KYMENLAAKSON AMMATTIKORKEAKOULU

Kymenlaakso University of Applied Sciences

International Business/International Marketing

Hanna Horppu

FACEBOOK AND BRANDING OF STRONGHOLD GYM

Bachelor's Thesis 2013

ABSTRACT
KYMENLAAKSON AMMATTIKORKEAKOULU
University of Applied Sciences
International Business

HANNA HORPPU	Facebook and branding for Stronghold Gym
Bachelor's Thesis	51 pages + 10 pages of appendices
Supervisor	Ulla Puustelli, Senior Lecturer
Commissioned by	Stronghold Gym
Keywords	Social media, branding, brands, Facebook

This thesis was made for Stronghold Gym which is a gym offering different martial art services in Kuusankoski. The main objectives of the thesis was to research whether social media is something that would replace more traditional ways of branding and how it can be utilised to receive the best results. The focus was on Stronghold Gym's image as a martial arts gym and how social media can help improve it.

A survey was conducted to the customers of Stronghold Gym to find out more what can be done to improve Stronghold Gym Facebook usage and how customers perceive it as a brand. The survey revealed improvement issues for Stronghold Gym how they can improve their brand image online as well as who social media can be used to promote their business even more.

The research revealed that social media, despite its popularity, is not alone sufficient to replace more traditional ways of marketing. It still needs other types of media to support it. Social media combined with other types of media will receive the best results. Social media can be a great tool to help with branding, due to its power to make communication easy and effective with the customers as well as providing a good opportunity to enhance brand image online.

Sosiaalinen media on tullut suosituksi konseptiksi viime vuosina ja yhtä useammat käyttävät sitä, niin yritykset kuin yksityishenkilötkin.Tämä tutkimustyö keskittyy sosiaaliseen mediaan ja brändäykseen ja erityisesti siihen kuinka näitä voitaisiin käyttää yhdessä saavuttaakseen parhaimmat tulokset. Tutkimus myös käsittelee kuinka sosiaalinen media voi mahdollistaa brändi imagon luomista.

Tutkimustyö suunniteltiin Stronghold Gymille, joka on kamppailulajeihin erikoistunut kuntosali Kuusankoskella. Työn tehtävänä oli tutkia onko sosiaalinen media sellaisessa asemassa, että se voisi syrjäyttää perinteiset brändäyksen keinot ja kuinka sitä voitaisiin hyödyntää saavutettaisiin parhaat mahdolliset tulokset.

Asiakaskysely tehtiin Stronghold Gymin asiakkaille, jotta saataisiin tietoa miten Stronghold Gymin Facebook sivuston käyttöä voitaisiin edistää ja kuinka asiakkaat näkevät heidät brändinä. Asiakaskysely toteutettiin Facebookin kautta.

Tutkimus paljasti että sosiaalinen media, vaikka se onkin suosittu, se ei yksinään pysty korvaamaan vanhanaikaisia markkinoinnin keinoja. Sosiaalinen media saavuttaa parhaat tulokset yhdessä perinteisten markkinoinnin tapojen kanssa. Sosiaalinen media tukee brändäystä, sillä se mahdollistaa tehokkaan ja helpon kommunikoinnin asiakkaiden kanssa sekä imagon luomisen online maailmassa.

1 INTRODUCTION

In this digital age the world is changing and the way companies do business have to follow the latest trends. There is to be a clear trend in moving towards online marketing and advertising than using more traditional methods. During the recent years the internet has evolved and people are more interested in sharing their thoughts and opinions with the rest of the world. Social media has created hype, Facebook for example is one of the largest websites with millions of visitors every day and therefore more and more companies have discovered its potential power when it comes to marketing and branding. Many companies already benefit from using Facebook by creating more brand awareness and most of all, they communicate directly with their customers asking for their opinion on products and creating a certain buzz. Social media has made all this kind of communication possible.

1.1 Research objectives

This study aims to answer the following research questions:

- How can social media support/aid traditional branding?
- Will social media replace more traditional approach of marketing?
- What are the possibilities of using Facebook to enhance brand image of Stronghold Gym?

The main objective of this thesis is to find out how social media can be used as a tool that supports more traditional ways of branding as well as looking into the possibility of social media branding replacing the old and more traditional ways.

The case study will be made for Stronghold Gym, a gym located in Kuusankoski and the main objective is to look into the possibilities of Facebook as a branding tool that will help them enhance their business image and support branding objectives.

1.2   Research methods

The main source of material will be different books relating to branding and social media as well as online articles. The following books listed are the main sources for the thesis.

- Treadaway, C & Smith, M 2010, *Facebook marketing: An hour a day*
- Smith, P. R. *Marketing Communications : Integrating Offline and Online with Social Media*
- Jobber, D, 2010 *Principles and Practice of Marketing*
- Agresta, S, 2010 *Perspectives on Social Media Marketing*
- Brogan, C, 2010, *Social Media 101, Tactics and Tips to Develop Your Business Online*

Different methods will be used to help answering the research questions. These methods consist of completing the theory part with the help of books mentioned above and there is going to be a survey included. The survey will focus on finding out what people want to find on Stronghold Gym's Facebook page and what can be done to improve it. This survey will be made via email and/or Facebook and will mostly target people who are their customers. There is also a small interview with the owner of Stronghold Gym to find out more about the reasons behind the name change.

2 BRANDING AND ITS IMPORTANCE

Branding could be described as a process where a company offers products to the customers that are different from the competitors (Jobber, 2010, 303.) Sexton (2010, 9) describes brand as the reputation of the company, it is what the company stands for in the minds of the customers.

Most commonly people associate branding with a logo or a name but it is a lot more. Davis and Baldwin (2005, 26) describes brands as something more than just the name and logo. They explain that the brand could be described as synonym with the business and the style behind a product or service.

Branding is something that helps companies to stand out with their products and stick to the minds of customers. It is not enough just to come up with a logo and then expect people to remember your brand. Branding is more than that and there is a need to consider brand elements too. Brand elements are those trademarkable devices that serve to identify and differentiate the brand. (Keller, 2003, 175.) Keller defines that the main brand elements are brand names, URL's, logos, symbols, characters, slogans, packages. These brand elements play important role in building brand equity and that's why it should be considered carefully.

Services can also be considered as brands. Sexton (2010, 55) defines service as: any kind of action that is performed for someone else, person or organization and the action must have value in it. The main difference between service branding and product branding is that the service encounter is of the main importance. When thinking about from the perspective of a service customer, the contact persons they meet are the brand. (Sexton, 2010, 56.)

Same guidelines apply to the services branding as product branding but the main difference is that in service branding the brand attributes has to be clearly supported in every contact between the customer and a contact person. The importance in this case is that the employees understand and clearly deliver the information of what the brand stands for to the customer. (Sexton, 2010, 57.)

Individuals who are not familiar with branding might think to themselves that why bother with branding and what makes it so important. The main idea behind why branding is important is because brands affect people's lives, so many daily choices are determined by brands. (Davis & Baldwin 2005, 32.) Brands will affect people's perception of the brands, it will also create a certain trust to the customer. Brand can also give a certain proof of quality. (Jobber, 2010, 305.)

Strong brands will add value to the company but they can also act as a barrier to the competition. New brands will find it harder to compete for a market place with existing well-known brands because if the customer feels strongly about a brand, they are more likely to purchase that certain brand. (Jobber, 2010, 305.)

Figure 1 The Importance of added values (Chernatony, McDonald, Wallace 2011, 20)

Figure 1 above demonstrates different layers of a branded product. The middle layer is the actual product and the outer layer shows the added value which can be for example style or service, something extra that the brand offers. (Jobber, 2011, 20.)

2.1 Brand building

When it comes to brand building, every company has the basic product, or a core product. This core product can be the same as what the competitors have but the main idea is to add more value to the core product. This will also make the product stand out from the competitors' products. (Jobber, 2010, 311.)

The difference between successful brands and not so successful brands is the ability to create added values to the core product that are superior if compared to the competitors' products. Brand building will consist of functional and emotional values and combine these two to create unique product that the customer wants to purchase. (Jobber 2010, 311.)

Many purchasing habits of customers are purely based on emotions rather than a rational need (Hammond, 2008, 9). Emotional benefits that a brand can provide are important because these emotional benefits are harder for competitors to copy than purely functional benefits (Sexton, 2010, 41).

2.2 Brand equity

Successful brands have brand equity which is the most valuable asset that a company can have. The brand itself can have value to the customer and this is something that cannot be achieved from the product itself. Brand can act as a competitive advantage against competitors because if a customer feels strongly about a brand, they are more likely to go for the product they know. (Riezebos, 2003, 8-12.)

Jobber (2010, 307) mentions two different types of brand equity: customer based brand equity and proprietary based brand equity. Customer based brand equity is something that consists of brand awareness and brand image. Smith (2011, 38) also explains that brand awareness, brand preferences and brand loyalty are part of the brand equity.Proprietary based brand equity on the other hand is about patents and channel relationships (Jobber, 2010, 307).

Brands also create relationship between the brand and the customer, brands usually have a meaning to the customer. Well-known brands are safe to the customer because its quality is known. Well-known brands also save time, customer will be able to pick a certain product from the shelf based on the fact that they know the brand and its quality. (Smith, 2011, 33.)

Brands that manage to keep their promises to the customers will attract loyal customers who will return to the brand. Having a strong brand makes it easier to forecast cash flows and it is possible to plan and manage the business with more confidence. (Economist Books, 2003, 18.)

2.3   Brand awareness and image

Brand awareness is related to brand equity and increasing brand awareness in the minds of customers can eventually lead to higher sales. This will also contribute to higher brand equity. (Jobber, 2010, 309.)

Brand awareness can be describes as how well the customers knows the brand and it includes brand recognition and brand recall as well. Brand recognition is how well the customer is able to recognise a certain brand from others. Brand recall however is all about how the customer is able to remember a brand. (Keller, 2003, 70.)

Familiarising the customer with the brand repeatedly will create brand awareness. The way to make customers more familiar with the brand is to create strong associations with the brand as well as every time a customer

has an experience with brand logo, name or a slogan that will lead to increased brand awareness. (Keller, 2003, 70.)

Brand image can also increase brand equity (Jobber, 2010, 309). To be able to create a positive brand image in the customers minds needs strong, unique and most of all positive associations of the brand (Keller, 2003, 70). Advertising and other means of marketing channels are often used to create positive brand image which will eventually lead to repeat purchases and brand equity as well (Jobber, 2010, 309). Brand image can also be enhanced by other ways than controlled marketing channels. Direct experience with the customer, word-of-mouth and social media are also ways to shape the brand image in the minds of customers. (Keller, 2003, 70.)

Customers' beliefs about the brand attributes and benefits can be made in different ways. Brand attributes are the descriptive features that define that product and brand benefits are what have personal value or meaning to the customer and what they associate with the product. Direct experience is the strongest attribute that has the biggest influence on customers buying decisions and after that the biggest ones are word of mouth which can mean friends or colleagues recommendation. Also different non-commercial channels will have a big influence, such as social media. (Keller, 2003, 71.)

2.4 Brand positioning

Sexton (2010, 39) defines brand positioning as the heart of the brand strategy. Without a clear position in the market, branding strategy is destined to fail (Sexton, 2010, 39). Brand positioning is something that will establish a unique position in the market. Creating an advantage in the minds of selected target market will help create this brand position. (Jobber, 2010, 314.) Understanding the customers' needs is important when thinking about brand positioning, it is needed to understand what the customers' need and what the company can deliver to them. If there is a clear match with these two, the brand should succeed. (Sexton, 2010, 39).

There are six elements that will help to create position in that market and those elements are presented in Figure 2.
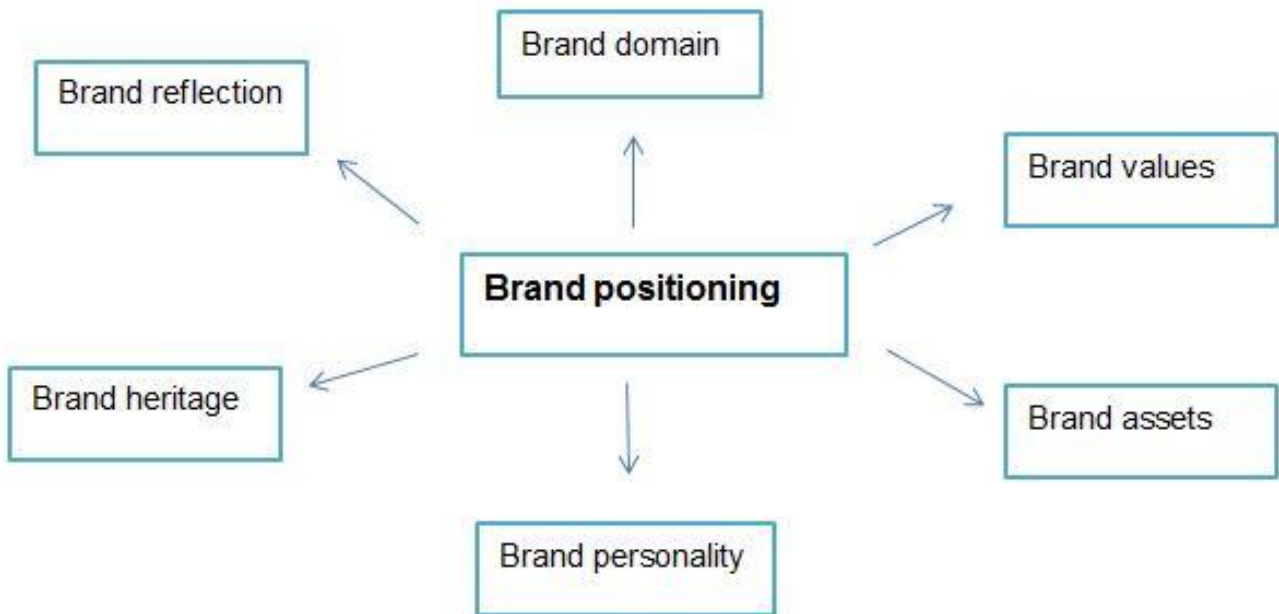
Figure 2 The anatomy of brand positioning (Jobber, 2010, 314)

Brand domain means the brand's target market. This is where the company competes against others with their brand. It can be more business oriented or customer market oriented. Brand heritage could be described as the background of the brand. It will consist of the success or the failure of the brand over the brand's life. Brand values are the actual core values of the brand as well as characteristics. Ethical issues can be considered as brand values too. Brand assets are what makes the brand different from others. These can be images, symbols and features. Brand personality means how the brand can be described as people or animals.

