THE IMPORTANCE OF A COMPANY'S ACTIVE PRESENCE IN

SOCIAL MEDIA, CASE: KARHUJÄÄ'S FACEBOOK PAGE

HAMK
HÄMEEN AMMATTIKORKEAKOULU
HÄME UNIVERSITY OF APPLIED SCIENCES

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Katrina Vanala

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TIIVISTELMÄ

Tämän opinnäytetyön tarkoituksena oli suunnitella ja toteuttaa strateginen markkinointisuunnitelma Karhujää Oy:n Facebook sivulle sekä vastata kysymykseen vaikuttaako yrityksen aktiivinen läsnäolo sosiaalisessa mediassa fanien ja seuraajien sitoutumiseen.

Opinnäytetyön teoreettinen viitekehys keskittyy markkinoinnin kehittymiseen sisältömarkkinointiin, brändin mielikuvaan sekä sosiaalisen median kirjallisuuteen. Se antaa yleiskuvan sosiaalisesta mediasta nykypäivän markkinoinnissa ymmärtämällä yksilöllisyyden ja yhteisöllisyyden merkityksen asiakaskokemuksessa. Teoreettisen osan lopupuolella tarkastellaan Facebookkia yrityksen näkökulmasta sekä esitellään Facebook-sivun ominaisuuksia ja mahdollisuuksia.

Empiirinen tutkimus antaa katsauksen some presenssin suunnitteluun ja ylläpitoon. Suunnitteluun hyödynnettiin opittua teoriaa ja sen avulla muodostettiin strateginen markkinoinninsuunnitteluprosessi. Prosessi koostui tavoitteiden asettamisesta, tilannekatsauksesta, strategian laatimisesta, toteutuksesta, seurannasta ja lopuksi yhteenvedosta. Tutkimus tehtiin Karhujää Oy:lle ja se toteutettiin heidän Facebook-sivullaan vuoden 2017 ensimmäisten neljän kuukauden aikana. Tänä aikana tutkija toimi ja hallinnoi Facebook-sivua.

Tutkimustulokset osoittavat, että aktiivisella ylläpidolla on myönteinen vaikutus sitoutumiseen ja se luo positiivista mainetta. Tätä tukee se, että seuraajien määrä ja julkaistuihin postauksiin reagoinnit ovat kasvaneet. Tämän vuoksi on tärkeää, että yritys suunnittelee, asettaa tavoitteet, toteuttaa ja mittaa sosiaalisen median presenssiä jatkuvasti.

Avainsanat	brändi, sisältömarkkinointi, sosiaalinen media, markkinointi suunnitelma, facebook sivu
Sivut	50 sivua, joista liitteitä 0 sivua

Business Management and Entrepreneurship
Visamäki, Hämeelinna

ABSTRACT

The purpose of this master thesis was to develop and implement a strategic marketing plan for Karhujää Oy's Facebook page as well as to answer the question whether a company's active social media presence has an impact on the engagement of fans and followers.

The theoretical discussion focuses on the literature of marketing development, content marketing, brand image and social media. It gives an overview of social media in today's marketing by explaining the importance of individuality as well as of communality in the customer experience. In the end Facebook is presented from the company's point of view by presenting the page features and opportunities.

Karhujää Oy wanted to develop its presence on the social media platform and develop its brand and product presence through an existing social media platform, Facebook. This was carried out as an empirical research and it gives an overview of a strategic marketing planning process from design to implementation. The process consists of goal setting, situation review, strategy formulation, implementation, monitoring and summary. The research took place on their Facebook page during the first four months of 2017. During this time the Facebook page was operated and managed by the researcher.

The results of the study show that an active Facebook presence has a positive impact on the engagement score and page visibility. This is supported by the fact that followers have increased in number as well as the reactions in published posts have grown. Therefore, it is important for a company to plan, set goal, implement and measure the social media presence in Facebook but also in other social media networks.

CONTENTS

1   INTRODUCTION

In 2004, when Web 2.0 was launched, something great and revolutionary happened. People were no longer limited to just surfing the Internet but they could also participate in creating content for it. This started the new era that we still live today and it has changed roles between consumers and companies. This means that between the companies and the consumer an intimate relationship is formed and they both take care of it. The relationship between a brand or a service and the consumer changes into a social interaction between these two, and it is based on both sides of trust and loyalty.

To achieve this the company has to make itself attractive. There are many ways to do this, or are there? Consumers commit themselves to companies that deliver products and services that meet their needs with the value propositions of functional, emotional and spiritual. Companies need to offer these to consumers by implementing company-marketing guidelines that are to work with corporate mission, vision and values. As this idea has evolved it has brought interaction many-to-many collaboration between them and contributed new trends, tools and platforms. The most current and visible platform is today social media. In social media, people communicate actively and just hang out. If a person wants to be involved in today's life, he or she must take part in this evolving world of social media. And the same applies to entrepreneurs, or does it?

There are different platforms and ways to communicate as a company or brand with consumers digitally and one of the most popular ways is to be present in social media. Social media allows creating a free fan network for business so it could be there where the audience and people are. It provides new ways to engage consumers as well to reach new customer relationships by targeted advertising cost effectively. The biggest changes compared to the past are that this is every company's right, including the smallest companies, and it is also easy to do. This phenomenon can lead to establishing an account but forgetting its maintenance. My thesis examines whether it matters if the established account is planned beforehand and actively maintained or not.

The main goal of this master thesis is to find out theoretical facts and arguments on values-driven marketing, brand, content marketing as well as social media, which help to develop an overall picture of the demands in social media presence. Once the overall picture is clear, it will be put into practice by utilizing one of the social media platforms in the study. The selected environment is a Facebook page as it was the request of the company. Before putting the study into practice the properties of the Facebook page are presented carefully. By taking advantage of these, the thesis begins. It presents insights into how a Facebook page is planned, maintained and measured. As an outcome, this master thesis answers the question whether it is necessary to plan and maintain a Facebook page actively.

1.1 Background

I am and have always been really interested in social media and its effects to everyday life. It is nowadays a way of living. I find myself spending time in different social media channels for several hours a day. If it's not the first then it's the second thing I look at when I wake up and for sure it is the last thing before I go to bed. I use many social media platforms such as Facebook, Instagram, LinkedIn, Twitter and WhatsApp. I see the impact and benefit from the user's point of view. As a master student, I am interested in seeing social media from another perspective and in this case from a business point of view. From all the social platforms I am the most interested in understanding Facebook.

I was offered the opportunity from my friend's company, Karhujää Oy, in improving Facebook presence for them. As I have been following the company's activities for five years from a distance, I thought to myself "Yes, let´s do it, let's turn the page upside down and see what would be achievable through proper planning, designing and implementation." So I decided to take up the challenge.

I knew beforehand that this requires a lot of background research, commitment as well as the ability to face challenges. I started working with it right away by surfing the web and looking for different texts and blogs on the subject. I also found a good variety of e-courses on the web. Libraries, both physically and virtually, became familiar to me when I searched for information for the master thesis. Information was available unlimitedly and therefore I had to draw a line at some point. The basis for the thesis was the compilation of the best of the selected sources that I have found during the work. I also learned to use the Facebook page and understand the way it works and is customizable.

1.2 Research purpose and question

The research is current because many Finnish companies are not present in social media according to the research of Tilastokeskus (2013). Or if they are, they don't use it efficiently enough and its benefits are not reflected. This phenomenon can lead to establishing an account but forgetting its maintenance. The purpose of this work is to give an understanding of social media and its importance as well as to show by means of a selected social media platform, Facebook, how much impact proper maintenance has on visibility, success and engagement. The main research problem and subquestions for the theoretical and empirical parts are the following.

The main research question:
Does the active maintenance of a social media platform affect its success?

The subquestions for the theoretical part:
1. How has the marketing orientation changed in the near past?
2. What is a brand?
3. What is the idea of content marketing?
4. What is social media?
5. What does Facebook offer for business?

The subquestions for the empirical part:

1. How to create a Facebook page marketing plan?
2. What kind of image does the company want to give to its brand?
3. What kind of content engages and raises interest?
4. How to reach more visibility and fans?

1.3   Research framework and structure

The research was done with the partner company Karhujää Oy. They gave assignment to plan and implement a B2C marketing strategy through existing social media platform, Facebook. The thesis presents insights into brand management, content marketing, social media and Facebook page marketing. The purpose of the study was to find out what kind of opportunities there are for using Facebook as a marketing tool more effectively. The aim was to create a customer-centric communication plan for Facebook, implement it and achieve results. To achieve this, the master thesis was clearly divided into four parts. It consists of an introduction, a theoretical part, project work and conclusion. Next the outline and content of each section are briefly described.

The introduction explains the basics of the master thesis and gives a brief view of the subject and its background. This is presented in the current paragraph, paragraph one.

Paragraph two focuses on the theoretical part. The theoretical part forms an overall picture of social media and the demands needed in social media presence through values-driven marketing, brand image and content marketing. It presents knowledge from values-driven marketing, brand image and mission, content marketing, social media and gives more detailed info about Facebook from a business perspective. This background information helps to solve the main problem and helps to shape the big picture of this master thesis. The sources were selected on the criteria that they were scientific, reliable and new.

Once the theoretical overall picture is clear, it will be put into practice. The third paragraph is about the empirical research. It presents planning, design, implementation and results of the empirical research. It shows in detail when this strategic marketing plan for a Facebook page was made and how it was utilized. It goes into details of the project by showing what was achieved and how the reputation and engagment score was raised. In the end of this paragraph the results, findings and future recommendations will be pointed out.

Paragraph four provides the conclusions of the work. The main learnings will be summed up and it will be explained how the project worked and how it was experienced from the company's part. It also discusses how the problem could have been approached differently and how the topic could be further explored in the future.

1.4   **Previous researches**

The subject has been studied in the past from similar and slightly different perspectives. The previous researches have been made from aspects like digital marketing planning, investigating different kinds of marketing channels, determining what should be taken into account when choosing marketing channels and so on. Below there is a table of example works, which are closest to this research, there are three Master theses and two Bachelor theses. These theses have been as an example of planning the workflow and content of my own thesis.

Table 1.   Previous research works

Author, year	Name of the work	Key words
Anu Kalenius, 2016	MT: Implementation of Social Media Marketing in AVAIN Asumisoikeus Oy Ltd.	Social media marketing, social media channels, content, action research, Facebook
YIN Zi, 2015	BT: A B2B Digital Marketing Plan for a Micro Design Company, Case Company: 2.Elämä Design	B2Bdigital marketing, digital marketing strategy, digital marketing objectives, digital marketing tools, content marketing, online value proposition, web persona
Mia Hölimäki, 2015	MT: Developing Marketing Communications through Social Media	marketing, marketing communications, social media, Facebook
Daria Lokteva, 2015	MT: Developing a customer-centric digital marketing communication strategy Commissioner: Salusfin Oy	Digital marketing, digital strategy, digital marketing communication, content marketing, strategic framework, digital tools, RACE, SOSTAC, Salusfin Oy
Eerika Kuivalainen, 2015	BT: Facebook marketing in increasing company's awareness: a case study of Havi	Facebook marketing, Facebook advertising, advertising campaign, content marketing, social media, benchmarking research

As it is said in previous studies, there is room for new researches in rapidly changing digital marketing and social media field. This research gives business owners a chance to understand what it requires to be present and active in social media, how the Facebook marketing works and how even little investment in money and time can bring visible results. So with this work, social media will be researched from a new perspective, whether an active presence in social media matters.

2 THEORETICAL FRAMEWORK

This paragraph reviews the literature of marketing development, content marketing, brand meaning and social media. It gives an overview of social media in today's marketing by understanding the importance of individuality as well as communality in the customer experience. At the end, this theoretical part will focus on Facebook as a marketing tool and shows what it has to offer for business by presenting its features.

This theoretical framework answers the subquestions displayed in the intro:
1. How has the marketing orientation changed in the near past?
2. What is a brand?
3. What is the idea of content marketing?
4. What is social media?
5. What does Facebook offer for business?

2.1 Values-driven marketing 3.0

This subsection looks at the development of marketing since it is the core business of the company. Marketing is in theory almost everything the company does to make it more profitable. As the world changes so changes the way of doing marketing. Understanding the change helps to understand how the present orientation differs from the old ones, how the relationship with customers has changed and how this values-driven marketing should be taken into account with future marketing activities.

The viewpoint of marketing has changed from product-centric (1.0) to consumer-oriented (2.0) and at the moment it is moving more and more towards values-driven (3.0) marketing. This has an impact on all aspects of marketing as it is demonstrated in table 2. Marketing 1.0 started the concept of overall marketing by selling basic products with low-cost to all who would buy them with the help of low-cost production and mass marketing. Marketing 2.0 developed hand in hand with information technology providing more consumer, segment and market insights to perform well in the world of a wide range of products by having in mind the golden rule of "customer is the king". Marketing 3.0 is more complex and communal marketing compared to its predecessors by satisfying the consumers with emotional and human spirit marketing. (Kartajaya, Kotler & Setiawan 2010.)

Table 2. Comparison of marketing 1.0, 2.0 and 3.0 (Kartajaya, Kotler & Setiawan 2010.)

	Marketing 1.0 Product-Centric	Marketing 2.0 Consumer-oriented	Marketing 3.0 Values-driven
Objective	Sell products	Satisfy and retain the consumers	Make the world a better place
Enabling forces	Industrial revolution	Information technology	New Wave technology
How companies see the market	Mass buyers with physical needs	Smarter consumer with mind and heart	Whole human with mind, heart and spirit
Key marketing concept	Product development	Differentiation	Values
Company marketing guidelines	Product specification	Corporate and product positioning	Corporate mission, vision and values
Value propositions	Functional	Functional and emotional	Functional, emotional and spiritual
Interaction with consumers	One-to-many transaction	One-to-one relationship	Many-to-many collaboration

Technology evolves, which means that the digital world takes its share from the mechanical world. Marketing 3.0 wouldn't be possible without the advanced technology also known as wave technology. The key elements for this are open source, low-cost Internet and cheap devices, either a computer or a mobile device. These elements together with social media allow interaction and networking between individuals and groups. People are increasingly looking for solutions that are consistent with sustainable development and adopting creative ways to produce news and entertainment as well as to share ideas and consume. With this change, consumers have become producers of information. Companies need to start to treat their customers as spiritual and emotional human beings, not just as consumers. And they, consumers, want to identify with companies who have social, economic and environmental values. (Kartajaya, Kotler & Setiawan 2010.)

