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ONLINE MARKETING COMMUNICATION PLAN

Case study: Amanihoiva Kotipalvelu Oy

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Name of thesis ONLINE MARKETING COMMUNICATION PLAN Case study: Amanihoiva Kotipalvelu Oy		
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<p>[The thesis was done for a Finnish home care company, Amanihoiva Kotipalvelu Oy. The objective of the thesis is to create a strategic cost effective online marketing plan for Amanihoiva to aid in its expansion in Kokkola and its neighboring towns.</p> <p>The study begins by introducing the case company and why the research is being done. It is then followed by the online marketing theory and gives a description of selected online marketing channels. The fourth and fifth chapter analyze the case company and give recommendation and a conclusion.</p> <p>The final product of the thesis is a handbook of online marketing Amanihoiva could put into use in 2017.</p>		
Key words Marketing communication, marketing plan, online marketing, Search Engines Optimization, Social media marketing.		

ABSTRACT

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1 INTRODUCTION

The introduction will give an outline of the objectives that are to be achieved by the thesis, background information about Amanihoiva and give a list of research questions.

In trying to understand how vital the Internet is to those that have access to it, trying asking the Y generation not to use the internet for at least 24hours. In the present day, if you have internet access things materialize in a different way. The Internet simplifies and quickens communication than ever before. Nowadays with the help of the internet, one can be able to find persons, product or yet still a place ahead of meeting them, buying the product or visit the place. Today's happenings can be transmitted all over the globe as they are happening. One can also take courses online without signing up for membership in an international university. Customer satisfaction or dissatisfaction can be a topic of discussion online and people who have used the same product can give their experiences. If an individual is looking for the same product, they can be influenced by the other customers of the product. This is also a first way of giving feedback to the manufacturers of the product. If customers are unsatisfied manufacturers can work on making the product better. Another importance is if manufacturers have noticed something wrong on a product, the internet is a fast way of conveying the message to the public. (Bus & Hildebrandt, 2012, 4)

Amanihoiva is a home care company in Kokkola, Finland founded by a Kenyan, and it started its operations in December 2012. Amani is a Swahili word that stands for peace. Amanihoiva provides home services for the elderly and helps customers in cooking, washing their clothes, performing their daily duties at home and also hobbies.

In Kenya, there are no old people homes. Instead, children look after their parents when old. Amanihoiva hopes to bring a Kenyan approach to taking care of the elderly and also to familiarize their customers with the Kenyan culture.

1.1 Objectives of the thesis

The research will recognize the current online marketing methods being used by the case company and to have a clear outlook of the beneficial and scarcity features of the company's online

marketing communication. The goals of the thesis will be to develop an online marketing plan that is economical for Amanihoiva, which will enable it to reach possible customers in Kokkola and its environs. The online marketing strategy that will be achieved at the end of the thesis will be a guide that the case company to manage the different marketing tools that will be realized for the company at the end of the study. The research tries to find answers to the questions:

- What is the current online marketing strategy?
- What online marketing tools are economical to use and at what stage should they be employed?

1.2 Research Methodology

Quantitative and qualitative research methods will be included in the study. The quantitative method will use numerical figures to give statistical data about Amanihoiva current online marketing status. The qualitative research methods will incorporate journals, books and interviews.

2 THEORY ON ONLINE MARKETING

Chapter two represents secondary research that was carried out on online marketing. Current marketing research information in books and journals will be incorporated. Online marketing is growing rapidly and therefore a lot of study material is available. Due to the rapid speed of the digital marketing evolution, the author took in the latest articles written by professionals working in the field, as well as reports and surveys published by marketing agencies and institutes on the internet. These sources offer opportunities to explore the current status of online marketing. Throughout the thesis project, the author applied various classical marketing theories and models, as well as some newly developed and updated online specific marketing concepts to justify research and findings.

2.1 Marketing communication

According to Egan, Marketing communication means ways by which sellers of either goods and services are able to present an image of themselves to potential buyers. The main aim is to encourage a conversation that can lead to better business or other relationship. (Egan, 2007,1). The idea of Marketing and communication today is changing due to the densely growing digitalism and technology. Traditional marketing channels like magazines are changing their form to digital gradually and advertisers are using more online tools and channels. For example in Finland, in the year 2014, marketers who used print media started reducing, as the as money that was spent on online marketing was more than what was used on printed media. (Statistics Finland, 2014).