 Brand reflection can be seen as relation to self-identity. It is how the customer see's themselves once they have purchased a certain product. Analysing these elements will help in creating a brand position as well as help to identify the possible need to reposition brands to improve success. (Jobber, 2010, 314-315.)

3 FACEBOOK

These days social media is a term used in everyday life but to really understand it must be defined clearly. Treadway & Smith (2010, 24) define social media as a variety of technologies which are used to gather information from individual users and allows content to be shared with others.

This kind of technology allows the users to create their own content on the internet and share it easily with other users.
 (Treadaway & Smith, 2010, 24.) Different examples of social media Treadaway & Smith (2010, 24) mention social networking sites such as Facebook and Twitter, blogging technologies like TypePad and WordPress, crowdsourcing products like Wikipedia, photo and video sharing sites like Flickr and YouTube. These are just a few examples of different social media platforms.

Social media exists in different forms, a lot of websites call themselves social media and because of the vast difference in social medias this study will only focus on Facebook. The reasons why Facebook was especially chosen are because it is one of the biggest and well-known social media out there with millions of users and Stronghold Gym already has their own Facebook page so it feels only logical to look into developing that further.

3.1   How Facebook works

In social media it is all about the conversation. Companies cannot control what is being said or when. To be able to create a working social media strategy, it is important to listen and follow what is being said. Discussions can happen in any social media platform so it is important to keep an eye on those. (Evans, 2010, 54-55.) One main reason why social media is a

good way to communicate is because it allows the marketers to engage the customers in a meaningful conversation instead of just delivering one way messages. This communication can allow customers to share their own feelings and new ideas with the company. (Agresta, Bough, Miletsky, 2010, 28-29.)

Things can spread like wildfire over the Internet, earlier people would send emails containing jokes or funny videos but these days social media is used more as it is far more less restrictive and it gives everyone a "loudspeaker". Anything you say or do has the potential to spread uncontrollably. People have the power to comment on brands, products or companies and get the word out to a great number of people much more effectively through social networks. (Treadaway & Smith, 2010, 34.)

Since we as humans are social animals we have a need to communicate with each other and social media is a tool that fulfils that need extremely well. Social media makes communicating easier than anything we've experienced previously, one can communicate with people whenever they want, no matter where they are in the world. This is why social networks like Myspace, Facebook, YouTube and blogs are so successful. What makes social media so powerful is that it allows the users to communicate simply with one another as well as enabling the companies to communicate with these users. (Smith, Zook, 2011, 10.)

The reality is that there will always be people who are not going to be satisfied with the customer service or a product. Social media especially has given the customers the power to tell everyone about their experiences, good or bad. To be able to create working social media strategy it is important to know how to handle negative experiences or opinions. (Evans, 2010, 68.) There should never be a reason to ignore negative conversation. It can be about a customer service or the product itself but the issue needs to be dealt with. Being present in a social media gives the company a tool to handle with these negative issues there and then and provide the customer with positive experiences. (Evans, 2010,

72.) Discussing these issues can make a big difference because it can turn bad experiences into good ones. It all depends on how the company is able to react to these situations. (Evans, 2010, 74.)

Word-of-mouth has always been the most effective way to market a brand. Social media such as Facebook makes it incredibly easy to spread the word of mouth effectively and it enables messages to spread freely. This kind of word-to-mouth marketing can reach potential customers all over the world better than ever before. Most people prefer recommendation from a friend because it's believed that friends do not just promote a certain product but they rather believe in it themselves. (Young, 2010, 31.)

Listening and hearing are two different things and listening requires understanding what someone else is saying (Evans, 2010, 208). Every company needs to search and follow what people say about them on the internet and this is completely free and easy to do (Isokangas, Vassinen, 2010, 144).
Social media offers a tool that makes listening to customers different and new (Agresta, Bough, and Miletsky, 2010, 8).Listening customers in social media will help companies to deal with complaints immediately and since people are more willing to share their thoughts about different issues, this makes listening to the customers' a lot easier. (Treadaway & Smith, 2010, 36.)

For the companies it can be useful to find out what the customers really value. In a case where company wants to give something to their customers, finding out what they value the most and then giving it to them. Free samples and giveaways is a good idea but it is not always the most important thing to the customer. Sometimes customers who feel extremely passionate about the company's brands will value more none material gifts. None material gifts can be for example asking the customers' opinions and ideas and then using these ideas in their company. (Evans, 2010, 85.)

As previously stated, it is important to keep a track of what people say about companies online. If a company notices that there is a conversation about them online then they should react and try to solve a possible problem. A most common issue is that people talk about bad customer service or a product that does not do what it promises. Customers are usually very eager to say negative things online and companies should treat this like a normal customer service situation and try to fix it. The worst mistake possible is to start arguing with the customers instead of trying to solve the problem. Arguing will achieve nothing and it will only gain negative reputation to the company. Another situation can be just common conversation about the company and its products. It is important to take part in the conversations and this way show the customers that the company does value their opinions and follows what is being said. These conversations that happen online can provide great opportunities to sell products and provide excellent customer service. If there is a topic about a certain product that the company sells as well, it can be beneficial to take part in the conversation and make an offer to the potential customers. This way some of the potential customers might choose that certain product over the competitors. (Isokangas &, Vassinen, 2010, 145-146.)

3.2   Challenges of Facebook

The logic behind social media is quite clear; people spend a lot of time online so it is logical to bring marketing to social media's like Facebook. But what is different in social media is that executing a working campaign on Facebook is not possible using traditional ways. Facebook is uncontrollable media and it's not possible to try to implement already existing strategies to Facebook. (Juslén, 2009, 306.)
Companies often make the mistake of trying to control everything in Facebook. Taking part in social media and giving out marketing speeches about products just does not work on Facebook. Customers have more power than companies when it comes to social media because they have the ability to communicate with other users as well as the companies. (Juslén, 2009, 307.)

18

Believing that social media is inexpensive is a mistake. Using Facebook is free, however it requires communication with customers and creating content and all this takes time. Someone from the company will have to use their hours to do all this. (Agresta, Bough and Miletsky, 2010, 27.) No one is interested in following a boring page on Facebook that is not being updated regularly. Usually establishing an interesting Facebook page and finding followers does take time. Instant results should not be expected because it takes time to create relationships and provide interesting information. (Agresta, Bough and Miletsky, 2010, 42.)
Social media is extremely popular but it doesn't mean that the companies should just ignore every other form of media. It is great tool when it comes to engaging customers to take part in conversations but more traditional marketing should not be forgotten completely. There are still a lot of customers that do not use social media. (Barefoot, Szabo, 2009, 124.) The importance is to be able to connect with customers in social media but still remember to connect with the customers offline as well. (Agresta, Bough and Miletsky, 2010, 43).

If companies fail to listen what is being said about them and their products they don't know how to fix these issues. If this happens, it can lead to a bad reputation to the brand and the company itself. (Agresta, Bough and Miletsky, 2010, 33.) The mistake is to ignore things said in social media, this will only make the company look like they do not care about their customers at all.

3.3 Buying cycle influenced by social media

Social media has changed how customers do their purchases as well. If the purchase is something valuable or important, the customers do not just go to the shop and buy it. They like to research first and compare different brands and social media has changed this. Other customers' opinions about brands and products will influence the purchasing process. The customers feel like other customers are just being more honest in their

reviews. Someone simply recommending one brand can make all the difference in the minds of other customers. Customers these days like to share their experiences online, they like to write about the products and discuss with others about the brands and products. Obviously, the bigger the purchase is the more customers research online and write about their own experiences. Friends and colleagues influence the most; the majority of people like to share information about purchases with their friends. If they feel positive about a product, they feel like recommending it to their family and friends. (Agresta, Bough and Miletsky, 2010, 32.)

Without listening what is being said in the social media, it is impossible to know what the customers are actually saying about the brand. Social media has now become an important part of customers' buying cycle and it is important for the companies to realise this. (Agresta, Bough, Miletsky, 2010, 33.)

3.4   Branding in social media

The biggest change in marketing has been the shift from "push marketing" to more of a conversation with customers. (Treadaway & Smith, 2010, 16.) Earlier the marketers had the chance to choose carefully created information to the customer, now the customer has the power. Customers are talking more about brands without the companies even knowing about it. (Turner, Shah, 2011, 151.)

Social media clearly has changed how things work; it allows information to be spread across the world in minutes. An Important thing to consider is that there are still customers who do not use social media so it cannot be thought that social media is the only marketing channel and therefore other medias should not be ignored. (Evans, 2010, 287.)

Customers will still follow the more traditional channels of marketing such as TV, but the idea behind the new marketing is to combine the more traditional marketing with the social media marketing (Turner, Shah, 2011, 153). The success will be depending on how well these two can be

integrated together because combining these two together will result in the best results. (Agresta, Bough, Miletsky, 2010, 29.) Isokangas and Vassinen (2010, 206) also mentions that the future will be more about how different marketing channels can be used around the internet. Other sources of marketing should support social media marketing. Isokangas and Vassinen (2010, 206) also explain that it is possible to create new exciting campaigns online that also work outside the online world.

Marketing in this digital age can be considered more like guiding people to join the internet. The Internet offers a free and more fertile ground for marketing than more traditional channels. On the internet the advertisement can last a lot longer than on television and it can appear in different forms, it doesn't necessarily need to be like a picture in the paper. (Isokangas, Vassinen, 2010, 206.)

Turner and Shah (2011, 153) mentions that there needs to be a clear and consistent relationship between traditional marketing and social media marketing. This can be achieved through making sure that the message a company shares with its customers is consistent in both type of media.

4 STRONGHOLD GYM

Stronghold Gym is a gym located in Kuusankoski and they offer traditional gym facilities as well as different martial arts. Their services range from MMA, Brazilian Jiu Jitsu to kickboxing as well as submission wrestling. They recently changed their name to Stronghold gym from Gracie Barra Kuusankoski. This was done because when they started few years ago, Gracie Barra focused purely on Brazilian Jiu Jitsu and the name Gracie Barra comes from a larger BJJ organization. However they felt like since the place evolved to include more other martial arts, such as MMA and kickboxing, the name wasn't right anymore. Earlier they decided to change the name to Stronghold gym to describe the services better that the gym offers to the customers. This information has been gathered from their website as well as talking with the owner.

4.1 Benchmarking of Facebook sites of competitors

For benchmarking it was searched for different companies that work in a same type of field as Stronghold Gym. There are two places that offer the same martial arts courses in Kouvola and for more variety there are two other activities companies who offer dance and other fitness courses. For this benchmarking I used the companies own Facebook and webpages as sources. The information is presented in a form of a table below (Table 1).

Table 1 Benchmarking

	SHG	Fight Club	Dance Pit	Lady Line
Conversation	Very little	Not much	Lots of	Lots of

s	conversation, not much official information	conversation, good and quick replies to questions posted	different conversations, different topics	information, different topics
Pictures/videos	Quite a few pictures, not so many videos	Pictures from workouts, few videos	Lots of pictures and videos from different topics	Quite a lot of pictures, different adverts from affiliates
Content	Information, pictures from events and good information about courses	Pictures and information about different courses and workouts	Lots of inspirational pictures and videos. Also lots of pictures from practises.	Lots of post and adverts about different topics, links to companies doing co-operation
How interesting	Not so much general conversation	Not so much general conversation	Lots of general conversation about different topics, inspirational posts	Lots of conversations relating to other things, adverts and links

From Table 1 it can be seen that Dance Pit especially has a good use of their Facebook page. Also Lady Line is really focused on using their Facebook page effectively. Both of them post different topics on their pages, it can vary from the actual services they provide to different adverts

and inspirational posts. Adverts and links they share are related to the same kind of services they provide, things that their users might find useful and interesting. Lady Line and Dance Pit also use a lot of pictures to capture users' attention. There are pictures from their own courses as well as inspirational pictures from other sources. This is an easy way to capture the user's attention and make them comment and even share it themselves. Both companies actively post news about their events on their Facebook page and provoke conversation that way too and they use Facebook to answer questions. Content is good on their pages, lots of information about their courses and events as well as other interesting conversations.

Stronghold Gym and Fight Club offer the same type of activities and the way they use Facebook is a bit different from the previously mentioned. Neither Stronghold Gym nor Fight Club offer much conversation for their users. They do not post much about topics that would provoke conversation. On both of their Facebook pages there are a few pictures and videos about different activities of their courses so new visitors easily get the idea what they are about. Fight Club uses Facebook to answer questions quickly so it makes it easy to find out more on their Facebook page. Both have good content on their pages, lots of information about starting courses and different events and seminars so it is easy to find all the information you need. However neither of them do not use Facebook as much as the others compared in the benchmarking. Lady Line and Dance Pit post more on their pages, use more pictures and videos and offer more conversations.

