

Saimaa University of Applied Sciences  
Faculty of Tourism and Hospitality, Imatra  
Degree Programme in Hotel, Restaurant and Tourism Management

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## **Marketing through social media. Case – Imatra Base Camp**

Thesis 2016

## **Abstract**

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Marketing through social media. Case: Imatra Base Camp. 64 pages, 3 appendices

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This was a project-based thesis about marketing through social media. The purpose of the thesis was to attract more travelers to Imatra and Rauha region by continuing already implemented marketing campaign for Imatra city and Rauha region through social media. The work was commissioned by Imatra Region Development Company (Kehy Ltd).

The thesis consists of theoretical and empirical section. The theoretical section of the thesis concentrates on social media, social media marketing, and destination marketing. The information for the theoretical section was gathered from various sources such as literature, articles and the Internet. The empirical part of the thesis was the actual destination marketing and measuring its online activities via social media metrics. The data for the empirical part was gathered from the online marketing activities on social media channels and also through satisfaction survey for the case company platform. The efficiency of marketing activities was measured by different online application tools.

As a result of the marketing activities, recommendations concerning development of social media marketing, ways of increasing social media users' activities and ways of attracting more followers on social media were suggested. Moreover, improvements of the case company's platform were suggested. Finally, suggestions were made on how to increase awareness of local hospitality companies' products and services. The conclusions and suggestions could be used by the case company for continuous improvement of the marketing campaign.

Keywords: marketing, social media, social media marketing, destination marketing.

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# 1 Introduction

This chapter covers background information of the thesis subject. The introduction also introduces the reader to thesis objectives and thesis content. It discovers expediency of chosen topic in current case company Kehy Ltd.

## 1.1 Justification of the topic choice

Nowadays social media has a huge impact on daily routine of humans. Because internet has become a necessity, majority of people communicate, share memories, ask for opinions, give feedback, seek for new friends and dates through social media. Moreover, companies use internet and especially social media to promote brands, products and services. Countries, resorts, cities brand and promote their destinations with the help of social media. Social media makes marketing easier by interacting with people in a place, which could be assessed by everyone and right away. (Briscoe 2011.)

The thesis aim is to provide a deeper understanding of social media, social media marketing and destination marketing through online presence. After taking a deeper look into social media marketing, the goal is to conduct a social media marketing activities for the case company and for the destination's local hospitality companies.

The case company is Kehy Ltd. which is Regional Development Company owned by local companies and municipalities. One of Kehy's tasks is to promote regional companies. For that purpose, Imatra Base Camp has been created so that Imatra city and Rauha region would be branded as "a large entity, which functions like a small village". (Kehy, 2014.) With the slogan "Make your move", the brand suggests all the travelers to enjoy Finnish nature, do sport activities and participating in different kind of events.

Together with the customer experience officer of Kehy, Juha Sorjonen, the authors agreed on a plan of action that included different tasks to increase awareness of the destination by promoting its local hospitality companies'

services and products as well as to update social media users with upcoming events and entertainment activities hosted by Imatra city.

Tourist destinations rely strongly on social media in their marketing activities and for that reason, this project-based thesis will focus on emerging effective social media marketing. The purpose is to help the case company to improve their social presence, to boost up marketing activities and to attract more tourist to the destination by promoting local events and entertainment activities, and also local companies' services and products.

The authors agreed with the case company, that the marketing activities through social media would be done in Vk, Russian social networking web site, and Instagram, while the Facebook page stays under control of the Kehy production team. The Facebook page provides information on Imatra region and its local companies. The task given by the commissioner was to use this information as well as information from other sources (for example local newspapers and other Facebook communities sharing news about Imatra region) and put it in to the right context in Vk for Russian travelers and Instagram for local residents and other foreigners.

Imatra is considered one of the most popular cities in Finland among Russian tourists coming here for shopping and holidays (Visit - plus Tourism and Travels n.d.). Even though latest sanctions of EU towards Russia, and the ruble's non stability has affected negatively on the amount of Russian visitors coming to Finland, it does not mean that local companies will not attempt to attract potential Russian customers to spend a night in a hotel, enjoy views and to be a part of some events and other activities happening in Imatra and Rauha region as well.

To increase the city's recognition among Russian tourists and other visitors coming from all over the world, the Imatra Base Camp tourism brand focuses on increasing destination recognition. The authors believe that social media marketing activities such as updating social media users with the information of upcoming events, entertainment and sport activities, by sharing local companies' promotional content and also sharing other users' interesting

content for attracting more people to the area would bring more foreigners as well as Finnish citizens from other regions to come and live like a local.

Social media related issues and topics are very popular nowadays since many people use social media to share thoughts, experiences and daily routine with friends and even strangers. Moreover, brands, companies and even destinations (countries, cities, and resorts) use social media to reach their customers. The idea of participating in marketing a destination via social media has interested the authors and that is why the topic was chosen for the project-based thesis.

## 1.2 Aims and objectives of the thesis

The purpose of the thesis is to attract more tourists to Imatra and Rauha region and boost interest in tourists and local residents to local hospitality companies. The aim is to implement effective marketing activities through existing social media channels in order to increase awareness of the region and its local companies.

The case company is Imatra Base Camp organization owned by Kehy Ltd. The case company is presented as a tourist brand of Imatra and Rauha region. It has three main social media channels which are Facebook, Instagram and Vk. Imatra Base Camp has also its own platform holding all the information concerning accommodation, food and shopping facilities, events and other entertainment activities in the region.

To achieve the above aim there are following specific objectives have been planned to use. The first objective is to promote events and entertainment activities in Imatra and Rauha region. The second one is to promote local hospitality companies' products and services with the help of social media. The third objective is to increase followers in social media by involving more interest to the pages. The last one is to make repost from other social users about Imatra and its region, which in a turn could attract more followers.

Based on achieved objectives and after measuring the efficiency of marketing activities, the authors will be able to show the outcomes of how successful

marketing campaign was. Finally, the authors also will be able to suggest future improvements for marketing the destination and its local companies through social media. The measurement of marketing activities will be done by online application tools that show the results on implemented marketing activities.

### 1.3 The content of the thesis

The thesis is divided into two main sections: the theoretical and empirical section.

The theoretical section defines such concepts as marketing definition, social media, social media marketing and destination marketing. The empirical part is a project that stands for implementing social media marketing activities to increase the destination awareness through social media. It also includes a survey done to analyze Imatra Base Camp platform and whether the platform is easy and handy in use. This was done because the brand and the platform itself is actively being promoted on social media. The touch screen panels throughout the city show the information that is placed on the platform and that is why the authors wanted to know if the information on the platform useful or not from a traveler's point of view.

The results and conclusions offer suggestions for further improvement of marketing campaign for Imatra and Rauha region and the company's platform after taking a satisfaction survey.



## 2 Marketing

This chapter concentrates on defining marketing concept and explaining the idea of marketing mix. The chapter also presents a new era of marketing. Traditional marketing is not effective as it was before, because Internet has taken a firm position in daily life of humans. That is why it is important to clarify what traditional marketing has been transformed into. Besides that, the chapter provides information regarding marketing strategy in Internet.

### 2.1 Definition of marketing

Marketing is a term that defines the communication between a company and the target audience aiming to increase a company's value in the market or its merchandise or, increase the profile of the company and its products or services in the public mind. The purpose of marketing is to change customer's behavior. The tools used for marketing include defining target markets by analyzing market segmentation and understanding what influences the consumer behavior. (Wikipedia 2016.)

Marketing is one of human needs. Human needs are states of felt deprivation. The basic needs are food, clothing, warmth, and safety. The secondary needs are social needs and they include belonging and affection. The last needs to get knowledge and self-expression. Marketers did not create these needs but they are a basic part of the human makeup. Wants are the form of human needs, which have been taken as shape, created by culture and individual personality. (Kotler et al. 2015, p.6.)

Nowadays, marketing should have new form of sale, not as it was before "telling and selling", but it should have the sense of satisfying customer's needs. Marketers have to understand customers' needs if they want to have good sales. Professionals should think about how develop products in a way, that will provide superior customer value, and prices, distributes, and promote to clients effectively. Selling and advertising are only one part of a big system "marketing mix", it is a set of marketing tools that cooperate to satisfy customer needs and

build customer relationship. Marketing is as much attitude as action and as much as perspective as planning. In fact, according to guru of management Peter Drucker (1973), the marketing purpose is to make selling unnecessary and useless. (Kotler & Armstrong 2010, p. 29.)

Consumers usually face huge amount of products and services that might satisfy a particular human need. There is big variety of products at the market and the customers choose the needed product by searching the most suitable for him. Customers form expectations about satisfaction of the product or service that various market offerings will deliver. If customers are satisfied with the product, they will come again to buy it and they will tell others about their experience. However, in case the customers do not like the product they might choose a competitor's product. Marketers have to set up a right level of expectations. If their expectations are too low, they may satisfy those who buy, but fail to attract enough customer. If they set expectations too high, buyers could be disappointed. The integration of customer value and customer satisfaction are the main key for developing and managing customer relationships. (Kotler & Armstrong 2010, pp. 6-9.)

Companies which are coming to the market have to know their audience, to whom they what to sell what and promote their product and services. According to their target market, they have to define what marketing strategy would be wise to follow. (Scilly 2016.)

Porter (1985) in his theory discovers that there are three different approaches of marketing strategies to compete: Cost Leadership (no frills), Differentiation (creating uniquely desirable products and services) and Focus (offering a specialized service in a niche market) (Scilly 2016.)

Cost Leadership basically means that industry chooses to lower the cost in operating their production. They try to find all possible ways of cheapest production by using modern technologies, raw materials and so on. This strategy aims to take more advantage from the scale of production. A good example of companies, which have chosen cost leadership approach and are quite successful in their work is a well-known company Ikea. Ikea has done a

revolution by offering to customers stylish and at the same time cheap furniture. It has lowered the prices by reducing raw materials, by sourcing their materials at the low-wage countries and offering minimal service to the customers. Customers buying furniture and have to assemble it by themselves at home, which is how Ikea can offer products with low prices. (Scilly 2016.)

Of course, cost leadership approach has advantages and disadvantages. Advantages from this strategy are that the company can get a good of profit if they have a big market share, and if the company has all different kind of products. However, there are also some strategic disadvantages in the way when people get more perception to the quality of the product, in case if it is the company can suffer a lot. The company has to have large volumes of sales, because margins are slim. Key environmental trends can be later detected by low cost leaders. (Huebsch 2016.)

Cost leadership marketing strategy is goaled to have low prices for their product. Cost Leadership requires a very detailed internal focus on processes. Differentiation is creating uniquely desirable products and services. Differentiation strategy of the company means creating very different product from competitors, making it more attractive, having more benefits, values, and being innovative and useful for customers. Products and services contain good features, functionality, durability, support, and brand image that the customers value. Companies that choose this strategy are mainly specialized at some niche of industry. In order to be successful in the chosen marketing strategy, a company has to do a market research by taking into account all weak points and threats, competitors and strengths. The company should understand its the most effective features that would allow its product or service compete with many other similar. Moreover, the company should consider opportunities that would bring its product or service to a new level or a new market. Sales and marketing have to be effective, so that potential customers choose your product from many similar products. (Mind Tools Editorial Team 2016.)

Large organizations have to be very careful with the chosen strategy of differentiation, because the costs of developing new high quality products are very high, and in the same time the risks attack from competitors from the

different fronts are also very high. Differentiation, demands an outward-facing, highly creative approach. (Mind Tools Editorial Team 2016.)

Focus offers a specialized service in a niche market. Companies that use focus strategies concentrate on particular niche markets and by understanding the dynamics of that market and the unique needs of customers within it. They develop uniquely low-cost or well-specified products for the market. The product has unique features at the market and it has strong brand position between customers. This marketing strategy does not have a high risk of being attacked by competitors. (Mind Tools Editorial Team 2016.)

Porter (1985) has divided focus in to two subgroups of cost focus and differentiation focus. However, if company chose one of cost focus or differentiation focus, the main key is to ensure that one adds something extra as a result of serving only certain market segment. The "something extra" can contribute to reducing costs, perhaps through knowledge of specialist suppliers, or to increasing differentiation through deep understanding of customers' needs. (Mind Tools Editorial Team 2016.)

Companies that choose a differentiation strategy win market share by offering unique features that satisfy their customers. Focus strategies involve reach cost leadership or differentiation within markets segment in ways that are not available to more broadly focused players. (Mind Tools Editorial Team 2016.)