Conventional printed media's fascination and utilization are reducing as a result of clients fundamental shift to utilizing other online devices and changes in buying behavior. The variable can likewise clarify digital media's prosperity that todays customers want a two-way correspondence with organizations and brands, that stagnant printed ad can not give. On a very basic level, promoting communication aids organizations to pass a message about their services and goods for the clients. Marketing communication is essential for the organizations showcasing activities, and it can be utilized for a wide range of purposes relying upon the companys objectives and offerings. For instance, organizations can exploit specialized advertising strategies to meet

organization's business goals and aid item advancement. Conventionally, marketing communication comprises of seven distinct classes: individual selling, client benefit, advertisement, direct advertising, sales promotion, publicity, and e-correspondence. (Nair & Subramaniam, 2012.)

Traditional marketing advertisers are managers of a message and also tend to push advertisements to clients. Marketing communication is developing, the Internet is where clients have more authority to select the information they need and ways to which they can impact on the information and how it is created. Marketing communication and Word-of-Mouth (WOM) are terms that have been associated jointly. WOM is not a new thing, but clients giving their assessment or advice fast and broadly through online platforms has made it a useful tool. Evans has stressed on the significance of controlling WOM online in his book, *Social Media Marketing an hour a day*. Through Word-of-Mouth, clients can be able to build trust to be able to make a buying choice. Clients do not rely on advertisements because of the position they hold of overpraising and for that reason, there is the knowledge that advertisements are not consistently reliable. Although an ad can persuade the purchase of a product, it is always best to inquire from friends or family before buying. (Evans 2008, 19-20)

As a consequence of the growth of the online marketing world, organizations have to keep looking for current marketing channels so as to be able to communicate effectively to potential clients. Although the communication world is evolving, a list of traditional marketing communication theories continues to be relevant in today's market. Apparently, the nature of web based prompting and the quick style to grow and evolve has further added a list of current marketing principles and ways of managing online revolution by advertisers.

2.2 Online marketing

Marketing is no longer a distant concept to the business world. The original nature remains, but there was the migration in methodology following human race development levels. Nowadays, in the era of Internet, marketing puts on an entirely different coat with colorful textures and infinite extensible possibilities. The digital world has given entrepreneurs abundant opportunities to get in touch with their potential customers, sometimes for free.

Online marketing is a piece of direct advertising which places endeavors on market items and services and builds client connections over the Internet. As the utilization of the internet in regular day to day existence is expanding, the use of web advertising in the day to day operations of organizations is likewise turning out to be increasingly popular. The excellent utilization of the Internet significantly affects clients and additionally on the advertisers who serve them. (Kotler & Armstrong 2014, 525.)

The Internet has modified the marketing of businesses. The size and type of an organization do not make a difference; the internet will be a major part of its advertising strategy. It has opened different opportunities for organizations, offering rather cheap options for developing their businesses. Organizations websites, blogs, emails, social networks among others may be utilized for developing businesses and making organizations more fruitful in a market. (Yannopoulos,2011)

2.3 Key forms of online marketing

As the field of online marketing is all the time changing and evolving it is important to have up-to-date information of current online marketing essential forms. That is why Salmenkivi and Nyman (2008) recommend companies not to wait anymore to take the first step towards online possibilities and for example slowly start to develop social media actions step by step. Companies should test different approaches and ideas in social media and see what works for the organization. After analyzing and examining what strategies work for them, companies could focus more on them, and if the organization does not locate any functional thoughts amid testing, at least, the testing has been far less expensive than racing to put money on specific channels first. The online networking environment is changing night and day, and one cannot hope to perform accurately with no errors. Salmenkivi and Nyman (2008) propose rectifying mistakes as they show up and creating activities all through organizations online lifetime. (Salmenkivi & Nyman 2008, 198-190.)

To still underline marketers view from online marketing tools the recent studies shows that 92 % marketers are saying that social media is relevant to their business. The largest social network for marketers was Facebook (54 %), although 34 % though were not sure that their Facebook

marketing is effective. 97 % of Marketer indicated that they are using social media for marketing purposes, of which 92 % found social media relevant to their businesses. 83 % of marketers had integrated the social media into their traditional marketing activities. (Stelzner 2014.)