This has impact firstly on consumer buying behavior as the importance of advertising decreases and the impact of word of mouth, other consumers opinions and experiences, increases. Secondly, it has an impact on the reputation of the product, as companies can no longer influence what people are talking about their products. Companies need to work closely together with partners, employees and especially with consumers by listening to them and understanding their thoughts and ideas. Cooperation is at its best when customers are able to participate in the development of products and services. Summarizing the above, it can be stated that companies that incorporate Marketing 3.0 principles want to change the world realizing that they need stakeholders to succeed. They need to gather people sharing the same desires and values to their network. (Kartajaya, Kotler & Setiawan 2010.)

To reach all the benefits offered by marketing 3.0 a company needs to focus on the following three things: brand image, content marketing and social media. By combining these, the best possible result is achievable. In the following subsections, these are described in detail.

2.2   Brand image and mission

Building a brand image is important because it creates a holistic picture of a labelled product or service for consumers. Therefore this subsection reviews the existing literature of brand. More specifically, the focus will be on the brand definition, identity, mission and image. The concept of a successful brand and how it interacts with social media between groups is presented. It answers the questions such as what is a brand and what kind of a role it plays. This knowledge helps later on with the master thesis project in understanding how those elements must be taken into account by building the Facebook presence for a brand and a service.

Figure 1.   Brand identity (Abbidin 2011).

Behind every successful company is a strong brand. The brand is the personality of the company and it is the foundation for a long-term relationship. (Renee, Forrest & Vinyard 2014, 53-54.) According to Renee, Forrest and Vinyard (2014, 53-54), Interbrand and JP Morgan study is referred with a quote; "The brand is a special intangible that in many businesses is the most important asset. This is because of the economic impact that brands have. They influence the choices of customers, employees, investors and government authorities. In a world of abundant choices, such influence is crucial for commercial success." The same study also underlines that an average brand accounts for almost a third of shareholder value. To keep this in mind it is important to understand what is meant by the brand. The brand is a logo or a slogan with a meaning. There are many products or services on the market that are designed to meet the same need but differ from each other features and imagery creating value for the customer. (Mootee 2013, 8-9.)

A given brand name makes the product or service stand out from the rival products and commodities (Appannaiah, Hundekar & Reddy 2009, 68). This can be explained by the following example. The commodity and the product are the precursors of the brand. Commodity generally means something that benefits the consumer as for example consumer goods like water or milk. The commodity becomes a product when it is placed in a package and it becomes a separate unit such as in consumer goods we can see examples like a bottle of water or a milk carton. These will become Evian water or Valio milk when certain distinctive characteristics or other values are added to them, and that is what is meant by a brand. Then they start to represent something bigger with a personalized name with a meaning. (Chernatony & McDonald 2003, 3-19.) This is also known as brand equity. Brand equity is accomplished with its reputation and it has monetary value. (Renee, Forrest & Vinyard 2014, 54.)

Strong branding affects and also strengthens how people react to products, services and brands emotionally. Renee, Forrest and Vinyard (2014, 54-55) refer to Alina Wheelers' brand strategy design. This guide tells that the brands serve three primary functions: navigation, reassurance and engagement. Navigation means that the brand strengthens the choice making around a wide range. Reassurance means in this context convincing that the product is of high quality and trustworthy. Engagement makes customers feel the sense of equality with the brand and it is reached through the brand's identifying visuals and communications. A recognizable brand or company is a key player of success. Michael Kotler has once said "The art of marketing is the art of brand building. If you are not a brand, you are a commodity. Then price is everything and the low-cost producer is the only winner." (Mootee 2013, 13).

A brand differs from the commodity by bringing added values and embodying intangible values for the user. This phenomenon is familiar from several blind tests. In practice, this means that people evaluate products differently when the brand is visible or hidden. In case the brand is visible people favor it more easily. (Chernatony & McDonald 2003, 14-15.) This can be explained by the brand image. The brand image reflects perceptions of a brand's characteristics and can be gauged by associations they hold in their mind (Chernatony & McDonald 2003, 444-445). The product or service must appeal to the customer because it is either chosen as a packaging for its appeal and attractiveness or brand awareness and loyalty in the purchase situation (Renee, Forrest & Vinyard 2014, 53). In addition to the brand, the company must have a mission. It consists of things such as the core business of the company, the reason behind it and for whom it is made. It is the reason why the company and the brand do exist. It is usually short and concise and known as elevator pitch or mission statement. It is a company promise to consumers for the products or services it represents. (Renee, Forrest & Vinyard 2014, 58-60.)

Table 3. Examples of brands missions (Renee, Forrest & Vinyard 2014, 58-59).

Brand	Mission – brand mantra
Microsoft	"To enable people and businesses throughout the world to realize their full potential."

Nike	"To bring inspiration and innovation to every athlete* in the world. (*if you have a body, you are an athlete)"
Apple	"Committed to bringing the best personal computing experience to students, educators, creative professionals, and consumers around the world through its innovative hardware, software, and Internet offerings."
Google	"To organize the world's information and make it universally accessible and useful."

These parts together create a brand identity that sums up all of the above pieces. For clarification, the company dominates the brand identity that aims for customers to recognize a brand as an entity and realize how it differs from the competition. From this identity, consumers make perceptions and form the brand image. The book refers to Neumeier's phrase "A brand is not what you say, it's what they say it is." So you have to keep in mind that if you want to influence brand image, you must manage the identity. (Renee, Forrest & Vinyard 2014, 61.) This is also underlined in values-driven marketing. In marketing 3.0 consumers are the brand owners, not companies. Consumers feel a bond with the brand and it has an iconic status for them in their minds, hearts and spirits, because the brand is usually more than just a product, taste or other feature. The brand is more icon behind the mission, for example, Coca-cola presents happiness, Ikea presents a symbol of smart and stylish lifestyle with a low budget and so on. Mission summarizes in one simple statement why the brand exists. Often a company has not finalized the corporate mission statement although it is one of the most important keys for doing successful marketing 3.0. A good mission has a good story behind it and that makes people move. It is called "business as unusual" and it means the ability to introduce a new business perspective that can transform the lives of consumers and get them to spread it. A good mission is recognized by the fact that it requires consumer participation. This means that consumers have the control over the brand and the brand's mission is their mission. Companies can just interpret the consumer needs and wants, and align their actions with the brand mission. (Kartajaya, Kotler & Setiawan 2010.)

The brand is a reputation around a service or trademark. Its value consists of the reputation of the mission, product, logo and name. This creates an entity known as the brand's identity and image. These are the most important values of the brand or service, therefore it is necessary to create around it things that create positive image and strengthen the loyalty of the users. Nowadays, this is done more and more with content marketing and social media. These are presented in the next subsections.

2.3   Content marketing

Once the brand identity has been identified, it needs to be strengthened. One way to improve the brand image is to use content marketing. This subsection briefly introduces the basics and the idea of content marketing and answers the question what is the idea of content marketing. This theoretical part continues to strengthen knowledge for this master thesis project of building the Facebook presence for a brand and service.

Fifteen years ago media advertising took place mainly in newspapers, outdoor, cinemas, radio and television. The purpose of advertising was to provide information on goods, services, events and other general issues. The brand or service owner formatted the message and it was targeted one-way, from brand or service to consumer. The world is changing and so is the advertising. In the marketing 3.0 attention is paid to the customers who together with the brand are building the brand's image. Company marketing guidelines are more in the direction of corporate mission, vision and values and the value propositions are functional, emotional and spiritual. The interaction with consumer has changed into many-to-many collaboration direction. (Kartajaya, Kotler & Setiawan 2010.) However, the main objective has not changed, the main goal is still to reach the brand awareness and loyalty. As Anttila and Iltanen write in 2001 (271), marketing communication is a competitive part of a brand or a company to help achieve product or service awareness and with it a broad target audience is reached. Content marketing is a reminder of the product, brand or service and with the help of it, a balance between seasons can be achieved. As the methods are now a bit different, content marketing has started to play a major role in this.

Content marketing is about producing interesting content to consumers either by the brand or by the user. For a brand it is obligatory to produce content and for a user it is voluntary. In today's advanced society, it is natural to publish and share these online. There are various channels which social media provides for sharing. As the interruption marketing is old-fashioned, and the interactive value content is a new entrant, the company needs to pay attention to what the customer wants and is interested in. Consumers expect content from brands and it is expected to be educational, entertaining, discovering, evolving and values-driven. As this gives new views on products, brands and services, it can also help to educate customers on buying behavior and process. Which is why the information must be easily reachable and accessible. The second requirement is that it should be easy to share and interact with the same types of people or interests. This supports the customer engagement at all stages of the customer lifecycle as well as it reinforces the service or brand relationship and inspires customers actively to renew and upgrade the brand image. To sum it up the right content helps consumers to form some kind of a view and value of brand before the purchase situation. (Odden 2012, 53-54.)

As Coles (2014, 22-24) writes referring to the work Contagious: Why Things Catch On by Jonah Berger that there is the logic behind successful content creating. The important elements of successful content are social currency, triggers, emotion, public, practical value and stories.

- **Social currency** means that people love to be seen in positive light, whether they are smart or funny. When this is taken into account when creating content then the content may be something like coming up with a playful questionnaire, where everyone knows the answer.
- **Triggers** are things that are top of mind or topical, which combine the thing with the brand creating an impression. When the trigger is used in creating the

content then the combination of images create inseparable combination as an example pizza Friday, where the trigger is Friday.

- **Emotion** means that people like content that moves them, whether it has made them laugh, happy, angry, sad or some other feeling. Sharing the feelings that people can easily identify with creates this kind of content.
- **Public** means sharing specific information about something, product or place. This means, for example, sharing information of listening to a song in Spotify, sending a message from iPhone or even marking or tagging yourself in some place. As the content creator, it is a must to ensure that the company's publicity is divisible.
- **Practical value** is brought by creating whatever useful information. As an example, the content may be advice, tips, recipes, information, news or other current information that brings added value to the service or product.
- **The story** is content that is based on company's message, but it is put in a format of a true story. This way the content is more memorable and easier to share and identify with. (Coles 201422-24.)

In addition to successful content, it is also good to note how these different contents position themselves into the content marketing matrix. Does the content entertain, inspire, educate or convince the target group and what does the company actually want to achieve? This structured matrix gives an overview of how the content is usually located as shown in figure 2. (Bosomworth 2014).

Figure 2.   The content marketing matrix (Bosomworth 2014).

With the help of content marketing, the company tries to affect the individuals on the purchase making decision. AIDA is one of the well-known models of individual's purchase decision-making process and it stands for Attention, Interest, Desire and Action. As the world changes the marketing strategies and models need to be upgraded in the same phase. The upgraded version of AIDA is called RES model. RES stands for Relevance, Engagement and Success. The goal is the same, purchase, but as today's technology allows doing audience targeting by relevance the overall attention is not needed. Interest and desire are replaced with the engagement as it contains more insights and it considers the interaction between consumer and service or brand making difference to the competitors. Success replaces the action because today's world sales transaction is not enough. Today's world business searches for loyal customers whom to interact with, satisfy and communicate in the best possible way giving them additional links to company and to enrich profitability with additional products. The keys to success are staying in contact with the customer and doing sales-aftercare by providing successful content to chosen media by the insights and follow up strategy as well as give attention to the customer opinions. (Haberich 2015).
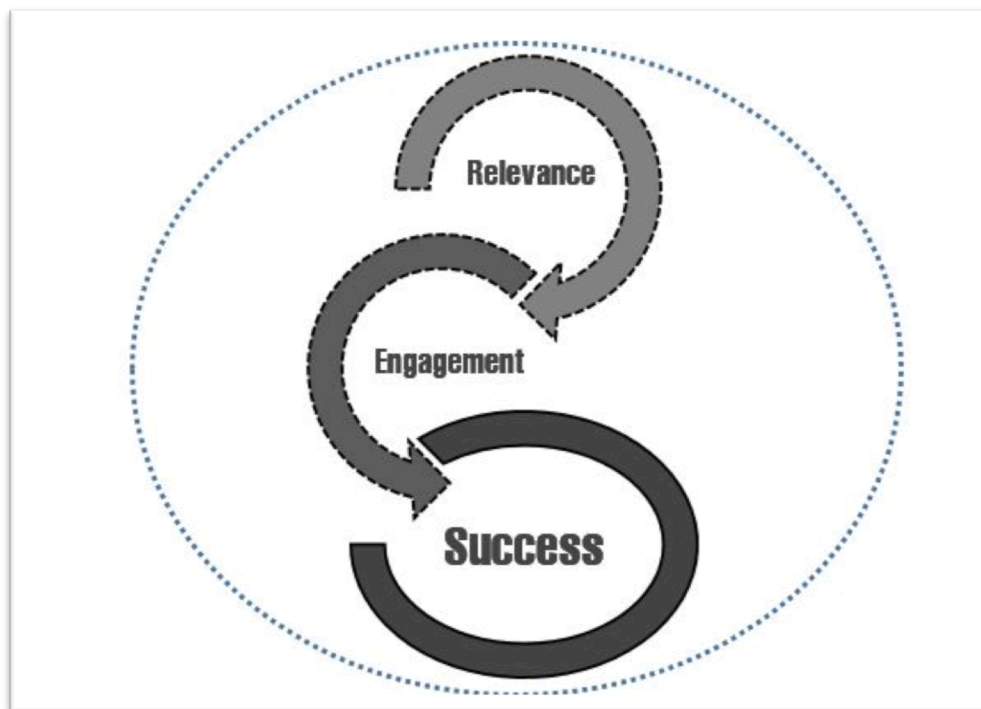

Figure 3.   The RES model (Haberich 2015).

The content marketing has a strong role in modern communication and in the values-driven marketing 3.0. A brand or a service needs to consider and invest in its image and what it represents more widely. It is important to find out the ways to engage the customers with the brand or service by providing good and wanted content, which really adds value. It is important to communicate and be involved with the customers and the content marketing is an answer to this. Most often content marketing is published in social media where it reaches greatness. The next subsection deals with this media in more detail.