## 2.2 Marketing Mix 4P Vs 4c

### 2.2.1 4 p

One of Kotler's (1960) biggest works of marketing was exploring and expending the idea of the marketing mix, also known as the Four Ps of Marketing, an idea first proposed by an academic Jerome McCarthy in 1960. The Four Ps are: product, *price*, *place* (i.e., *distribution*) and *promotion* (i.e., *advertising*). According to Kotler (1960), marketing mix is the set of features that the company could control and use to influence the buyer's decision. These four variables help a company to develop a unique selling point as well as brand image. (Mahajan 2013.)

In some social media, e-commerce and digital marketing, some markets ask if the classic Four Ps model of marketing is still in use. Mahajan (2013) states that the “classic” Four Ps model is dead, for example ‘promotion’. Many famous brands for example Google, never advertised, but they have become very popular. The growth of social media brings into question the classic notion of promotion. Similarly, with the rise of e-commerce, the idea of ‘place’ does not have issue as it was in the past. (Mahajan 2013.)

Product itself has its own features such as product design, packaging, labeling, warranty, after-sales service, and the brand name.

*‘While the standardization potential of each of these elements varies significantly, academics and PR actioners agree that a standardized product core is the cornerstone of a standardized marketing program as adaptability can build around this standardized core’.* (Richter 2012, p 29.)

Marketers must also create the right way of product mix. It may be wise to develop current product mix by diversifying and increasing the depth of product line. Before developing the right product, it is important for marketing to find answers to following questions. The first question is what customers would like to have from the services or products. The second question is what way is the most convenient for using the product. The third question is what features meet the customer’s needs. The fourth one is a name of the product. Finally, the fifth question concerns the appearance of the product by making research on competitors’ similar products. (Acutt 2015.)

The price is mainly the amount of that a customer is ready to pay for the current product to try it. Price has most important part of the marketing mix’s definition. Price is also part of marketing plan, as it defines firm’s profit and survival. Building the right price policy has a big influence on the entire marketing strategy. (Acutt 2015.)

When setting the product price, marketers should concentrate the value that the product offers. There are three major pricing strategies: market penetration pricing, market skimming pricing and neutral pricing. To implement the right price for the product, producer and marketers have to find out what the nominal

cost to produce the product is to understand if the price of a product is reasonable. (Acutt 2015.)

Placement or distribution is very important part of the product mix because certain product should be placed and distributed in the most accessible place for potential consumers. While planning distribution channels, marketers can define their target market. Understanding distribution channels allows direct communication with customers. In order to define and develop the distribution strategy there are certain aspects that should be taken into account. For instance, after defining the target audience for the product, it is important to understand where potential customers seek for the product, what kind of stores potential customers go or whether they do shopping online. Some products or services are best sold online, some are well sold and promoted in a mall or a local store. (Acutt 2015.)

Promotion is a very important part of marketing as it can increase brand recognition and sales. Promotion includes various elements such as organization, advertising, sales, public relations, sales promotion. Promotion strategy has to cover such aspects as deciding on promotion channels to reach the target audience, the time to promote the product, what channels are best suited for a particular product or service. Besides that, it is important to make a research on promotion strategy of the main competitors. (Acutt 2015.)

### **2.2.2            4 c**

Kotler (1960) made a big investment to the marketing world by implementing the definition of marketing mix. However, using the 4P strategy was mainly aimed to promote product to customers, but nowadays one also needs to in addition to promoting products to care about customers which is why the, so that how 4C model was introduced to marketing.

The 4 C model has become more and more important recently. The 4C marketing mix means combination of the following: Customers (clients), costs, communications and convenience. (Cleverism 2015)

The first C means customer. The Customers' needs have to be explored before selling products to them. Companies have to study how to find the needs of their potential customers. (McClean 2012.)

The second C means costs. The price that is mentioned in nominal – it is one part of the cost to satisfy. The product has to contain all features which potential customers are ready to pay with this price. The hardest business niche is retailer that sells in a low price. Price has to be flexible according to market situation and also to contain situation with competitors, to not to be vulnerable by pricing policy competitors. (McClean 2012.)

The third C means convenience. Today there is a huge amount of different distribution channels by which customers can buy products: on the Internet, from a catalogue, by phone, using credit cards, etc. To be successful, a company has to find all possible ways to sell the products that will be most suitable for customers to buy their product. (McClean 2012.)

Finally, the fourth C means communication. Communication is preferred over instead of promotion. Promotion is manipulative because it is from the seller. Instead, communication requires a give and take between the buyer and seller. To be successful company has to think how to make advertising "interactive". Interactive communication is successful in finding constant customer. (McClean 2012.)

## **2.3 Internet marketing**

### **2.3.1 New era of marketing**

The new era of the internet and other digital media has changed traditional marketing. Customers have become more prepared since they got an opportunity to check needed product among a huge number of products and services beforehand. Organizations have got an opportunity to promote products and services right away. Companies use the Internet to improve the competitiveness in the market. At the same time, the Internet gives rise to many opportunities to organizations. For example, start-up companies such as Amazon, Expedia, AutoByTel and CDWOW have got a big part of their market.

Indeed, the phrase “amazoning a market sector” has become known phrase. (Chaffey et.al 2009, p.13.)

The term “Internet marketing” tends to refer to an external perspective of how the Internet can be used in mixing with traditional media to acquire and deliver services to customers. One of the modern term is e-marketing or electronic marketing that is considered to have a wider scope since it refers to digital media such as web, e-mail and wireless media, but also includes management of digital customers’ data and electronic customers’ relationship management system. (Chaffey et.al 2009, p.10.)

### **2.3.2 Key features for Internet marketing strategy**

Cooperation between Internet channels and traditional distribution channels is the key part of the Internet marketing strategy. Internet marketing has to be integrated into multichannel marketing. To be successful in Internet marketing, there are certain stages in the marketing strategy. (Chaffey et al. 2009.)

First of all, Internet marketing strategy should have a clear vision of business in the nearest future. For example, for the nearest three-four years there should be a research consisting of more specific annual business priorities and initiatives. (Chaffey et al. 2009.)

Next step is to set objectives for the business and brand development including the online contribution of leads and sales for the Internet or other digital channels. Different kinds of customers should be reached through different channels. There should be differential value propositions that have effectiveness for communication with customers. There should be mix of online and offline communication tools to attract potential customers to the brand through other digital media such as email or mobile. There also should be provided support for customers along the buying process by using digital channels in combination with other channels. (Chaffey et al. 2009.)

Finally, one should manage the online customer lifestyle through the stages of attracting visitors to the website, converting them to customers and retention and growth. (Chaffey et al. 2009.)



There are five benefits, reasons and objectives of e-marketing. First is growing sales, for example by wider distribution, promotion and sales. Second is adding some extra values for product, some extra benefits. Third is to get closer to the customers, by having interaction communication – asking question, feedbacks, dialogs and so on. Fourth is to save costs, and as a result to increase profit and to extend the brand online. (Chaffey et al.2009.)

E-marketing objectives can be summarized as the 5Ss – Sell, Serve, Speak, Save and Sizzle, seen in table below (Chaffey et al.2009, p.23).

Benefit of e-marketing	How benefit is delivered	Typical objectives
Sell – Grow sales	Achieved through wider distribution to customers you can't readily service offline or perhaps through a wider product range than in-store or lower prices compared to other channels.	<ul style="list-style-type: none"> <li>• Achieve 10% of sales online in market</li> <li>• Increase online sales for product by 20% in year</li> </ul>
Serve – Add value	Achieved through giving customers extra benefits online or inform product development through online dialogue and feedback.	<ul style="list-style-type: none"> <li>• Increase interaction with different content on site</li> <li>• Increase dwell time duration on site by 10% (sometimes known as stickiness)</li> <li>• Increase number of customers actively using online services (at least once per month) to 30%</li> </ul>
Speak – Get closer to customers	This is creating a two way dialogue through web and e-mail forms and polls and conducting online market research through formal surveys and informally monitoring chat rooms to learn about them. Also speak through reaching them online through PR.	<ul style="list-style-type: none"> <li>• Grow e-mail coverage to 50% of current customer database</li> <li>• Survey 1000 customers online each month</li> <li>• Increase visitors to community site section or increase ratings/reviews and discussions by 5%</li> </ul>
Save – Save costs	Achieved through online e-mail communications, sales and service transactions to reduce staff, print and postage costs.	<ul style="list-style-type: none"> <li>• Generate 10% more sales for same communications budget</li> <li>• Reduce cost of direct marketing by 15% through e-mail</li> <li>• Increase web self-service to 40% of all service enquiries and reduce overall cost-to-serve by 10%</li> </ul>
Sizzle – Extend the brand online	Achieved through providing a new proposition and new experience online while at the same time appearing familiar.	<ul style="list-style-type: none"> <li>• Add two new significant enhancements to the customer online experience</li> <li>• Rework online value proposition messaging</li> <li>• Improve branding metrics such as: Brand awareness, Reach, Brand favorability and Purchase intent</li> </ul>

Table 1. Objectives for 5S of e-marketing (Chaffey et al.2009, p.23)

The first benefit of e-marketing is to sell. At this stage the company is trying grow sales. It could be done by reaching new prospects, actively encouraging interaction, increasing conversions and engaging with potential customers. The

second benefit is to serve. The company attracts customers' attention by adding extra value for a product and extra services to the product. The third benefit covers speaking goals. It means get to closer to the customers by having interaction: asking question, feedbacks, dialogues and so on. For example, starting a regular communications campaign to the current customers. The fourth benefit to save. In general, a business is always looking to save costs and as a result it will increase profit. For example, a website could contain a FAQ (frequently asked questions) section that can save staff's time of addressing the same issues over and over. The last benefit involves setting goals that sizzle. Sizzle implies that company has to have a "wow" factor. For example, to create a mobile app to download is becoming increasingly popular and would certainly fit well in the current market. (Sarah et. al. 2015.)

### 3 Social media

#### 3.1 Definition of social media

Social media are important tools of virtual communication in which participants share information, knowledge, and maintain social ties (Boyd & Ellison 2007). Over the last years social media, such as Facebook and Instagram, have put together millions of members. The last estimation indicates 1.49 billion active users on Facebook and 300 million users on Instagram (Facebook, 2015).

Nowadays, social media has a big part in daily life of humans. Almost everyone has its own profiles in most famous social networks such as Facebook, Instagram, Twitter and others. (Sorokina 2015.)

#### 3.2 Social media types

The broadest version of social media types has been described by Sorokina (2015), a digital journalist that writes about social media and other digital content related articles. Sorokina states that there are eight types of social media which are shown in the Figure 1.



Figure 1. Eight types of social media (Sorokina 2015)

According to Sorokina, personal relationship networks are not the oldest type of social media, but the most defining one. Personal networks can be relationship networks, romantic networks or personal profiles. The professional networks are for helping people find work, connect with other professionals in the field and share recommendations. For instance, LinkedIn is a good example of such network. Romantic networks for searching a date. Personal profiles such as well-known social network Facebook is for connecting with friends and other people of similar interests and background. (Sorokina 2015) Usually personal networks include a profile, place for interacting with other users on timelines or by private messages, and ability to set up communities and share updates with their entire networks in one click (Sorokina 2015; Grahl 2016). Relationship networks also offer a possibility for companies, brands and destinations, to engage with users from all over the world. Nowadays, most companies have their Facebook account in order to reach out to thousands of people online. (Sorokina 2015)

Interest-based networks help people find friends with common interests. In addition to personal relationship networks such as Facebook and LinkedIn, there are whole networks dedicated to one type of interest. For example, such network as Last.fm presents musicians and music lovers. (Sorokina 2015.)