2.3.1 Social media marketing

Kotler and Keller (2016, 624- 634) refer to social media as a platform that permits their followers to be able to share information, pictures and video messages with each other and with companies and vice versa. Social Media Marketing (SMM) has come out as a significant business strength implying dynamic employment opportunities. It presents vital advantages to marketers although a few of the features are furthermore not understood. SMM has gone through an impressive development in the past few years and its growth and change in the coming years is expected to stabilize. Many businesses are trying hard with social media reason being they do not have a clear plan and commence the finish instead of developing a plan and goals. A company can open a facebook page or twitter account although the outcome is likely to be present if there is a correct understanding of its marketing goals. Like every other marketing channel, a powerful strategic design for social media network is needed to succeed.

The onset of social media has challenged the traditional marketing channels. Marketing financial plans are to a great extent focusing on online and marketing professions employment descriptions is changing as a consequence.

2.3.2 Blogging

A companys blog is another new way communicating with the customers online and Evans (2008) emphasizes the blog being the easiest channel to start online social marketing on the Internet. Company blog creates a channel that companies can use to tell the customers what the company is currently doing & invite them to share ideas. A business blog is a useful communication tool, where a company can also learn more about their customers, what they like, value or dislike. This valuable customer information businesses can use, for example, to develop new products and services.

When a blog is used actively with rich content, it creates an active channel for companies to share information what the company is doing, what novelties or news they have and what is happening in the business market. It is relatively cheap to start blogging, as the starting cost are low compared to the traditional media, but as blogs often allow free commenting possibilities, negative comments cannot be avoided. That is why companies should always have a strategy that also includes a plan for negative comments. (Evans 2008, 211.)

Business blogs are seen as effective marketing tools if the content is good and it is developed to match the customers` needs. Marketers have also noticed the power of blogging, as the recent research show that marketers are planning to increase blogging in their marketing activities soon. (Stelzner 2014.) Despite the benefits of having a company blog, based on the own researcher experience, creating rich content, updating the blog and making interesting stories would demand a significant amount of communicational resources and time from the companies.

2.3.3 Emailing

Email marketing continues to be one of the best advertising channels for instructing and affecting prospects and in the long run transforming them into long-term customers. As reported by Direct Marketing Association, email offers the highest profit for promoting venture with an expected \$44 return for each \$1 spent. For bookkeeping experts battling with assembling a compelling promoting program, email is a simple place to begin. Consider that email is the main channel for both inward and outer firm communication making it a conventional conveyance vehicle that is additionally exceedingly effective and far less expensive than print advertising. (Short, 2012)

In the course of recent years, experts have identified savings of costs and time connected with email promoting. As firms push ahead with email as an essential segment of their promoting endeavors, it is basic to comprehend what components are required to make email correspondences efficient and transform leads into returns. (Short, 2012)

According to short, the main rule of email marketing is that communication has to contain rich content. Have in mind that you are educating potential clients about your product and the value of the product. Therefore you need to ensure that each email recounts an engaging story, is accurate, and highlights your key strategic offers. The term content promoting is good have on mind. Content

promoting is a plan that includes the advancement and appropriation of valuable data to engage and appeal to a particular target group. The goal is attracting potential buyers into acquiring the services. (Short, 2012)

2.3.4 Website

A website is not only for window shopping purposes, but it is also a platform where potential customers can be able to see what the company is offering and be able to acquire the goods or services. Ryan (2014, 104) presents that a good enforced and international website can be a platform where an organisation can communicate with its clients like having a real meeting point which gives an opportunity of doing business with real people at the proper time. Thus before one can start designing a website. An organization has to know the reason of why it is creating the website and for whom. A company can begin by evaluating usefulness and availability of the site plan. A well-planned site should permit same user accessibility of information and functionality that is being offered. Customer orientation, a favorable selling is uncomplicated and clear. Product or service will be presented with quality pictures that give the most real picture of items for merchandising, also clarity on item characteristic, information, repair, and manual. (Ryan 2014, 47, 49)

When targeting to possess an active website, an organization has to look at some things. Kotler and Keller (2016, 639) bring out that a site plan has to emphasize on a companys goals, past information, items, and vision. The site latest guests have to be persuaded and captivated so as they can continue visiting the website. The most recent guests have ways that they can use to evaluate the sites performance. In practice how easily does the site download information, and how easy is it to go to other pages. Website present physical appearance plays a vital role. In other words, a website page has to be clean, and it should not be crowded with much content. Organizations have to be aware of who their competitors are, scrutinize what they are attempting to accomplish through the website, identify success and failure. It is considered as an excellent method of receiving ideas and identifying diverse ways of competing online. (Ryan 2014, 51)

According to Ryan, it is vital to have knowledge of business objectives and requirements of the target market ahead of the organization commence of making a website. Next, the major digital marketing steps of building a site are clarified.