2.4   **Social Media**

Based on the previous subsections this master thesis has given a basic understanding of values-driven marketing, brand image and content marketing. As mentioned earlier the style of contacting the consumers has changed. Digitalization together with all just mentioned things has created phenomenon called social media. The contacting of customers and consumers has become more interactive and continuous. This subsection briefly describes what social media means, how it works in practice and what kind of impact it has. This will be the second last theoretical overview to have enough knowledge for this master thesis project of building the Facebook presence for a brand or service.

The fact is that people are spending their time on the Internet and it has become a mainstream social activity. This continuous online activity has created a need for such a phenomenon as social media. (Diamon & Singh 2014, 9). Social media means literally a social way to be present on the web. It has created platforms for conversation and other activities by reaching the maximum amount of people simultaneously in real time. (Coles 2014, 4-5.) Social media consists of blogs, wikis, communities, vlogs, message boards, social networks and other content created and consumed mainly by people for each other (Diamon & Singh 2014, 10). Wave technology together with social media allows interaction and networking between individuals and groups by providing different platforms. Facebook is one great example of this and in addition there are platforms like Instagram, LinkedIn and twitter. These are tools for connect and share ideas as well as interests from a particular point of view and places where people who have a common interest can create a social network. (Coles 2014, 1-6.)

These networks can be also described as communities and they exist regardless of whether it can be found on the social media platform or not because they are based on the social graph. A social graph means personal relation what every individual has collected through his or her life. It is a collection of connections of people, interest, things and places. With the help of social media, these networks are easier to create, find, connect and keep in touch with. Membership and joining for social media platforms are free as well as the connection to the networks. As individuals see the benefits and opportunities of social media so do companies. Companies see an opportunity to reach and meet their brand or service users by building network and engage them in real-time. These social media platforms are free tools as well for companies. (Coles 2014, 1-6. And Smith & Treadway 2012, 26-27)

As Coles (2014, 4-6) writes social media can be used in two ways; either for building brand awareness or secondly for networking and building relationships online. There are many ways to use these and often these overlaps. The main social networks sites in addition to Facebook are LinkedIn, YouTube and twitter. These main channels different from each other of the way of use, content, meaning and target point.

- Facebook is mainly for interacting in real time. People interact mainly with friends and people they know or things they like or follow. (Coles 2014, 29-30 and Smith & Treadway 2012, 28.)

- LinkedIn is a business-oriented platform for connecting and networking business or other like-minded people, colleagues, partners, schoolmates, teachers and mentors, effectively. It is as also a place for professional graph providing services such are job bank, online resume and career resources. (Coles 2014, 53-54 and Smith & Treadway 2012, 28).
- YouTube presents videos explaining products or services features entertainingly (Coles 2014, 127-143).
- Twitter is a powerful tool for sharing information, news and other interesting content by following certain business, people, e.g. colleagues, partners, schoolmates, celebrity, athlete, teachers and mentors, brand, or all of them effectively. People choose to monitor things that interest them. (Coles 2014, 53-54 and Smith & Treadway 2012, 28).
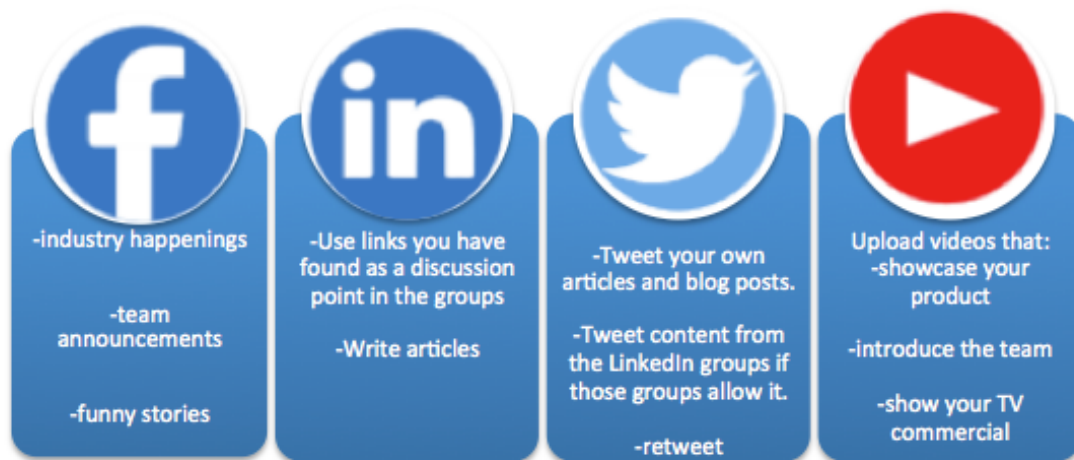

Figure 4.   Social media content examples for business perspective (Coles 2014, 20-22).

Before joining social media, as individual or business, it's good to be aware of seven truths about it:

1. It is used for communicating.
2. It use is based on friendships but it is commonly used as well with variety of ways by people, companies and brands.
3. People who are active on the Internet are more likely to do so also in social media.
4. Publishing on social media is permanent and it can not be removed, not even removing the release, as the walls also have eyes.
5. Social media works at it best in addition to already existing webpages and it is part of digital marketing strategy.
6. The social media etiquette and rules are still on progress.
7. It is good to keep in mind that social media involves factors that contribute and motivate human needs: love, emotion, sharing opinions, events, fun as well as memories and making money. (Smith & Treadway 2012, 31-32.)

With the selected social media platform a network is created. A company can use it for growing the business. To succeed in this company needs continuously to engage, talk, listen and recognize customers as well as build a network. By engaging is meant to give to the customers exclusively what they want and what the company has to offer. Active communication helps the company to get to know the customers and understand what they really want from the service or products. Network building is important as it links people and things together with the business and creates some kind of structure and ties between them. With the help of network, the company builds a relationship and finds their cheerleaders to get business grow which is why recognizing customers by cheering and rewarding is important. (Coles 2014, 8.) This social media presence helps increase company's exposure (Williamson 2012). Related to this in important role is to follow the metrics such are number of social media network followers, the achieved engagement rate per posting and other defined objectives (Dolgner 2015).

To get started with social media it is good to understand how business can get the most out of Facebook or any other social media channel. To be successful and maximize the benefit of it firm should invest in comprehensive planning, analysis, implementing, monitoring and viewing results. Coles (2014, 12-28) presents a three step activity plan to get started with chosen social media. The plan starts making a blueprint, continuing with doing analysis and ending to creating an actual content plan. Finally, the company can implement and measure the results, and start the process again.

Figure 5.   Social media planning steps 01/2017 (Coles 2014, 12-28).

Activity 1
To get most out of social media it is important to start by doing a plan. With the help of a plan, the company has a clearer picture where the company is heading and what it has achieved by monitoring the objectives. The objectives should be set for each period and the period is usually from three months to one year. During this time company has to decide does it seek for a certain number of followers, certain number visitors on the web page, something else or all? To make it simple company needs to think of the purpose, possibly achievements and other end results.

Activity 2
Part of planning is doing SWOT analysis from a social media point of view. By thinking of the strengths, weaknesses, opportunities and threats gives the company an overview of the current situation of itself as well as its competitor. Then company needs to clarify themselves target market and its characteristics as well as what is their

need, desire or problem. After this has brightened company's mind they need to choose the right way for being social.

Activity 3

The last part of planning is to find the right people for the job and design a successful content. The company needs to choose a responsible person or group of taking care of the social media. It is important to choose the right person who has interest and passion for it. Then company should challenge all of their employees to think about the content for the chosen social media channel by brainstorming or making a list of resources, websites and other pages which link to the goal. The wider scale people come up with ideas the more added value it brings to the target group of followers, fans and other connections. "Steal with pride" by customing the insights, findings and ideas as company's own. As well content themes such as events, holidays and other current things, are good to write down as they can help in the formation of the plan. (Coles 2014, 12-28).

Knowing and understanding above-mentioned things, it is good to have more insights about the popularity of social media through made analyzes. Social media has been an interesting media for years, which is why the figures speak for themselves. The latest social media update shows that Facebook holds first place in the most popular social network, with 1,968 million users, in worldwide as shown in the figure below. Then come other services like WhatsApp and YouTube (Statista a 2017). The thing with Facebook is that it is not just the biggest network worldwide it is as well continually growing ever since it is established (Statista b 2017).
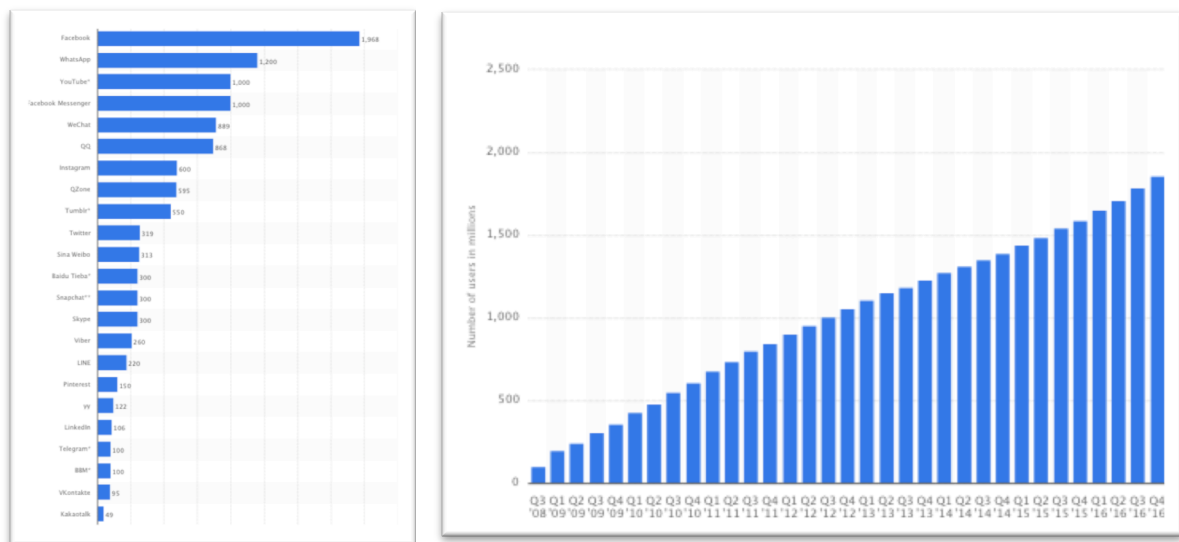

Figure 6.   On the left the top social network sites by number of active users worldwide in 01/2017 (Statista a 2017) and on right the number of active users in Facebook 2008-2016 (Statista b 2017).

Several kinds of research have been conducted on social media users in the last years. As one example of these observations is the Pew Research center's fact sheet which has researched the social media users in America. This research shows that Facebook

is overwhelming and get along very well with different indicators; first of all it is still growing from year to year by monthly active users, secondly it is the most engaging social network, thirdly people go there most often compared to other networks and fourthly it has second highest interaction per post per 1000 followers on social network. This means that an average Facebook user, which represent 72 % of all users, goes there daily 8 times and interacts in average 6 times in different posts. (Pew Research Center 2017). This gives a good indication of how the situation likely looks in other Western countries today as well.

When looking at the corresponding figure from Finland there is a similar trend seen. MTV has collected white paper of social media use in Finland in 2015. The insights are collected from the representative crowd, which means 800 Finnish people between 15 and 55 have answered the inquiry. The top three social media channels are also Facebook, YouTube and WhatsApp, but the difference with worldwide figures is that Facebook keeps the second place. Pönkä (2014) has analyzed Finnish Facebook users in more detailed with the data from Statistics Finland and Facebook ad service. The insights of the Pönka's research tell that on Facebook are 40 % of all Finns and the number is growing with two-digit annually and their middle age is 33,5 year. According to both studies, the majority of Facebook users are women by 52 percent.
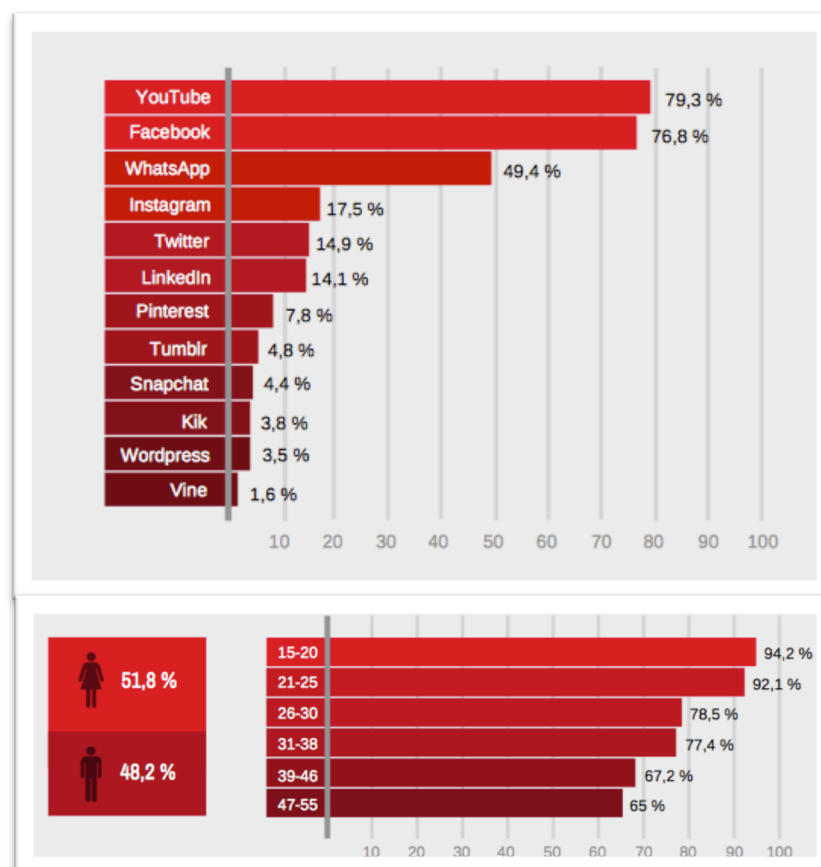

Figure 7.   Above the top social network sites by number of active users and below is the number of active Facebook users in percentage by age and gender in Finland 2015 (MTV White paper 2015).

