' customers and would strengthen it when it's done on regular basis.

Marketing mix ideas are just to get the company going. It's is essential that case company would always invest on new ideas and ways to get customers interested in their social media channels. These are really good ideas but not enough to reach the marketing objectives. But when the marketing objectives are reached, awards might be huge.

People – those individuals who are implementing marketing efforts:

There are two ways that a company like case company could do social marketing. Either you hire a person whose responsibility would be to take care of the whole social media marketing or then you make your employees do it. In the cause of case company, where there are store managers and employees in every store as well as people working in headquarters, thinking of hiring someone isn't a profitable idea. This marketing action is something that case company should conclude in the work of a store manager and marketing manager of case company.

Store managers should take care of the marketing efforts of Facebook, Wikipedia, Instagram and Youtube. This is because all of these channels enquire knowledge that is personal, happening right at the moment and should be aimed from certain store to its customers. Store manager in each store can then decide how he is going to manage his part of case company's social media marketing, is it either having someone to help him or doing it by himself. "Outsider" in case company's headquarters might cause a lot of mix-ups, if he would do the marketing for a certain store in other city. Blog should also taken care by store manager and the chosen local mom. Thus it can be ensured that the idea of the blog works to the favor of that store.

Marketing manager should use the channels that will be used in the marketing of whole case company and not certain stores. These channels were LinkedIn, Twitter, blogs

and Wikipedia. This is because each of these channels requires either special kind of marketing or marketing from one source.

Physical evidence - Different ways from which the company knows are they succeeding in their marketing efforts:

Measuring social media success is quite easy since all of the channels in use, despite Wikipedia, has own meters to find out the success of the company. Either it's a like, a share, number of followers, number of views or amount of connections there always is some kind of measuring stick in social media channels. Company needs to check the social media channels in use and see from a meter of specific channel the success of their marketing efforts. For example in Facebook it might be followers, likes or shares of their posts.

Process – Ways of establishing the planned marketing efforts:

The process of getting marketing activities done might be quite hard issue, when considering that it's an added job to the store managers. Also other hard part is to get different store managers to understand what is the strategy case company is looking for and how should they act to achieve these goals. To ensure the success of this way of marketing should be done by following these steps:

Because this thesis is a suggestions list for the company, case company should use this list as a base of creating their own social media marketing plan, and use that as an education material to the store managers.

Case company should have someone have meetings with each store separately and educate everyone with the use of social media in case company.

Use of social media marketing according to the plan should be made mandatory, that way to store managers would be forced to try social media marketing. Otherwise it might be that the managers aren't so excited and would use more ordinary way of marketing.

Marketing objectives should be made clear to each store manager and a bonus for each store should be given when they achieve the objectives. This would make sure a good quality of the social media marketing efforts.

All good and tested ideas should be spread among all the stores in Case company.

Budgeting - Defines the amount of money needed for marketing:

There is three ways the company can do marketing budgeting wise. They can hire outside firm to do the marketing, but this would require on giving a lot of inside information to outside firm so it shouldn't be considered on as well as anyone can do social media marketing, thus meaning that in a company size of the case company has a lot off work force who could do good enough social media marketing.

The second possibility is to use own work force and hire an social media marketing manager. This social media marketing manager would manage all the social media results thus resulting to same kind of marketing throughout of the company. Social media marketing manager's salary in 2015 was 4050€/month (Taloustutkimus Oy, 2015) and this means that the salary added with another marketing costs would be too expensive, so this idea also should be forgotten.

The most cheap way of marketing is to forward the responsibility of social media marketing to the store managers. This would mean that the company doesn't need to pay anything more on the management of the social media marketing. It would also mean that the marketing would be same throughout the case company but again it would be much more flexible as well as the needs of people in certain area would be matched more efficiently. Because everyone has cameras in their cellphones in 2016, company wouldn't need to buy equipment, so only costs from this marketing system would be the products. For example competition with shares in Facebook, proposed in promotion part of this chapter, with 5 % or 10 % discount means that if the product advertised would cost 10€ and shares would result to 5 % discount, the company would need to buy 0,5€ for each product. If the company would order 2000 products to sell and would sell all, this would mean marketing cost of 1000€/store, but that would be the only cost. Company should consider this option as the best one.



## 6 CONCLUSION

This thesis was made with the way of quite extensive marketing plan, even though it should be read as a suggestion for the case company. To answer objectives of study these questions following actions were done. Case company's head of marketing was interviewed to get the background information on the already existing social media marketing efforts. Literature and internet were used to get the theoretical knowledge that the thesis requires. Also the social media channels that were pick to be used were throughout search the see what competitors are doing at the moment. Various books are used to get the best possible base for the plan to be made on. Survey isn't included in the thesis, but the most used marketing analyzes and tools as well as information from reliable sources are used. These analyses ultimately result to an actual list of suggestions by the writer. The suggestions should be considered to be taken to use as they are or by modifications.

Social media is really broad thus meaning that getting good results from this project it was essential that the writer made an extensive research of what channels to use. It can be concluded that the most used channels were Facebook, Instagram, Twitter, LinkedIn, Blogs, Youtube and Wikipedia. Because the amount of resources put to the social media marketing shouldn't be that large, the idea of more different channels in use is absurd. So writer limits the use of channels to the channels that are revealed through research to be the most relevant for case company. Research findings also show the importance of social media marketing in business. Amount of users in social media as well as in the area of target company is something that shouldn't be put aside.