- **Planning.** It implies that an organization builds up its objectives for the website study the competition; characterize what the target market is, how to locate the company online and how to find what they are looking for when they arrive.
- **Outline.** This is how the website looks and feels and it includes colour, illustrations, data and navigation.
- **Development.** Assembling everything, taking the concurred outline and building the real pages of the site, making the substance, links and navigation route.
- **Testing.** Its vital to ensure that everything functions as it should before organization allowing the site on the internet.
- After acknowledging the steps, the organization can begin to develop its site. In general, its imperative that the company knows its brand and product, the target market and their competitors all around before making the site.

2.3.5 Search engines optimization

All businesses would like to have a high visibility online. Search Engine Optimization (SEO) is explained as a process of that makes a website more approachable to search engines. Presently, designing and outlining incredible substance are the key parts of SEO positioning (Traupel, 2014). In September 2014, Google redesigned its Panda calculation, which could perceive weak content all the more precisely and enhance the positioning of high-quality SME websites (Far, 2014). This development is particularly significant to web-based content and is excellent news for small-scale and private companies that make greatly advanced substance with limited spending plans.

There is a motivation behind why content advertising and online networking is known as the new SEO (DeMers, 2014) and is and will continue be an essential piece of online marketing.

Nevertheless, it is the incorporated web-based advertising blend, social networking, video, mobile and substance strategy that push the SEO positioning. A few years back, it was different; new SEO is not only a technical tool for creating keywords and links, and it is not isolated from other digital promoting strategies. To accomplish a fruitful SEO result, online advertisers ought not to get excessively fixated on their rankings in the short term. Eventually, it is one of a kind, important, relevant and supportive content, and the substance with incredible client encounter, that will step by step create trust and fame among target groups (Fishkin 2014).

As indicated by an overview by CMO Council (The Chief Marketing Officer), proficient affiliations and online groups, industry associations and gatherings are the most useful sources of substance to shape obtaining choices. At the same time, "blatantly advertising and self-serving" substance is among the most disliked content (CMO Council 2013). In this manner, rather than building more content to pick up SEO, better, reliable and pertinent quality is substantially more essential. The other similarly important thing is to have the substance distributed and shared in the correct spots on the web. As the CMO review proposes, purchasers consider information from associates or on a standard business site and in leading media outlets. Aside from validity, the "shareability" matters more than "searchability" (Puetz 2014). To get the message out and connect with individuals to share via web-based networking media, advertisers require working hard on making relevance and drawing in substance.

In summary, a new SEO technique will intensely depend on an online relationship and system building, which benefits advertising in the long run and feasible way (Fishkin 2014). In the same way as other advanced innovations, Search Engines are developing because of individuals searching behavior, for example, putting more inquiries rather than hashtags in the search box. This has made web search engines comprehend more about goal and context. If web advertisers would make their online content substance regarding clients, the SEO results of their sites will worthwhile. FIGURE 1 indicates Amanihoiva online visibility.

