

Final Thesis

Effective Social Media Marketing and Content Marketing Influence Customer Awareness and Interest in Bakery Industry

The Case Study of Royal Bakery



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ABSTRACT

The study attempts to gain insight into the social media and content marketing, which can influence a brand's presence among social community and methods that can increase customer awareness. As the end result, the author is proposing valuable recommendations on utilizing social media and determining content idea types effectively to the case company.

For raising customer awareness, the case company's online channels are not comprehended properly to utilize their potential effectively.

Secondary and primary data were applied to this study for further understanding of the case company. Secondary data was collected primarily from e-books, published books and online academic writing. Primary data was gathered by organizing interviews with the founder of Royal Bakery. In addition, customer survey was conducted via online and paper form with 200 participants.

The study reveals the deficiency of social media and business website of Royal Bakery. The research suggested that the case company should put more effort into updating customers on information related to its products and businesses.

It is expected that company's website can be developed with new customer interaction sections, improve the promotion strategy on Facebook as well as go beyond social media channels.

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1 INTRODUCTION

Over the past years, social technologies have been developing exponentially on a mass scale. The virtual world is penetrating into the current society and becoming the most crucial and inseparable practice among daily life activities. Because of this intensive growth and expansion, many perspectives among human livings are driven to change and improve accordingly.

Business is one of the fields that proactively attempt to adapt this on-going social technological development. Throughout the years of adaptation, social media has become an instrument for business to approach a large amount of consumers and increase their awareness. In addition, the concept of content marketing is also progressing and having strong connection with social media. In other words, it contributes to the process of capturing customer awareness and building interest in multiple digital channels.

This thesis is concentrating on the utilization of social media channels and content ideas for marketing purposes and these concepts are applied to a case company, which is located in Tampere, Finland, preferred to Royal Bakery. The thesis topic is “Effective social media marketing and content marketing influence customer awareness and interest in bakery industry”.

The author is interested in gaining insight into the ideas of the Internet marketing, the application of social media channels and content marketing to business-to-business and business to customer. In addition, Finnish cultural characteristics will be mentioned and analysed in this study as one of perspectives to reflect customer behaviours towards social media usage. The author will further investigate the importance of comprehending different cultures and their impacts on habits and purposes of using social media. Moreover, the study will strive to answer the proposed research question: “How can Royal Bakery utilize social media channels and content marketing effectively in order to increase customer awareness and interest?”

1.1 Objectives of Thesis

The thesis concentrates on the process of increasing business visibility on Facebook and related online channels at Royal Bakery. There are three main objectives that the author strives to achieve in this project.

Firstly, the author investigates the current online marketing practices of the case company in order to notice ongoing issues and detect potential challenges. The focal point of this project is the company's visibility on Facebook and related channels.

Secondly, with the collected data and researches, the author is going to apply appropriate and relevant academic knowledge to suggest particular improvement and further development to Royal Bakery. The suggested applications are going to be adjusted or modified by the company.

Lastly, in order to gain an objective perspective, the author is going through the evaluation process to reflect advantages and disadvantages of each suggested application. Although there might be potential challenges lie in applications, the benefits that it could bring to Royal Bakery are considerable.

Questions need to be answered in the thesis:

- What is the relationship between social media and customer?
- What kinds of content idea that should be chosen for promoting business and products?
- What are activities should be implemented on Facebook to increase online business visibility?
- What are Facebook common mistakes that affect the company's online visibility?

The final outcome of thesis is to assist the Royal Bakery's founder in understanding the Internet based business and methods of utilizing social media channels.

1.2 Thesis Structure

There are six main chapters covered in this thesis. The first chapter is about introduction, which includes information related to topic, research question and objectives of thesis. Furthermore, it briefly explains the essential of the study research. The second chapter describes the theoretical framework, deepening academic knowledge, which is considered to be relevant with the research. After discussing about theory, the third chapter goes into detail of research process by presenting types of methodology and data used for analysis. In the fourth chapter, it indicates Royal Bakery's activities on Facebook and related online channels as well as challenges that the company is confronting. The chapter goes further into analysis based on collected information through survey. Graphs and explanations are included in this chapter for further understanding.

The fifth chapter contains recommendations and suggestions, which are considered to be beneficial to the business. Final, the author sums up the thesis with evaluation chapter. In this chapter, the author evaluates the researching process, pros and cons of recommendations.