Marketers use social media platforms for B2C and B2B relationships. More and more brands set up business pages on different social media networks as Richter writes in his articles "How Marketers Use Social Media (a 2014)" and "Which Social Network Do Advertises Rely on?" (b 2016). Richter points out in his overview (a 2014) that Facebook is the most commonly used social media platform among marketers following by Twitter, YouTube, LinkedIn and Google+. The media platforms are used in both B2B and B2C alike in percentage terms with the exception of LinkedIn and Instagram. LinkedIn focuses 29 % more to B2B relationships whereas Instagram focuses 15 % more to B2C relationships. Facebook as the largest social network professionally is used for both however with 8 % more emphasis on the B2C world reaching 97 % coverage along marketers.
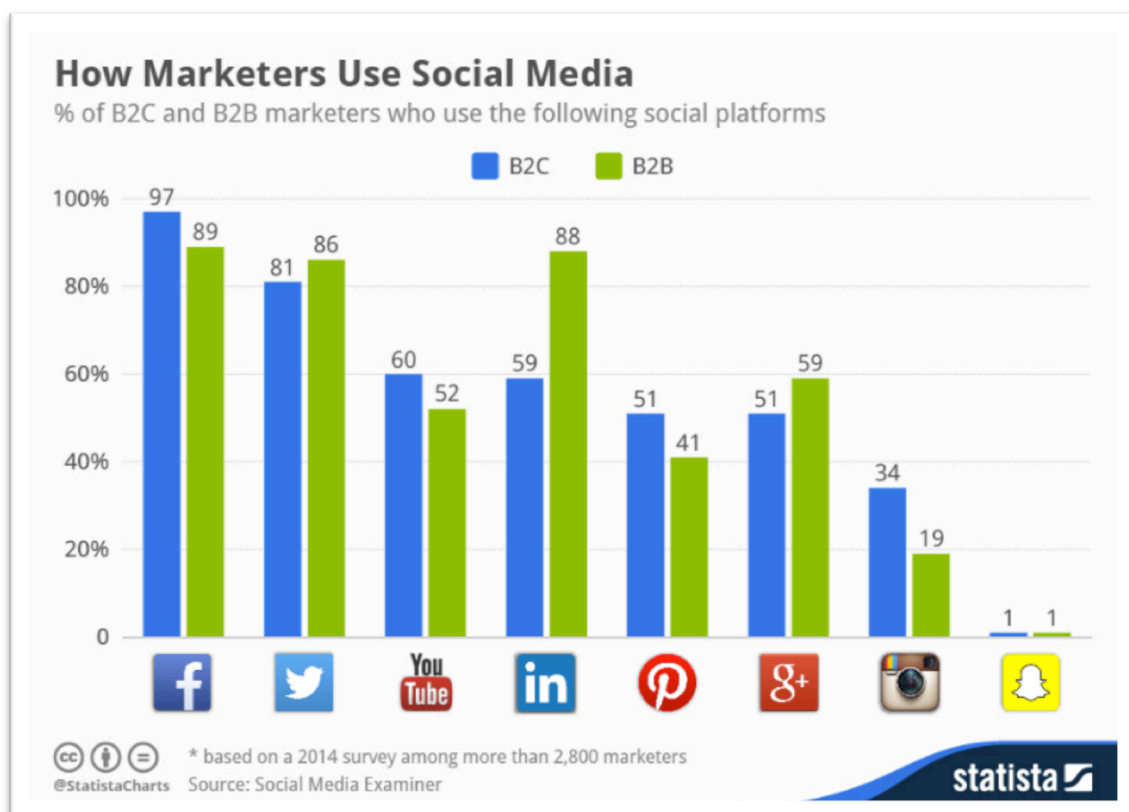

Figure 8.   Social Media network use by marketers (Richter a 2014).

Social media is popular along marketers and they use the networks actively. Marketers use these networks for different purposes and one of those is advertising. Quoting to Richter (b 2016) "When it comes to social media advertising, Facebook is by far the most popular network of choice." As stated Facebook keeps the first place with relay percentage of 61. Twitter and Instagram have the split second place both reaching 30 percentage of the relay. Marketers want to be there where is the most potential.
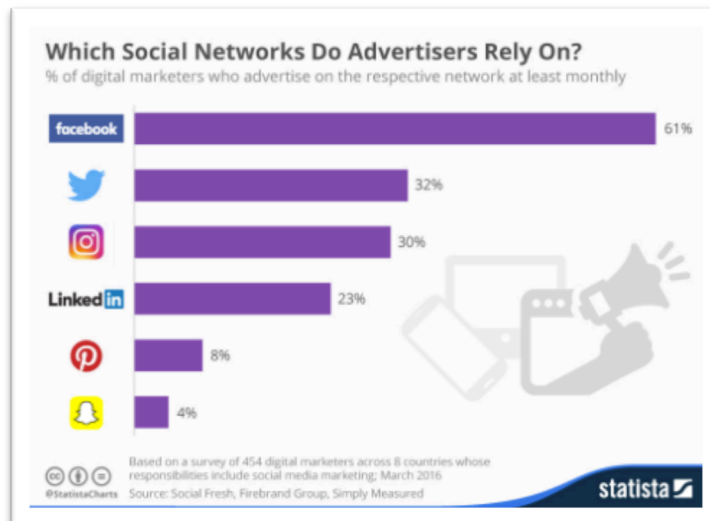
Figure 9.   Social Network advertisers rely percentage by marketers (Richter b 2016).

Figures of social media use by the network are not found from Finnish market. However, one study has been made in 2013, which examines how companies use social media. Statistics Finland has made research of companies employing more than 10 people. It shows that the top three industries that take part on social media are information and communications, hospitality as well as retail trade industries. In total at least 38 percent of social companies take part of social media in Finland. The study also states that the company is firstly using social media for developing company image and marketing with 83 percentage and secondly it is used for customer service, to receive or respond to customer opinions, evaluations or other questions, with 56 percentage. (Tilastokeskus 2013.)
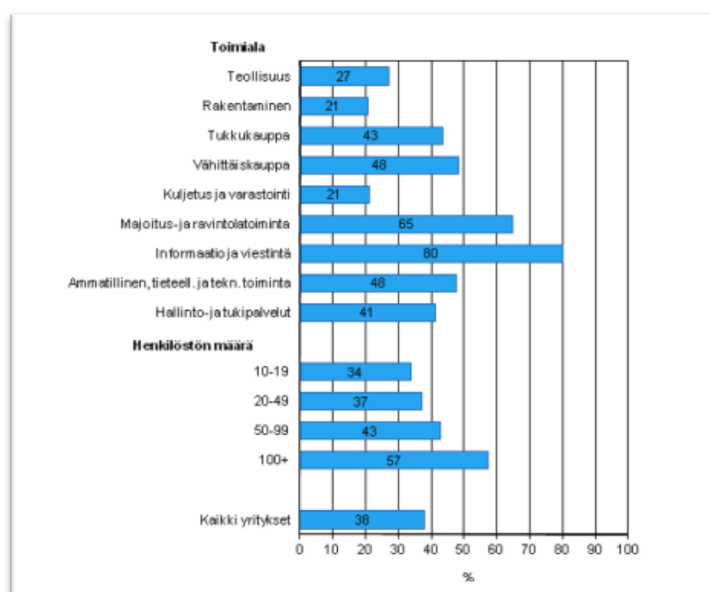

Figure 10.   Social Network use along Finnish marketers (Tilastokeskus 2013).

Social media is the last piece of the puzzle for building the presence for any business interactively. As mentioned in this subsection it is interactive and customers love it as it practices interaction with many-to-many collaboration perspective. It provides tactical ways to find the right audience and bring targeted content to their awareness. The popularity of social media is growing and within it, there is one particular star performer, Facebook. As demonstrated, Facebook is the most popular channel for building an online presence. First of all, it is the most reliable and secondly it is the most popular platform. For this reason, the following, as well as the last, subsection will be dealing with Facebook in more detail, as it will be the platform where the master thesis will take place in practice.

2.5   Facebook business

Marketing 3.0, brand image, content marketing together with social media have created this phenomenon called Facebook, the most popular social media platform. Facebook is commonly used and the number of users is still growing. It is popular among people, but nowadays brands and services use it too. As a company or business owner, it is important to be there where the target audience and consumers are spending their time. This section will tell insights about Facebook from a business perspective and gives a base for this master thesis project of building the Facebook presence for a brand and service. It will answer the question what does Facebook offer for business and how does the Facebook page work.

Facebook was originally founded as a place to keep in touch with students, but nowadays it is a network to keep in touch with everyone everywhere every time (Coles 2014, 29). Facebook connects brands, people, things, events and almost everything what is part of everyday life as it is demonstrated in figure 7. Companies use it for building brand image and relationship with people, consumers, by using content marketing and maintain their reputation with networking. This configuration gives them tailored services and interactive surrounding. In Facebook, the company reaches old, present and new customers easily and effortlessly. Facebook offers a variety of tools and ways to do marketing.

Figure 11.   Facebook network (Facebook planner 2017).

Facebook is real-time marketing platform where business meets old, present and new customers. Whit the help of Facebook business can strengthen old relationships and build new ones. People expect to find everything from Facebook, the people they know as the firms and brands they love. There is a saying "if the firm is not on Facebook it does not exist". In addition to this, there are two economic reasons in business perspective: firstly that the membership is for free and secondly the advertising and maintenance costs are low. (Skillssology 2016.) For this purpose, Facebook has created a feature called "page".

Facebook page has similar meaning and purpose than personal profile has to person. As Facebook (b 2017) itself describes the page gives to the business, brand or ism visibility and voice. The page is created for building a Facebook presence and obtaining as well as interacting with fans. With the help of the Facebook page, a company gets the attention and reaches the people they want and are interested in and vice versa. A page is a place where people with the same interests meet and connect and it allows for two-way conversation between marketers and its customers. (Dunay & Kruger 2010, 9-16 & 55-70.) A business page is a way for marketers to engage and interact with their customers in real time and share experiences (Coles 2014, 30).

To understand the whole thing, it's good to have an idea of the relationship between the page and the Facebook member. Member becomes a fan if he likes Facebook page. Member finds business pages by searching and browsing through Facebook. Member chooses to like those pages that represent things he likes or is interested in. These pages will be listed in his personal profile so that his social circle can and will see it. So with the pages, the member can show interests he has and on the other hand, belong to a network with similar people. Fan of a page is part of some certain community. Fans receive the updates, news, information, releases and other things the page posts on their personal news automatically. If the post pleases the fan he can like it and then the fans friends can see it, can maybe like it, too. This causes so-called snowball effect that in practice means that the page gets more visibility. So the companies, services or brands, are trying to find fans to their pages and what more they have fans the more they have visibility and people who they can network, share the same values and bond with. Creating interesting and desirable content the page will achieve this. (Awl 2009, 173 and Vander Veer 2010, 176-181.)

To make it clear, the content of the page is visible to everyone on Facebook and the Internet, but only Facebook members can be page fans. This means that it will be visible also to those who are not signed up to Facebook as a member. Public availability enables wider Internet visibility and it has a positive impact on company's positioning in the search engine results for example. (Dunay & Kruger 2010, 9-16 & 55-70.) To get started, the company must take first into account the following technical issues such are page purpose, -name and – roles and then focus on the customization, appearance and content of the page.

2.5.1 Facebook pages technical issues

This subparagraph goes the most important technical issues in setting up a page through. Creating a Facebook page is easy, effortless and simple. It takes less than a minute but for the best final result, it is good to create it with thought and accuracy (Skillsology 2016). Connecting with the people and fans through the Facebook page is a unique experience, which is why the business needs to think the nature of the company in connection with the page establishment. Depending on the purpose, Facebook offers six different various, categories, for setting up a page to choose from:

- Local Business or Place
- Company, Organization or Institution
- Brand or Product
- Artist, Band or Public Figure
- Entertainment
- Cause or Community. (Facebook page a 2017 and Juslen 2013, 77-79.)

It is important to choose as a business owner a page type what is the closest to the business because then it is possible to get the most out of it.
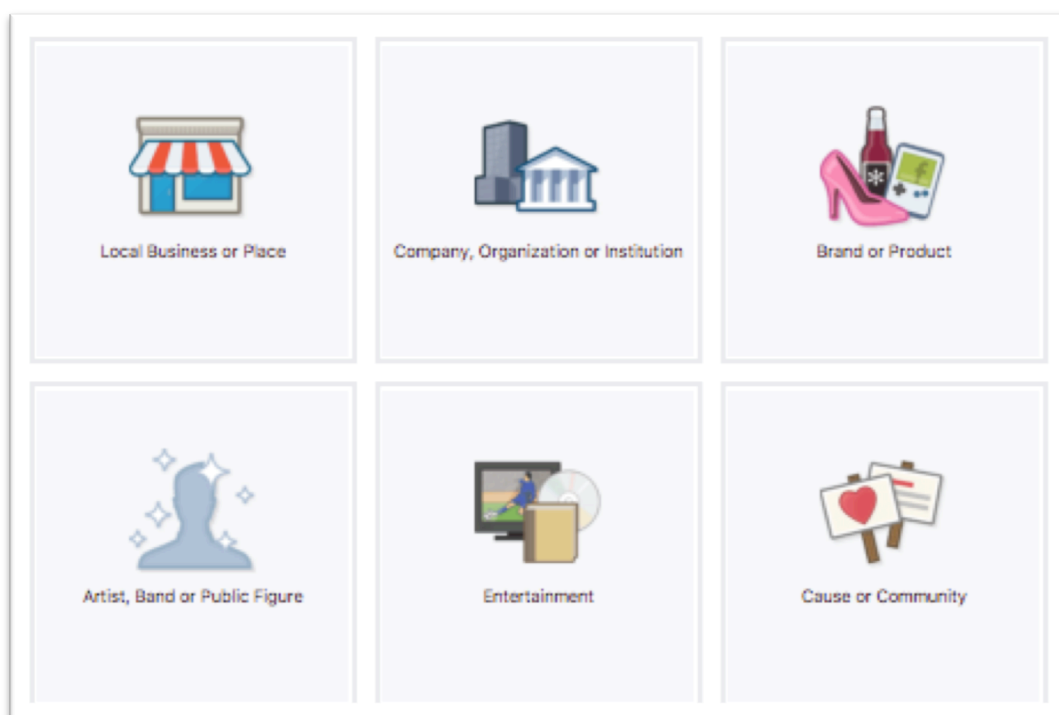

Figure 12. Visualizing the different page options (Facebook page b 2017.)