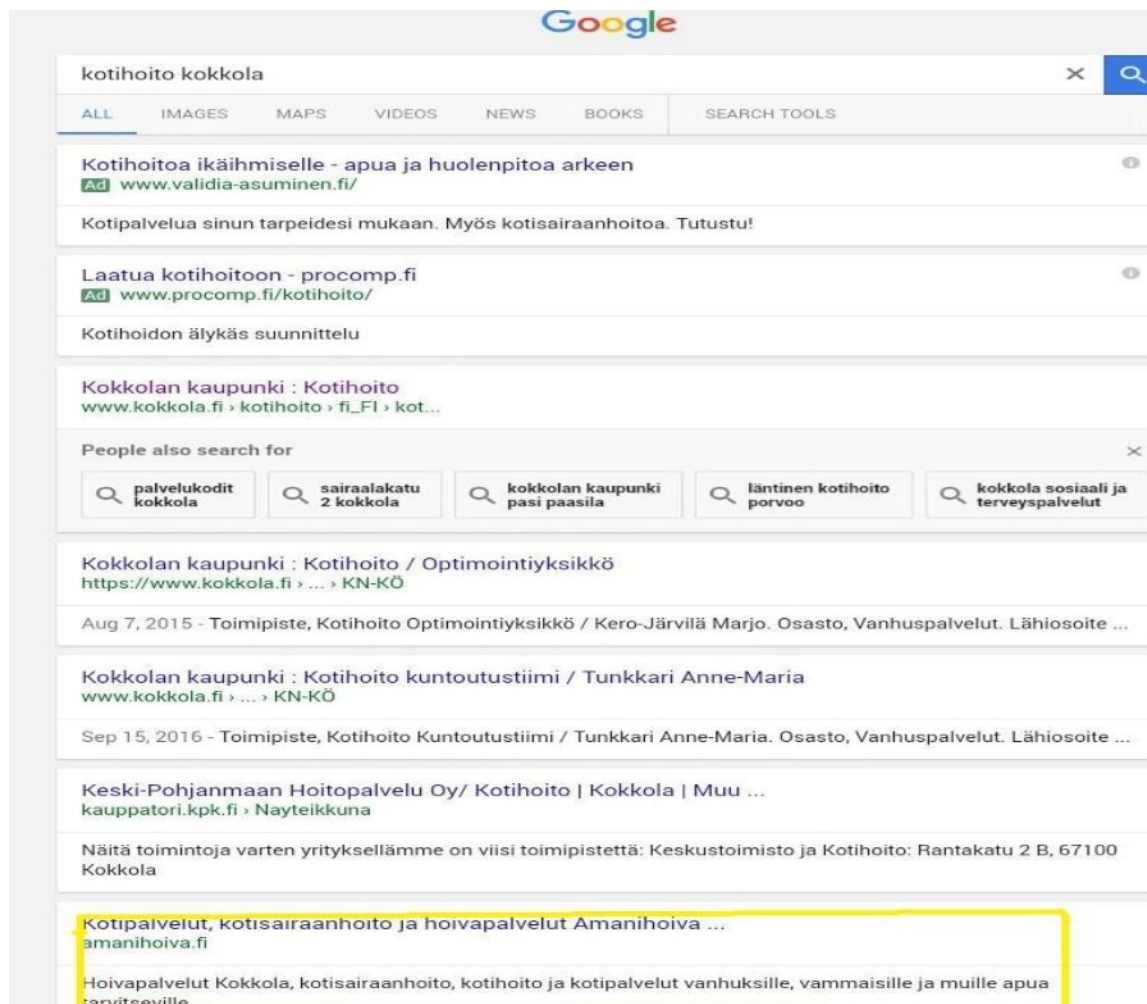


FIGURE 1 Amanihoiva online visibility as of November 2016

3 RESEARCH APPROACH

In this chapter, the study was carried out using qualitative methods of research to get more profound knowledge of the online and social networking advertisements as phenomena.

The qualitative method of study was used, the authors intention was to get first-hand information from the case company founder so as to be able to do research that is relevant.

3.1 Case Research

This Thesis is an empirical research strategy because it has used a case company and the purpose of a case study is to explore the contemporary phenomenon in a real life situation by utilizing various diverse sources of data and information. Finding intensive and detailed information regarding the chosen case is the primary objective of the study.(Soy, 2006)

The optimal method of case analysis was chosen as a result of the nature of the research. Amanihoiva has a remarkable case, which needs a more profound understanding and study of examination of the phenomena with companys perspective. The case method of study was used as it finds solutions best to the questions of the study and can be utilized to meet the goals. The concept of this review was to discover how to begin creating an online marketing plan and afterward use it for the health care company.

3.2 Benchmarking

Housley in the year 1999, defined benchmarking in simple terms as an imitation of concepts, usually the comparison is done against the best. It points out where a company is and what aspects and activities require improvement or in-depth analysis. Although the central concept of benchmarking is the comparison, its intention is not to copy or imitate other activities.

In the case of Amanihoiva benchmarking can be used to identify the current online marketing channels and analyze them thoroughly to determine which of the methods need improvement.