2 THEORETICAL FRAMEWORK

In this chapter, theories related to the Internet and particular marketing concepts are presented to serve the purpose of providing a general picture of modern marketing, the Internet's role in the process of adapting constantly changing market and operating businesses. Furthermore, cultural theories as well as business-to-business and business-to-customer are discussed to support further investigation of this study.

2.1 The Modern Marketing and the Internet

According to Houston (in Chaffey et al, 2000:5), in order to explain the concept of modern marketing, two meanings of modern management, which are "The range of specialist marketing functions" and "An approach or concept that can be used as the guiding philosophy", are integrated. It is suggested that the marketing covers a number of organizational functions and processes, which concentrates on the demands of target market and the delivery of products and services. In addition, Jaworski and Kohli (in Chaffey et al, 2000:5) stated that it is essential that organizations are committed to the market or customer orientation in modern marketing. In other words, companies need to organize and direct activities that can meet customer needs. Furthermore, it insisted that processes influence significantly on an ability of serving customer's demands (Chaffey et al, 2000:5)

The Internet marketing, which is also preferred to the Internet-based marketing, is described as the application of digital technologies, which assists organizations in attaining marketing objectives and becomes an essential part of modern marketing. It is discussed that the Internet is utilized radically for supporting a wide range of organizational functions and processes. Also it is considered to be an influential communication tool, which is able to combine various functional parts within an organization. Additionally, the Internet is seen as a marketing support tool for its ability to manage information effectively and efficiently (Chaffey et al, 2000:5)

2.1.1 The Relationship Between the Internet and the Marketing Mix

Marketing mix is suggested to be an essential and crucial element of marketing strategy. The current marketing mix model draws a simple framework to describe different elements of a product and their influences on the demands towards the product. At present, the Internet delivers opportunities to marketers so that they can utilize marketing mix differently and innovatively. (Chaffey et al, 2000:40)

Using the Internet to vary the marketing mix					
Product <ul style="list-style-type: none"> • Quality • Image • Branding • Features • Variants • Mix • Support • Customer Service • Use Occasion • Availability • Warranties 	Price <ul style="list-style-type: none"> • Positioning • List • Discounts • Credit • Payment methods • Free or value-added elements 	Promotion <ul style="list-style-type: none"> • Marketing communications • Personal promotion • Sales promotion • PR • Branding • Direct marketing 	Place <ul style="list-style-type: none"> • Trade channels • Sales support • Channel number • Segmented channels 	People <ul style="list-style-type: none"> • Individuals on marketing activities • Individuals on customer contact • Recruitment • Culture/image • Training and skills • Remunerations 	Processes <ul style="list-style-type: none"> • Customer focus • Business-led • IT-supported • Design features • Research and development

The model above gives a description of how to vary the elements of the marketing mix by using the Internet. Clearly, there are two more substance elements added to the chart, which are people and processes. These marketing mix elements are presented as follow:

Product

Product is considered to consist of various features such as customer service or brand values. By using the Internet, new information can be updated and provided to customers. Additionally, market or product information can be approached through subscription (Chaffey et al, 200:41)

Price

It is suggested that by using the Internet as a retail sales channel, the price of product can be reduced because the number of items and the expenditure on traditional distribution channels can be lessened. Otherwise, on the assumption of maintaining a particular price point, the enterprise can approach a lower cost method to raise the profitability (Chaffey et al, 2000:41)

Promotion

The Internet is perceived as a tool to offer multiple ways of communicating and marketing communication channels. Specifically, consumers can be informed with information related to product such as its benefits and supported in the decision making process. Furthermore, the Internet also contributes to promotion activities, which are sale promotion, advertisements, direct marketing and PR (Chaffey et al, 2000:41)

Place

It is presented that the Internet creates a new sales distribution channels by comprehending electronic commerce (Chaffey et al, 2000:41)

People

One of the advantages in using the Internet is assisting the enterprise with recruiting quality employees (Chaffey et al, 2000:41)

Processes

The Internet can be combined and integrated with various marketing processes to achieve success in marketing. And these processes can be tele-marketing, direct marketing and many other processes of value chain (Chaffey et al, 2000:41)

2.2 Content Marketing

It is mentioned that there are different definitions related to content marketing and each of them suggests various focused areas. According to Pulizzi and Barrett (in Holliman and Rowley, 2014:271), who presented the first notion of content marketing, it is defined as “the creation and distribution of educational and/or compelling content in multiple formats to attract and/or retain customers”.