Media sharing networks are services that allow one to upload media sharing content such as pictures and video. Besides that, such services have an additional option of having profiles, commenting, etc. The most popular are YouTube, Flickr, Snapchat and Instagram. (Grahl, 2016) Many companies, brands products use media sharing for social media marketing purposes in order to increase brand awareness of followers that would seek for new products, news and promotional campaigns. (Sorokina 2015)

Online reviews mean sites for getting user reviews and recommendations of anything from hotels, restaurant. People before booking a trip or planning a dinning place seek for the reviews so that they could expect certain level of service. (Sorokina 2015) For instance, such e-commerce sites as Amazon or eBay have review option. Users using these kind of web sites look to others'

feedback and opinions about a product before making a purchase. (Cite, the Digital Agency 2012)

Discussion forums are one of the oldest types of social media. Before communicating via Facebook, people used to discuss pop culture, current affairs, and daily routine and even ask for help and opinions on forums. (Sorokina 2015) Discussion forums remain popular among people who seek for information or want to get involved with a specific conversation online. Many forums and message boards refer to a general topic, question or industry. (Cite, the Digital Agency 2012)

Sorokina (2015) defines social publishing platforms as blogs and microblogs. These platforms can be long or short written. The platforms range from real-time interaction networks such as Twitter with the main emphasis on short updates that are alerted to anyone subscribed for; to more traditional blogging platforms, such as WordPress and Blogger.

Bookmarking sites allow a user to save, organize and manage links to various websites and resources around the internet. Most allow the user to bookmark the links for further search and share. (Grahl 2016) Web platforms like Pinterest, StumbleUpon, and Flipboard, allow its users collect links and materials from elsewhere on the Internet, and bookmark it to their account on the platform. The content on such platforms can be private or public, and shared with other users. Often, these kind of bookmarking sites suggest sites or links similar to the ones saved by a user. (Sorokina 2015)

E-commerce gives an opportunity to view and purchase desired goods at one click. Sites such as Aliexpress aggregate products from different retailers in a single online marketplace where small businesses and individual crafters sell their products without an existing brick-and-mortar location. E-commerce elements have been adopted by many networks whose primary functionality place them in different categories, such as Pinterest, Twitter, and Facebook. (Sorokina 2015.)

### 3.3 Social media platforms

Social media networks are best suited for promoting brands, products and services online. Even though social media networking sites are free to use, there are paid advertising options that can be used for brands willing to reach out to a bigger audience. There is no need for a company to be presented on every network. For any business, it is important to choose the platform that work best according to the business purposes. (Helmrich 2016.)

There is a huge amount of social media platforms used according to interests and purposes. Many social networks are usually available in multiple languages and enable users to connect with friends, colleagues or strangers across the world. (Statista 2016) For marketing a product, service or brand it is important to understand that different social media platforms apply different distribution channels for reaching out to target audience. (Helmrich 2016)

Leading social networks worldwide were ranked by amount of active users in millions (Statista 2016).

*'Facebook was the first social network to surpass 1 billion registered accounts and currently sits at 1.71 billion monthly active users. Eighth-ranked photo-sharing app Instagram had over 500 million monthly active accounts. Meanwhile, blogging service Tumblr had more than 555 million active blog users on their site.'* (Statista 2016.)

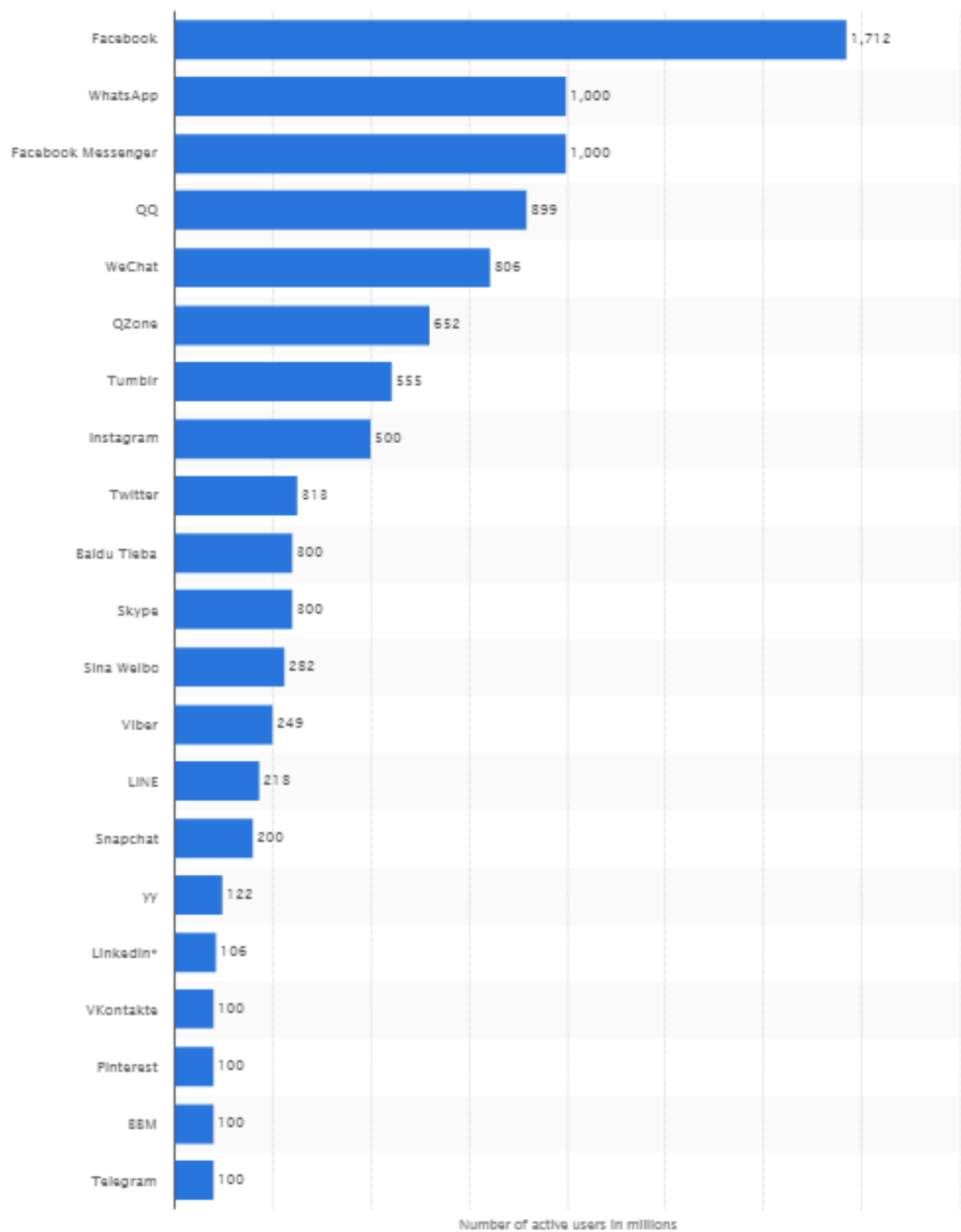


Figure 2. Global social networks ranked by number of users 2016 (Statista 2016)

The following sub-chapters introduce a closer examination of the selected channels of social media that will be used by the case company for reaching its target audience and achieving the company's goals.



### 3.3.1 Facebook

Facebook is the biggest social network on the Web. Wikipedia (2016) defines Facebook as a corporation aimed for profit and online social media and social networking service based in Menlo Park, California, United States. The Facebook website was launched in 2004, by Mark Zuckerberg and his colleague fellows and roommates with the main mission:

*Is to give people the power to share and make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them. (Facebook 2016.)*

With an audience of over one billion seventy-one million users (Statista 2016), the importance of marketing in Facebook cannot be ignored. Almost each company brand, each product and destination can be found in Facebook. For instance, after visiting a restaurant, a user that experienced excellent service and good food, would probably like the page of that restaurant which can be a positive point in brand awareness since its friends on Facebook will see what kind of this person has liked or even what kind of reviews he or she left.

Facebook is a great social site for connecting people from all over the world. On this platform, anyone can interact with not just their friends and family, but also with celebrities, organizations, businesses and more, thanks to the Pages feature. (Helmrich 2016.)

Facebook is ideal for sharing photos, videos, important updates, stories and more. Facebook encourages people to interact. The “Like” and “Share” buttons are viewed more than twenty-two billion times a day, not only on the network itself but also across millions of websites worldwide. (WixBlog 2014) Facebook is a great starting point for any business because it can reach hundreds and thousands of people.

Facebook has the leading position among all social networks. People from all over the world connect and share content. Brands having profiles on Facebook update their followers on exciting news, promote special deals and hold occasional online contests. They also create focused ad campaigns that target a carefully selected audience. (WixBlog 2014.)

### 3.3.2 Vk

VK (originally VKontakte, meaning “to be In contact”) is the largest European online social networking service, available in many languages and the most popular among Russian-speaking users. It is similar to the Facebook social network. It is based in St. Petersburg. Like other social networks, VK allows users to message each other publicly or privately, to create groups, public pages and events, share and tag images, audio and video, and to play browser-based games. (Wikipedia 2016.)

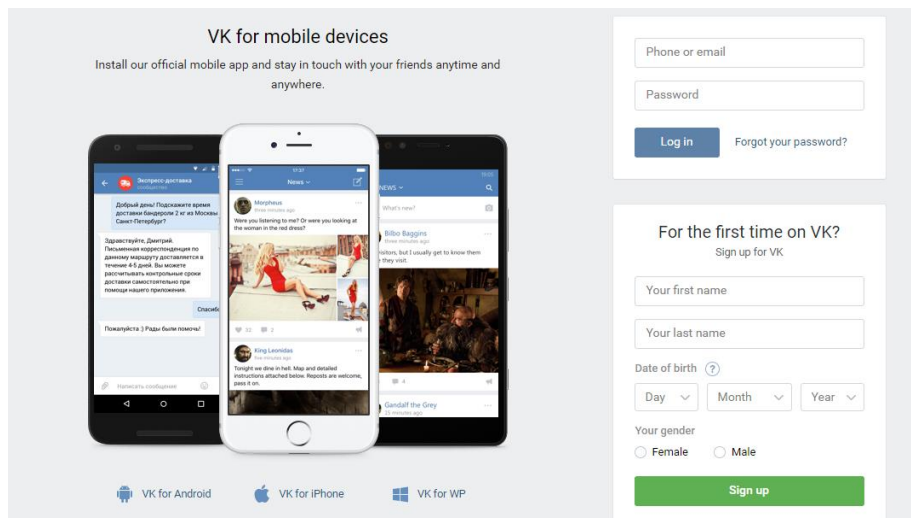


Figure 3. VK access page (Vk 2016)

VK is the largest social media-networking site in Russia. According to Kirk (2015), VK has more than sixty million Russian users, while Facebook only has about 10 million of Russians. That is why it wise to use Vk social network as the main tool for social marketing while aiming at the Russian audience. (Kirk 2015.)

### 3.3.3 Instagram

Instagram is a free mobile application launched in 2010. Instagram serves as an online mobile photo-sharing, video-sharing, and social networking service application. Instagram allows its users to share the content on a variety of social networking platforms, such as Facebook, Twitter, Tumblr, and Flickr (Wikipedia 2016.)

Instagram is a visual social medium based entirely on photo and video sharing. The network has more than 500 million active users that post about food, art, travel, fashion and similar subjects. Instagram, unlike Facebook, is almost entirely mobile. There is a Web version, but with limited options. Mobile version of Instagram allows taking pictures or creating new posts on it, commenting and other features, while the Web version limits these features and allows only viewing Instagram profiles. (Helmrich 2016.)

Instagram is the place for communicating with users through visual inspirational story-telling leads without saying a word, but through hashtags. A hashtag means a categorized collection used by anyone to show and add one's own support of a cause, action or event. Hashtaging means placing a '#' in front of a word on social media posts. By hashtaging a person joins a trending collection or creates a new one. For example, searching for a certain place or resort, it is enough to type the name and Instagram will download all the shared material with the relevant name. (Earth Day Canada 2015.)

Instagram has become a kind of social "word of mouth" – the more likes and shares a post has, the more followers and viewers would engage to the profile. The only way to track the engagement rate is to check how many likes, comments and followers an Instagram profile has. (Earth Day Canada 2015.)

Pictures and other forms of visual content have become to play a vital role in social media marketer's arsenal. There are reasons for this. Visual content can be used to pull people in, entertain, and provide an information in an easy-to-understand way. It offers a nice diversion in a busy social media environment. The right image bypasses the filters, trigger feelings and emotions, and put people in a buying mood. Visual content can be a powerful way to support and communicate brand attributes, as well as drive engagement. This is why visual content such as images and videos, and the platforms on which they are published, should be key component of the social media marketing campaigns. (Schaffer 2013, p.117.)

## 4 Social media marketing

The marketing concept has changed with the introduction of Social Media. New perspectives were opened for marketers that before did not exist or were too complicated to achieve. With the help of social media, a piece of content can be shared immediately all over the worlds in seconds. Nowadays people use social media for personal reasons, for sharing daily routines, to share experience concerning products, services, brands, places. (Hayat 2016.)