The choice depends on the company perspective and on what qualities it expects to receive from Facebook. The features Facebook page offers are including the widest short description, website, services, rating & reviews, email, phone, address, map, check-ins and business hours (Facebook Pages c 2017). This master thesis mainly gives focus on the local business category that has the widest range of services and features available plus it represents what SME businesses typically need.

	Books & Magazines, Brands & Products	Companies & Organizations	Local Businesses	Movies, Music, Television	People, Sports	Websites & Blogs
Short description	✔	✔	✔	✔	✔	✔
Website	✔	✔	✔	✔	✔	✔
Services	✔	✔	✔	✔	✔	✔
Ratings & reviews	✔	✔	✔	✔	✔	✔
Email		✔	✔		✔	✔
Phone		✔	✔		✔	
Address		✔	✔		✔	
Map		✔	✔			
Check-ins		✔	✔			
Business hours		✔	✔			

Figure 13.   Page categories and the features (Facebook page c 2017.)

Another thing to consider is the name. It is important to nominate the page so that people recognize it. With the nomination, it is good to keep in mind that the selection is permanent. To make it easier for the firm is to name it with a name what fans and customers associate the business with. (Dunay & Kruger 2010, 9-16 & 61.) As well it is good to think that the name would be easy to remember and it consist similar wordings what is used on other social networks if any (Skillsology 2016). Facebook require that page name must accurately reflect the page content and if it is publicly known it has to be managed by authorized representatives of brand, place, organization or public figure. Other rules to keep in mind are that page name must use grammatically correct words and capitalization, misleading words, symbols (like ®) or punctuation which are unnecessary is not allowed. As well generic words, like ice cream, neither generic geographic locations, like Helsinki, can't be the only name of the business page, but it may be a combination of these two. (Facebook page c 2017.)

To get everything rolling, business has to think of the roles Facebook page brings with it and who to nominate to what. Facebook offers roles such are an admin, editor, moderator, advertiser, analyst and live contributor. The table below outlines the different roles on a Facebook page. (Facebook Pages c.)

	Admin	Editor	Moderator	Advertiser	Analyst	Live Contributor
Manage Page roles and settings	✔					
Edit the Page and add apps	✔	✔				
Create and delete posts as the Page	✔	✔				
Can go live as the Page from a mobile device	✔	✔				✔
Send messages as the Page	✔	✔	✔			
Respond to and delete comments and posts to the Page	✔	✔	✔			
Remove and ban people from the Page	✔	✔	✔			
Create ads	✔	✔	✔	✔		
View insights	✔	✔	✔	✔	✔	
See who published as the Page	✔	✔	✔	✔	✔	

Figure 14.   Page roles (Facebook page c 2017.)

2.5.2   Facebook pages customization

Customizing is necessary if a company wants to stand out from the crowd and arouses interest in fans' eyes. It is important that the page look and act like a professional, why it is good to understand that Facebook page consists of four main elements: information, pictures, tabs and Facebook page applications. These elements can be utilized in the best possible way giving the fans good impression of the business.

By information is meant the information firm fills the page information. Depending on the category chosen it varies what information can be filled in. The most important fields to focus on are the long description, where is room to describe the company's activities, and company overview, where it possible to write the mission of the company. There are also other fields available, such as awards, products and website. They are all optional and they should be filled in if the company's operations advantage from them. (Facebook blueprint a 2017 and Skillssology 2016.) This information must also remember to update and maintain so the customers can rely on the basic information about the firm, homepage, company overview, mission and the story behind (Dunay & Kruger 2010, 63).

With the default pictures company creates the image and gives the first impression (Dunay & Kruger 2010, 62-64). In Facebook page is two pictures available, profile- and cover picture. Profile picture represents the company so it could be for example a logo or a picture of a product. The most important thing is that the image is such that it describes the brand or service. (Dunay & Kruger 2010, 62-70.) The header also known as cover photo is the largest place for people's attention. Often it is thought as the largest free advertising space firm has on Facebook. As it draws the attention on the page it is good to use it wisely. (Lee 2017.) Facebook (Pages c 2017) gives a recommendation to use unique images in bot cases that represent the page. These two pictures often complement each other so it is good to think these two as a pair so that brand or service is represented in the best possible way. In addition to the good and representative idea of the pictures, it is important to pay attention to picture dimensions given by Facebook. (Facebook blueprint a 2017 and Skillssology 2016.)
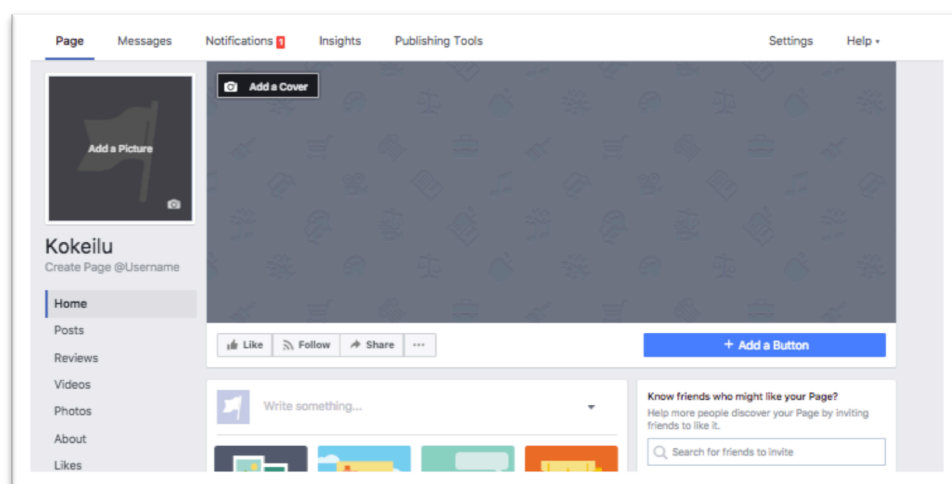

Figure 15.   Facebook page elements (Facebook test page 2017).

The pages' main page consists of different tabs and page applications that company can choose from. Some of them come as default but some are possible to tailor. The most important interaction part of the main page is the tab called timeline where conversation and other activity will be posted. Content is usually status updates, events, pictures, videos, mail stones or other stories which are appearing in chronological order. The content is uploaded, either the administrator or the fan's behalf however so that the official representative of the business is the administrator of the page. In addition to this Facebook page provides a different kind of elements, which are known as tabs. (Dunay & Kruger 2010, 9-16 & 55-70.) Some tabs such as posts, reviews, videos, photos, about and likes are visible on the page by default. Then there are optional tabs to add like events, notes, offers, services and shop. (Skillsology 2016.)

In addition to these company can add Facebook Page Applications, as well known as Page Apps or Page Tabs, to the page. These bring the page even more diversity. With the help of these, it is possible to synchronize the accounts from different social media to be visible to the fans. There are apps available from almost every social media

platform so it depends on firm what to add if any. There are page apps like YouTube Page App, Instagram Page App, Pinterest Tab for Pages and Twitter Tab for Pages available. These are easily found just by using the Facebook search engine. (Facebook blueprint a 2017 and Skillssology 2016.)

With the above points, the company is able to modify the features of the page. As the basics are done the appearance of the page is ready. The service or brand represents itself also in Facebook page. In order for the page to redeem its promise, there is a need to create valuable content. The next section will tell more about this.

2.5.3   Facebook pages content creation and publishing

When designing the content of a page, it is good to be aware of few things. First of all Facebook page maintaining is continuously and persistent. Secondly, Facebook page provides for publishing different options such are:

- Status update – a text where the brand or service can describe what is on their mind by adding a feeling or activity if they want.
- Photo or video update – a photo or video sharing which gives the posting more lively as well as visibility.
- Live video – shoot a video in real time and broadcast is to the page fans.
- Offer – special offer or discount for the special fans from the product or service the company provides.
- Event – organizing an event or gatherings in the real world with fans.
- Milestone- is a type of highlight of a key moment of a firm what is possible to underline on the page's timeline through this variation.
- Note- this makes it possible to make a more official release or kind of blog post for information.

These can be used in variously and focus more on the quality of posts content. (Facebook Pages c 2017 and Facebook Blueprint a 2017) Thirdly is good to understand people's mood and expectations when they are browsing Facebook. Usually they log in during their free time and they go there to see updates from friends, family and other things they are interested in. Fourthly they don't go there to purchase anything, they go there to entertain themselves. This means for business owner to reach potential customers' by producing content that attracts the target group. Sharing fun, different, interesting and current posts is something the customers are pleased about. They dislike old-fashioned advertising what directly tries to sell something. Fifthly followers are more likely to follow a page that gives them valuable and emotional content. In addition to this, the company can give tips on a product or service by remembering that only one of eight made post can referral to a purchase or a sales pitch. Sixthly it is good to think publishing time of the post, as the ideal time typically is between 6-8 in the morning and 2-5 in the evening. And finally page owner needs to keep in mind that page needs to achieve attention through positive vibe. (Skillsology 2016.)
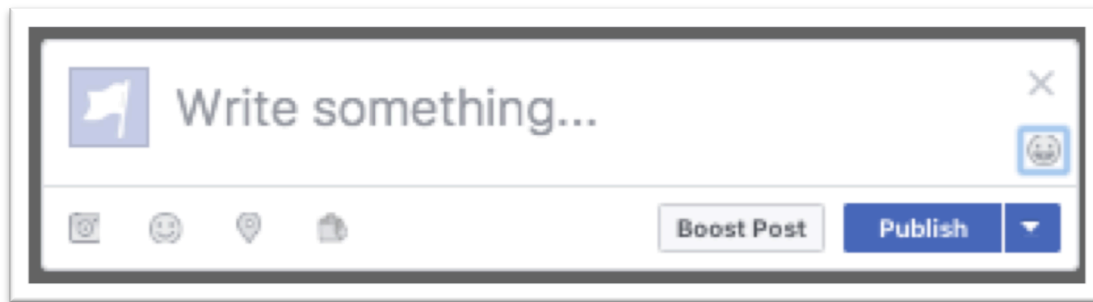
Figure 16.   Facebook page publishing (Facebook test page 2017).

For the last point, it is good to give extra focus as it is the main point, and it combines all the above. Positive vibe is achieved when the page has a good strategy and structure. The strategy is to entertain fans by telling them stories of the company and products by bringing them to live or creating interesting postings of different information and facts, sharing pictures and videos or whatever the company comes up to share their brand image. To succeed in this the company needs a proper structure. The company needs to make up a timeframe, plan publishing frequency, think about the budget in money and time wise and then finally think about the concrete contents they will publish. Facebook provides one feature, which helps the page maintaining, namely scheduling. Schedule Post feature is good because it helps the brand or service to reach their fans at the best-desired time as well as it is an effective tool for putting future postings in line for a week or for a month, which on the other hand saves time. The material that the brand or service uses in the post may be either image, videos, updates, quoted, external links or something else. The main thing is to find a way to interact with the fans and get engagement through post clicks or reactions, comments and shares. Getting results requires time and effort, which at some point pays back. (Facebook Blueprint a 2017 and Skillsology 2016.)

2.5.4   Facebook pages insights

Facebook offers insight data for page owners. This information is valuable for understanding the effectiveness of content added to the page (Facebook page d 2017). It is available for pages that have more than 30 fans (Facebook blueprint a 2017). With the page insights, owner can see the number of fans, page and post views, discover engagement rate, understand what resonates with the audience as well as get to know the details, for example, gender, age and residence, about the fans (Awl 2009, 182). By following these, the company is able to measure successes and failures, and then optimize the content. When the page reaches 100 likes, it's possible to see competing businesses results and compare their successes with company own (Facebook blueprint a 2017). Facebook provides different automatic charts of the insights. These are easily found and named as an overview, likes, people, reach, visits, posts and video. Facebook page (d 2017) itself describes them as shown in table 4 below.

Table 4.   Facebook page insights (Facebook page d 2017.)

Insight	Metrics of the section
Overview	• snapshot: the page's performance • page likes: total and new likes of the page • post reach: total number of individual people who were shown page and posts • engagement: total number of unique people who engaged with page including different engagement types
Likes	• page likes: total page likes daily for chosen time period • net likes: number of new likes minus the number of unlikes • where page likes happened: number of times page was liked broken down to places.
People	• fans: gender, age, location and language of the people • people reached: the people post was served to in the past 28 days • people engaged: people who liked, commented or shared page posts or engaged with the page itself in the past 28 days
Reach	• post reach: number of people page post was served to, broken down by paid and organic reach • likes, comments and shares: positive engagement score • hide, report as spam and unlikes: negative engagement score • total reach: number of people who were served any activity from page
Visits	• page and tab visits: number of times each of page tabs was viewed • External Referrers: number of times people came to page from a website.
Posts	• fans online live time in Facebook • posts type success on average reach and engagement • top posts gives the engagement of posts from the pages the page likes
Videos	• video views: number of times page's videos were viewed for 3 seconds or more.

These insights give the company possibility to track people's engagement. This data is wise to use mainly for which type of content gets the most attention, other provided insight are more "nice to know" information. The company should view the insight at least once a week and see the pros and cons of the provided data and learn from them. (Skillsology 2016.)

2.5.5   Facebook pages advertising campaigns

Facebook offers different options for advertising. When choosing an ad company needs to think what kind of action people take after seen it. With the help of this, the objective of the ad will be easier to define. (Facebook blueprint b 2017.) The company

can choose between awareness, consideration and conversions the right ad campaign for themselves as shown in figure 17. (Facebook Ad 2017.)

Figure 17.   Facebook marketing options (Facebook Ad 2017).