2.2.1 Objectives

Objectives of content marketing, which are suggested by Rose and Pulizzi (in Holliman and Rowley, 2014:273), share similarities with the ones in social media marketing in small and medium-sized B2B enterprises. The objectives concentrate on brand awareness, lead transformation and nurturing, customer transformation and services, passionate buyers and subscribers. Furthermore, it is indicated that trust is an essential and crucial factor, which can influence on the success of content marketing. Peppers and Rogers (in Holliman and Rowley, 2014:273) stated that there are four primary components can be approached to build and enhance trust, which are shared values with customers, interdependence in the relationship with customers, “quality communications and non-opportunistic behavior”.

2.2.2 Content Marketing Strategy

According to Lee (2012:55), an effective and successful content marketing plan is the one that can deliver considerate content to target audiences and reach certain outcomes. It is indicated that there are six steps that can be considered as planning a proper content marketing plan.

Objective

Defining a specific goal, especially an ultimate goal, is always crucial as planning a content marketing. Goals can consist of growing a number of sales, increasing social engagement and search traffic. By identifying particular objectives, an organization can go beyond any marketing channel (Lee, 2012:56)

Audience

It is essential for organizations to stay active in researching customers in order to identify customer segment and develop profiles, which reflect a consistent characteristics. This research can reveal features of personas that are suitable with an “optimize and socialize” content strategy (Lee, 2012:56)

Content Plan

By fathoming the customer’ needs and identifying specific goal, transparent and appropriate content mix, topics and expected outcomes can be defined within a content marketing plan and applied in the buying cycle (Lee, 2012:56)

Promotion

It is insisted that a planned promotion for the content is essential for approaching end users and influencers, who can assist in increasing new and appropriate customers exponentially by spreading brand messages. Additionally, it is mentioned that “One of the fringe benefits of promoting useful content are links” (Lee, 2012:55&56)

Engagement

Through the performance of listening, participating and sharing contents, marketers are able to grow social presence, network and communities. Additionally, they can reach further investigation towards future content developing, advocacy operation and sharing behaviors strengthening (Lee, 2012:56)

Measurement

It is discussed that organizations need to evaluate particular aspects to gain insight into the current situation and develop future content marketing strategy. Furthermore, these aspects concentrate on the usefulness of content towards audiences, expected behaviors driven through interactions, business outcomes achieved through content marketing efforts (Lee, 2012:56)

2.2.3 Content Idea Types

There are particular content idea types that organizations can consider to optimize content marketing platform.

Frequently Asked Questions (FAQs)

This content type is considered to be a must for all business, products and services, which are having operations on the Internet. By designing a FAQs section on a website, enterprises have opportunities to provide useful information related to products and services to customers. Particularly, they provide answers about commonly asked questions and there are sources for content of FAQs such as answer sites, forums and common questions. Additionally, customers can also propose questions that are not covered on the company's websites. Also it is mentioned that FAQs is both provided advisory service and search tool, which means that customers enter their commonly asked questions related to business in the search box (Rob, 2012:114)

Tips

This type is applied if an organization's goal is to sharing and delivering useful knowledge and insight into particular area of profession, it can choose to provide tips and helpful advices for increasing its presence among communities. Furthermore, it can utilize various alternatives to convey its messages such as texts, images and videos. Also it is emphasized that "helpful tip lists are good share bait" since it is able to increase the social traffic and encourage social communications between audiences and businesses (Rob, 2012:115)

Stories of Anecdotes

It is insisted that sharing business experiences is a potential content idea type. Enterprises can develop and strengthen their relationships with customers by presenting a particular topic or issue with illustrations and experiences. Moreover, there are multiple mediums for sharing stories and delivering experiences such as blog post, popular social media channels or webinar live presentations (Rob, 2012:115)