5 RESULTS OF THE SURVEY AMONG STRONGHOLD GYM CUSTOMERS

A survey was carried among the customers of Stronghold Gym during January and February 2013. The questionnaire was conducted through Facebook as well as some of the questionnaires were filled on site.

Stronghold Gym has their official Facebook page as well as different closed group for their members. The reason for the closed groups is that in those people can find company to work out if they cannot attend the normal scheduled course times. The members can also discuss different issues in these groups. Mainly these closed groups were used to help gather the responses from the customers.

47 Stronghold Gym's customers answered the questionnaire in total. The reasons behind the low response rate could be that because it was done online, therefore it was completely optional. Not everyone was interested in replying. Also another issue was that not every questionnaire was completed and this might be due to computer problems, such as program not working. Had this questionnaire been done all face to face the response rate might have been better because during a face-to-face survey, the respondents are more willing to complete the questionnaire.

The questionnaire focused on finding out how the customers perceive Stronghold Gym by their actions on Facebook and their overall image. The questionnaire can be found as appendix at the end of the thesis.
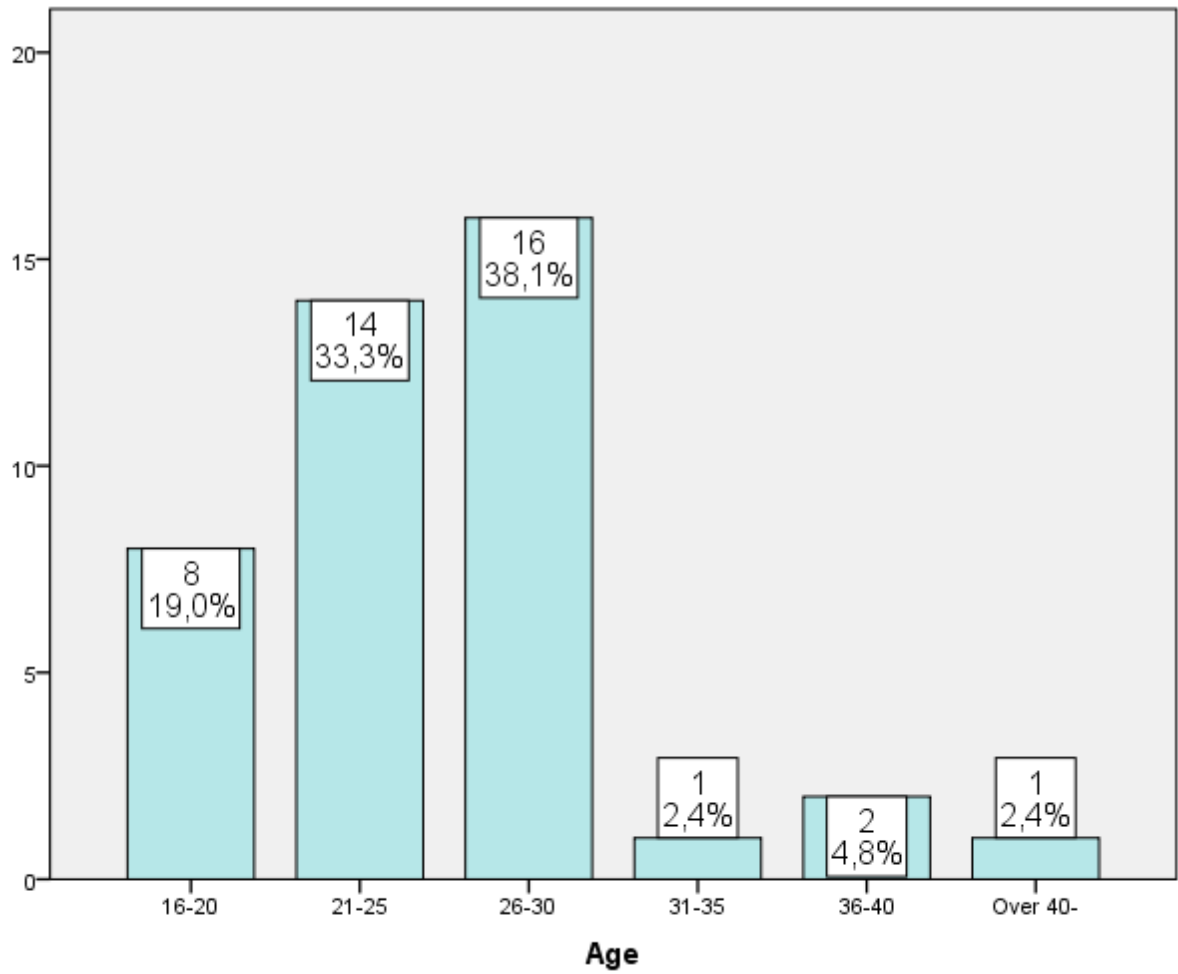
Figure 3 Age distribution

The majority of the customers, 71.4% who replied to the questionnaire are between the ages of 21-30.
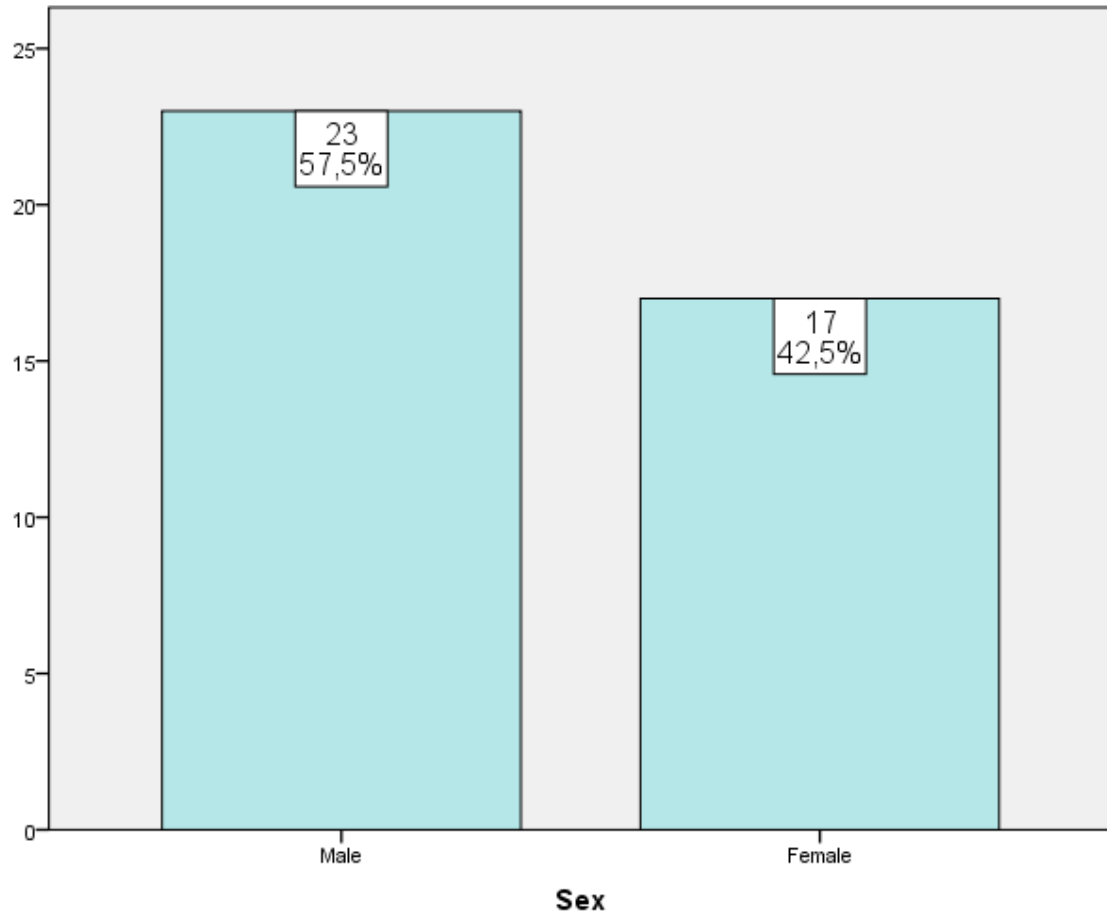
Figure 4 Sex

Figure 4 presents the gender distribution between the respondents. The majority of the respondents were male. Almost 57% were male and almost 42% were female.
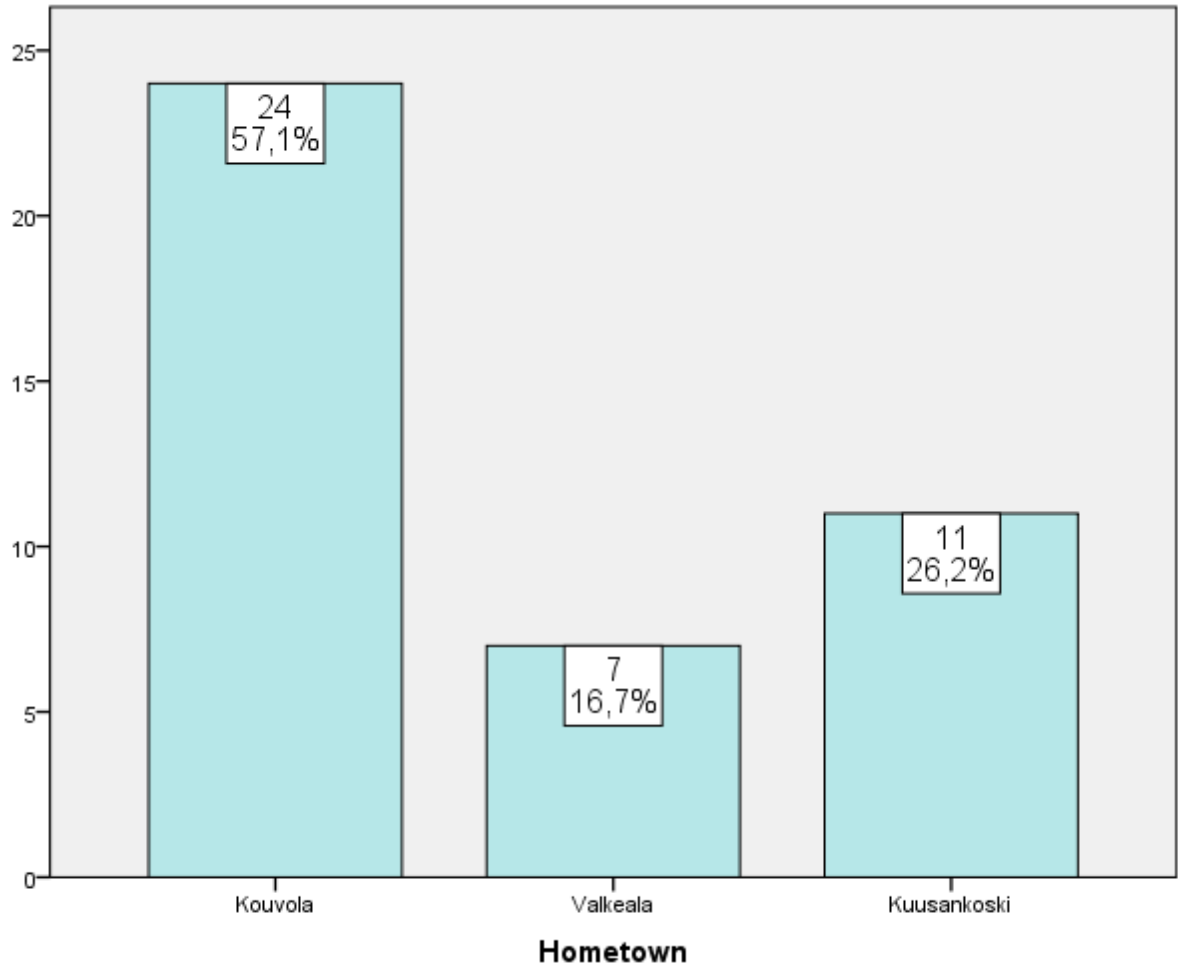
Figure 5 Hometown

As the Figure 5 shows the majority of the respondents were from the Kouvola area. Over 57% were from old Kouvola and others were scattered around Kuusankoski and Valkeala area. There was also the possibility to select other areas but everyone was from Kouvola.