Facebook page advertising, however, only applies in the engagement tab. It is possible to create a campaign for engagement and extra visibility either for page post or for page likes as it is demonstrate figure 18 (Facebook Ad 2017). Extra visibility advertising for post means to boost already posted post. This is used when the objective is to extend the reach and increase engagement of the post. The typically engagement rate for this kind of campaign is between 5 to 10 %. Another option is to reach more audience or new customers for the page by promoting it. This ad is optimized to reach people and get new fans for the page. Companies often determine a price that one new follower can pay for the Facebook page. With the help of new fans the page posts may get more visibility by appearing in fans, new and old, news feeds. (Facebook blueprint b 2017 and Juslen 2013, 143-147 & 186-200.)

Figure 18.   Facebook page engagement (Facebook Ad 2017).

The visibility of ads can be affected. As it has been mentioned earlier everyone is on Facebook, but not everyone is the target audience. Depending on the company's business it is possible to explore and narrow down the target audience by choosing the location, demographics, interests and behavior. This accurate targeting and identification help to determine the audience of the ad. Always when selecting some specific details it narrows down the target audience of the ad visibility. This is shown in figure 19. (Facebook blueprint b 2017, Juslen 2013, 152-157 and Skillsology 2016.)

Figure 19.   Target audience definition (Facebook blueprint b 2017).

The locations of the ads need to be defined as well as the budget and schedule. In an ad campaign, it is possible to choose the placement. The ad is placed whether on the desktop news feed, mobile news feed, Instagram, desktop right column or selection of the mentioned. Before publishing the company needs to think of the lifetime and budget of the ad too. In practice, this means that business needs to choose between daily or lifetime budget and how long it is presented for the targeted audience. (Facebook blueprint b 2017 and Juslen 2013, 162-164.)

3   EMPIRICAL RESEARCH: STRATEGIC FACEBOOK PAGE MARKETING PLAN

Karhujää Oy wanted to develop its presence in social media platform and develop its brand and product presence in order to create leads and boost sales for consumers with planning and implementing a B2C marketing strategy through existing social

media platform, Facebook. At the same time this was a good opportunity to research whether the active presence in social media matters or not. That was why the purpose of the work was not just to make a social media executive plan for the company but also to look at its effects in more detail.

The research has been done as a custom work and it took place on Karhujää Oy Facebook page. The aim was to create a customer-centric communication plan for Facebook, implement it and achieve results. In summary, this last paragraph of empirical research is about how to take advantage of the learned knowledge that was presented in the theoretical part, in practice.

Referring to paragraph one, this paragraph answers the previously presented subquestions:
1. How to create a Facebook page marketing plan?
2. What kind of image does the company want to give to its brand?
3. What kind of content engages and raises interest?
4. How to reach more visibility and fans?

The chosen approach was strategic marketing planning process from McDonald and Wilson (2011, 523) and it was adapted for this need. It went through the marketing planning process and gave a frame for this research implementation. More specifically shown in figure 20.

Figure 20.   Content of a strategic marketing plan (McDonald and Wilson, 2011, 523.)

In addition to the strategic marketing plan, material and content production was a major part of this work. I made all the materials from the beginning to the end. The actual material produced varied from photo taking to text writing. This in practice meant visual and content execution by using folding and image editing programs. The material for editing was given by the company or then produced by me.

This master thesis demonstrates the progress of the project, but does not go into detail of company's target group, budgets or other specific details because of the agreement with the company. The results are examined by utilizing the learning diary. Empirical evidence of this research will be analyzed qualitatively in the end.

3.1   Company presentation

The founder Asle Eskola has founded Karhujää Oy in 2012. The roots of the company are in its predecessor, family-owned company called Suomen Jääpala Ky. The idea of selling ice cubes in Finland comes from the Eskola family as well and it dates back to the year 2003.

Nowadays the company has evolved as a full-service ice shop as the founder together with company partners see an opportunity for selling imported ice in different formats in Finland. Their mission is to encourage the ice using culture in Finland and they believe it is done with the attitude of "ice to meet you". Karhujää is a service firm that provides a large variety of solutions for its customers in terms of storing, cooling and processing beverages or foodstuff, as well as, decorating and visualizing events. Company's turnover category is below 0,2 million € in a year (Finderi 2017). Their customers consist of companies and private customers with 80/20 ratio.

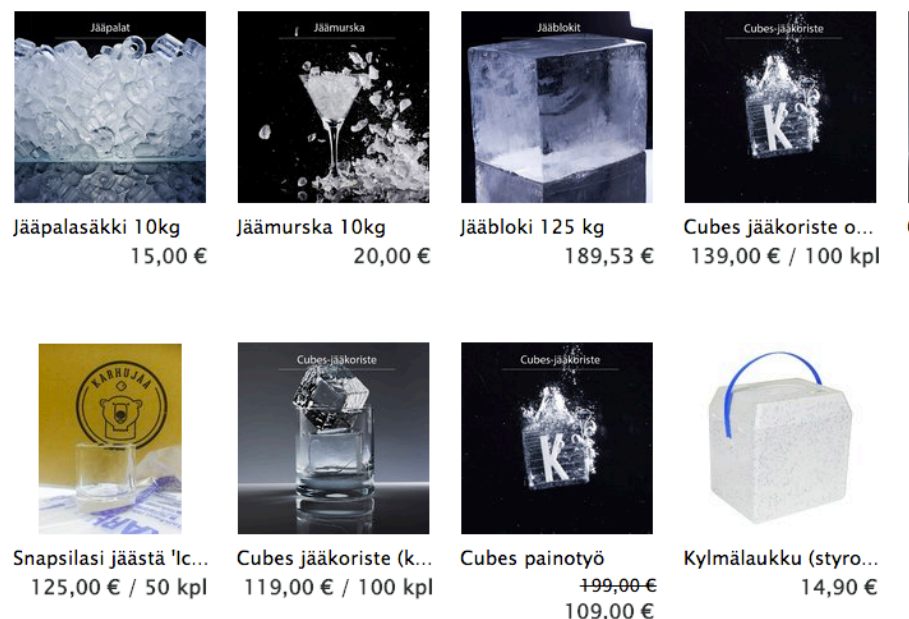Figure 21.   Karhujää Oy product portfolio (Karhujaa homepage 2017).

3.2   Goal setting

The company wanted to focus on the b2c customer base and to raise awareness of the company's existence, as it was left for less attention. With this in mind, the objective was shaped to build the brand and service image through the company's Facebook page. The first goal was to view page customization and improve it if needed. The

second goal was to create high quality and entertaining postings using content marketing as a tool. The common goal in both was to raise people's awareness of the Karhujää ice and services as well as to make the page more interactive. Concretely this meant to double the figures, total page likes, page visits, page post coverage as well as the number of engaged people, compared to the last third in the year 2016. The additional goal was to increase sales.

3.3   Situation review

In the following section there is a brief introduction to the current status of the company's Facebook page before the research. It presents also the Facebook main metrics and insights from the last third of 2016.

Karhujää Oy published the Facebook page years ago and it has not been properly utilized due to the lack of time referring to the conversation with the founder. Another remark from the conversation was that Facebook page followers are mostly familiar to her, as the other audience has not reached the page for the same reason. Over the years, the appearance of the page has been shaped to the polar bearish, as it is the mascot of the company. Karhujää's direct translation is bear polar so bear ice, which explains this. The Facebook landing page looked like this at the end of the year 2016 as shown below.
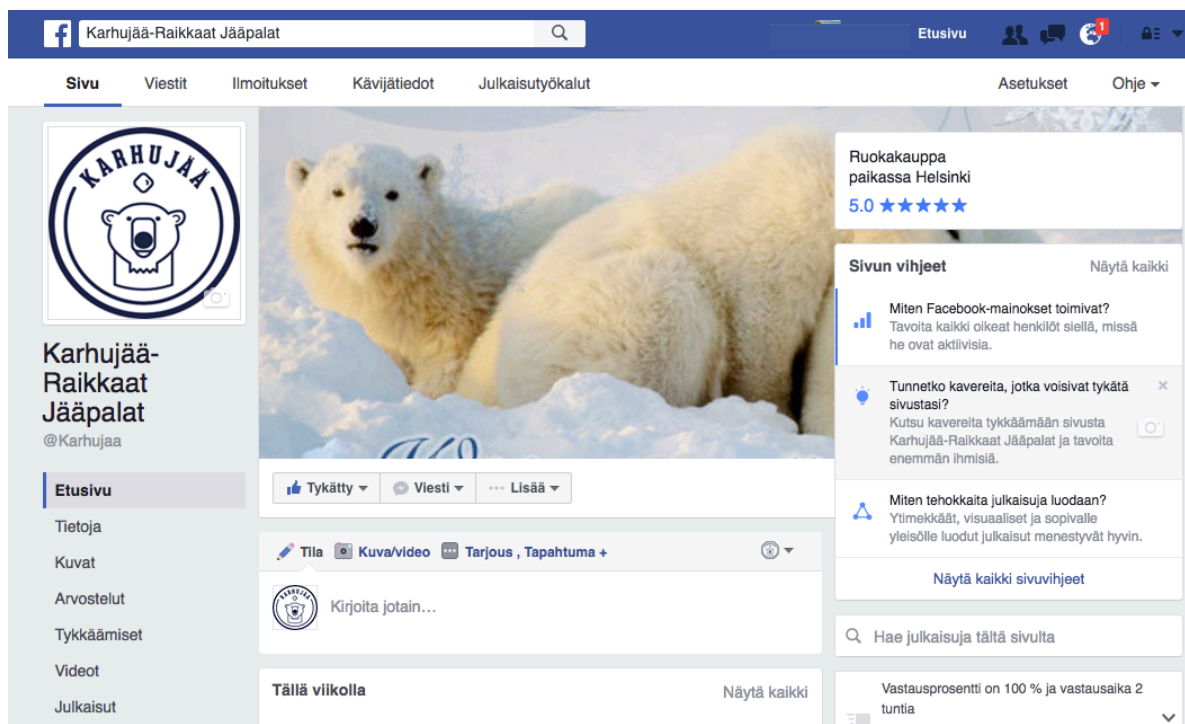

Figure 22.   Karhujää Facebook page 12/2016.

Page main metrics from the past four months, September to December in 2016, showed the following:
- total 256 fans, +6 fans versus last four months period (+ 2,4 %)

- total 8 post publishing, no change to the previous period
- in average 23 weekly visitors, slightly lower score than in previous four months.

These figures supported the owner's points so it was possible to conclude that during the last four to eight months of Karhujää's Facebook page not much has happened.

However, looking at the last four months in 2016 there was that slight improvement noticeable in the end of the period. This was due to the fact that six out of eight periods' postings were made in December. These uplifts improved page metrics and it was clearly shown in the number of page visits, as shown in figure 25. Visitors' number on the Facebook page increased from 5, an average of weeks 43-46, to 35, an average of weeks 47-52. Otherwise on the page not much has happened. It has been rather blank without regular content for the last four months. The period's most visible post was posted 28.12.2016. This post shared an external link. It reached 1292 people, 60 clicks and 27 reactions, comments or shares. The engagement rate for this post was 5%. The season's average post, however, reached 528 people, 35 clicks, 23 reactions, comments or clicks and had 7 % engagement score. More detailed information below in the figures 23-26.

INSIGHTS	Reach			Engagement			Page visits
	Organic	Paid	total	click	reactions	%	weekly
Average 09-12/2016	528	0,0	528	35	23	7 %	23

Figure 23. Karhujää Facebook page average results of the insights, months 9-12/2016.

Published ▼	Post	Type	Targeting	Reach		Engagement		Promote
12/31/2016 2:11 pm	Tilan loppuessa jääkaapista voit viilentää juomasi helposti jäillä -	🗖	🌐	903		52 50		Boost Post
12/28/2016 8:17 pm	#kikkakolmonen #paidatsileiksi #jäähype2017 #satajatuhatkäytt	🔗	🌐	1.3K		60 27		Boost Post
12/21/2016 9:42 am	Tykkää, jos tiedät mistä 👍.	🔗	🌐	112		7 4		Boost Post
12/19/2016 10:24 am	Tarjous voimassa helmikuun lop puun! #karhujää #jäähype2017	🗖	🌐	191		5 4		Boost Post
12/14/2016 7:26 pm	Karhujää shared Radio Nova's li ve video.	📹	🌐	140		31 4		Boost Post
12/06/2016 10:47 am	Hyvää itsenäisyyspäivää! ➕Tä nään onkin oiva päivä osallistua	🔗	🌐	630		38 34		Boost Post
11/30/2016 11:03 am	Aikainen joululahja alallemme ja kuluttajille! 🎁Wippiii!! VIRV	🔗	🌐	630		29 29		Boost Post
10/01/2016 2:56 pm	Tänään on taas LoveMeDo-hää messujen aika! Klo 19.00 asti sh	🗖	🌐	861		85 46		Boost Post

Figure 24. Karhujää Facebook page postings and engagement, months 9-12/2016.
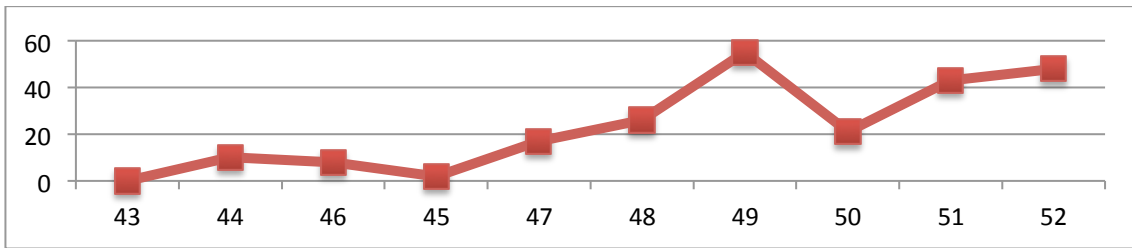
Figure 25.   Karhujää Facebook page visits, months 11-12/2016.

Figure 26.   Karhujää Facebook page likes, months 9-12/2016.

Summarizing the overall situation of given information above and other noticed issues of the Karhujää Facebook page are presented in table 5. This SWOT-analysis gave nicely an overview of the situation where the Facebook page was and what were the strengths, weaknesses, opportunities and threats.