Images and Image Channels

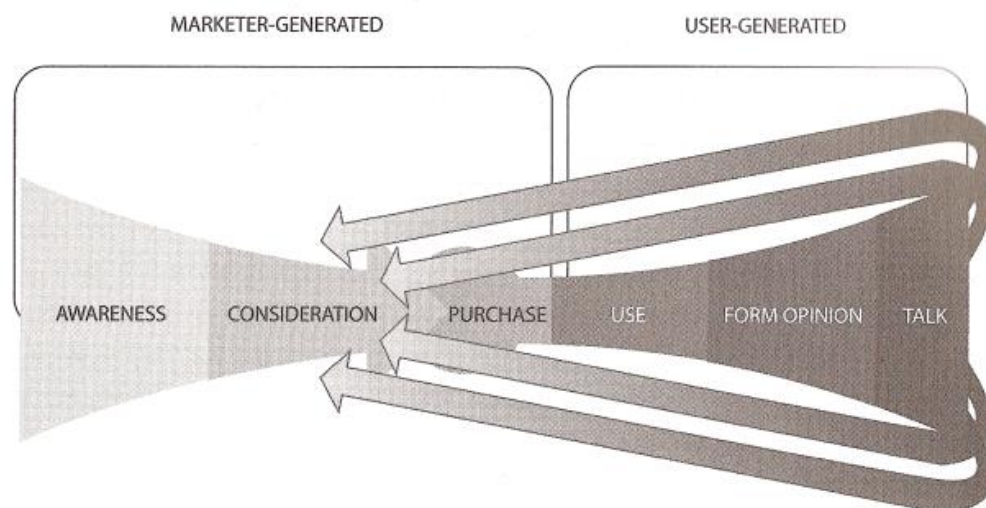
Photo sharing is considered to be popular and regular activities within social communities and fit to any businesses. Furthermore, image is considered to be a regular features and components on various types of blog post. There are particular sharing channels that marketers can showcase their portfolios such as Flickr or SmugMug. Also, they can create and design their own galleries on websites or blogs. It is stressed that customers are always appealed with topics that related to themselves. Therefore, in order to boost the attention from customers, they can present customer event and bring up their subjects and own address information (Rob, 2012: 119)

2.3 Social Media Marketing

In order to describe the role of social media related to solving problems in marketing, Bodnar and Cohen (2012:9) stated that “it is one piece of a well-planned and executed inbound marketing strategy that is tightly aligned to business objectives.” It is insisted that social media marketing can only be applied effectively and efficiently when the marketers comprehend how crucial it is to integrate email marketing, event marketing, pay-per-click advertising and other marketing methods (Bodnar and Cohen, 2012:9)

2.3.1 The Social Feedback Cycle

Evans & McKee (2010:4) mention that there is a growth in digital communication tools, which offers a wide range of activities such as sharing ideas, publishing contents and offering recommendations to each other. The continuous change in the pattern of exchanging information, consumers tend to be unsatisfied with the advertisements and promotions, which are solely sources of information of products and services. Particularly, the features of social media have been altered and utilized as a tactic for consumers to share their direct experiences with brands, products, services. Additionally, these shared information is considered by other consumers and they research these experiences before making any purchase decisions.



The above graph describes the “classic purchase funnel”, which related to social media and “digital word-of-mouth”. This loop shows the process of consumer experiences towards products, which starts with expectations and then moves to rating and to sharing their actual and direct experiences. Apparently, this process becomes the most crucial part of every purchase decision. It can be seen that consumers are establishing networks and connections with others to obtain information in order to make smart decision in purchasing. These new sources of information are integrated with traditional media channels and participate in the overall marketing mix (Evans & McKee, 2010:5)

The social feedback cycle reflects the effects of the Internet based publishing and social media technologies, which influence the connection between consumers among businesses. This new social connection can be applied in various business platforms such as business to consumer, business-to-business and also consumer to consumer. The most significant feature of this cycle is the widespread information. Compared to the past that information was only shared among particular social groups, the current situation shows completely opposite. In other words, information is shared on large scale and easy to access by anyone. Apparently, the auto sale process is developing through self-publishing, which can be conducted through various tactics such as blog posts, photo sharing and video uploads. Those activities related to rating, previewing and video sharing influence significantly on social media approaching methods among enterprises and organizations (Evans & McKee, 2010:6)

2.3.2 Social Media and Customer Engagement

According to Evans & McKee (2010:11), the idea of engagement is defined as the participation of customers and stakeholders on social media channels instead of being solely viewers. During the process of engagement, it is important to involve strongly customer’s participation in conversations, where they are willing to use time and energy to participate and deliver particular impact on a business. The objective that marketers wish to achieve through conversations is to investigate customer interest towards their products or services. The social feedback cycle describes the sale process where customer conversations move into the purchase cycle in the phase of consideration.

Based on the cycle, it is implied that customers play a significant role in the marketing department and influence on the foundation of enterprises and organizations.