Figure 6 How long the respondents have been attending the gym

Figure 6 demonstrates that 53% of the respondents have been visiting Stronghold Gym for a year or less as well as next biggest group was from year and a half to 2 years. Few of the respondents have been involved since the very beginning.
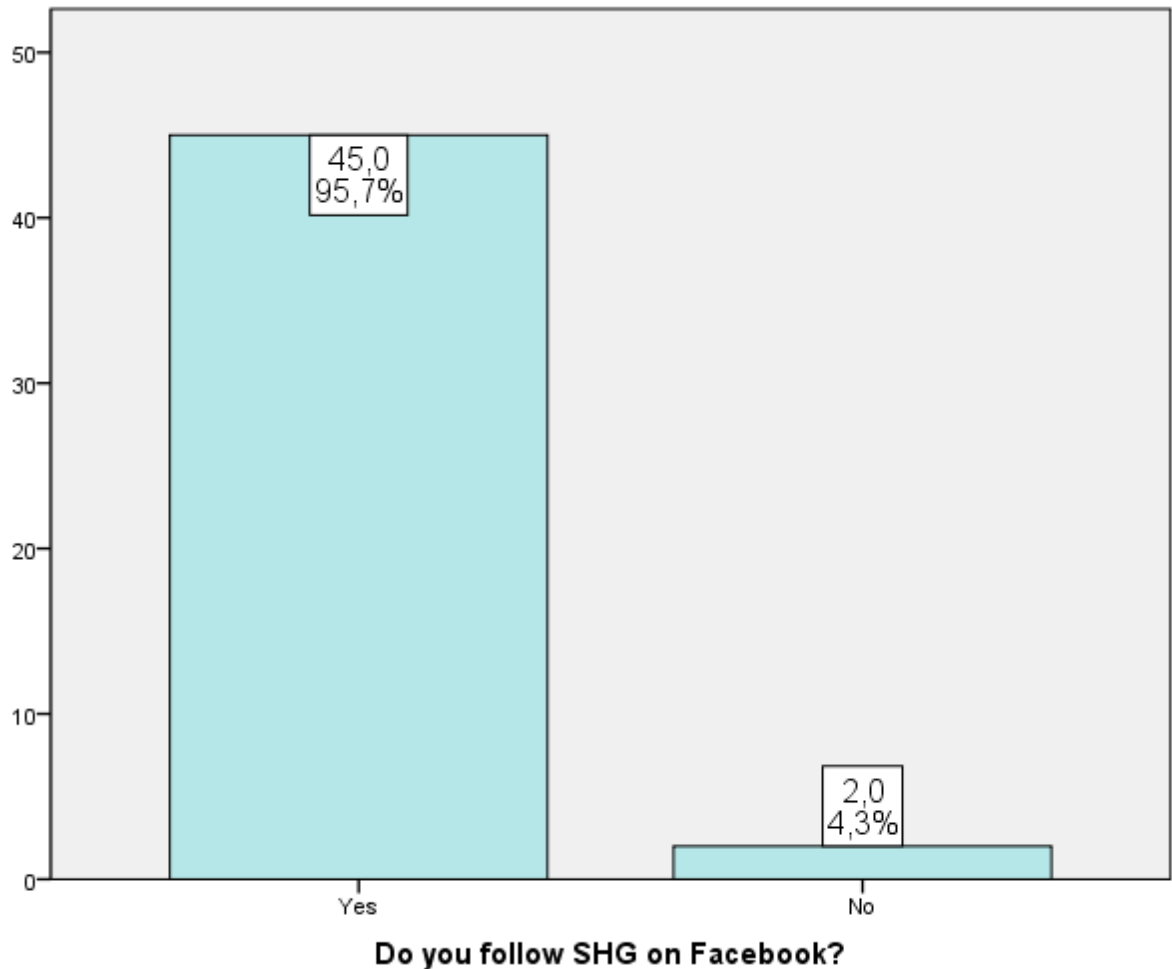
Figure 7 Distribution of the respondents who follow Stronghold Gym on Facebook
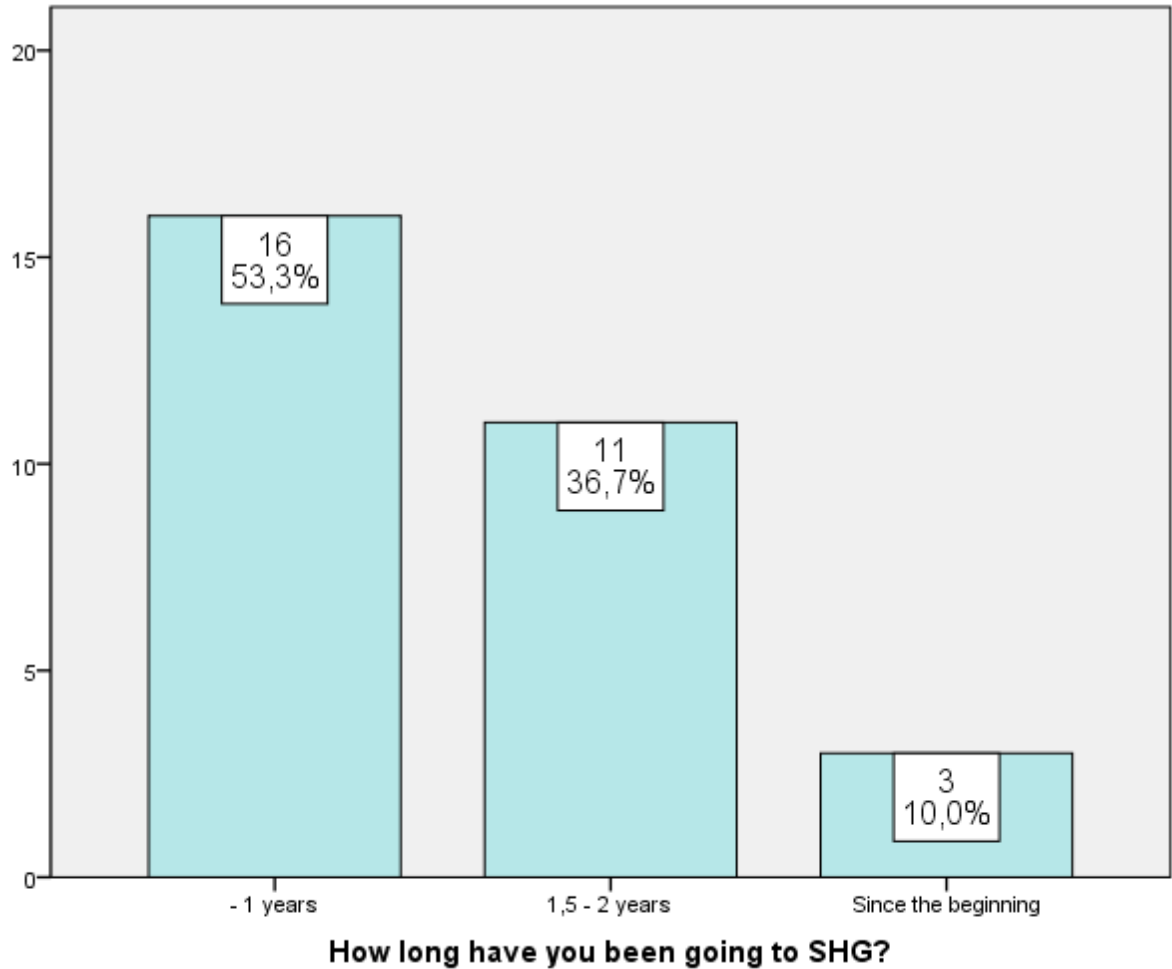
It was asked in the questionnaire whether the respondents follow Stronghold Gym on Facebook or not. Figure 7 shows that majority of the respondents follow Stronghold Gym on Facebook.Only two answered that they do not follow Stronghold Gym's Facebook page.

There was a question about what do the respondents think is the most important thing on a Facebook page. 21 of the respondents answered this open question and 50% of the respondents, 11 answered that being active and announcing changes in timetables and such is the most important thing. All the answers can also be found from the appendix at the end of the thesis.
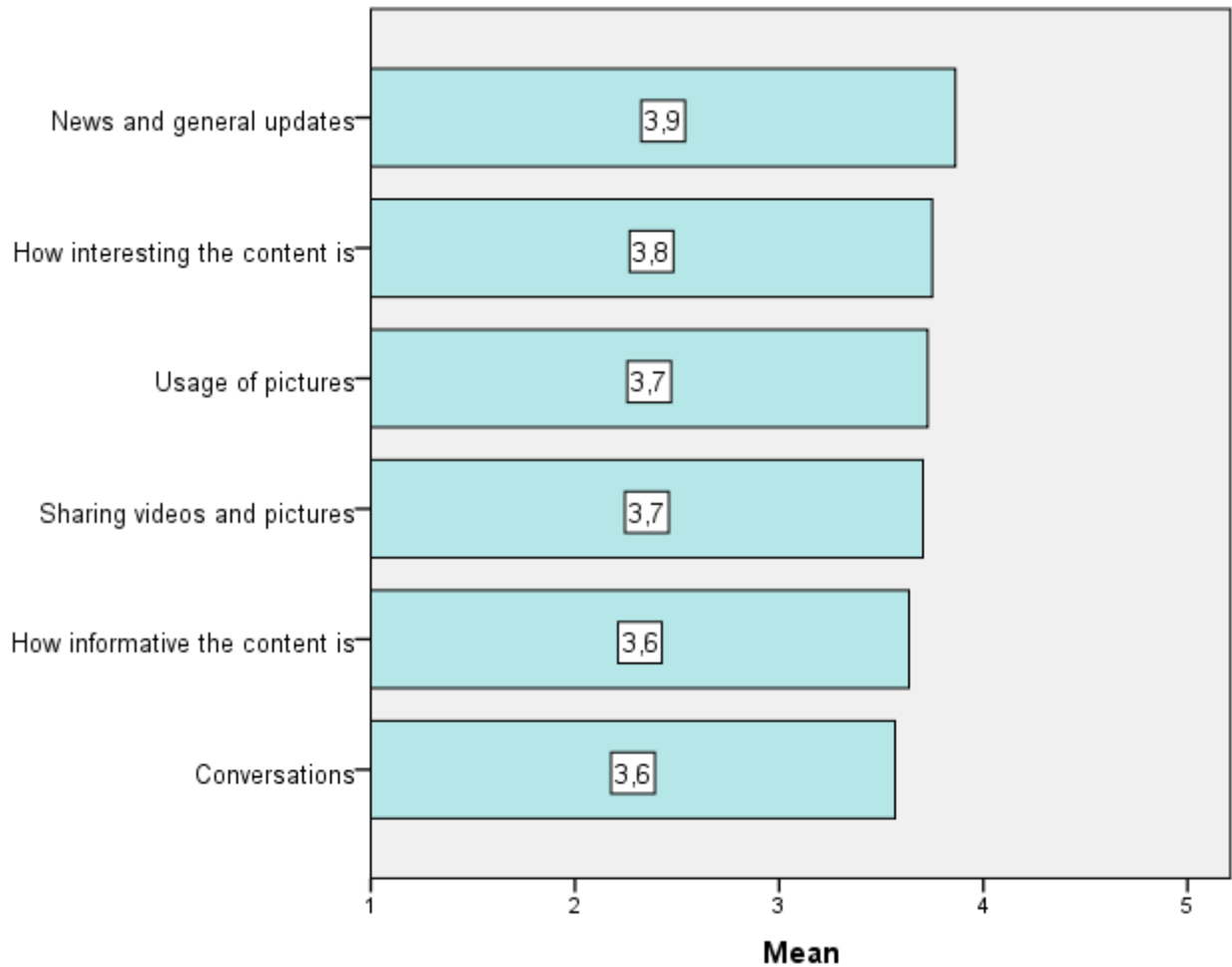
Figure 8 Averages on different factors relating to Stronghold Gym's Facebook page

,

Respondents were asked to evaluate different factors on Stronghold Gym's Facebook page on a scale from 1-5, where one is poor and 5 being excellent.

As we can see from the Figure 8, all the factors received a good average from the respondents. All the factors received close to really good grade.
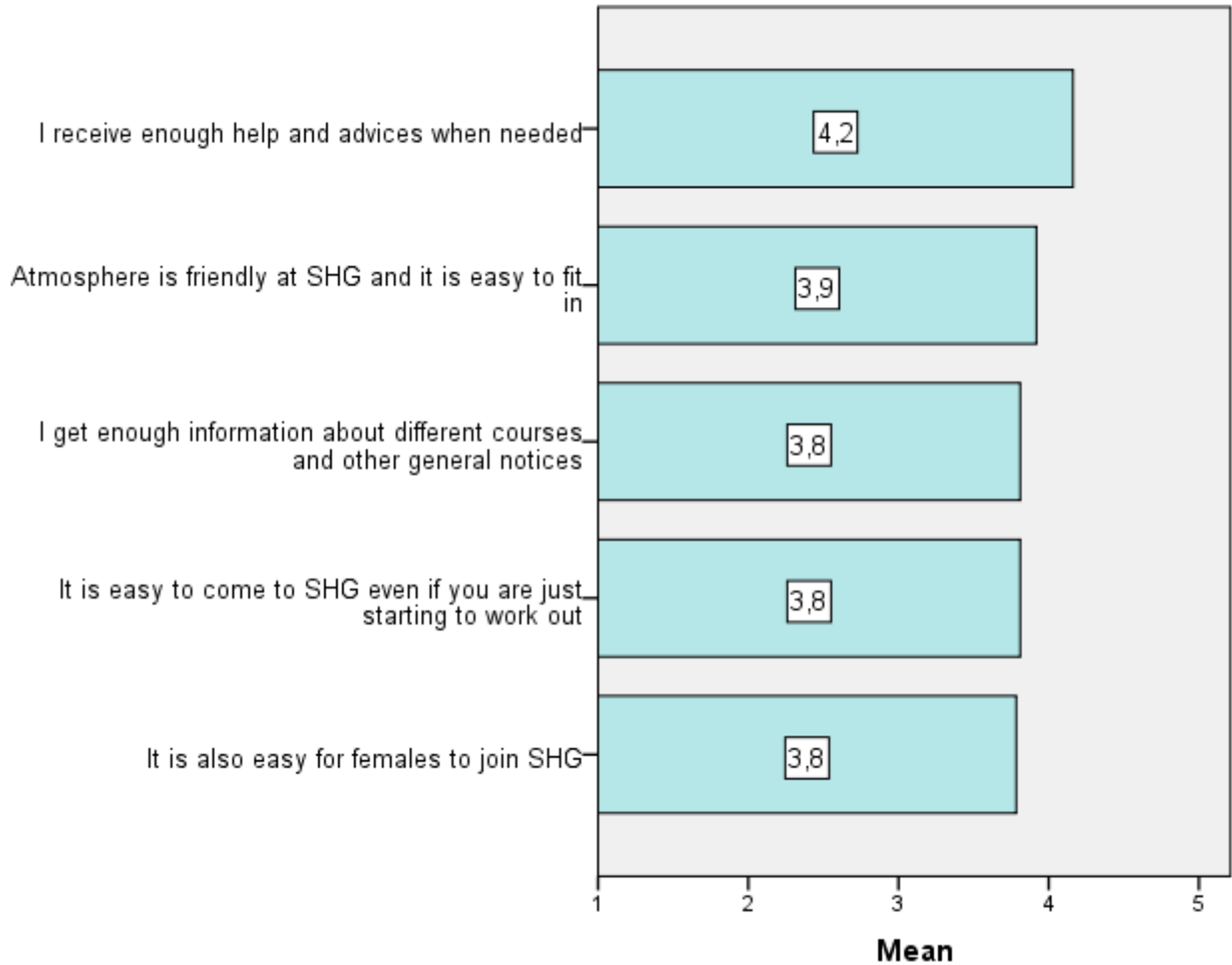
Figure 9 Averages on different statements regarding Stronghold Gym