Social media marketing has become more important than ever for the marketing strategy of companies. Companies create social media networks for better engagement with the target audience. (Cross 2015.)

Marketing through social media has various challenges and concerns. Social media needs to generate such content that would encourage users to engage with a brand, product or service. (Cross 2015.)

The aim of this chapter is to introduce the definition of social media marketing and social media marketing content versus context. In addition, social media marketing metrics will be clarified in this chapter.

### 4.1 Definition of social media marketing

Social media marketing is a set of tools and applications to spread brand awareness or promote certain products, services or brands through social networks. Social media marketing campaigns usually create companies profiles on major platforms, create shareable content and encourage customers to leave a feedback throughout the campaign and participate in surveys and contests. Social media marketing is a more targeted type of advertising and therefore is believed to be very effective in creating brand awareness. (Technopedia 2016.)

Social media marketing has two main objectives. First objective is brand awareness by generating user activity and encourage them to participate in discussion around the product, service or brand. To increase brand recognition among social media users, the marketing campaign should generate such

content that users would be willing to share with their social network contacts so that a company could reach out to more customers. Second objective is customer retention and customer satisfaction by allowing users to have a place for interacting with one another. (Rouse 2011; Murdock 2012.)

To conclude, social media marketing is a tool for companies, products and destinations, e.g. countries, cities and resorts to interact with potential consumers, customers and visitors via social media platforms (Murdock 2012).

#### 4.2 Social media marketing: content vs context

Content marketing is marketing a brand, a business or service by publishing an informative and engaging content to amplify its value in users' mind (Taluja 2016). In social media marketing, content is built to fit the context of the chosen social platform in order to encourage user engagement and sharing (Patel 2015).

If the content shared with users is likable, useful and catchy, content viewers will perhaps like, repost, share and comment it, and as a result, the social media platform might become more popular and attract more followers. In addition to that, understanding the point of context enables social media channel to put the right content at the right time and to publish it among the right audience. (Moritz 2014.)

In content marketing, successful communications depend on how well marketers know the target audience, their needs, lifestyles and motivations. With context marketing, it is important to not only connect with customers, but also to attract the desired audience. (Taylor 2015.)

According to Taluja (2016), context marketing is all about interacting with customers, keeping in mind that each of them is unique and needs to be treated in different way. It is important to react in real time, rather than doing media by schedule. Nowadays customers want to get useful information and not marketing messages. They want valuable content, which tells them what is in for them rather than generic marketing messages. (Taluja 2016.)

Having a great content in social media is not enough to reach out to all the desired customers. Context is what needs to be considered and planned accurately. Context marketing is about getting the right message to the right person via the right medium at the right place and at the right time. (Walz 2015) The same marketing content should be delivered according to different social media channels. For instance, on the platform like a blog, the same information can be given in more words while in such social media as Instagram the message should be delivered in the shortest and the catchiest way so that viewers would not pass it by with no attention. There are many social media tools and techniques for analyzing the performance, understanding the customers and tracking the best timing for engagement with users. (Moritz 2014)

### 4.3 Social media marketing metrics

According to Jim Sterne, the Internet is the first communication channel that allows a person or a company to interact and distribute a generated content online with a huge amount of users right away (Sterne 2010).

A social media metric is a measure used to analyze the performance and social media activities of a company or individual. Marketers use social media applications and tools to monitor activity and performance on social platforms and gather information about users' engagement with the brand, product or service online. (Klipfolio 2016.)

Social media marketing metric can be considered as a Key Performance Indicator (KPI). For example, to increase the amount of followers for a social media channel, performance indicator would be based on the engagement stats that include likes and shares for the produced social media content, replies and comments and the mount of clicks the content earns. (Guido 2016) Numerous applications and widgets exist to help to measure that indicator in social media. However, without specific goals and without context, those metrics are meaningless. (Davis 2012)

Social media marketing is a very broad topic, and there is no one way to measure performance and success in overall. However, it is important to

understand what is and is not working. According to the company's goal, there are various metrics that can be analyzed to measure the effectiveness of marketing activities. According to Davis (2012), in order to analyze awareness such metrics as volume of likes and volume of shares should be measured. If to measure the engagement rate, then amount of comments, retweets, replies and participants should be defined. Tracking URL shares, clicks and conversations can help to measure traffic website. If the goal is to measure contribution of users, then followers' and fans' activities should be analyzed and what kind of impact do the users have. If the goal is to measure how competitive a brand is, then the amount of followers, comments and likes should be compared to a competitor. (Davis 2012.)

For different social media channels there are different similar free and paid tools and applications for measuring and monitoring social media marketing activities. There are tools that already implemented into a social media channel or independent analytical applications that show brand engagement, performance and user activity. The fast growing power of Internet allows the marketers to choose from tremendous amount of most suitable applications and tools for each specific social media channel. The main point is not to choose the best application or tool, but to clarify the business goals, to set up the strategy in accordance with the target audience and objectives, and to find the most suitable tools for sharing social media content. (WordStream n.d.)

## 5 Destination marketing through social media

Nowadays social media allows destinations to interact directly with potential travelers via various social media channels. This chapter will focus on definitions of destination branding vs destination image. The impact of social media in destination marketing will be described as well.

### 5.1 Destination image and destination brand

According to Crompton (1979), destination image consists of beliefs, ideas and impressions that a person has got about a destination. Image of a place is based on knowledge a person has and other global impressions. The image, a person has of a tourist destination is a function of various points of reference. For instance, first images come from school lectures of the geography or history of a country. Information gathered from friends, relatives or media sources also contributes to the final picture. In addition, of course, the image of a destination is shaped through own tourist experiences. (Ekinci 2003, p.22.)

The process of destination branding starts with a strong emotional attachment to a place. A tourist destination may have a name, but not necessarily, a brand name. Branded destinations such as New York or Paris create an instant emotional link with possible visitors beforehand. Nowadays, travel agencies brand destinations with positive emotional and motivational messages by distinguishing their destinations from any other. Destination branding is considered successful when the destination satisfy visitors with basic needs (eating and accommodation) and getting tourists emotionally attached to the place. (Ekinci 2003, p.22.)

Tourism destination brands have to attract travelers to visit their city instead of another one, and they have to create an experience that keeps visitors coming back for more (Polizzi 2015). With growing competition between cities, resorts and countries on the global arena, events became a promotional and branding tool in destination branding. Destinations develop more often cultural and other events to get an emotional attachment instantly because events are more flexible than physical infrastructure. (Masjutina 2016)



## 5.2 Destination marketing and social media

According to Jovan Popesku (2014), the Internet has fundamentally changed the way tourists access information, the way they plan and book a trip, the way they share their tourist experience. Before travel planning and decision-making process, tourism consumers check for the information about certain destination and availability of services and attractions. (Popesku 2014.)

Branding means the process of building a competitive identity for a destination, while marketing covers the entire process of developing a product or service and promoting it through promotional campaigns to monitoring customer feedback and sales. Promotion is one step in the marketing process. Promotion refers to the process of communicating a destination or place to potential visitors via marketing distribution channels. (Anholt 2009, p.33.)

Destination marketing is the communication process with potential visitors to encourage them in the choice of a travel destination and preferences regarding products, services and brands (Sustainable Tourism Online 2016). People from all over the world provide user-generated content (images, videos, stories) by sharing its experiences and giving recommendations for a destination using social word-of-mouth method (Shankman 2015).

According to Wilkison (2016), over seventy-five percent of people publish photos of their vacation to social media. A positive experience posted on social media after visiting a destination reaches thousands of people, and therefore creating a positive image for potential customers. Social media should be a central part of any destination marketing strategy. (Wilkison 2016.)

The user-generated content shared by random people whose content tell a good story that is trusted and shared among the same random people who can become future brand influencers. The user-generated content that is shared with other people play a vital role in destination marketing because it can reach hundreds and even thousands of people for a very short period of time. That is how social media army of followers and fans of a product, a service, a brand or a destination grows. (Whalen 2016.)

Consumers are looking for suggestions, recommendations and insight from social media. After visiting the particular destinations, 55 percent of people tend to like some destination social media platform. For example, following Instagram destination page or liking Facebook page dedicated to a certain destination. So encouraging reviews from the followers would lead to more potential visitors. (Popat 2014.)

Destination marketing is the process of communicating with potential visitors and influencing their choice of travel destination and their choice of products and services offered within that destination.

## 6 Imatra Base Camp

Imatra Base Camp is a new brand that makes a contribution to the area branding by giving people guidelines about local life in Imatra and Rauha region. This is done by updating locals and tourists coming to the area with upcoming events and sport and other entertainment activities for spending a good time in the town and its surroundings.

The authors together with Imatra Base Camp production team work under the same purpose – to make the place recognizable and attractive for visiting and enjoying all the services and facilities offered by local companies. By keeping social media users updated about upcoming events, promotional campaigns offered by local companies, discounts offered by tourism enterprises, the authors together with Imatra Base Camp production team attract potential tourists via social media channels to experience Imatra breaks and getaways by “living like a local” meaning that visitors also can experience and enjoy the life in Imatra together with local residents by attending local events, fairs and participating in sport entertainment activities.

To promote certain companies Imatra Base Camp brand has its own page in Instagram, Vk and Facebook. Moreover, Imatra Base Camp has its own platform that holds the information about accommodation facilities, event, food and shopping, sport activities, chilling, nature, family oriented activities and wellbeing in Imatra and Rauha region. The platform holds the information on facilities and services, while the social networking pages Facebook, Vk and Instagram hold updates on upcoming sport events, festivals and other different entertainment activities. The social and network pages also give information on discounts offered by local companies and promote local companies’ special offers. The social network pages show the beauty of the area by sharing pictures of Imatra and Rauha region. Together with Imatra Base Camp advisor Juha Sorjonen it has been agreed that Facebook page will be under control of Imatra Base Camp production team while the authors of this thesis will focus on Vk, Russian social networking site, and Instagram for distributing attractive and

catchy information of Imatra city and its region so that the area will become more recognizable among Finns and foreigners planning a to visit Finland.

## 6.1 The brand story

Imatra is one of the most visited cities in Finland (especially in South Karelia) among Russian tourists. In terms of tax-free sales small town, Imatra is ranked third in Finland after Helsinki and Lappeenranta. People come here to have a rest, enjoy Finnish nature, and do shopping here, and of course to do some sports activities. (Visit - plus Tourism and Travels n.d.)

The Imatra Base Camp brand was created in 2014 to present Imatra region as “a large entity, which functions like a small village. Movement possibilities, joy, services, and caring. A place where natural elements and people face. Travel rationally and return again for sentimental reasons” (Imatra Base Camp 2014). With the slogan “Make your move” the brand suggests all the travelers to enjoy Finnish nature, do sport activities and take participation in different kinds of events.

The brand itself including social networking pages and the platform web-site is run by Imatran Seudun Kehitysyhtiö Oy (Kehy). The company Kehy Ltd. is Imatra Regional Development Company, which is owned by local municipalities and companies. The main purpose of the company is to provide business development in Imatra region. The company offers consulting services for the companies setting their businesses in the area, and the services are free of charge. Kehy helps the companies to set the business by getting information provision, establishing an actual business and making new contacts. (Kehy 2016.)

One of Kehy’s tasks is to promote regional companies, and that is why the promotional platform “Imatra Base Camp” was created. Imatra Base Camp is an informative platform that contains all the information concerning accommodation facilities, restaurants, shopping, events, sports and entertainment activities in Imatra and Rauha region.

Imatra Base Camp is a two-year-old brand that has pages in social media networks such as Instagram, Facebook and Vk. The social network pages in Vk and Instagram were created in May 2015 by a student of Saimaa University of Applied Sciences. The production team of Kehy Ltd run the Facebook page “Imatra Base Camp” as well as Imatra Base Camp platform. Social network pages in Vk and Instagram were created and run previously by Saimaa University of Applied Sciences student Mariia Reukova, and since December 2015 till the end of September 2016 students and the authors of the thesis Aleksandra Churina and Mariia Sinodalova have taken supervision of social media marketing in Vk and Instagram.