It is discussed that customers become more and more knowledgeable about their needs and express it vocally. Additionally, they are willing to share their direct experiences with others concerning products and services. Importantly, they are now able to observe the operation of business and industry as well as require organizations to meet their expectations. Therefore, enterprises need to be prepared for listening, engaging, comprehending and reacting actively through conversations.

By proactively engaging with customers, they can coordinate the performance of products and services in order to satisfy the customer's needs and encourage them to share their "delight" through social media. However, marketers need to be careful and aware of sharing contents, which can consist of negative feedbacks and conversations. Particularly, it is essential for organizations to engage, understand and respond to the errors. Additionally, they are expected to give a proper apologize for the faulty aspects and attempt to correct issues (Evans & McKee, 2010:12)

2.3.3 Social Media Marketing Strategy

According to Lee (2012:61), whether a company proceeds social interaction with social contents or target audiences to define methods for achieving goals, it is emphasized that brand involvement in social media channels is expected by consumers. Additionally, it is crucial to identify which approach that the company decides to follow. Particularly, the following discussion reveals specific path, which can approach social media marketing effectively.

Objectives

There are noticeable benefits that social media can offer such as raising brand awareness or influencing on a number of sales. Importantly, this medium should also be utilized for external communication purposes (Lee, 2012:61)

Listening

It is suggested that listening is a crucial factor that can encourage continuous involvement and engagement in social media. Indeed, it is essential to establish a record system which discloses conversations related to customer experiences. Additionally, based on collected data, business can contemplate and adjust its goals (Lee, 2012:61)

Audience

It is important to experience the process of fathoming customers' needs and desires in order to maintain their attention towards a company. There are particular questions that the company needs to ask and solve, which are: Are customer active on social network and which channels they are using? What are their activities? What are topics that they are discussing about? Who has the influence on the topic that related to the company? What is the result of customer research?

Does the research uncover the pattern of social participation, certain behaviors towards particular contents, the consumption and sharing patterns among target consumers and audiences? (Lee, 2012:61)

Participation and Content

Following the customer research process, which provide insight into the target audiences and influencers on social media channels, the enterprise needs to determine which channels are suitable to sharing contents, engaging audiences and increase its presence. There are particular channels suggested such as Facebook, Twitter, Blogging and Google+ to raise the awareness among community. However, it is insisted that the organization should move further the popular channels and inspect areas that are less noise and strong influence on target group. Particularly, it is essential to distribute a certain amount of times for experimenting other alternatives and delivers the ability of innovation for community growth purpose (Lee, 2012:61)

Measurement

It is considered to be necessary to measure brand social media participation for evaluating the performance of key indicators such as fans, friends and comments. Also business performance and outcome are considered for measuring and it concentrates on particular aspects such as network growth, intensity of engagement and sales. There is a wide range of mediums for measuring purposes. The organization can utilize Trackur or Radian6 to examine the influences on conversations of social content or approach specific social media marketing management alternatives such as Awareness, Vitruve and Hootsuite for controlling and managing social content promotion. Moreover, Google Analytics can be applied as a web analytical medium to measure sourced traffic and customer engagement on websites (Lee, 2012:62)

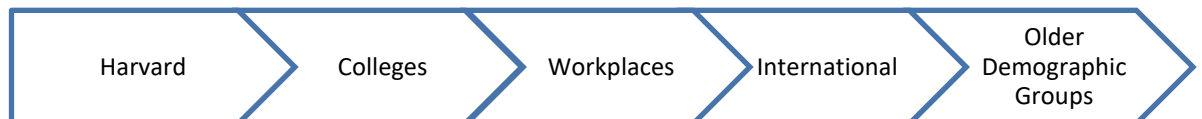
2.3.4 Social Media Channels

According to Stelzner (2011), a high rate of companies utilizes social media as a marketing tool, which is particularly 93%. There are three main channels that are used for online marketing purposes, which are Facebook occupied 92%, Twitter 84% and LinkedIn 71%. Other common channels include Blogs, YouTube, Forums, Foursquare, MySpace and Social Bookmarking, which are also applied to approach more audiences.

Facebook – A marketing tool

From the beginning, Facebook was invented to help people in college environment seek individual or group who share similar interests and increase the connection between them. The effect of Facebook has outgrown, moved beyond Harvard and approached more colleges around United State. Early adopters of Facebook took the advantage of this spread, they accelerated its popularity by bringing this application and conquer business world. From here, Facebook has growing internationally until now. (Treadaway, Chris, Smith and Mari, 2012: 35)

Figure 1: Evolved Facebook’s audiences



Source: Facebook Marketing: An Hour a Day

Facebook is capable of attracting a wide range of consumers and business users by offering multiple needs and benefits. All business participants are striving to spread their presence and approach to as many Facebook users as possible.