Respondents were asked to agree or disagree with different statements concerning Stronghold Gym on a scale from one to five where one is being "totally disagree" and five being "totally agree". The Figure 9 shows the average grades in all these statements. In most statements people agree with them, as we can see almost in every statement has a grade close to 4 which means the respondents agree with the statement.
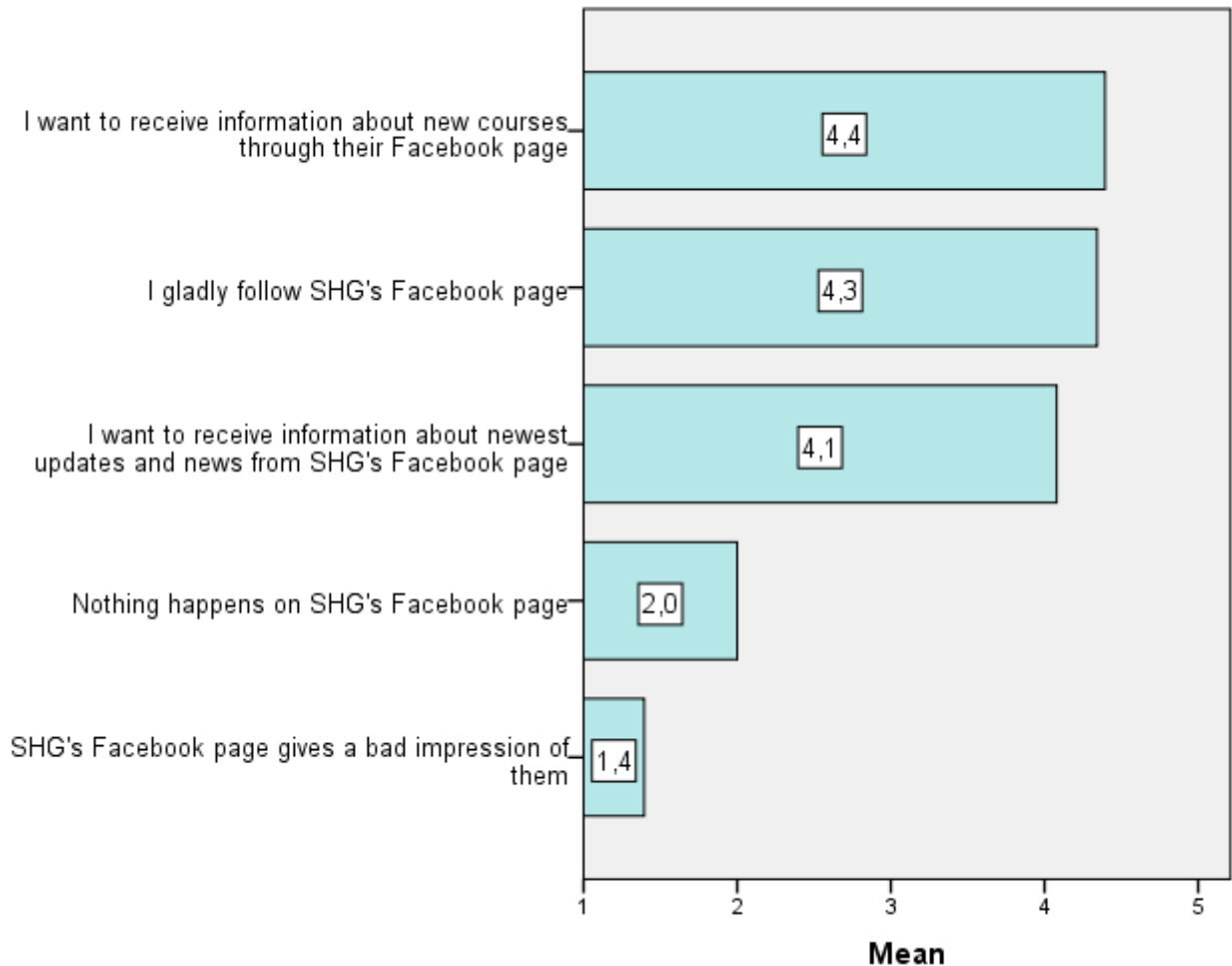
Figure 10 Averages on different statements regarding Stronghold Gym's Facebook page

Figure 10 describes if the respondents agree or disagree with the above statements. One being "totally disagree" and five being "totally agree". In the first three statements the respondent's average is slightly over 4 which means they agree with the statement. In the last two questions the average shows that the respondents disagree with the statements. Respondents think that things do happen on Stronghold Gym's Facebook page and that it does give a good impression on them. Overall the averages show that the respondents want to see information about courses, news and general information on Stronghold Gym's Facebook page.

Two respondents thought that Stronghold Gym's Facebook page gives a bad impression on them, rest of the respondents gave it a score one or two. These two respondents seemed to be unhappy with everything relating to Stronghold Gym.
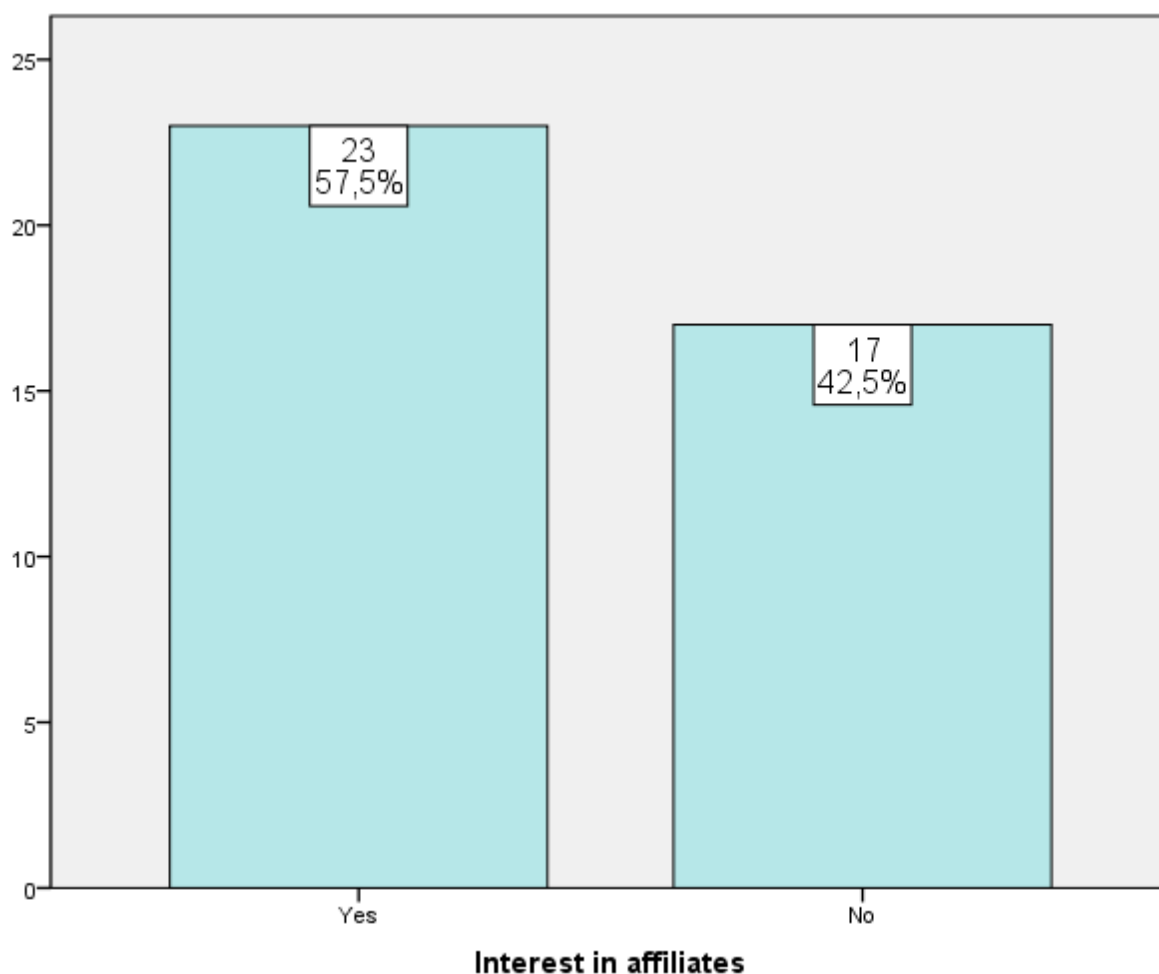
Figure 11 Respondents' interest in affiliates

As Figure 11 demonstrates, slightly over half of the respondents would be interested in seeing affiliates adverts where as 43% wouldn't be interested. This question spread the answers almost half and half.

There was also a question about what kind of adverts interviewees would be interested in seeing. 13 of the respondents answered to this question and majority of them, 10 respondents in total answered that they would like to see adverts relating to martial arts clothes and equipment.

It is obvious that there is interest in seeing adverts or promotions from different affiliates and it should be looked at whether it is possible or not. It

needs some careful planning whether showing different adverts would work since need to remember that still 43% of the respondents did not want to see any adverts. Careful evaluation about what kind of adverts customers want to see and how often they should be posted could be the answer to this.

All the answers can be found from the appendix at the end of this thesis.
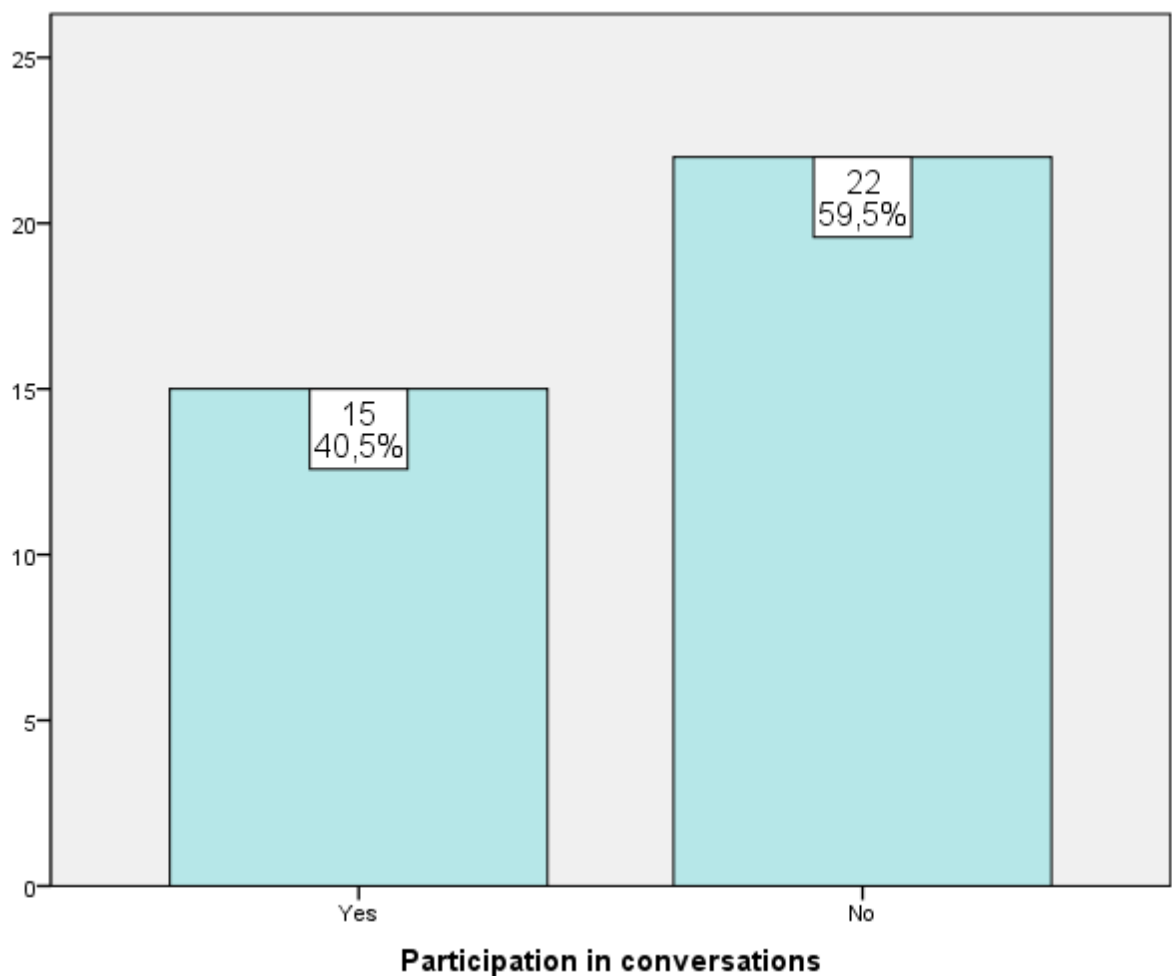
Figure 12 Respondents' participation in conversations

Figure 12 shows that over half, almost 60% of the respondents said they do not participate in the conversation. The follow up question was to explain why not and most of the respondents said that they don't have anything interesting to say or they just follow and read what other people say but don't feel the need to participate.