The project supervision takes place through dialogue between the Imatra Base Camp production team and the authors by getting information of upcoming events that should be promoted in social media and by getting information on local companies’ promotional campaigns. The content is usually placed in local newspapers and also materials published in Facebook communities such as Imatra Base Camp, Imatran Kaupunki (City of Imatra), Imatralainen (Originated from Imatra) and other relevant communities.

## 6.2 Imatra Base Camp platform

Imatra Base Camp platform presents the web page that gathers all the useful information on accommodation, food and shopping facilities, sightseeing, wellbeing, events, sport activities, nature-oriented activities, family-oriented activities and other useful information about Imatra and Rauha region.



Figure 4. Screen shot of Imatra Base Camp platform page (Imatra Base Camp 2014)

There are eight sections: Accommodation, Events, Food & Shopping, Wellbeing, Sports, Families, Nature, and Chilling. All the sections itemize the information by listing all the hotels in Imatra and Rauha region, all the food and shopping facilities, all the wellbeing facilities, sport facilities and others. The information is made so it is linked with the actual companies' web pages. For example, the accommodation section contains the list of spa, hotels, camping and cottages, and other accommodation that in its turn by clicking any accommodation brings the visitor to the official web page. (Imatra Base Camp 2014.)



Figure 5. Screen of Accommodation section (Imatra Base Camp 2014)

## 7 Implementing Imatra Base Camp social media marketing.

The purpose of the study is to attract more tourists to Imatra and Rauha region and boost interest of tourists and local residents as well to local hospitality companies. To achieve the purpose social media marketing campaign will be implemented. The aim of the campaign is to get an interesting content and put it in the right context accordingly to social networking pages – whether it is Instagram aiming at attractive pictures or short videos with catchy short text or Vk page aiming at more broad description and promotion of services, events, updated information. Besides that, results from the done work will be measured and analyzed. Further suggestions will be provided as well.

### 7.1 Project organization

Running a social media campaign means a brand, a company, a project or a destination having certain steps of increasing engagement on social media. According to Carnoy (2016) there are five steps to run social media campaign. First step is to set the social marketing campaign goals. The second step is to choose suitable social networks. The third step is to engage with the campaign's participants. The fourth step is to display content. Finally, is to measure and analyze the campaign's success. (Carnoy 2016.)

Based on suggested steps for creating social media marketing campaign, the following paragraphs describes the steps that have been implemented into Imatra Base Camp social media marketing campaign.

First step in a marketing campaign is setting the company's goals. The purpose of Imatra Base Camp is to attract more tourists to visit Imatra and Rauha region and make them willing to return to the destination. The goal is implementing such social media activities that would increase brand awareness, to provide a catchy and shareable content for social media users. Moreover, the task of the thesis project is to focus on getting potential tourists on different sport events and entertainment activities in the area rather than making emphasis on shopping.

The second step in the marketing campaign is choosing the most suitable social media networks that would work best for marketing the right content to the right audience. Social media marketing has no difference from any other marketing tactic and that is why the audience should be identified so that it is possible to talk to potential customer in the best way.

There are following existing social media channels in Imatra Base Camp: their own platform, Facebook, Instagram and Vk. The platform is created to provide an information concerning services and facilities in the area, including updates about upcoming events. The Facebook page is for increasing brand awareness among Finnish population while Instagram is targeted at foreign tourists as well as Finns coming from different cities of Finland. Vk page is to increase the destination recognition among Russian audience.

Together with the commissioner, it was decided to implement marketing activities in Instagram and Vk while the Facebook page would stay under control of Kehy production team. The authors had full access to the social media channels Instagram and Vk, and full power on decision making process. However, some guidelines and hints on what should be published on social media were provided by the production team of Kehy.

The third step is to engage with social media users by commenting or sharing some followers' content that could have a positive influence on destination recognition instantly among many followers.

The fourth step is content planning. The same content should be differently described on different social media channels. In Instagram the content should short and catchy. For example, In Instagram the content could be a picturesque view of some attraction or event that took place or event that will take place in the nearest future, or the content could be a short video. Instagram content sharing is about the right hashtags. The right hashtags can boost users' visits the Instagram profile. In Facebook as well Vk the content could be a longer story-telling concept, a shared experience or a promoted material.

The fifth step is measuring and analyzing the social media marketing campaign. Measurement metrics should done accordingly to the goals and objectives of



the campaign. According to the case company and its goals, the metrics would be to measure volume of likes and shares per posts, amount of followers and non-followers back, amount of visits, and amount of comments.

The authors also analyze the effectiveness of Imatra Base Camp platform – whether it is handy and easy in use or not. The authors conducted the survey which would show the satisfaction level of using the platform. The survey was done online.

Together with Mr. Sorjonen, there were certain actions to be achieved during the thesis process. First of all, it was agreed that 2-4 times a starting from February 2016 till September 2016 to promote local companies by posting and sharing local companies' information to social networks (Instagram, Vk). Also the authors got full power on creating a new content that would be interesting and catchy for potential visitors coming to Imatra and Rauha region. Secondly, it was decided that the authors were intended to increase number of followers in Instagram and V Kontakte. Besides that, it was discussed that Imatra Base Camp platform page would be analyzed from user's point of view. A web page satisfaction survey was held to find out whether the platform is convenient in to use or not. Based on the results, some further suggestions on improvement will be offered.

## 7.2 Most suitable social media channels for case company

As it was mentioned in chapter 6, together with Imatra Base Camp advisor Juha Sorjonen it was agreed that the social media channels for marketing Imatra and Rauha region would be Instagram and V Kontakte. Facebook page is controlled and updated by the production team of Kehy Ltd.

The chosen social media channels should support the achievement of the strategic goals. Since the main goal for this study is to attract more tourist to the area through social media, then it is wise to integrate social media marketing in such social networking, which are aimed at big amount of potential tourists. For instance, Vk social web platform is mainly aimed at Russian speaking residents while Instagram is targeting for all potential tourists.

### 7.2.1 Vk

Imatra Base Camp's Vk social web page was launched in May 2015 by a Saimaa University of Applied Sciences student. The page functions only for Russian speaking people and all the news, updates are done in Russian.

Vkontakte remains more popular than Facebook in Russia. According to MediataloToimelias Oy (2014), *Facebook has roughly 9 million users in Russia, while domestic analogue Vk has around 43 million of active Russian users. This proves the power of this channel in the Russian market. Its significance is also increased by the fact that Vk is a fast-growing channel in the Russian-speaking area.*

The page Imatra Base Camp has its own community. The news that the page shares with its followers are shared to the community as well. Among the tasks that the authors have been given for marketing Imatra and Rauha region in Vk social networking are to add more people to the page and to Imatra Base Camp community, to update followers with interesting and catchy information and to share other communities' content to promote the area.

In Vk Imatra Base Camp community there is its own statistical application tool that shows visitors, views, sharing and likes for the posts. The community has only gotten 60 followers while Imatra Base Camp profile in Vk has got 111 followers. For instance, the Go Saimaa community in Vk has 43,7 thousand of followers. In its profile there are approximately from 10 to 50 likes per posts. However, even though the engagement is not so high, people comment, and ask about facilities in Lappeenranta and Imatra region. In Imatra Base Camp people do not comment or ask anything. The reason can be that there are not many followers and probably a random visitor would ask anything from a community where there is daily engagement inside the community is and where there are hundreds of followers. So comparing these two communities, in order to get higher engagement rate for Imatra Base Camp community, the page needs more followers.

Internet research about getting more followers to the profile page and its community in Vk was made by the authors. According to Online Vkontakte web

service page, (2016) there are two options of getting a community or profile more popular.

The first one is to get followers free of charge meaning that random people one by one would be added to the community or profile page. In Vk there are lots of communities “Add into friends” and within those kind of communities there are people asking to be friends and put likes mutually to one another. However, if to choose this option there is a risk of getting fake profile people that will bring no value to the community because fake people would not be really interested in update, events in Imatra and Rauha region. The authors have chosen that option because it is free of charge. The authors increased the amount of followers to the Vk profile and as a result more people have become aware of such brand and its activities. (Online Vkontakte 2016; Socelin 2016.)

The second option is to get the help from a professional group called Socelin. Socelin group helps communities to get real followers that would be interested in community news, posts. According to feedback from Online Vkontakte web service, those people who got Socelin help, user activity and community engagement went up. However, using Socelin services is costly. For instance, Figure 3 shows that to get 100 followers to any community costs 300 Rubles and to get 100 likes for any post or picture costs 100 Rubles. “Online Vkontakte” web service states that the deal is worthy due to the fact that the more followers a community has the more interest of potential page visitors occur. (Online Vkontakte 2016; Socelin 2016.)

### **7.2.2 Instagram**

Imatra Base Camp’s Instagram page was launched in May 2015 under the name Imatra Base Camp. Instagram profile allows to reach hundreds of people at once. By using Instagram and posting photos and videos the company has a possibility to communicate with potential customers for free of charge. By adding catchy posts with simple texts, the brand shares the upcoming events, promotional information offered by local companies in Imatra and Rauha region.

Unlike Vk which has own analytical application tool, Instagram does not have any. For measuring the brand awareness and brand engagement, the authors

have chosen several analytical application tools, which are Iconsquare, Websta and GabStats for Instagram. It has been decided use free application tools for analyzing Instagram performance. With the help of three chosen apps there is going to be a clear vision on performance marketing activities in Instagram.

All the application tools help to measure Instagram performance and show how many followers the brand is gaining or losing and which posts got the most likes and comments.

According to statistic program Iconsquare, the Instagram page has already 915 of followers and 231 posts and it has received 8401 likes from all followers with the average of 37 likes a post. (Iconsquare overview 2016)

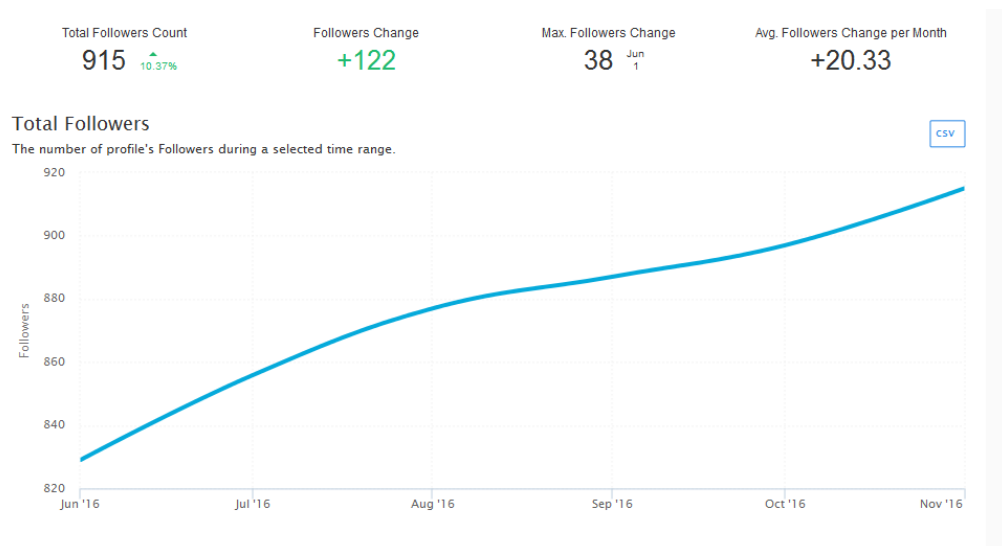


Figure 6. Follower growth (Iconsquare overview 2016)

The Instagram page aims to show potential visitors of Imatra and Rauha region places and events, which can be interesting to visit and take part in together with locals. For instance, the figure 7 shows the media posted in August 2016 and gained followers. According to Iconsquare (2016), after media was posted, more followers joined the Instagram profile.