Analyze results shows also the importance of social media marketing in case company. Analyze of competitors indicates that since other companies aren't so active in social media, the marketing in those channels might result to advantage over the competitors. Same result is shown when analyzing the customers. Thesis also shows that it was possible to accurately aim to different groups from customers. Through analyzing these groups, it is decided that the company should aim towards age groups of 25 to 34 and 35 to 44. These groups are best ones when different factors are considered, such

as amount of users in social media, buying habits and potential of profits they could bring to the company. Case company was also analyzed by SWOT and its' strengths, weaknesses, opportunities and threats were found. Mainly this analyze shows that as a market leader in Finland, case company needs to be in social media with full force, but it has to be done right, with organization wide co-operation and carefully by taking all possible threats to count.

The ending result of the thesis is to make suggestions of how-to-do the social media marketing for case company. Goals are set for the company, and they are something that really should be reached, otherwise the company will fail this kind of marketing. After deciding who to target and how the company should present itself in social media, a marketing mix is made to really show the company how to start their marketing and which way it would bring the best result. Some promotional tricks were described for case company that might really give them a good start. Since this thesis is a suggestion for the company and not a plan, it is important to mention that these are not actions that case company will do, but suggestions of ways to get social media marketing on the right tracks.

#### 6.1 Suggestions for further study after implementing social media marketing

The case company shouldn't stop studying social media even after implementing this study. The social media is always changing so the company should research and plan following factors:

- The usage among older citizen is rising all the time, so the case company should study when the older age group becomes profitable and start marketing or them also
- There are always new social media channels. The active research on possible new channels to use has to be done all the time in future. This way the case company can reach and maintain leader position in social media. Also some channels might become unpopular thus the case company

should be checking these factors also. Unpopular channels should be left out

- Company should always see what others are doing in social media and what kind of social phenomenon is happening in rest of the world. There might be some kind of ideas which would result to huge advantages and profits for the case company

## 7 EVALUATION OF THE THESIS

In the start an agreement was made between the writer and case company to write these suggestions. Plan was to write this thesis as soon as possible, even though the writer was working in the case company at that time. Everything went as planned until during the autumn of 2014 the writer departed ways with the case company for other job. This meant that due to the busy schedule and motivation towards the new job, the writing of this thesis was put aside until the start of 2016. Also part of the reasons came from when writing the marketing strategy, precisely during paragraphs 7.2 Segmentation and 7.3 Target Marketing. There weren't any studies conducted on what people buy from grocery stores by certain age in Finland. This resulted to an situation where it was decided that implementation of observation on this issue by the writer was reliable enough. After some delays it was decided that writer has worked in the this business for 8 years and observation on the cashier counter could be considered as reliable ways to study customers and their behavior, thus writing of thesis could be continued.

The most important part is to answer the set objectives for the thesis. In the following there are those objectives and what was found out during thesis:

- Which are the strengths, weakness, threats and opportunities of the organization in social media? (SWOT)

Thesis answered to this throughout SWOT analysis. In short The company has a lot of strength that support the use of social media as well as will result to many reachable

advantages through social media. But the company has to be careful with their own efforts as well as should keep eye on the competitors and what they are doing.

- Who are the target customers from the social media point-of-view ?

Through analyzing it can be found out that the company should aim towards age groups of 25 to 34 and 35 to 44. These groups are best ones when different factors are considered, such as amount of users in social media, buying habits and potential of profits they could bring to the company.

- Which social media channels will be used?

Social media is really broad thus meaning that getting good results from this project it was essential that the writer made an extensive research of what channels to use. It can be concluded that the most used channels were Facebook, Instagram, Twitter, LinkedIn, Blogs, Youtube and Wikipedia. And the ways of using these channels are also described in the thesis.

- Which kind of marketing mix -strategy will be used in the social media?

Extensive Marketing mix is concluded in implementation part of the thesis. The case company has opportunity to use that strategy.

This was really good way to learn more about marketing as well as to deepen the knowledge of everything that the writer of this thesis has learned during his studies. Result of the thesis should be really informative for the case company.

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Satakunta University of Applied Sciences

Thesis: Toni Junnila

Interview of the marketing manager: Case company

31.3.2014

## **Company**

What is Case company doing at the moment in social media? Which channels are in use?

Case company isn't in social media as an organization, but some stores that are part of Case company, are in social media. Only action Case company is doing in social media at the moment, is to follow what are people talking about. Facebook and twitter are in use somehow. Case organization as a whole has some kind of nationwide marketing.

How important marketing channel social media is for Case company?

Is seen as marketing channel in future but not at the moment.

How is the social marketing conducted in Case company?

Amarillo Rauma, S-Market Äyhö and S-Market Säskylä is in social media at the moment. Marketing is responsibility of store manager. Marketing has to be done in good manner.

What are the strengths and opportunities of Case company in social media?

Opportunities: certain age groups, connectivity with customers will become better, link to younger customer and incorrect information among the public can be easily corrected.

What are the weaknesses and threats of Case company in social media?

Weakness: There isn't social media marketing

Threats: Losing reputation

How are your competitors working in social media?

No idea.

How Case company differentiates from competitors in social media?

At the moment, Case company doesn't.

## **Thesis**

Concerning thesis, is there any wants or hopes from Case company?

Issues that are from inside the company, stay inside the company. Case company wants good and innovative ideas. No limitations.