The following question was also about conversation and the interviewees were asked what kind of topics they would like to discuss on Stronghold Gym's Facebook page. 10 respondents answered to this question. The most common topic was working out in general and 7 of the respondents answered this.
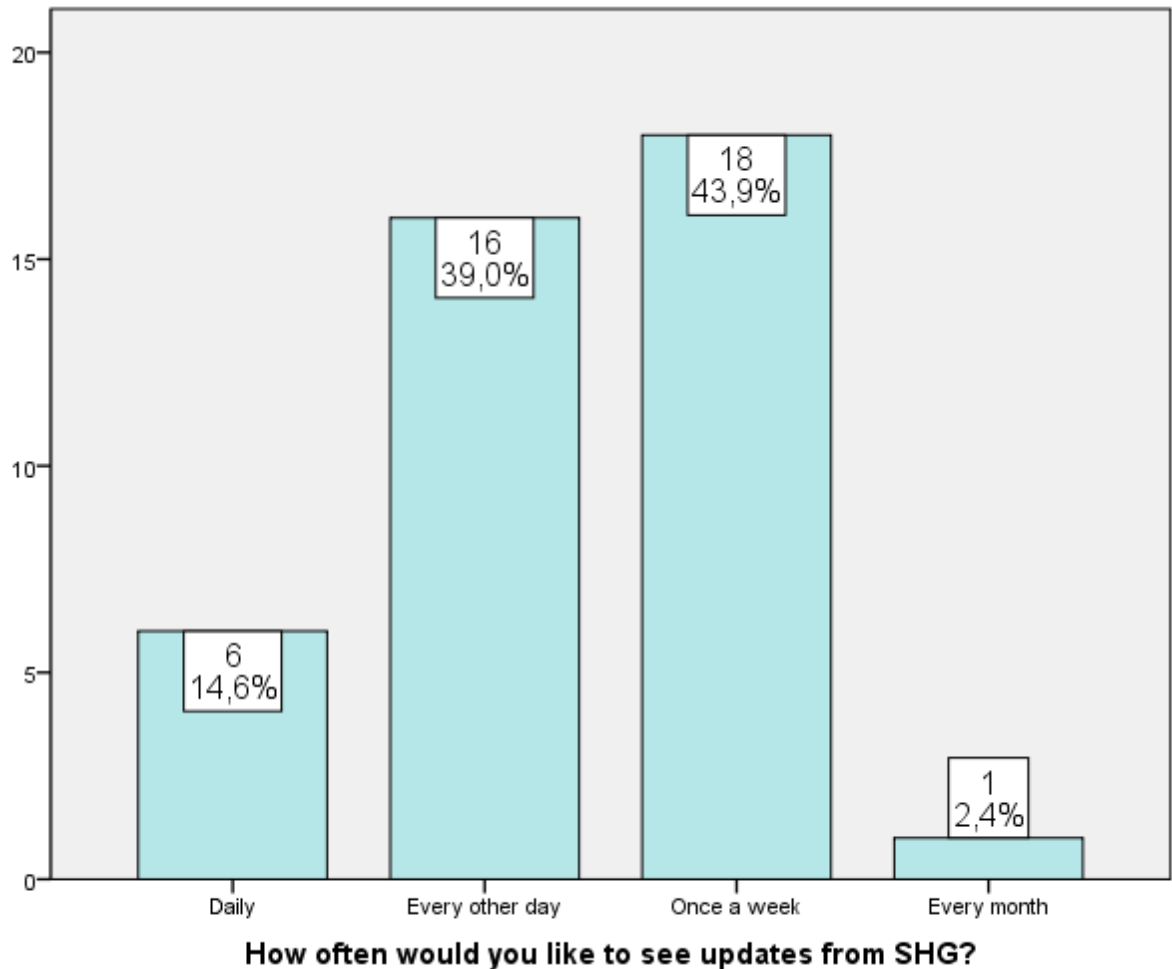
Figure 13 How often the respondents would like to see updates

As can been seen from the Figure 13 the majority of the respondents, 97.5% answered that they would like to see updates from Stronghold Gym often, which means at least once a week.
The customers do want to see updates often and this is something that should be considered when looking at the possibilities to improve Stronghold Gym's Facebook usage.

Do you think SHG's old name (Gracie Barra Finland) was better?
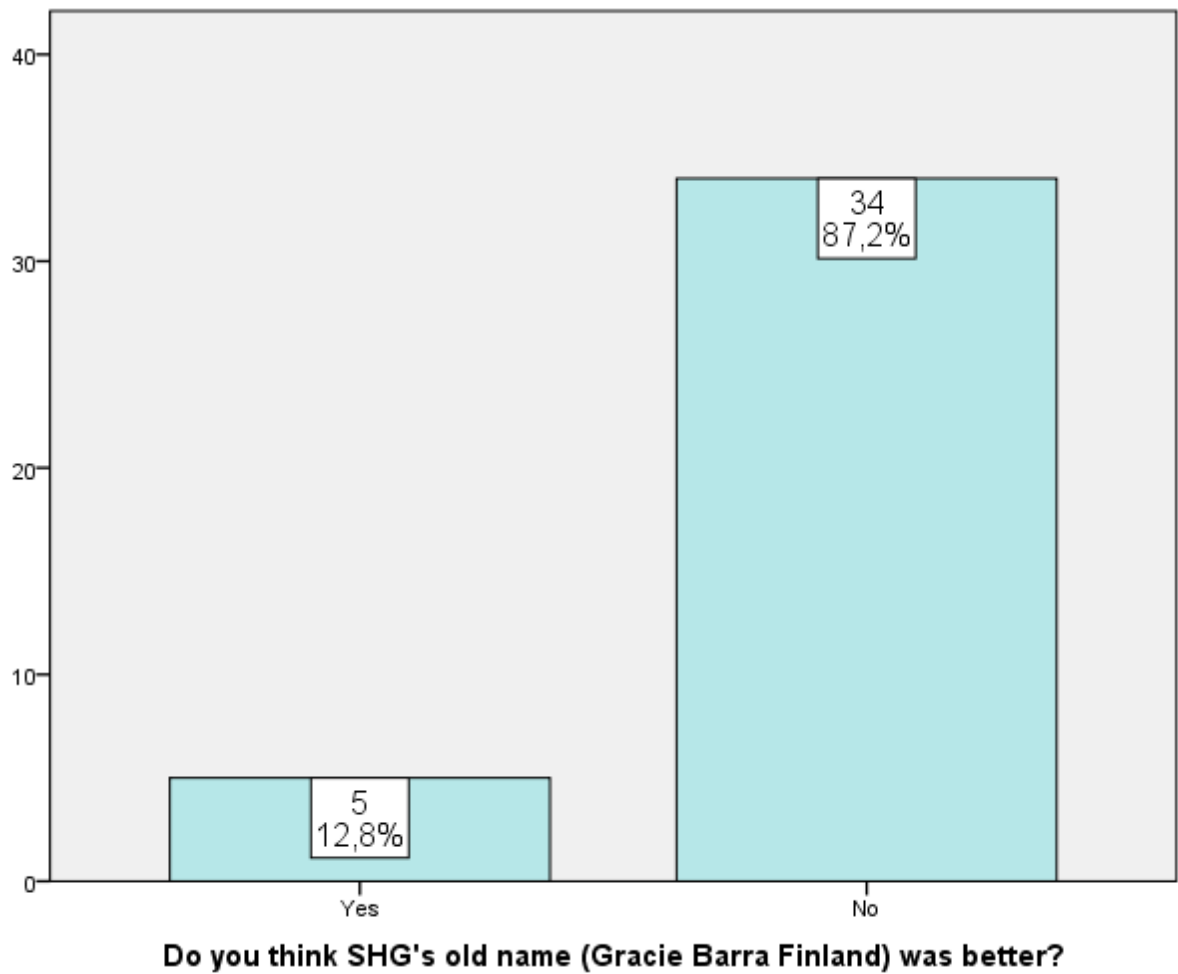
Figure 14 Respondents' thoughts about the new name

Stronghold Gym's old name was Gracie Barra Finland and as we can see, almost 90% of the respondents found Stronghold Gym better. Only 5 of the interviewees replied that the old name was better.
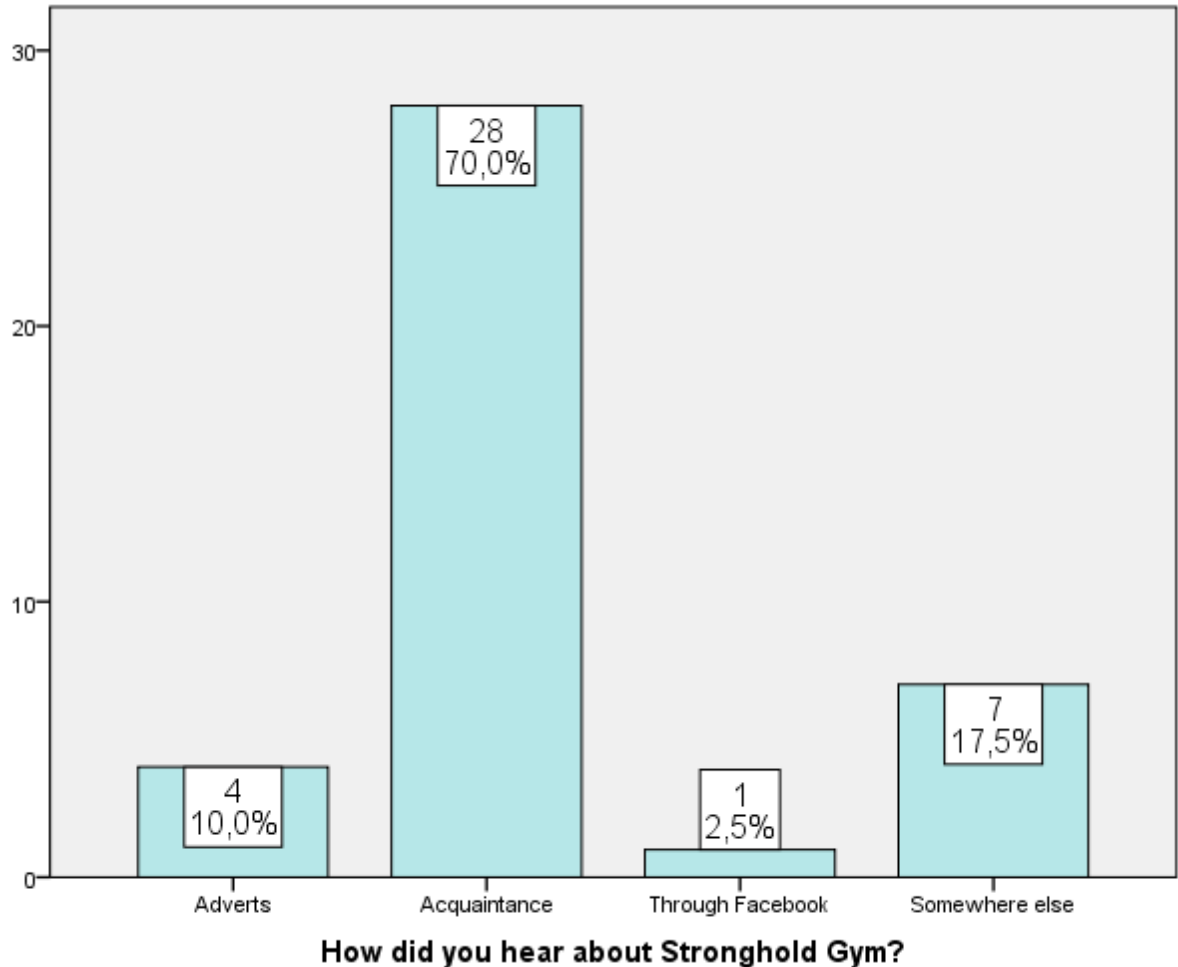
Figure 15 How did the respondents hear about Stronghold Gym

Figure 15 shoes how the respondents heard about Stronghold Gym. Over half of the respondents 70% answered that they heard about Stronghold Gym through acquaintances while only four respondents heard about the gym from adverts and only one respondent through Facebook. There was also an option to select from somewhere else. These respondents were also asked where they heard about the gym and most of them were old customers and were involved since the beginning.