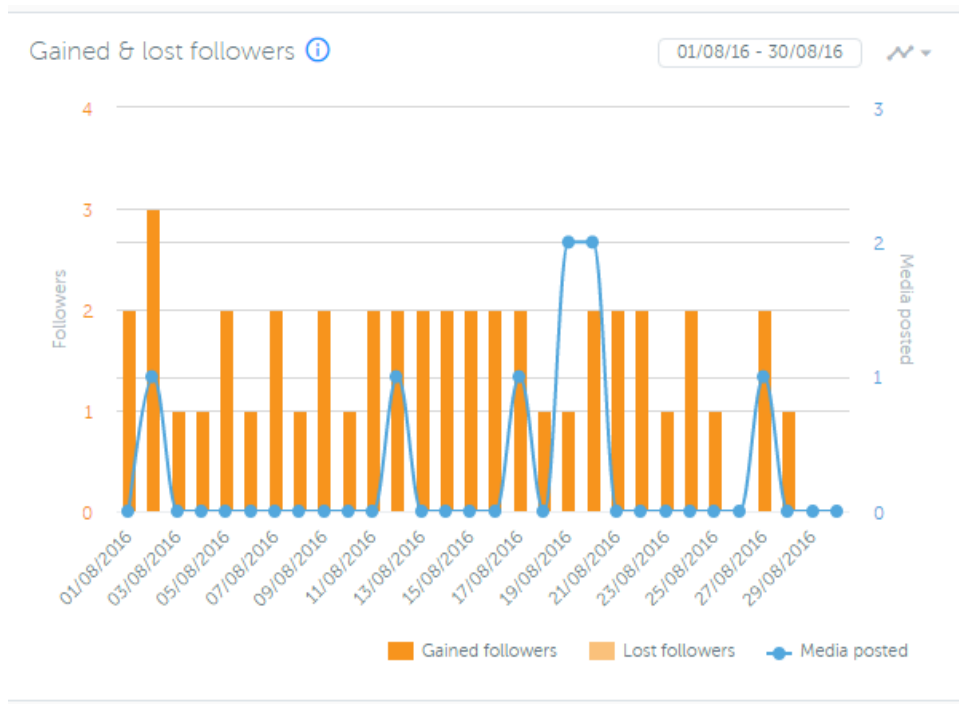


Figure 7. Gained and lost followers (Iconsquare overview 2016)

According to Websta analytical tool for Instagram (2016), engagement rate for last twenty posts is 108,6 % meaning that there are 980 likes were received from 915 followers or profile visitors. However, there are only 9 comments received for the last twenty posts which is not a good rate since the more followers comment the more interest they show to the profile activity.

The figure 6 shows that the most popular posts using hashtags #livelikealocalImatra – 11,9 %, #imatra – 10,6 % and imatrabasecamp – 6,6% got the largest number of likes. It means that using the “live like a local” hashtag would be familiar with the brand and the more posts with this hashtag should be done. The more the brand has its own recognizable hashtags among followers and Instagram users the better. The hashtag “imatra base camp” also got a decent percentage meaning that the posts with this hashtag got 6,6% of all likes.

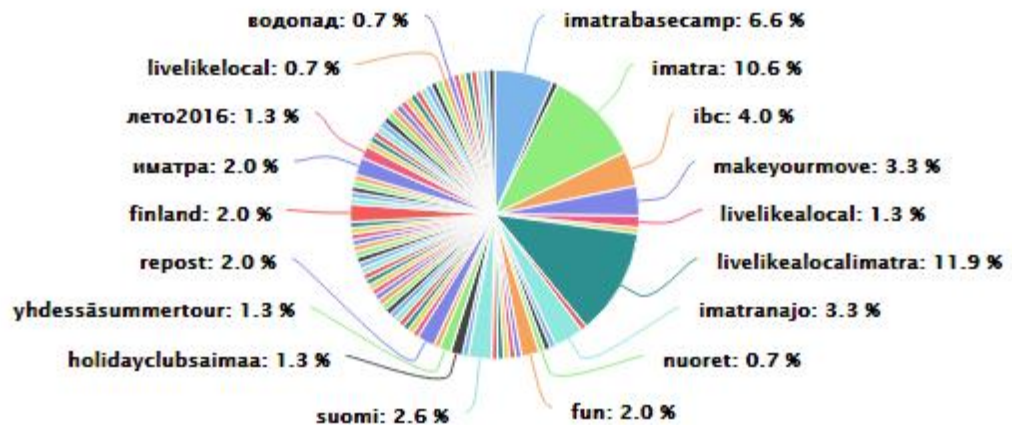


Figure 8. Number of likes per posts with the usage of certain hashtags (Websta 2016)

According to Websta (2016), the post history has been going up which can be a good factor. According to application tool (2016), Saturday is the most effective day with 85 likes on average. The application tool Gabstats for Instagram (2016) states that the best time for posting is after 9 p.m. It seems that, on week days' people do not tend to spend lots of hours by surfing the Internet. Usually people go out at weekends, check the news when they have no work, engage with other Internet users when they party and have a rest. So that is why the best time for posting is weekends. However, it does not mean that the Instagram profile should be forgotten during the week. During the week it is wise to update people with the upcoming events, or with pictures received from the previous events so that people see some activity happening in the Instagram Imatra Base Camp profile.

### 7.3 Tactics and tools for marketing through social media

In this project, the social media channels Vk and Instagram will measure the brand awareness by the number of followers, amount of reviews, ratings, by the number of active users that comment, put likes and share the marketing content. With the rapidly changing world of technology, there are plenty of

specific metrics of applications and different widgets for measuring brand engagement and analyzing the effectiveness of social media marketing.

Besides different applications and widgets, there are many tactics for marketing via social media. Hashtags are very important in Instagram. Hashtags can be linked with the area of Imatra city and its region Rauha. People from all over the world can search Instagram for information on the brand, product, place and city. For attracting new page visitors and followers to Imatra Base Camp, the authors chose several hashtags that will be linked to each Instagram post so that it will be easier to familiarize the brand place as the whole concept of presenting different events, shows, all different kinds of activities in Imatra and Rauha region. Since the city of Imatra has the billboards promoting Imatra Base Camp, the hashtag “#ImatraBaseCamp” is added to each post made on Instagram. The other hashtags that represent Imatra Base Camp Instagram page are:

#LiveLikeAlocal

#Imatra

#Family

#Fun

# MakeYourMove

#Suomi

#Иматра (in Russian language “Imatra”)

# Финляндия (in Russian language “Finland”)

Of course, each post has its own hashtag in addition by representing what is shown and being said about the post. For instance, posts about the event Imatranajot (Imatra’s rides) had the hashtag #Imatranajot2016 so that all the people searching for the event in Instagram and checking updates, would be directed to the Imatra Base Camp page.

The Instagram page has to be updated all the time to keep the followers interested. However, too many posts can make followers dislike the page

because of too many promoted information. That is why it is better to choose to update the page with new posts two to three times a week.

There are few types of posts that Imatra Base Camp Instagram page has. The first one is the review of the events and activities that happened in the nearest past in order to show how locals live. In addition, pictures of nature, surroundings of Imatra and Rauha region are added as well to show all the beauty of the area. The second type is updating the followers and page visitors of the upcoming events that would take place in the soonest future so that people and area visitors could be prepared and attend the event. For example, big events of the summer 2016 such as Imatran Yöt and Imatranajot were promoted beforehand so that potential tourists and locals as well could plan the visit and check the information on the events.

There are many tactics for marketing through social media. For instance, with Instagram it is wise to be interested in the followers by showing them some attention, by liking their posts. For this purpose, there are applications that help tracking the most active users' social life and alerting when new post of favorite users came out.

Frequency of posts is a very important tactic. To make sure the followers do not forget about the social platform and to continue to attract more followers and to get more likes, the profile page of Imatra Base Camp has to be updated once in 2-4 days. However, sometimes posting too often might be pointless. On the contrary, it may annoy the followers, and too much of information will never stay in mind. That is why the posts should be varied: one post should be an informative and give a clue to a new event that will take place in the nearest future; the other one could be a review of the region's surroundings or past events or even repost from other local companies. The posting time is also a very important matter. The authors decided to post in the evening time so that more followers and possible visitors would notice the profile activity.

The goal of this page was to promote all kind of activities in Imatra and its region starting from events and entertainment programs and ending up with promotional campaigns conducted by local companies. The main tactic that the



authors chose was to follow all local companies' activity, what is in the "air", what is being promoted or what events are coming up and repost or make an own post about an upcoming event. Simply by enjoying life in Imatra, the authors published the events they attend or the events their friends or Imatra Base Camp followers attend.

#### 7.4 Developing Imatra Base Camp platform

Due to the fact that Imatra city touch screen panels and info stands refer to Imatra Base Camp platform, the authors decided to find out whether the platform is convenient in use. This was done by conducting a satisfaction survey.

There are numerous web platforms branding different destinations, promoting services, facilities and products placed in certain destinations. For example, a joint partner of Kehy Ltd, the goSaimaa Ltd is a corporation founded by the local cities, municipalities and travel companies. The key aim is to boost tourism in South Karelia by marketing the diverse product selection by the travel service producers. The company is responsible for organizing joint marketing of the South Karelia and updating goSaimaa.com internet portal. (goSaimaa 2016.)

Surfing the portal of the goSaimaa gives the authors impression of all needed information gathered in one place. When looking for accommodation facilities in Lappeenranta, the platform gives the list of all hotels, hostels, cottages available in a particular city of South Karelia. Random user is suggested to read more information about a certain type of a hotel or to go directly to a web page of that hotel. That is convenient and very handy in use while searching where to stay.

The case company of this thesis Imatra Base Camp also has a social platform that holds all the accommodation facilities, restaurants, events and other services to be explored by visitors of Imatra. However, unlike in the goSaimaa portal which has short description on each facility, Imatra Base Camp platform has only list of facilities and direct links to the web pages of hotels, restaurants, cafes, bars. (Imatra Base Camp 2014.)

Moreover, in addition to the platform, Imatra Base Camp brand has Info points located throughout the city and touch screen panel nets that shows the same information with the list of all facilities and services, and in addition to that the screens show promotional information posted in Instagram and Facebook pages. However, if random visitors walking on Pedestrian Street Koskenparras in the city center decide to have dinner, they can use the touch screen panel to choose the right place for dining. However, there is a list of all restaurants and cafes and no short description and address, which is the most needed thing for a tourist travelling in Imatra with no accessible Wi-fi. In this case, the Info touch screens lose all the attraction of having it along main popular places.

That is why the authors decided to create a Website satisfaction survey in and find out whether users are satisfied with the Imatra Base Camp platform or if it is not handy as it could be. The survey was done by using quantitative research. In order to find out how many people think, feel or behave in a certain way, the research type was chosen accordingly. The authors decided to choose statistical analysis so that the survey would help to find out how many of platform users support a change in the Imatra Base Camp platform and how many users think the web page is handy and are willing to use it.

The data needed to gain knowledge concerning opinions of the Imatra Base Camp web page was gathered through online interviews. With the help of interviews, the authors found out how many people followed the link to actually answer the survey. Sampling appeared to be simple random sample because all users off all nationalities could answers the survey and give the opinions regarding the platform. Since it was an online survey, the authors decided to get one hundred responses and get results based on that.

The authors created a structured questionnaire with mostly closed questions with online application tool Survey Planet for creating online surveys. Right on the site, it gives the statistical data how many people replied in a certain way. The questionnaire has closed questions with the list of possible responses, rating questions measuring satisfaction level, ranking questions determining preferences and one essay type question.

The survey was launched on the 5<sup>th</sup> of September 2016 and it was run until the 5<sup>th</sup> of October 2016. In total 81 independent interviewers answered this survey.

#### **7.4.1 Structure of the survey**

The survey has ten questions. First question is about the language preference while navigating the Imatra Base Camp platform. The platform has three available languages, which are Finnish, English and Russian. After choosing one of preferred language, an interview will be transferred to one of three versions of the survey according to the chosen language. The second question is about satisfaction level of the Imatra Base Camp page. The two first question have a link to the platform. This is done because the interviewer could see the page for the first time.

The third question is about how the interviewer learned about the platform. This question shows which distribution channels works better. The fourth question is about frequency of visiting the platform. This question is intended to show whether random users navigate the platform while searching information about Imatra or they pass it by with no attention. The fifth question is to choose which statements are true or not. This question is created to find out whether the platform is useful while searching information about Imatra or not.

The layout, design, quality of content and the amount of material are very important for web pages. Brands having its own web page with no interesting and catchy material would not attract potential customers to seek for updates concerning products or services the brand offers. That is why the question 6 was about rating website attributes such as layout and design, ease of navigation, accuracy of information, quality of content, and quantity of content.

The seventh question is about satisfaction level of the material available on the platform. This question is to understand whether the web page has enough information or it is same as a random viewer would google the needed information. The eighth question is to find out if the interviewer would recommend the page to a friend or colleague. This is how social word of mouth works. If no one speaks out loud about the brand and the web page, the interest of potential consumers would not be as high as it could be.

There is also question concerning if the interviewer would like to have more features added to web page. Among suggested features there are feedback option, more information about each service.