4 CASE COMPANY ANALYSIS

This chapter will describe Amanihoiva situation in the current business environment with the digital-specific SWOT analysis. The case company's current digital marketing channels are presented as well. The purpose of status analysis is to draw a big picture of Amanihoiva market situation and therefore it is used to determine the online marketing objectives and goals.

4.1 Industry trend watch

According to tforg.com, the healthcare market in Finland is the quickest developing markets in the EU. With the proceeded cooperation between public and private sector, alongside service range extensions and improvements in privately owned businesses, the private division will keep on holding an essential place in the healthcare services arrangement of Finland.

In Europe Finland is one of the densely inhabited nations in Europe benefit from high healthcare pointer ratings and offers its inhabitants with healthcare requirements with the help of a decentralized structure. In 2014, 74.84 percent of the healthcare operating costs was covered by public spending and 25.2 percent by personal expenses. The Finnish Government agency (KELA) is responsible for the national health insurance, and it assists its members to pay a part of the total cost of the private sector.

4.2 Present online marketing channels

Amanihoiva has an official website (<http://amanihoiva.fi/>) and at the same time a Facebook page (<https://www.facebook.com/amanihoiva.fi/?pnref=story>). Which was first established on 10th August 2013 and until to date it has only 79 followers. FIGURE 2 shows the present activity of the page as of November 2016.

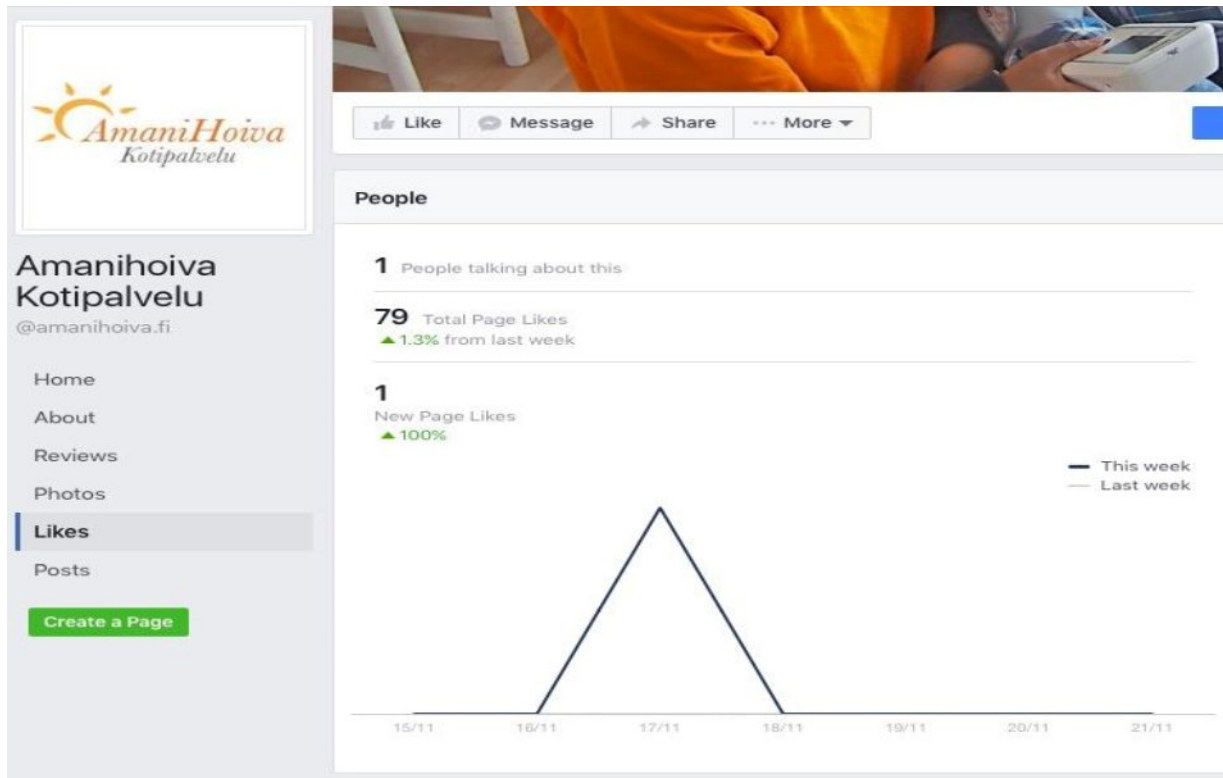


FIGURE 2. Amanihoiva Kotipalvelu Company Facebook page likes, November 2016

Amanihoiva Facebook page has not been active for a long time. The company has not posted anything since July 2015. The company has not had any strategic content creation plan yet; therefore the posts on Facebook page are nothing but Amanihoiva's different services. The page is still managed in quite a casual and inconsistent way.