In the questionnaire there were also questions related to the image of Stronghold Gym. The respondents were given a list of adjectives to pick the ones they felt that described Stronghold Gym the best.
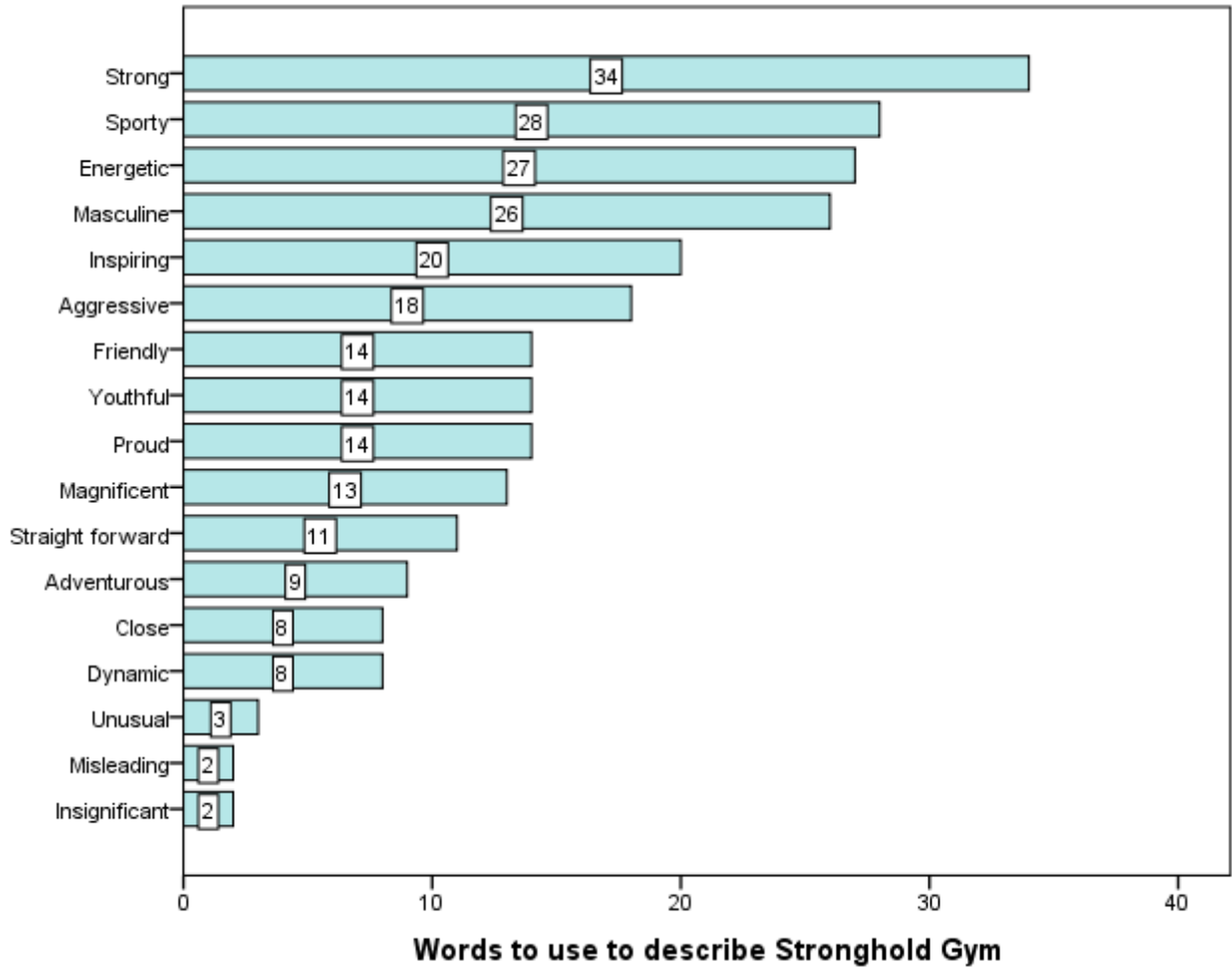
Figure 16 Words used to describe Stronghold Gym

From Figure 16 it is easy to see the most popular adjectives that the respondents chose to describe Stronghold Gym. Words "strong" and "sporty" were the most popular choices that the respondents chose. Also words like "masculine" and "energetic" were mentioned quite often.

6 CONCLUSIONS OF THE QUESTIONNAIRE

There were few main issues that came up in the survey which could improve Stronghold Gym's Facebook usage.

6.1 Advertising

It was asked how the respondents found out about Stronghold Gym, over 70% heard about it from their friends or families. Only 4 of the respondents actually found out about Stronghold Gym from advertisements. Instead it is clear that majority of the customers have been introduced to Stronghold Gym by their acquaintances and this could be used to gain new customers.

The old fashioned advertisement should not be ignored completely since there will always be a certain amount of people who do not use social media this way so it is important to reach out to these people as well. Creating advertisements in local newspapers would be an option to try to reach potential customers outside. Also handing out flyers to different locations can attract new customers.

As such a minority of the respondents found out about Stronghold Gym through advertisements, it should be considered whether there is not enough advertisements on other places than Facebook, or hasn't it been very effective.

Also Facebook can be used to market Stronghold Gym to those customers who are heavy users of Facebook. As mentioned earlier in this research, word-to-mouth plays an important role in Facebook; people talk and like to recommend things to their friends

Sharing images about new courses is very effective on Facebook and this is something that Stronghold Gym has already been doing. Customers who enjoy their services are more than happy to share the adverts to their friends. This is a very good way to promote the business.

Also being active in Facebook is the key. Sharing and promoting Stronghold Gym is more likely to attract more customers than waiting for the customers to find it themselves.

Like it has been mentioned earlier, this is completely free except it takes time and effort to establish.

6.2   Customer loyalty

An interesting factor was also discovered during the survey. Over half of the respondents, almost 54% who answered the survey had been going to the gym less than a year. It is unclear why this was the case; the questionnaire itself did not provide any information as to why this was the case. This could be that the majority of the respondents just happened to be newly joined members, maybe the older members did not respond to the questionnaire at all for some reason. As the survey did not provide any information on the issue it is not clear why, but there is always the possibility that there is no customer loyalty. Whether this is the case or not, it will be worth in looking into customer loyalty of the customers. It might be worthwhile finding out if there is something that prevents newly joined members from becoming long-term members.

If this was proven to be the case there might be need to evaluate the newly joined members' situation. For example after completing a basic course in different martial arts, would be worth it to have another course continuing from the basics instead of putting the newly joined with the older members, who have a longer background in martial arts. Beginners might feel that it is difficult to practise with people who have been doing it for so much longer and that they are not as good as the older members. This could be a barrier for beginners to continue.

6.3   Facebook strategy

According to Brogan (2010, 253) there are few good starting points when starting to build a Facebook strategy. First thing to think about is the end

goal and then how to get there. Brogan (2010, 253) explains that the strategy is not the goal but rather a path that will take you there. First it requires thought about the goal and in Stronghold Gym's case we can think about the goals as building brand awareness and improving Facebook how to maximise the usage of Facebook.

There should be at least some type of listening plan (Brogan, 2010, 255). In Stronghold Gym's case there was a need to find out what the customers want to see on Stronghold Gym's Facebook page. Stronghold Gym should pay attention to what their customers' are saying so far. This will help to figure out what do the customers want to talk about, for example issues related to martial arts or general workout. However, if the customers are not that active themselves then Stronghold Gym should ask questions. This will also help to find out more about the customers' interests. They would every now and then post different questions to their Facebook page and this way get some answers from the customers. This is what their competitors were also doing.

The survey revealed that the majority of the respondents do not participate in the conversations that happen on Stronghold Gym's Facebook page. The reason for this was that they felt like they did not have anything to say. It is important to give them something to talk about. The survey also revealed that the customers would be interested in talking about different topics relating to sports in general and especially relating to MMA and BJJ. It was also mentioned that sharing feeling about injuries or successes would be a good topic to talk about.

There is a clear interest to participate more in the conversations but the customers just need some help in starting the conversations. Customers like to share their feeling and opinions and by helping them to do so they will feel strongly for the brand and then the company. The users will not start conversations by themselves so it is important that Stronghold Gym does that for them.

As there is a clear interest in discussing different sports related topics, need to come up with a methods on how to achieve this. If we look at the benchmarking results we can take a look on how the others achieve this. For example Dance Pit uses different methods to try to attract the followers' attention and entice them to post comments and share pictures. They post different inspirational or funny pictures and it is one good easy way to attract customers' attention. One way would be looking into the possibility of posting different type of pictures on Stronghold Gym's Facebook page. However care should be taken to avoid only posting pictures just for the sake of it. The pictures need to have some meaning and be related to topics such as general sports and martial arts. Also pictures from the actual workout sessions would be an idea. Benchmarking revealed that others do this as well, they post pictures from their courses and workout sessions to their Facebook. This would give an idea to the visitors what Stronghold Gym is about. One idea also is posting video links for example places like YouTube. It was mentioned in the survey that it would be a nice idea to see video posts about different MMA and BJJ techniques, maybe relating to techniques that have been learned in the course. Also funny or just informative videos can be a good idea to encourage customers to talk. For example posting a good video link, or just somehow funny video about a technique that will be learned later in the course could easily make people comment on it and they could see from the video what the technique is all about.

Brogan (2010, 255-256) also talks about community and neighbours in his list to starting a Facebook strategy. It is explained using a strategy that will involve different communities and gaining neighbours to benefit each other (Brogan, 2010, 255-256).

In Stronghold Gym's case this could mean seeking about different communities to promote their business. This can mean different workout and martial art forums and groups where potential customers can exist. Also as revealed in the survey, the respondents were interested in seeing adverts or promotions by affiliates. Stronghold Gym could see if there are potential companies in the area that were willing to do co-operation.

Reaching out to other companies in the area to comment and share would have good results (Brogan, 2010, 256). This co-operation could mean promoting each other and attracting new customers. It needs to be researched if there is a possibility for this kind of co-operation. This could all be done simply "liking" someone else Facebook pages. "Liking" and sharing others posts and adverts is easy to do.

The respondents also wanted to see offers on sports clothing, equipment and nutrition. This could be achieved by seeking companies that would be interested in co-operation, again to promote each other. For example, when seeing a good offer on an online store, it would be posted on Stronghold Gym's Facebook page. This is a cheap and easy way to give more information to others, it just requires time. However, it would of course be more beneficial if Stronghold Gym did co-operation with a company and they would both benefit from it, rather than promote a store that is unrelated to the business.

6.4   Stronghold Gym's image and branding on Facebook

Within the survey there were also questions about Stronghold Gym's image. The most used word to describe Stronghold Gym was "strong". Also words such as "masculine", "sporty" and "energetic" were used often. It was mentioned that when Stronghold Gym changed to their original name, what they really wanted to achieve with the name was kind of a strong fortress. Also the image they were going for was a different from other gyms in Kouvola. It was more about this tough, masculine place but where the atmosphere is also friendly and everyone is welcomed.
Judging from the survey, the image they were thinking of was achieved well. Like mentioned before, most the respondents associate the word "strong" with Stronghold Gym.

It was clear that the customer prefer the new name. They seem to think that the new name describes better all the activities that Stronghold Gym provides. Some mentioned that Gracie Barra Kuusankoski was more

focused on one specific sports activity where as Stronghold Gym describes all the activities together. Thus it is clear that the respondents are happy with the new name and the change of name was worth it.

The questionnaire has given a good idea on how the customers see perceive Stronghold Gym and now we can look at how to use Facebook more effectively to enhance their brand image.
Turner and Shah (2011, 201) talk about branding strategy in social media and what they mention first is figuring out what the brand stands for.
This was established through the questionnaire and found out the main words to describe Stronghold Gym were "strong" and "masculine".
The reason which makes Facebook so effective is that through it, it is possible to spread this brand message across to wide range of potential customers and help build more personal relationships (Turner, Shah, 2011, 202).
Building more personal, deeper relationships with the customers of Stronghold Gym and trying to acquire more customers is important. The reason to develop relationships with the existing customers is important because passionate customers will be the ones promoting company's products and services on their own time just because they value what the brand brings to them and giving these people some recognition is only going to create more positive attention to the company. (Evans, 2010, 207.) Humans like to feel important and that is why using the Facebook strategy where you listen and communicate with the customers will help to build brand loyalty.

Chernatony, McDonald, Wallace (2011, 33) explains that the reason why brands succeed is because they add to customers experiences. This is what Stronghold Gym needs to do as a brand. They want to give experiences to the customers and often they use the phrase "train hard, never quit". This is a brand message that can mean to never quit and focus hard to achieve one's personal goals. The important thing is to make the customers feel this way too.

When thinking about social media as a tool it is important to make sure that the branding message in Facebook is the same as it is on any other marketing channel or it will give mixed messages to the customer. Social media gives different weapons to the customer and the digital age gives more opportunities for feedback. But when a brand delivers what they promised, social media can also encourage the customers to share their positive feedback. (Chernatony, McDonald, Wallace, 2011, 33.) In Stronghold Gym's case where majority of the members have heard about the place from their acquaintances, this can be proven to be very beneficial. If Stronghold Gym makes sure they deliver the experiences they promise, their members will share their experiences with others in Facebook.

6.5   Focus media

Stronghold Gym should definitely focus on social media. Their presence is already good in Facebook and with a carefully planned Facebook strategy they will benefit a lot more from it. Facebook is also cost efficient as mentioned before but it is not completely free as it requires time. However they shouldn't completely ignore more traditional marketing. Like it has been discussed earlier in this thesis, it is more about the co-operation between social media and old traditional marketing that gives the best results. This is why Stronghold Gym should also focus more on different types of advertising.

One possibility would be more advertising on newspapers. Local newspapers would be a good place to start from and this way they will gain more publicity and possibly attract new customers. Recently Stronghold Gym has been mentioned in a newspaper,   which is very good publicity for them and it would be beneficial for them to keep promoting themselves with adverts.

Stronghold Gym also has been gaining publicity by attending different shows. They attended Naisten Kymppi in Kouvola in 2012 and will do again for the year 2013. They actually give demonstrations on what their different

activities are like. This is a really good way to promote themselves and they should keep seeking this kind of opportunities all the time.

7 SUMMARY OF THE THESIS AND SUGGESTIONS FOR FURTHER RESEARCH

Social media has a great impact on branding and how companies' do their business these days. Social media has become an important tool for companies' but not all companies use it as effectively as it could be used. One of my research questions was if social media will be replacing the more traditional ways of marketing. While doing this thesis I have come to the conclusion that social media alone is not sufficient enough to replace traditional marketing ways. Facebook on its own is not enough, for example advertising, it will only reach very limited amount of potential customers as not everyone is actively part of social media. When it comes to branding, the core product is needed and more value added to it. Some of this can be done online but not all of it. For example all services cannot be provided online, even though some of it already happens in social media. Social media is a great tool due to its popularity but alone it will not be able to replace the more traditional ways.
However social media combined with other channels is very effective way and more companies and organizations should realise the potential of social media.