There is also one open-ended question if the interviewers would like to leave any comments concerning the Imatra Base Camp platform.

#### 7.4.2 Results of research

The survey was conducted online among random users in Vk and Instagram where the link to the survey was given. The survey was intended to show whether the web page is easy to navigate and whether potential tourists coming to Imatra and Rauha region are willing to use the web site and thus using the touch screen panels located throughout the city for searching the needed information concerning services and facilities in the region.

According to the figure 9, the main audience which is interested in the web page of Imatra base Camp is Russians (41) and Finnish (36) people. This proves the fact that the main nationalities which are interested in using facilities and services in Imatra and Rauha region are Russian tourists and Finnish local residents.

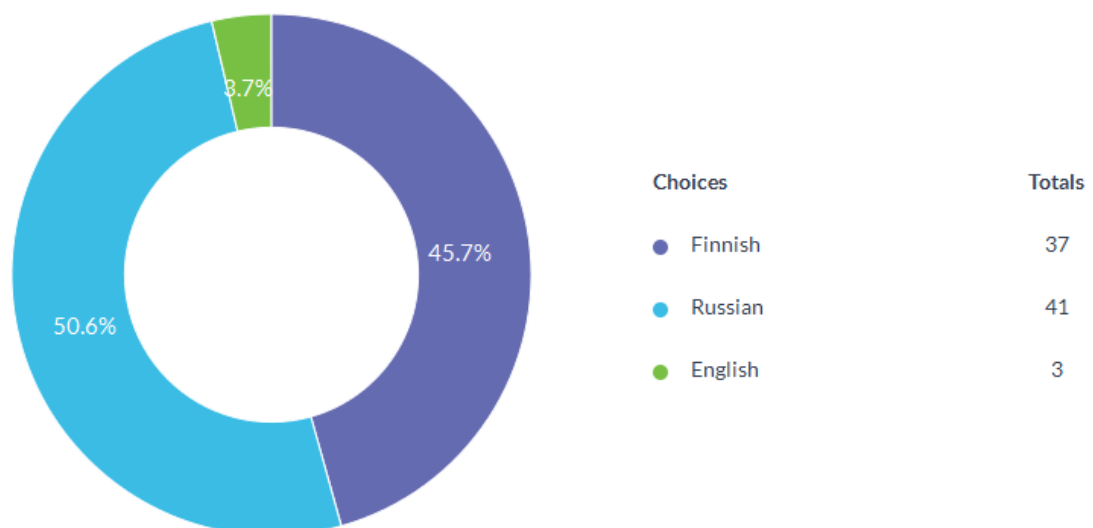


Figure 9. Language preference to navigate the Imatra Base Camp page (Survey Planet 2016)

The figure below indicates the satisfaction level while navigating the web site.

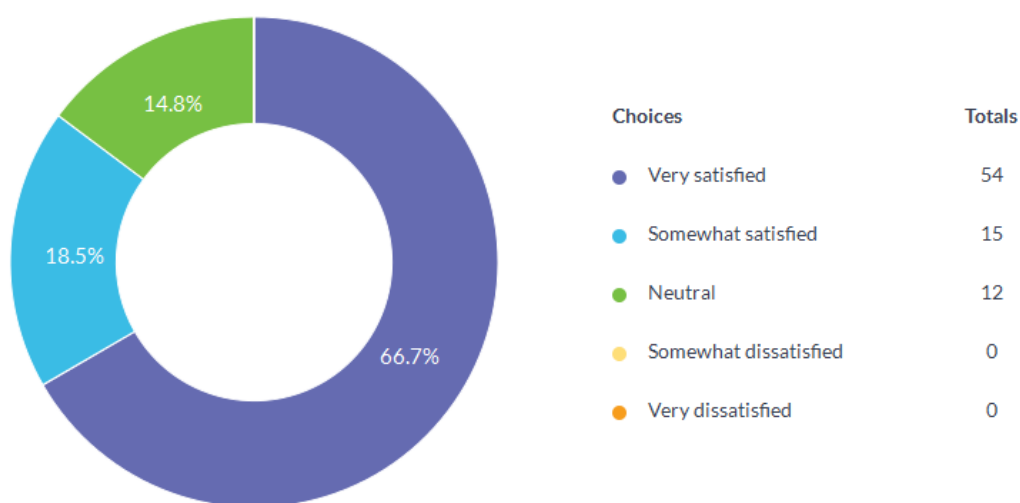


Figure 10. Web page satisfaction (Survey Planet 2016)

The figure 11 shows that most of respondents learnt about the web page from news story or by refrence of a friend or a famaly member and from other sources such as Instagram and Vk pages.

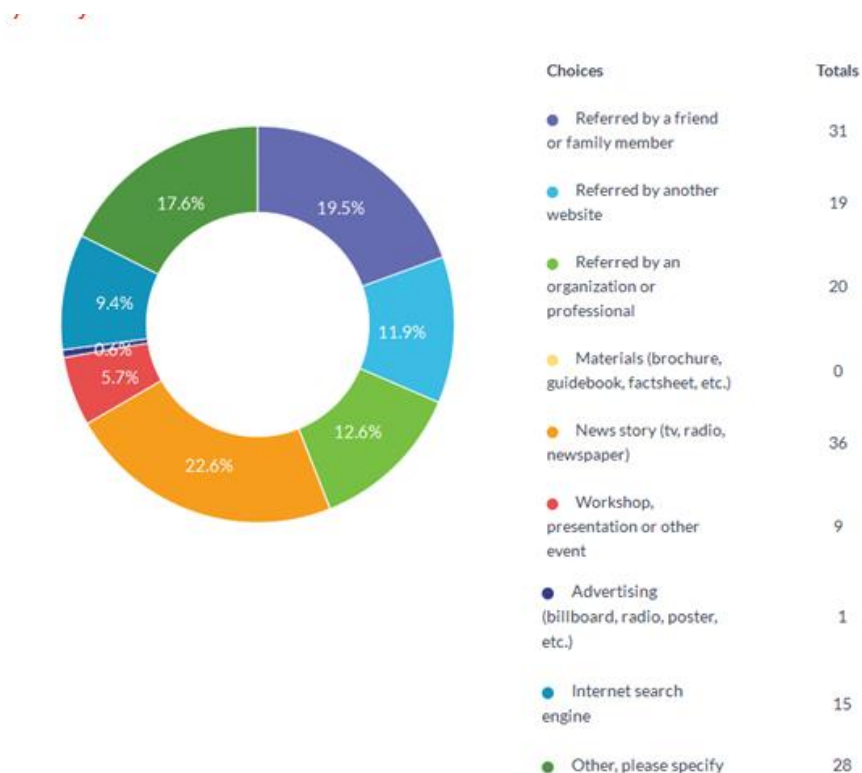


Figure 11. Distribution channels of the Imatra Base Camp website (Survey Planet 2016)

Most of the answers (52) show that this web site has been visited for the first time, and another part (28) of responders answered that they have visited this web site regularly or several times.

According to the figure 12, most of the respondents (37) said that they were able to find what they were looking for. However, 28 respondents had no specific agenda in mind while visiting the web page.

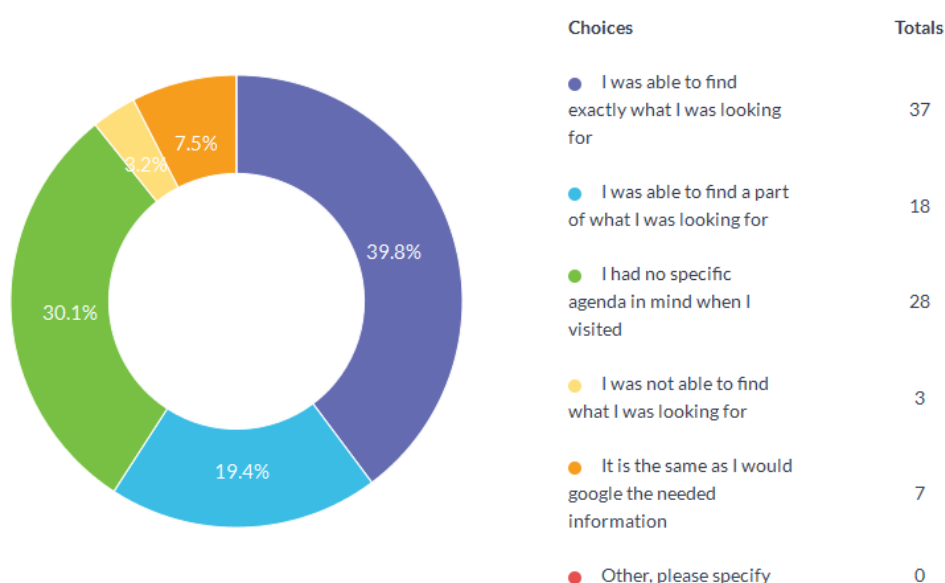


Figure 12. Interest of the Imatra Base Camp web page (Survey Planet 2016)

According to the respondents, the layout and the content of the page is simple and easy to navigate. Most of respondents said that they would recommend this web site to their friends.

However, there are some changes that the visitors suggested. For example, 72 responders said that they would like to see feedback options, to write and read feedbacks about the services and facilities. In addition, 55 respondents would like to have interaction platform to be able to communicate with other visitors. 37 visitors said that it could be more convenient to have some small basic information about each service rather than being transferred to own companies' web pages offering those services.

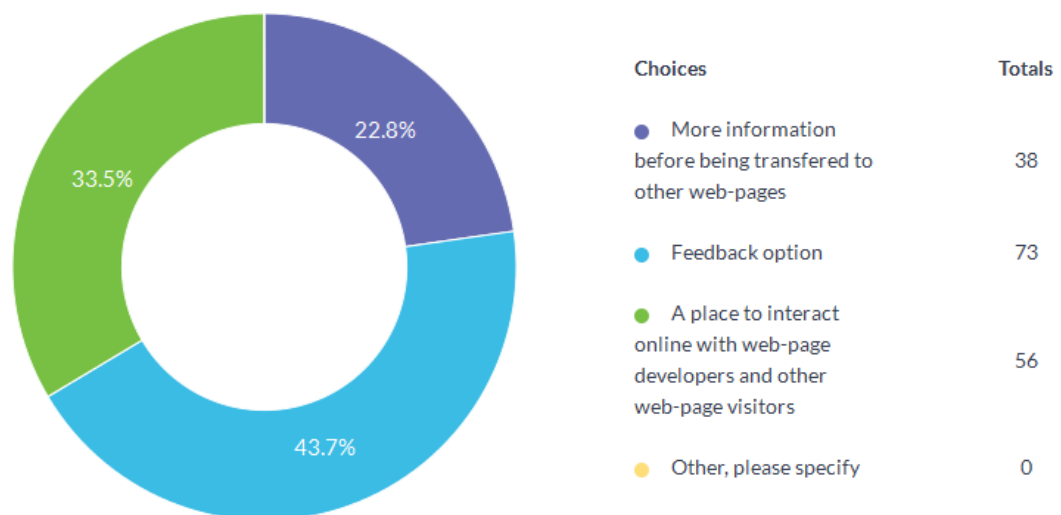


Figure 13. Feedback and sugestions (Survey Planet 2016)

As to one open-ended question, there was no answers at all. Probably, people answewing the survey were not willing to leave any comments or suggestion concerning the web page of Imatra Base Camp.

## 8 Conclusions and suggestions

Nowadays Internet has a strong influence on marketing activities. With the help of Internet tourists easily access information, plan holidays, book flights, share their good and bad experience, seek for a better place to travel and stay. Social media allow Internet users to communicate, share the content, and discuss new products, services, destinations.

Moreover, Internet has got a tremendous influence on daily life. People share their opinions, thoughts, personal experience, give feedback concerning different products, services and destinations with friends and strangers alike through photos, videos and blogs. Internet has a great power of reaching right away thousands and even millions of people.

With the help of social media and user-generated activities companies get in touch with their consumers. Through social media companies get to know who the customers are, what they want and need, and also companies get feedback. In tourism industry Internet and especially social media plays a vital role. People share their travel experience, ask for help and opinions about a destination, its services and places to visit. People post positive or negative feedback about their travel experience and the companies and destinations can get a huge benefit from social media engagement. The first hand opinions about certain place or service can generate more people willing to visit and explore.