Defining Facebook Presence

It is indicated that although Facebook is unable to solve any problems related to product or service, it can still support business in forming interesting approaching methods for creating relationship with customers and audiences. Therefore, it is important that the businesses need to differentiate themselves with various appealing marketing campaigns. Understanding target customer and adjust marketing tactics according to customer needs are two primary matters while conducting business marketing on Facebook.

Understanding target customer

There are particular questions that a business needs to consider in order to gain empathy with target groups. “What do they want from you and your company?” and “What don’t they want from you?” should be asked.

Although it is advised that the business can get significant benefits from understanding customers, there are marketing messages that can cause irritation or flat-out offensives. Hence, it is crucial that the business need to concentrate on conducting meaningful lifestyle for customers to gain successful Facebook campaign.

It is considered that it is crucial to invest a significant amount of time in processing customer segmentations and personas. According to Treadaway, Chris, Smith and Mari (2012: 58), personas is seen as a method to “humanize a customer segment by making some generalized assumptions about how individual in certain segments live, what they do, how they think and so on”. Conducting personas is a crucial phase to begin with while operating creative process.

Adjusting marketing tactics according to customer needs

Since there are different customer segments and personas, therefore, it is important to be aware about adjusting Facebook campaigns to suit particular customer segments. It is indicated that there are some marketing tactics can deliver considerable effectiveness to certain personas. In the opposite, there are some might cause significant offensives to other customer segments.

Facebook and other social media channels can offer multiple creative way to approach a large amount of customers. However, it is always important to be conscious of social media approaches. Moreover, the business needs to be careful with marketing execution to avoid any backfire. It is advised that every business should think about customer before take notice about own business to be successful in online marketing campaign.

In this study, since the case company has already been conducting a Facebook page to promote business, the author decided to choose it as primary channel to approach customers and raise their awareness. The channel was observed and analyzed to understand what kinds of issue that the company is confronting with social media.

3 RESEARCH METHODOLOGY

3.1 Qualitative Methodology vs Quantitative Methodology

Qualitative methodology is referred as a scientific research. It is known under different headings such as case studies, field studies, observational studies or descriptive studies. Its purpose is to investigate the following matters:

- Searching answers for given questions
- Gathering and collecting proofs
- Applying systematically a set of predefined procedure to seek answers
- Providing findings, which were not determined in advance
- Providing findings that are more relevant compared to the current limitation of the study

According to Newman and Benz (1998: 9), qualitative research designs tend to concentrate on single subject or case to explore and investigate in particular period of time. It is indicated that the method is one of the most efficient way to approach particular information related to “values, opinions, behaviors and social contexts of particular populations”. (Qualitative Research Methods: A Data Collector’s Field Guides: 1)

There are three most popular qualitative methods, which are participant observation, in-depth interviews and focus groups. Each of them can be approached according to different purposes. (Qualitative Research Methods: A Data Collector’s Field Guides: 2)

Participant observation

This is applied in the situation of collecting data in the context of naturally occurring behaviors. (Qualitative Research Methods: A Data Collector's Field Guides: 2)

In-depth interviews

This method is conducted by approaching an individual to gain information related to personal's background, perspective, behaviors and some specific sensitive matters. (Qualitative Research Methods: A Data Collector's Field Guides: 2)

Focus groups

The method gathers information from a particular group, which has cultural norms and behaviors. In addition, it also provides a broader overview related of concerned issues from group that represents. (Qualitative Research Methods: A Data Collector's Field Guides: 2)

Quantitative method is known as statistical studies. It tends to be a traditional way, which is applied for investigation in psychology and behavioral science. Campbell and Stanley (in Newman and Benze, 1998: 10) mentions that quantitative designs covers experimental studies, quasi-experimental studies, pretest – protest designs and many others. It indicates that collected data in quantitative method is recorded based on “piori operational and standardized definition”.