Table 5.   SWOT analysis for Karhujää Facebook page

Strengths: -Existing Facebook page -Page tabs	Weaknesses: -Low number of fans -Irregularity in postings -Customization -Page applications missing
Opportunities: -Customizing -Activation -Possibility to grow engagement -Visibility -Content marketing -Advertising	Threats: -Spamming -Users using Ad-blocks -Other brands such as Bloks

3.4 SoMe strategy formulation

The objective of this marketing activity was to build brand and service image through positive vibe by utilizing the knowledge presented in the theory section. To succeed in this the page needed a structured as well as a concrete plan for implementation and strategy.

Structured strategy plan for implementation was following:
1. Study Facebook marketing and other related topics using this information into reforming the Facebook page strategy.
2. Check and maintain the Facebook page customization
3. Plan Facebook page content by collecting ideas
4. Make an action plan of the year 2017 and include important dates and Facebook post schedule.

1. Started to study and explore Facebook marketing and other related topics such as marketing 3.0, brand image and content to be able to justify this implementation, which led to Karhujää Facebook page strategy: The page entertains fans by telling them stories of current issues, company, products, and share information, tips and recipes of ice.

2. Page customization was in a significant role as the Facebook landing page is the most important by giving the first impression for the visitor. First it needed to be checked that all information was available and make the necessary updates if needed. Secondly, it needed to be ensured that the profile picture and cover image were used effectively. The ambition was to ensure that the Facebook page looks like an ice shop.

3. The Facebook page has an important role in sharing content, entertaining and raising people's awareness of the Karhujää. The ambition was to create posts which increase the total page likes, page visits, page post coverage as well as a number of engaged people. This was achievable by creating interesting postings using text, pictures and videos. Ideas for the content of the posting were searched from various Facebook accounts (such as. Mr.Iceman, The Ice Co., Prema Ice Makers and Pure Ice) and brainstormed together with Karhujää management. The result of benchmarking and brainstorming session was to create content for postings from following topics:
-party and party decoration tips
-current issues: events, happenings and fests
-ice as a topic highlighting ideas, recipes and other things
-funny stories, puzzles and games related to ice
-Karhujää product briefings.
Around these topics, individual posts were designed with content and image.

4. The detailed plan included important occasions such as the feast, expo, event and festival days as well as new product possible launch day. This information was used as the base and around it was built the idea of the campaign calendar and the timeline of Facebook's maintenance. This together gave a monthly rhythm for implementation as well as created the content plan scenario. The scenario consisted of the timeframe, dates, publishing frequency and post publishing days. Details are shown in figure 27.

Figure 27.   Karhujää's structured strategy plan, months 1-4/2017

3.5   Resource allocation and Implementation

Next, the taken actions on the Facebook page according to the plan are presented. This section is divided into five parts. It begins with the starting point and then the work progresses month by month. The work is reviewed through the learning diary made during the learning and research process.

Starting point
I considered that it is very important to study and explore the properties of a Facebook page before doing anything with it. I found out as much I could about Facebook pages, how they work and how they are maintained beforehand so that this empirical research would go in the right direction from the beginning. In addition to the functionality of Facebook pages, I studied a lot of theoretical aspects of things like what is a brand and what is included in content marketing. This part was presented in more detail in the chapter of the theoretical framework.

Implementation started slightly in end of the year 2016. The goal was to get the basics right and page customization done before the proper research starts. At first, the attention was paid to Facebook page customization. The Karhujää Facebook page information was updated. In the long description field a description of the company's activities was added and into the company's overview the mission of the company was added. In addition to this, the landing page was modified by a new, more representational, cover picture so that the page looked more like an ice shop. Also Instagram page application was added and synchronized to the Facebook page. After the changes, the page gave a better first impression and people understood better what the page and business were about by reaching the necessary information

immediately. New layout presented below in figure 28. The first touch of page maintenance has been reached.

Figure 28.   Karhujää Facebook page new image.

January

The Facebook page maintenance started with a total of 15 updates a month. Updates contained various contents and appearances, as the goal was to try out what works and what does not. It was really interesting to see how the knowledge worked in practice. The beginning for me was a bit like trying and seeing what happens. The more I learned and understood the way how Facebook worked, the more I got out of it.

During the month some experiments were carried out. The first advertising experiments were made from scratch. First two different target audiences were determined and saved. Then a campaign of the page like engagement was created. The goal was to reach more fans to the Karhujää Facebook page. The campaign was divided into two different target audiences to see whether different target groups react differently to similar ads. Second experiment was done for post engagement, where a certain posting was raised for extra visibility for particular target groups. These two experiments helped to understand the functionality of the Facebook manager ads tool. In addition a third experiment for increasing the Facebook page interest by using the lottery was made. The lottery had a prize of product package as an award. It awoke interest along the fans as well as other audience by collecting comments and reactions. This boosted the post and through that it got more visibility, as friend's friends saw it through this on their news feed. These actions brought some additional visitors to the Karhujää Facebook page.

Other observations were that at first, the updates seemed really personal as if the postings were posted to our own personal wall. Each time, it felt kind of stressful to wait how people reacted to the posts, or whether they would react at all. This also brought the feeling of failure; what if the post would not reach the expected interest. In retrospect, however, these are the ones that are the best in class in this kind of a project to learn and develop the operation. This also strengthened understanding of why it is good that there is a plan behind what to stick to. Another observation was about the campaign's boosting. It was a pleasure to follow the visibility and activity the post reached. And as a highlight it must be said that the lottery clearly interests and attracts people.
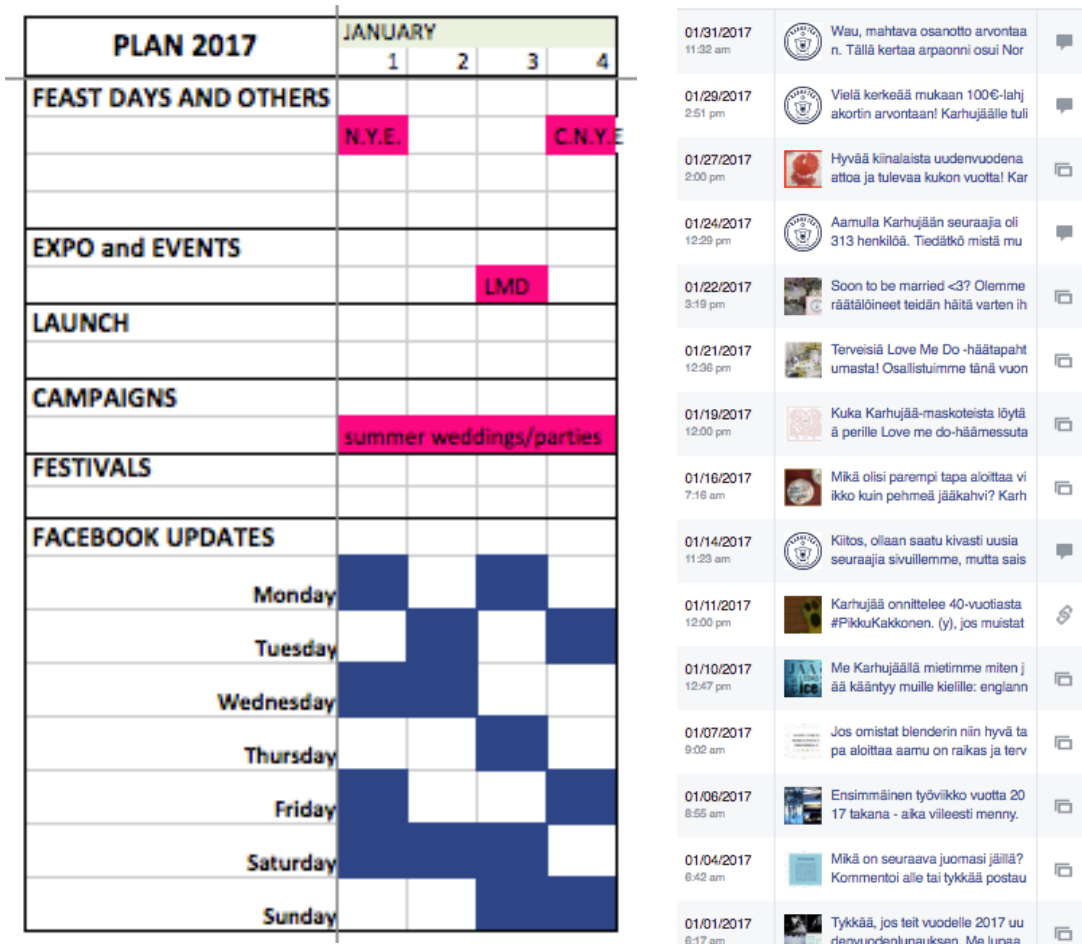
Figure 29.   Karhujää Facebook page implementation, month 1/2017

February

I continued to explore the social media world by reading different blogs and finding some interesting e-learnings and e-books. The best sources I found have been used in the theoretical framework writing. I also continued to surf various Facebook pages of different brands and business to see what the pages and contents were like. I constantly collected ideas and thoughts up so that I could finalize the Karhujää Facebook postings before publication.

Facebook maintenance continued in February and the Facebook page was updated on topical issues, bringing more value to companies and company products as well as to everyday life through stories. No competition or paid advertising was made in this month. Nonetheless, the page was seen and posts responded. A total of 12 updates were made. In addition the appearance of the company's communication was renewed and a new stencil of image created. This simple and professional stencil was formed through a practical experiment made in page. The rectangular post was found to be an optimal posting publication method for a Facebook page so that the picture in postings was positioned in a square shape with the addition of contours, and logo to the bottom right corner. This became a template, which was then used later on in all the future picture postings as seen in figure 30. This helps the fans to create a consistent image of the brand and company as the communication is in line.
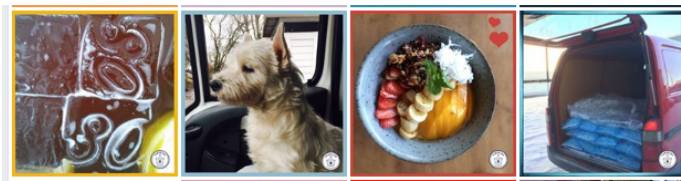
Figure 30. Karhujää Facebook page posting template in practise, month 2/2017

Other observations of the month were that the updating of the page started already to feel more familiar as the knowledge and understanding of page functions grew. My grip on the work has become more professional and no longer awakens personal feelings of failure. Also my continuous worry if everything is all right, was less frequent.
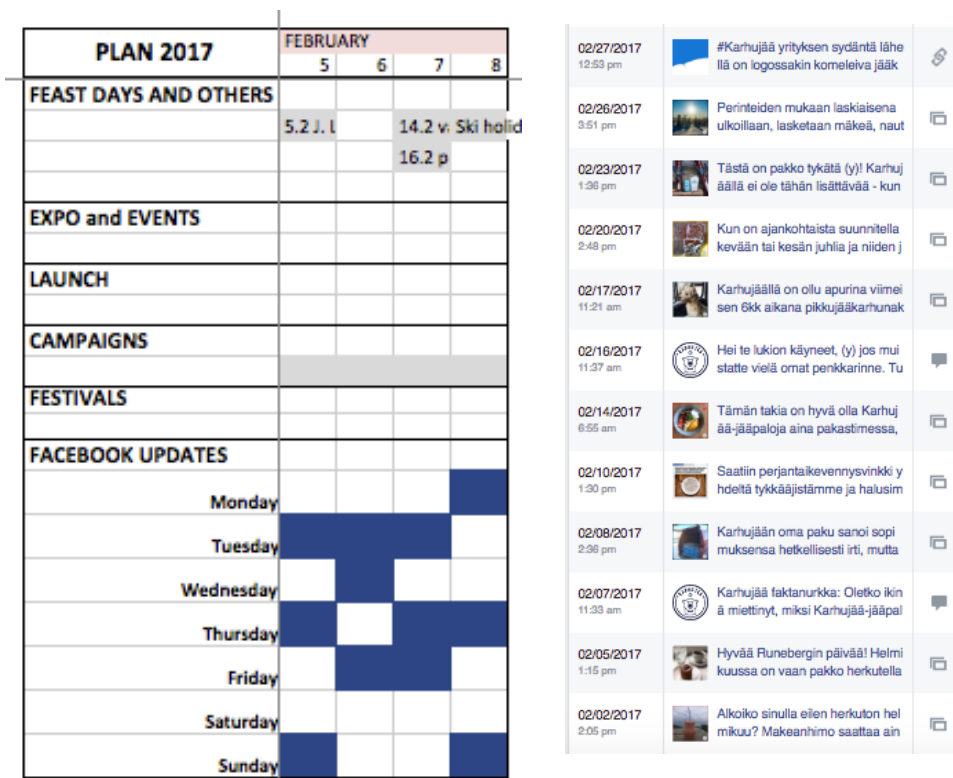
Figure 31. Karhujää Facebook page implementation, month 2/2017

March

The implementation of learned knowledge and observations continued in practice. Page fans became more familiar so it started to be easier to make successful and relevant postings. The initial enthusiasm began to decrease slightly, and the understanding that quality, not quantity mattered, to settle. The good ideas of contents designed in advance were applied and results of 11 updates were published.

In March two interest-arousing competitions took place. In the first competition was investigated the reaction button's functionality in Facebook page. These buttons were used as vote buttons and fans could vote for their favorite product by choosing a reaction. This made it easy to answer and give an opinion on which product they like the most. The competition campaign was boosted by product prizes that were raffled among participants. Second campaign was built around the company's 5-years anniversary, which meant in practice that in all postings about this campaign the same product prize was offered to boost interest. To this was used a more traditional tactic that every reaction or comment was as a lottery ticket. With the help of this the Facebook page reached organic and paid visibility. It was nice to observe how both of these campaign methods created engagement.