I also looked into how social media can support branding and it is clear that social media has its benefits with supporting branding. Customers like to feel important and when they feel strongly about a brand they want to share their feelings with others. Social media provides this platform to share and communicate. With social media the communication is made easy between the customer and the company and this two-way communication will aid branding. When considering brand loyalty, this possibility to communicate will only strengthen the brand loyalty. It is easier for the customers to tell others how they feel about a brand. The social media enables the

companies to effectively promote their branding message to their fans everywhere in the world and it also provides a great way to enhance brand image and that is why the social media is such a great tool in helping with branding.

Many purchasing habits are based on emotions and like mentioned earlier, social media does affect purchasing cycle. People like to recommend products to others and social media has made this very easy to do. Because of this as well, it is clear that social media can support branding very well online. Social media combined with other branding strategies will help more companies to succeed in their branding campaigns.

For Stronghold Gym social media can offer good opportunities to work on their brand image as well as promote their business online. They can use Facebook especially to deliver the brand message they desire to their customers and keep reinforcing that image in the minds of their customers. Facebook also offers them great tools to help promote their business even more and build better relationships with their customers.

At the moment Stronghold Gym's Facebook branding is not as good as it could be. The benchmarking revealed how other companies use their Facebook pages and Stronghold Gym could learn from them. With the suggestions give in this thesis and looking at the competitors they can receive better results.

Through this thesis we have established how the customers perceive them as a brand and what kind of brand Stronghold Gym wants to represent and to reach better results, they can now promote their image through Facebook. They can promote the brand image they are seeking through the use of Facebook and this will help establish a clearer image of the brand to the customers.

Stronghold Gym should also consider developing deeper customer relationships with their customers by using Facebook. As the communication has been made easy with Facebook, Stronghold Gym should use this as a tool to communicate with the customers and thus creating customer loyalty with their existing customers and attract new

ones. With the ideas given in this thesis, Stronghold Gym can improve their Facebook branding.

This thesis revealed that further studies on certain issues are possible. It was found from the questionnaire that majority of the respondents were quite newly joined members and the questionnaire on its own did not provide any information on solving why there were so few long-term members. As mentioned this can be just coincidence that the respondents happened to be newly joined members who have been attending the gym only for a little while or that something could be done to improve the customer loyalty. Therefore another survey could be conducted to find out more about the customer loyalty and how to establish more long-term relationships with the customers. Further research would definitely help to define whether this all was just a coincidence or not.

Also further studies in advertising could provide more information about how well the advertising is working. Since now majority of the customers found out about Stronghold Gym through a friend instead of advertisements there is a possibility to look further into best possible ways to advertise Stronghold Gym.

8 LIST OF REFERENCES

Agresta, S, 2010, *Perspectives on Social Media Marketing,* Boston, USA
http://site.ebrary.com/lib/kyam/Doc?id=10412049&ppg=29.

Barefoot, D, Szabo, J, 2009, *Friends with Benefits: A Social Media Marketing Handbook*, No Starch Press, San Francisco, CA, USA.

Brogan, C, 2010, *Social Media 101, Tactics and Tips to Develop Your Business Online*, John Wiley & Sons, Hoboken, New Jersey.

Chernatony, L, McDonald, M & Wallace, E, 2011*, Creating Powerful Brands,* 4th edn, Butterworth-Heinemann, Oxford, Great Britain.

Davis, M & Baldwin, J 2005, *More than a Name : An Introduction to Branding,* AVA Publishing, London, Great Britain.

Economist Books, 2003, *Brands and Branding*, Profile Books, London, Great Britain

Evans, L 2010, *Social media marketing: strategies for engaging in Facebook, Twitter & Other Social Media*, Que Publishing,

Isokangas, A & Vassinen, R 2010 *Digitaalinen jalanjälki*, Talentum, Helsinki.

Jobber, D, 2010 *Principles and Practice of Marketing,* 6th edn, McGraw-Hill Education, Maidenhead, Berkshire, Great Britain.

Juslén, J 2009, *Netti mullistaa markkinoinnin: hyödynnä uudet mahdollisuudet*, Talentum, Hämeenlinna.

Karjaluoto, H 2010*, Digitaalinen markkinointiviestintä: Esimerkkejä parhaista käytännöistä yritys- ja kuluttajamarkkinointiin*, WSOYpro, Jyväskylä.

Keller, K 2003, *Strategic brand management*, 2dn edn, Prentice Hall, Upper Saddle River, New Jersey.

Sexton, D, Trump, D, 2010, *Trump University Branding 101 : How to Build the Most Valuable Asset of Any Business,* Wiley, Hoboken, NJ, USA.

Smith, P.R, 2011, *Marketing Communications: Intergrating Offline and Online with Social Media,* 5th edn, Kogan Page Ltd, London, Great Britain.

Treadaway, C & Smith, M 2010, *Facebook marketing: An hour a day,* Wiley Publishing, Indianapolis, Indiana.

Turner, J & Shah, R 2011, *How to Make Money with Social Media: An insider's guide on using new and emerging media to grow your business*, Pearson Education, Upper Saddle River, New Jersey.

Young, A 2010, *Brand media strategy: integrated communications planning in the digital era,* Palgrave Macmillan, New York, U.S.

APPENDIX

Seuraatko Stronghold Gymiä Facebookissa?

Kyllä   2. En

Jos vastasit en, niin miksi et? _____ ..

Siirry kysymykseen 11 jos vastasit en yllä olevaan kysymykseen

Asteikolla 1-5 mitä mieltä olet seuraavista asioista liittyen Stronghold Gymin Facebook sivuihin?

	Erittäin huono	Erittäin hyvä
Kuvien käyttö	1 2 3 4 5	
Sisällön kiinnostavuus	1 2 3 4 5	
Keskustelut	1 2 3 4 5	
Uutiset ja yleiset päivitykset	1 2 3 4 5	
Kuvien ja videoiden jakaminen	1 2 3 4 5	
Sisällän informatiivisuus	1 2 3 4 5	

Oletko samaa mieltä seuraavien väittämien kanssa 1 Täysin eri mieltä 5 täysin samaa mieltä

Stronghold Gymin Facebook sivu on kiinnostava	1 2 3 4 5
Seuraan mielelläni Stronghold Gymin postauksia	1 2 3 4 5
Stronghold Gymin Facebook sivulla ei tapahdu mitään	1 2 3 4 5

Strongholdin Facebook antaa paikasta huonon kuvan   1 2 3 4 5

Haluan saada tietoa uusista kursseista Stronghold Gymin Facebook sivun kautta 1 2 3 4 5

Haluan löytää kaikki uudet ilmoitukset ja tiedotteet Facebookin kautta   1 2 3 4 5

Kuinka kiinnostunut olisit näkemään seuraavia asioita Stronghold Gymin Facebook sivuilla asteikolla 1 en lainkaan kiinnostunut, 5 erittäin kiinnostunut?

Uutiset   1 2 3 4 5

Videot/kuvat   1 2 3 4 5

Arvontoja/kilpailuja   1 2 3 4 5

Yleistä keskustelua   1 2 3 4 5

Harrastusvinkkejä   1 2 3 4 5

Ammattilaisten haastatteluja   1 2 3 4 5

Jotain muuta, mitä? _____   1 2 3 4 5

Olisitko kiinnostunut näkemään Stronghold Gymin Facebookin sivuilla eri yhteistyö kumppaneiden ilmoituksia?

                    Kyllä   2. En

    Mistä yhteistyökumppaneista olisit kiinnostunut esim. vaatteet?_____

    Mikä on mielestäsi tärkein asia Facebook sivuilla?

    _____

Kuinka usein haluaisit nähdä päivityksiä Stronghold Gymin Facebook sivuilla?

Päivittäin   2. Parin päivän välein 3. Kerran viikossa   4. Kuukausittain

Osallistutko usein keskusteluun Stronhold Gymin Facebook sivuilla?

Kyllä   2. En   Miksi et? _____

        Mistä asioista haluaisit keskustelua_____

Millaisilla adjektiiveilla kuvailisit Stronghold Gymiä nimen perusteella?

_____

Mitkä seuraavista kuvaavat mielestäsi parhaiten Stronghold Gymin imagoa? Voit valita useita

Dynaaminen

Miehekäs

Ystävällinen

Seikkailullinen

 Suoraviivainen

Vahva

Innostava

Epätavallinen

Harhaanjohtava

Energinen

Ylpeä

Outo nimi

Nuorekas

Tavallinen

Mahtava

Läheinen

Aggressiivinen

Urheilullinen

Mitäänsanomaton

Jokin muu, mikä? _____

Oliko Stronghold Gymin entinen nimi (Gracie Barra Kuusankoski) mielestäsi parempi kuin nykyinen?

        Kyllä   b. Ei

        Jos vastasit kyllä niin miksi? _____

Mitä mieltä olet seuraavista väittämistä koskien Stronghold Gymiä? 1 täysin eri mieltä, 5 täysin samaa mieltä

Stronghold Gymille on helppo tulla vaikka vasta aloittaisi treenauksen	1 2 3 4 5
Naisten on myös helppoa tulla salille	1 2 3 4 5
Salin ilmapiiri on ystävällinen ja joukkoon on helppo sopeutua	1 2 3 4 5
Saan tarpeeksi tietoa Stronghold Gymin kursseista ja muista tiedotteista	1 2 3 4 5
Saan apua ja neuvoja tarvittaessa	1 2 3 4 5
Stronghold Gym on paras kuntosali Kouvolassa	1 2 3 4 5

Mitä kautta kuulit Stronghold Gymistä?

        Mainoksista

        Tuttavilta

        Facebookin kautta

Muuta kautta, mitä? _____

Taustatiedot

Mies   2. Nainen

Ikä _____

Asuinpaikka

     a) Kouvola (vanha Kouvola)
     b) Valkeala
     c) Kuusankoski
     d) Muu, mikä?

Kuinka kauan olet käynyt salilla?

_____

What is the most important thing on a Facebook page?	
aikataulumuutokset, ilmoitukset	1
aktiivisuus	1
aukioloajat ja ajo-ohjeet	1
että uutiset ovat tuoreita	1
ilmoitella tapahtumista ja reeniaijoista yms reenaamiseen liittyvästä	1
informaatio	2
Informaatio tulevista tapahtumista tai muutoksista vakio vuoroihin.	1
informatiivisuus ja hauskat jutut	1

kiinnostavauus, keskustelut	1
kiinnostavuus, keskustelu	1
muutoksista tiedottaminen	1
nopeus tiedotuksessa	1
Ottelutukokset ja muutokset aikatauluissa	1
selkeys	1
selkeys, tieto löytyy helposti	1
Stronghold Gymillä tapahtuvista tapahtumista tiedottaminen	1
tapahtumat/uutiset/muutokset	1
tiedottaminen eri asioista	1
Uutisten ja tulevien tapahtumien nopea jakaminen sekä kuvien jako seminaareista ja treeneistä.	1
Yhteiset asiat, kaverit	1

What kind of affiliates would you be interested in?	
Esim. liikunta muotoihin liittyvät vaatteet, lisäravinteet ja muut	1
firmat jotka tarjoavat: treeenivaatteita, lisäravinteita	1
Kamppailulaji tarvikkeita, vaatteita ja lisäravinteita.	1
Kamppailuvarusteet/vaattet	1
lisäravinteet, otteluvarusteet, vakuutusyhtiöt	1
Luontaistuotteet/tuotteet jotka tukevat kiinteytymistä ja tuloksien saavuttamista	1
Paikallisten yritysten tarjouksista seuran jäsenille, treenivaatteet, lisäravinteet jne.	1
tarjoukset lajiin liittyvistä varusteista	1
vaatteet välineet	1
Vaatteet, tarvikkeet ym. asiaan liittyvä	1
vaatteet, kamppailuvarusteet ja mahd.ravinteet ylläripylläri	1
vaatteet, muut urheiluun liittyvät asiat	1
vaatteet, varusteet, välineet, lisäravinteet	1

What kind of adjectives would you use to descripe SHG's name?	
bodari	1
epäkäytännöllinen	1
homo eroottisena	1
hyvin miehekäs	1
Kova, asiallinen ja osaava	1
Kovaa treenaavien Sali, jossa ei anneta yhtään periksi.	1
luotettava	1
maskuliininen	1
maskuliininen, moderni	1
monipuolinen, urheilullinen	1
Raaka (hyvällä tavalla), ammattimainen	1
Tervehenkisen vittuilun ja hyvän mielen mekka! Paikka jossa tehdään pojista miehiä ja miehistä marjanpoimijoita, ennen kaikkea tytöistä poikia. Paikka jossa huumorilla on iso rooli! (Rehellisesti: Voimakas Vahva Turvallinen) PS: Stronghold Gym on Kouvolan paras kampailusali_ perinteisistä kuntosaleista paras on kuitenkin Kuntokeskus Ykkönen.	1
tukikohta	1
vahva	2
vahva innostava	1
vahva ketterä	1
vahva äijämäinen	1
Vahva, keskittynyt, vakavasti otettava	1
Vahva, tehokas ja raaka!	1

Vaikea, suuri	1
voimakas ja motivoitunut yhteisö	1
voimakas, viileä	1
ylpeä, vahva, yhteisömäinen.	1
äijämäinen, voimakas, asenteikas, juntti	1