The method assists the study in increasing objectivity, replicability and generalizability of research subjects. This method carries the feature of predictability. It is expected that individual's perceptions, experiences and one-sided arguments need to be disregard in order to ensure the objectivity of researches. Tests or surveys are key instruments to gather data. Depending on probability theory, collected data is examined whether statistical hypotheses correspond to research questions. (Harwell: 2011,149)

Qualitative and quantitative methodologies have different approaches. The following table provides description of differences between two methods

	Quantitative	Qualitative
General Framework	<ul style="list-style-type: none"> - Propose and confirm hypotheses of particular phenomena. - Apply research instruments strictly to gain information and answer questions - Apply highly structured methods which are questionnaires, surveys and observation 	<ul style="list-style-type: none"> - Explore phenomena - Apply research instruments flexibly to gain information and answer questions - Apply semi-structured methods which are participant observation, in-depth interview and focus group
Analytical Objectives	<ul style="list-style-type: none"> - Quantify data - Foresee causal relationship - Provide description of population's characteristics 	<ul style="list-style-type: none"> - Describe collected data - Describe and explain relationships - Describe individual's experiences - Describe group's culture, norms and behaviors
Question Format	Closed-ended	Open – ended
Data Format	Numerical	Textual
Flexibility in Study Design	<ul style="list-style-type: none"> - The design is steady from the beginning to the end - Participants cannot influence the process of establishing questions with their responses - Study design is subjective to statistical assumptions 	<ul style="list-style-type: none"> - Aspects of study can be flexible - Participants can influence the process of establishing questions with their responses - Study design is iterative, collected data and researches can be adjusted during learning process

Table 1. Comparison of qualitative and quantitative research approaches
Source: Qualitative Research Methods: A Data Collector's Field Guides

In this project, the author covered both qualitative and quantitative methodologies.

3.2 Case Study Research and Design

Schramm (in Yin, 2014: 15) mentions that case study is a research method, which is striving to “illuminate a decision or set of decisions: why they were taken, how they were implemented, and with what result.

Bryman and Bell (2015: 68) indicates that in order to differentiate case study from other research alternatives is “the focus on a bounded situation or system, an entity with a purpose and functioning parts”. It is suggested that the case study can provide an insight into company's challenges and threats that make the business unsuccessful.

In addition, multiple qualitative methods can be combined and applied in order to approach an issue in multi-direction.

According to Yin (2014: 4), case study as a research method is considered to be a popular research method, which is applied in areas such as psychology, sociology, business and many others. The purpose of this method is to comprehend complicated social phenomena. There are three types of case study which are explanatory, exploratory and descriptive case studies. It depends on aim for final outcome to approach one of these types.

Explanatory Case Study

It is explained that explanatory case study investigates data in details and deepening many layers of an issue to gain particular explanation. Based on collected data, the researcher can also suggest a theory and try to examine it. (Zainal, 2007: 3)

Exploratory Case Study

The purpose of this method is to explore any phenomena from collected data based on the interest of researcher. (Zainal, 2007: 3)

Descriptive Case Study

The primary purpose of this research method is to describe a particular phenomenon, which is identified during the process of collecting data. There is a specific difficulty when applying descriptive case study. It requires the researcher to provide a descriptive theory in order to support the description of the story. (Zainal, 2007: 3)

According to the author's perspective, the case study at Royal Bakery is exploratory case. Therefore, it is essential and necessary to concentrate on the process of investigation. After examining current issue and analyzing collected data, recommendations are going to be presented as final outcome.

3.3 Primary Data vs. Secondary Data

In this project, data collection contains both primary data and secondary data.

Secondary data includes qualitative and quantitative data. Quantitative data indicates information of researched and studied objects, which contains various possible values. Researchers record information and store them in documents, audiocassette or videocassette tapes. This data collection referred to qualitative data. (Hox and Boeije, 2005: 594)

Secondary data can be collected by other researchers for different research purposes. It is suggested that researchers need to identify sources of data, which seems to be useful and suitable with their research problem. Furthermore, it is also important to evaluate the quality of researches. (Hox and Boeije, 2005: 596)

In this study, to conduct suitable and useful theory for improving case company's online marketing strategy, most of secondary data are gathered

from textbooks, e-books and online academic writing to conduct theory framework. Collected information is associated with digital marketing, content marketing and social media.

Primary data is collected according to particular research problem. Investigation process can be adjusted to match the research goal. New and updated information is found and added to existed social knowledge. (Hox and Boeije, 2005: 594)

There are particular strategies that researchers use to collect primary data, which are the experiment, the social survey, qualitative research, and solicited and spontaneous data. (Hox and Boeije, 2005: 594, 595)

4 ANALYSIS

In this chapter, the author gave audiences a general idea about Royal Bakery by addressing its current situation and online marketing performances. Together with this, the author covered data analysis on both qualitative and quantitative data. Graphs and statistic descriptions are also presented for further comprehension.