According to the founder of Amanihoiva, Faizah Egge the company has not paid anything at all for advertising it's page and posts. Therefore all the activities on Facebook are created organically so far.

4.3 SWOT Analysis of the Marketing Channels

Edmund Learned, Roland Christensen, Kenneth Andrews and William Book developed SWOT analysis in the 1960s. It is a tool used to determine the qualities of something, in this case, a marketing channel. SWOT initials stand for strengths, weaknesses, opportunities and threats. In the

analysis, each of these categories is studied, and as a result, the most significant features can be determined. The goal of SWOT analysis is to understand the positive and negative factors that should be taken into consideration before strategic planning and decision-making. In this case, it will help to determine how each marketing channel differentiates from each other. (Barker, Baker, Bormann, Roberts & Zahay, 2008, 275-278)

Strength

- Open minded about working on improving their website and Facebook page.

Weaknesses

- Amani Hoiva has a weak brand on Facebook.
- Posts on Facebook have not proven any track record.
- Lack enough expertise to operate the Facebook platform.
- Lack skills to completely check its SMM applications for measuring development in marketing goals.
- Resources are not sufficient for putting together and sustaining presence on Facebook.

Weaknesses

- Amanihoiva has a weak brand on Facebook.
- Posts on Facebook have not proven any track record.
- Lack enough expertise to operate the Facebook platform.
- Lack skills to completely check its SMM applications for measuring development in marketing goals.
- Resources are not sufficient for putting together and sustaining a presence on Facebook.

Opportunities

- Amanihoiva is willing to work with customers to build a brand presence on Facebook by encouraging customers to give feedback.
- Amanihoiva target market on Facebook are likely to be spectators and joiners.
- A significant rising market that requires home care.

Threats

- Keski-Pohjanmaan Hoitopalvelu Oy is a direct competitor on social media platforms.
- Competitors having more resources
- Competitors have up to date and appealing online reach.

5 CONCLUSIONS AND RECOMMENDATIONS

To conclude the research the author of the study recommended a plan which is cost effective that Amanihoiva can apply in its online marketing. First is that it needs to be more active on Facebook, by often interacting with its audiences through posts, comments, shares, and likes. Keywords known on Facebook as hashtags(#) of the services Amanihoiva is offering should be incorporated. On its Facebook fan page, they should engage their followers with questions and posts which are timely, relevant and natural. An interesting Facebook cover photo should also be incorporated into a text that tells about its services. To help with the edition of photos www.picmonkey.com is an example of a website that can help Amanihoiva with edited photos that can be used on the page. www.banner.fotor.com/ is also a free tool for creating photograph collage.

A Facebook page performance analysis can be done with the help of free online tools for example LikeAlyzer, this tool gives a summary of a page, gives a comparison of additional pages in a similar industry and to top it up it gives one advice on what requires development. An example of another tool is Social Bakers; it provides one with selected social media insights, area news and sector information on a monthly basis. From this tool also one can be able to see how its competitors are doing and what they are doing in a different way. Amanihoiva can activate its facebook review bar, customers can give feedback as per the stars, one star is poor service and 5 is excellent service.

Amanihoiva can start an email marketing plan and can begin with identifying potential audiences and start with the basics. That is putting in mind that the promotion is for possible clients and not customers, having convincing content in the message with a call to take action, segmenting the target market as per the region and Identifying the best moment to send the email.

There are also online tools that Amanihoiva can use to create keywords, Uber suggest, is an online tool that can help the homecare company create hashtags that are not already available on Google.

To make improvements on its website, Amanihoiva has to stress on the site plan; it has to emphasize on a companys goals, past information, items, and vision.

In conclusion, to improve the marketing skills the homecare company can take free online courses or seek professional help to make Amanihoiva online marketing plan a success.

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