Other observations of the month were that I have become more familiar with the work being done for the company and if the posts do not work then it can be changed in a different direction in future postings. Additionally, I noted that the channel grows slowly and the results do not happen immediately. As they say, everything is the result of long work and the results are visible later.
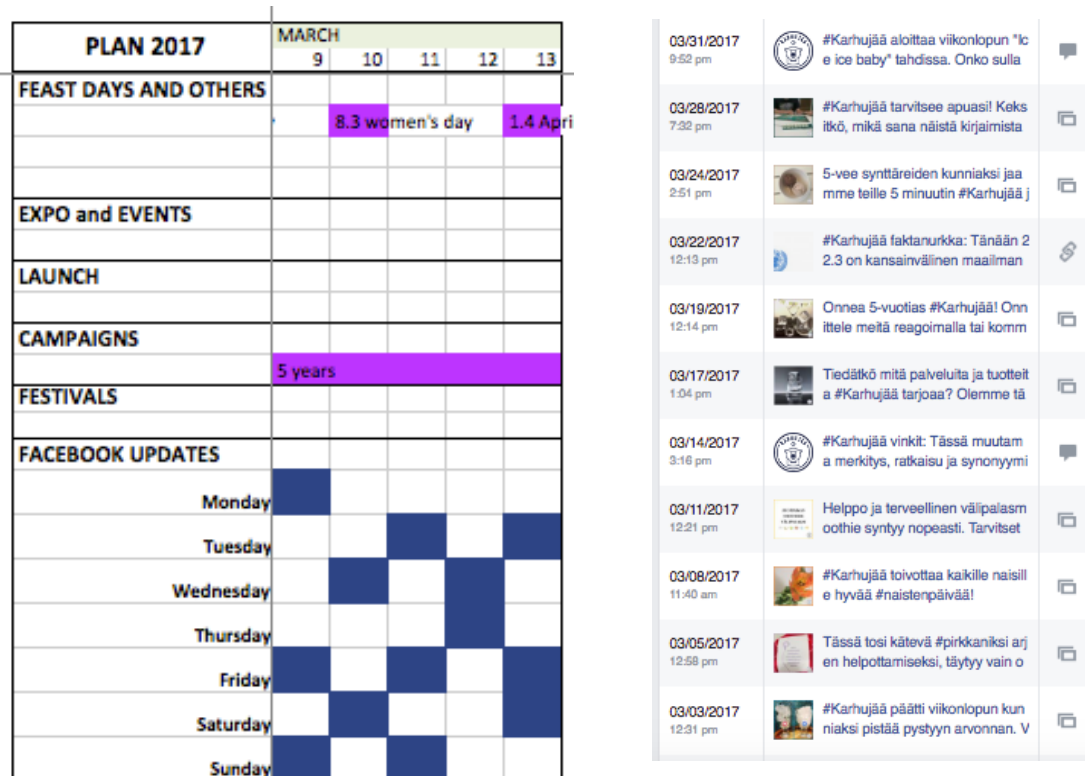
Figure 32. Karhujää Facebook page implementation, month 3/2017

April
The work started to seem really professional during the last month of Facebook page updating. As noted in the previous paragraph, quality replaces the quantity. This happened also in this month, when in total 9 updates were made. The use of time became even more efficient as the posts were scheduled into the Facebook page systematic. This released time for other things and in my case for writing the master thesis. For comparison, this empirical research started with using tens of hours a week for Facebook page update and maintenance, but in the end the time has decreased for less than an hour a week.

The last month was again centered around one theme or as before it has been called campaign. This month the designed campaign was around Vappu. In practice, this meant that the posts were placed around this theme as well as the lottery. Every reaction or comment was a lottery ticket and through that the posts achieved visibility as well as engagement. In addition to organic visibility and reach paid advertising was used for boosting. And as before the lottery prize was raffled through a random number generator found from the Internet
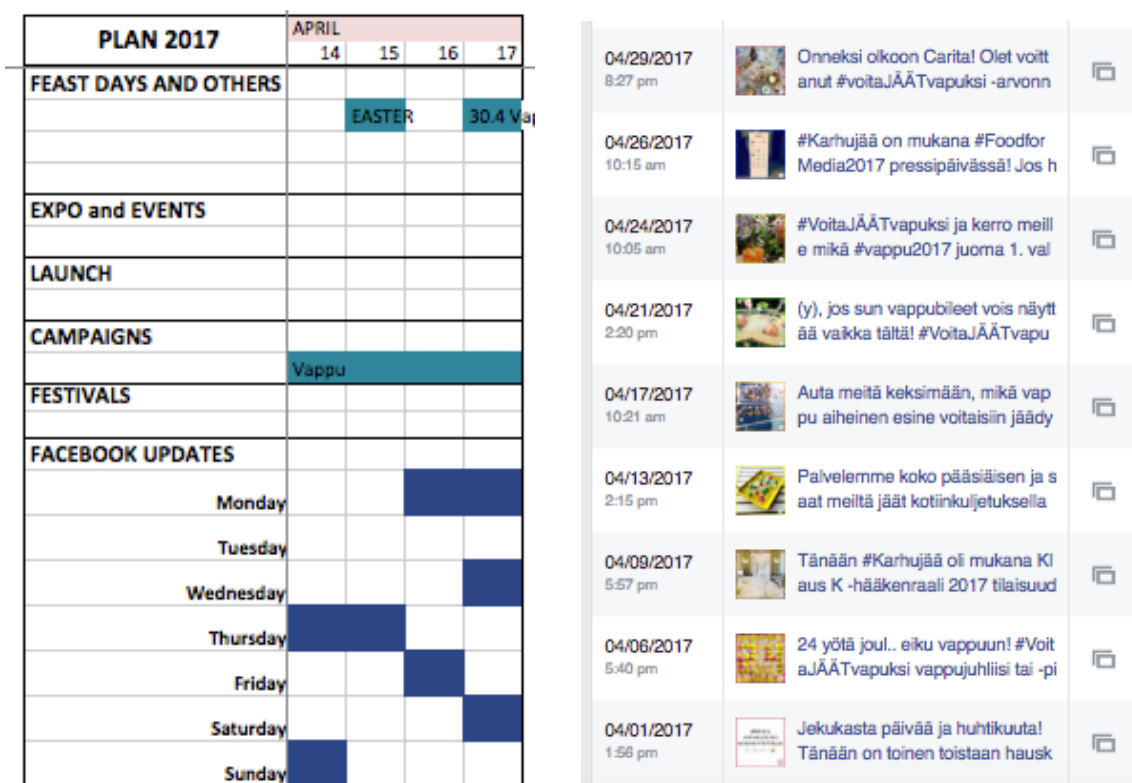
Figure 33.   Karhujää Facebook page implementation, month 4/2017

3.6   **Monitoring**

The results of the page maintenance, the four first months of the year 2017, were satisfying. The objective, to double the figures compared to last third in the year 2016, was reached. This was reached through organic as well as paid visibility and activation. The details of the metrics showed the following. The number of fans grew by 134 %,

from 256 to 599. The Karhujää Facebook page attracted in average 80 weekly visitors so its popularity grew from last third by 248 %. 39 postings more than in the last third of the year 2016 were made, so together 47 posts were published, so this metric grew 488 %. The most visible post was posted in 19.3.2017. The good score of the post was the result of organic as well as paid boosting. It reached all together 5570 people; it was clicked 350 times as well as it collected together 238 reactions, comments or shares so the engagement rate in this post was 6%. The post is shown below in figure 34.

Figure 34.   The most visible post in Karhujää Fabeook page in the research period, posted 19.3.2017.

The season's average post, however, reached 1087 people, whereof 25 % was paid visibility, 70 clicks, 47 reactions or comments and had a 5 % engagement rate. So the set goal, to double the figures from last third, was achieved in all areas except one. The percentage of engagement remained almost the same compared to the last period of the year 2016. One reason behind this was that the more the page collected fans the harder it was to get a high engagement rate, for example, as previous period engagement rate was 7 % out of 256 so 18 people and after the research the rate was 5 % out of 599 so 30 people. The overall situation analysis after the research period is presented below with figures 35-37.

INSIGHTS	Reach			Engagement			Page visits
	Organic	Paid	total	click	reactions	%	weekly
Average 01-04/2017	837	250	1087	70	47	5 %	80

Figure 35. Karhujää Facebook page postings and engagement, months 1-4/2017.
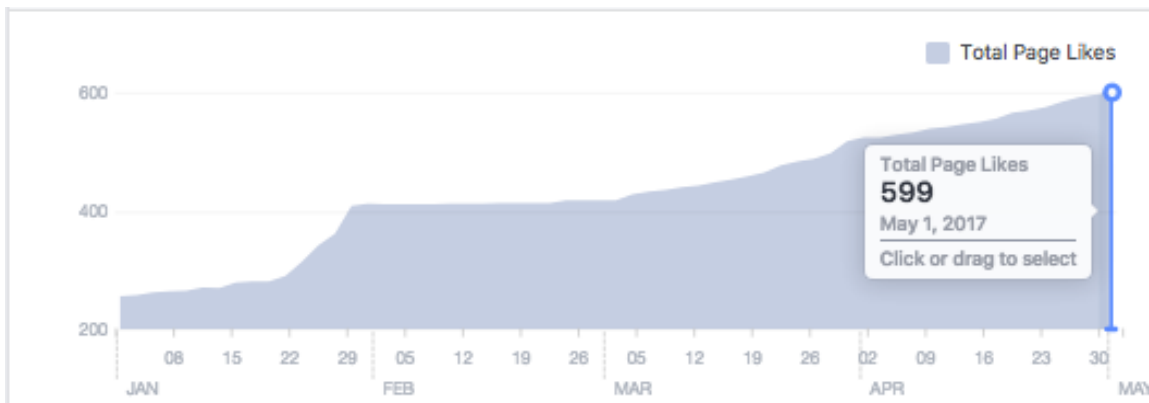
Figure 36. Karhujää Facebook page likes, months 1-4/2017.
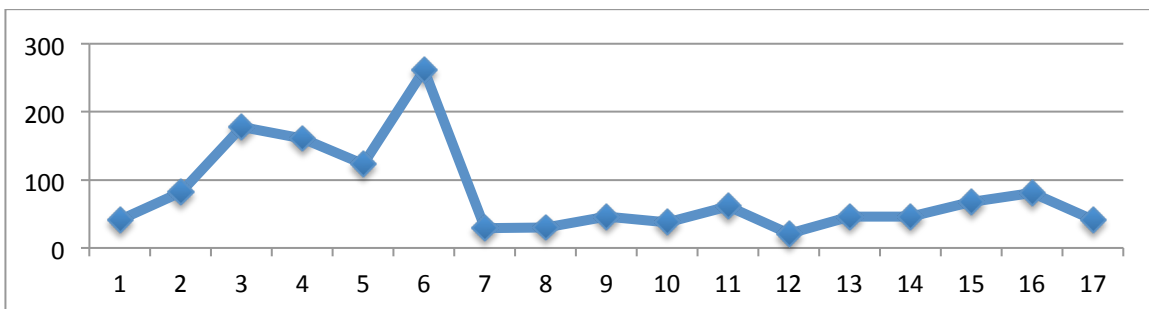
Figure 37. Karhujää Facebook weekly page visits, months 1-4/2017.

3.7 Summary and suggestions

In summary Facebook page maintaining was engrossing. Co-operation with the company went well and was straightforward. In connection with this project, regular meetings and other occasional contacts were held. These sessions were really good because it was helpful to receive comments and feedback in real time. These enabled both parties to react on the project's progress. For example, in the beginning it came up that updates were getting too tight and therefore they were reduced. In addition, regular reporting, summary of previous month results and introduced the coming month's plan, was implemented monthly.

This short period of time already confirmed that company's Facebook page presence must be active and the best result is achieved when the posts are published regularly and the content is interesting, eye-catching and it discuss with the target audience. It is possible to engage people and gather clicks with the help of these. This can be

monitored as each published post can be analyzed in detail. Each publication can be analyzed individually: what worked, what not. This could be utilized already during this research and it allowed modifying the content of future publications. It also confirmed that with advertising campaigns it is possible to get results. During the research both extra visibility engagement campaigns, for page post and for page like, for different target groups were carried out. The results provided insights for the company and showed which target audience and content worked the best and what was the return on investment on each campaign. More detailed information about these has been provided to the company. They can take advantage of this information in the future campaigns.

According to the results of the research the company should continue to be active on chosen social media channel. The Facebook page is definitely a good channel to reach potential customers in B2C field and tell them more about Karhujää products and services. For the company is proposed to continue the Facebook page updates with the same type of content than in the research period like party decoration tips, current issues, events, happenings, fests, recipes and funny stories. In addition to pictures it is recommended to bring the updates more alive with using sometimes a short video. To succeed in this the company is advised to continue the systematic updating and use the campaign rhythm for it. Campaigns are designed around topical issues and this may work for year to year with small changes. A draft campaign calendar is presented in figure 38. The plan has been made for utilizing and that is why the company is recommended to schedule the future posts in advance, for example weekly and also set goals and measure them.

Figure 38.   Karhujää campaign calendar proposal, months 5-12/2017.

4 CONCLUSION

This master thesis provided theoretical knowledge of marketing development, content marketing, brand image and social media so that empirical research and a strategic marketing plan for Karhujää Oy's Facebook page could be implemented. It gave more understanding and the reasons behind the development of values-driven marketing as well as provided ideas about how companies should take this and their consumers into account. The active presence of social media is emphasized through the thesis, as it

has the main role in many-to-many collaboration relationship to build brands and services together as a team consisting of consumers and companies. This was an important observation in understanding the modern world of marketing and how it works. Regular and active content marketing as well as communality are in key roles in building a network in social media. Social media provides many platforms for companies to be present starting from Facebook and ending to twitter. Each platform is profiled differently so it is important to know who and what the company wants to target and achieve.

Once the right social media platform is founded and an account published, the company must maintain it regularly. It is important to have an active account that stands out. The company's account needs to take care of its visibility and communication, as well as create interesting content and overall positive buzz. As the empirical research has shown Facebook offers a good platform for this. The Facebook page is a place where the company can create their own network and interact with their fans, create interesting content, engage them and strengthen the brand image. The best result is achieved when the presence is planned and the goals set in advance. These help to maintain and analyze the results so that the Facebook page can be developed further.

This deepens the image and mission of the brand or service creating a more interactive relationship with consumers. In summary, companies need to go with the flow and get involved with social media actively.

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