The thesis work was project-based with the main focus on marketing Imatra and Rauha region and its local hospitality companies through social media. Marketing through social media has certain tools and techniques to generate interest and build a loyal following. The authors put the goal of gaining more followers, analyzing which time suits best for engagement with social media users, what post users are interested in, what makes followers to comment and give feedback.

### 8.1 Conclusions

The main aim of this thesis was to increase the awareness of Imatra and Rauha region. Another brand recognition of the case company Imatra Base Camp and



other local hospitality companies by promoting sport events and other entertainment activities as well as services and products offered by local companies.

Currently, after implementing a marketing campaign for Imatra and Rauha region through social media, the amount of followers in the Instagram page increased from 688 to 915 followers. 103 posts were made during the process and the page has now 231 posts with received 8401 likes from all followers. The average likes per post is 37. Considering the engagement rate, there are only 9 comments received for the last twenty posts which shows that users are not very interactive. (GabStats for Instagram 2016; Iconsquare 2016; Websta 2016.)

According to Vk statistics (2016), the follower growth was from 46 followers to 113 followers. The Vk users did not show much interest and there was not a big rate of user activity. The authors assume that increasing brand recognition in Vk page.

Additionally, to main aims of the project, the authors also conducted a satisfaction survey which helped to understand whether users navigating the Imatra Base Camp platform are satisfied with the layout and the content presented on the page and whether they are willing to use it in the case of planning a trip to Imatra and Rauha region. The research showed that the platform is easy to navigate but it needs to be improved. For instance, the results of the conducted survey showed that the users would like to have feedback option or a place for interaction with other tourists planning to come to Imatra and Rauha region. It was also clear that while navigating the services and facilities, the respondents would like to have some short description rather than being directly transferred to the web pages of those services and facilities.

## 8.2 Suggestion

After reviewing many blogs and posts on Internet concerning followers boost on social media, the authors came to conclusion that to gain more followers, putting interesting and catchy content it is not enough. When the brand is new and not as well known as for example, Apple products, professional help like a

marketing company should be used to get followers or to have celebrities for a certain amount of money that could mention the page on their social media networking.

For boosting Vk marketing activities, it would be wise to also use a professional marketer's help of boosting followers and thus increasing profile attraction for potential customers.

As to the Instagram page, all the activities seem to have a positive effect on general brand recognition and it slowly increases the amount of followers. However, the engagement rate needs to be increased. That could be done with more provocative posts that would bring attention of users right away and would make them willing to comment and ask questions.

The Imatra Base Camp platform should also be edited especially due to the reason that there are touch screen panels for travelers. The authors believe that tourists navigating the touch screen panels would like to get a short description on each service and facility presented by Imatra Base Camp platform. Especially foreign tourists travelling to Imatra and Rauha region and being in Roaming zone would like to get an immediate direction after using those touch screen panes. That is why the Imatra Base Camp platform should be modified for convenience in use for travelers.

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## Appendices

### Appendix 1 Survey in Russian language

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Здравствуйте! Пожалуйста уделите внимание нашему опросу по  
улучшению нашего веб-сайта, чтобы мы смогли сделать Imatra Base Camp  
платформу более удобной для использования!

---

Begin

Anonymous 

Какой язык вы используете, пользуясь веб-страницей Imatra Base Camp?  
(<http://www.imatrabasecamp.com>)

☐ Русский

☐ Английский

☐ Финский

Next

Насколько вы довольны веб-страницей Imatra Base Camp  
(<http://www.imatrabasecamp.com>)?

☐ Очень довольна

☐ Скорее доволен/довольна

☐ Затрудняюсь ответить

☐ Скорее не доволен/довольна

☐ Очень не доволен/довольна

Next

Откуда Вы узнали о нашей вею-странице? (Выберите все, что подходит)

- ☐ Рекомендация друга/подруги или члена семьи
- ☐ Ссылка с другого веб-сайта
- ☐ Рекомендация с работы / коллеги
- ☐ Туристические брошюры, путеводители
- ☐ Из новостей (Тв, радио, газеты)
- ☐ Презентация, событие, выставка
- ☐ Плакат, рекламный щит
- ☐ Другое, пожалуйста укажите

Как часто вы посещаете наш веб-сайт?

- ☐ Это первый раз
- ☐ Посетил / посетила пару раз
- ☐ Регулярно

Next

Какие из нижеперечисленных являются верными? (Выберите все, которые верны)

- ☐ Мне удалось найти все, что было необходимо
- ☐ Мне удалось найти часть того, что было необходимо
- ☐ У меня не было определенной цели при посещении веб-сайта
- ☐ Мне не удалось найти то, что было необходимым
- ☐ Это то же самое, если бы я воспользовался/воспользовалась Google, Yandex или другой поисковой системой (Google, Yandex)
- ☐ Другое (пожалуйста укажите)

Next

Пожалуйста оцените следующие особенности веб-сайта (1=плохо, 2=хуже среднего, 3=средне, 4=хорошо, 5=отлично)

	1	2	3	4	5
Оформление/дизайн	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Легко в навигации	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Четкость информации	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Качество содержания	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Количество материала на веб-странице	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Оправдал мои ожидания	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

Удобен ли для Вас тот вариант, когда при нажатии на определенный отель/ресторан и т.д. вы будете перемещены на официальную страницу того отеля/ресторана и т.д. как показано на рисунке 1? 1. <https://res.cloudinary.com/surveyplanet/image/upload/v1472999894/dtqvjxyonqpi33mby3hl.png> 2. <https://res.cloudinary.com/surveyplanet/image/upload/v1472999867/l1pkghwoujtl8d6phbwr.png>

- ☐ Доволен/довольна
- ☐ Не доволен/довольна
- ☐ Хотелось бы иметь краткую информацию прежде, чем быть перенаправленным на официальный сайт как это поазано на картинке 2
- ☐ Другое, укажите

---

Next

Рекомендовали бы Вы наш веб-сайт другу/подруге или коллене в будущем?

- ☐ Определенно да
- ☐ Скорее да, чем нет
- ☐ Затрудняюсь в ответе
- ☐ Скорее нет, чем да
- ☐ Определенно нет

---

Next

---

Какие функции Вы бы добавили на нашем веб-сайте?

- ☐ Больше информации прежде, чем быть перемещенным на другой веб-сайт
- ☐ Опция отзывы и предложения
- ☐ Чат для общения с работниками Imatra Base Camp, а также другими онлайн посетителями
- ☐ Другое, укажите

---

Next

Пожалуйста укажите пожелания и рекомендации для улучшения веб-сайта

---

Submit


## Appendix 2 Survey in English

Hello, dear visitors!

We are students from Saimaa University of Applied Sciences, making a survey to find out advantages and disadvantages of web page ImatraBaseCamp. Please help us improve our website by taking this brief 10-question survey. Your input improves the information we provide to make Imatra Base Camp platform more informative and easy to use.

---

Begin

Anonymous 

---

What language is being used while navigating Imatra Base Camp web-page?  
(<http://www.imatrabasecamp.com>)

☐ Finnish

☐ Russian

☐ English

---

Next

How satisfied are you with our website? (<http://www.imatrabasecamp.com>)

☐ Very satisfied

☐ Somewhat satisfied

☐ Neutral

☐ Somewhat dissatisfied

☐ Very dissatisfied

---

Next

How did you learn about our website? Check all that apply.

- ☐ Referred by a friend or family member
- ☐ Referred by another website
- ☐ Referred by an organization or professional
- ☐ Materials (brochure, guidebook, factsheet, etc.)
- ☐ News story (tv, radio, newspaper)
- ☐ Workshop, presentation or other event
- ☐ Advertising (billboard, radio, poster, etc.)
- ☐ Internet search engine
- ☐ Other, please specify

How often do you visit our website?

- ☐ This is my first visit
- ☐ Visited few times before
- ☐ Regularly

Next

Which of the following are true? Select all that apply.

- ☐ I was able to find exactly what I was looking for
- ☐ I was able to find a part of what I was looking for
- ☐ I had no specific agenda in mind when I visited
- ☐ I was not able to find what I was looking for
- ☐ It is the same as I would google the needed information
- ☐ Other, please specify

---

Next

Please rate the following attributes of our website.(1=Poor, 2=Below Average, 3= Average, 4=Good, 5=Excellent)

	1	2	3	4	5
Layout / design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy to navigate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accuracy of information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quantity of content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meeting my needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

---

Next



Are you satisfied with being transfered directly to other web-pages as it is shown in the picture 1? 1. <https://res.cloudinary.com/surveyplanet/image/upload/v1472999894/dtqvjxyongpi33mby3hl.png> 2. <https://res.cloudinary.com/surveyplanet/image/upload/v1472999867/l1pkghwoujtl8d6phbwr.png>

- ☐ satisfied
- ☐ not satisfied
- ☐ I would like to have some basic information before being transfered to other web-page like it is shown in the picture 2

Next

How likely are you to recommend our website to a friend or colleague in the future?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neutral
- ☐ Somewhat unlikely
- ☐ Very unlikely

Next

What other features would you like to see added to our website? Select all that apply.

- ☐ More information before being transferred to other web-pages
- ☐ Feedback option
- ☐ A place to interact online with web-page developers and other web-page visitors
- ☐ Other, please specify

Next


Please write down any suggestions to improve our Imatra Base Camp platform for more handy use.

Submit

## Appendix 3 Survey in Finnish

Vastaamalla lyhyeen kyselyyn annat arvokasta palautetta. Sen avulla voimme kehittää Imatra Base Camp verkkosivua.  
Kyselyyn vastaaminen vie aikaa noin 5 minuuttia!

Begin

Anonymous 

Mitä kieltä käytätte kun olette Imatra Base Camp sivulla?  
(<http://www.imatrabasecamp.com>)

☐ Suomi

☐ Venäjä

☐ Englanti

Next

Oletteko tyytyväisiä meidän sivustosta? (<http://www.imatrabasecamp.com>)

☐ Erittäin tyytyväinen

☐ Melko tyytyväinen

☐ En osaa sanoa

☐ Melko tyytymätön

☐ Erittäin tyytymätön

Next

Mistä saitte tietää meidän web- sivustosta? (valitse sopivat)

- ☐ Kaverit,perhe
- ☐ Muut web-sivut
- ☐ Työelämästä
- ☐ Info pisteestä
- ☐ Uutiset (tv, radiot, lehdet)
- ☐ Tapahtumat
- ☐ Mainostaulut
- ☐ Google
- ☐ Muut

Kuinka usein käytte meidän web-sivulla?

- ☐ ensimmäinen kerta
- ☐ harvoin
- ☐ usein

---

Next

Valitse kaikki mitkä sopivat?

- ☐ Löysin kaiken tarvittavan
- ☐ Löysin osittain
- ☐ Kävin vain sivulla
- ☐ En löytänyt mitään
- ☐ Sama kun menisin Googleen
- ☐ Muut

Next

Arvioi seuraavat ominaisuudet sivuillamme. (1 = Huono, 2 = Kohtalainen, 3 = Tyydyttävä, 4 = hyvä, 5 = erinomainen)

	1	2	3	4	5
Sivun suunnittelu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helppo käyttää	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tietojen oikeellisuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sivunlaatu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarpeeksi tietoa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vastasi odotuksiani	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

Onko tarpeeksi tietoa meidän sivulla? Esim kuvassa 1 te klikkaatte Spa ja siellä näkyy kaikki Spat Imatralla ja Rauhassa, sieltä pääsette kaikkien Span hotellien pääsivuille. 1 <https://res.cloudinary.com/surveyplanet/image/upload/v1473019065/rjiotu6imypxjrb0gggw.png> 2 <https://res.cloudinary.com/surveyplanet/image/upload/v1473019076/smstj6v4fy2w20jfyjbn.png>

- ☐ On tarpeeksi
- ☐ Ei ole tarpeeksi
- ☐ Haluaisin että olisi enemmän lisätietoja sivulla, kuten näkyy kuvassa 2
- ☐ Muut

---

Next

Suosittelko meidän web-sivun kaverille?

- ☐ Tottakai
- ☐ Ehkä
- ☐ En osaa sanoa
- ☐ Ei varmaan
- ☐ Ei

---

Next

Mitä vielä haluaisitte, että olisi meidän sivulla?

- ☐ Enemmän tietoa
- ☐ Arvostelut
- ☐ Keskustelupalstat
- ☐ Muuta

---

Next

Mitä parannuksia voi vielä tehdä ja lisätä meidän sivustolle?

---

Submit