4.1 Company Establishment

Royal Bakery was established in 2014 and the company headquarter located in Tampere. The founder is referred to Veli Matti, who is also an expert in designing and manufacturing high quality artwork in bakery.

The primary activity is to produce high quality pastry products and since its target group is organizations and companies, the business operation aims business-to-business.

The following illustrations are company's three main product lines:

Cakes: chocolate cake, white chocolate raspberry cake, mango-passion fruit and pineapple cake and strawberry yogurt cake.



Chocolate Cake

Source Bakery.fi

Pastry: chocolate mousse, wild berry mousse, mango-passion fruit mousse, brownie and macaron.



Wild Berry Mousse

Source Bakery.fi

Artisan bread: cheese and fig baguette, rye baguette, rye-cranberry baguette and ciabatta.



Rye Baguette

Source Bakery.fi

4.2 Operation and Current Situation

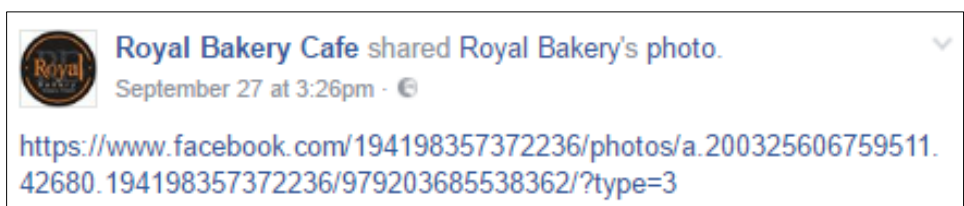
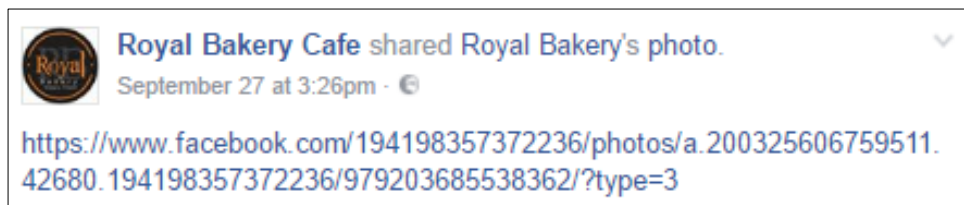
The firm's current situation is that they are relocating the factory and restructure its internal system. In addition, the company is operating a coffee place, which is located near Särkänniemi. Since Särkänniemi is a popular touristic site in Tampere, Royal Bakery gains a significant advantage of drawing customer attention. Recently, a second coffee shop has been put into operation. The new location is nearby Stockmann, a Finnish depart-

ment store, which is also considered to be a prominent position for approaching customers. This expansion expresses the goal of developing business to consumer platform.

The company's ongoing marketing strategy seems to be informative. Furthermore, since the firm is under systematic reconstruction, online channels are not being invested enough. The existing company website is not built properly since it is lack of essential information related to the firm's background and products. However, the founder did express the objective of raising customer awareness on their current social media channels.

4.3 Facebook Mistakes In Business

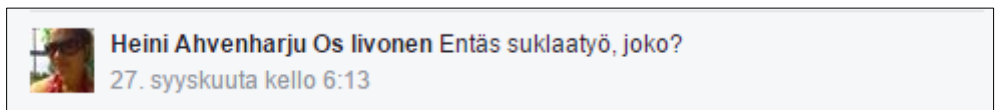
One of the most common Facebook mistakes is fail to engage audiences. The illustrations are the company's current Facebook situation. It can be seen that the latest post is on 27th of September, which means that Facebook posting frequency is not effective. It is said that low posting frequency can lead to less customer interest and engagement even though the business creates a perfect content (Tate, 2016). Moreover, it is suggested that a business need to post around 5 to 10 times per week and create specific schedule for posting to increase interaction and engagement with audiences. (Hughes, 2016)



Furthermore, it is indicated that ignoring comments is not an option for a successful Facebook page. Audiences want to feel like they are heard and they company cares about their opinions. If there is no interaction and



communication between the company and the audiences, it is likely that customers would not return to the page. (Hayden, 2013) The following illustrations shows that the case company is not aware of the engagement process with their audiences.



Another Facebook mistake in this business is “being pushy”. The majority of posted contents is about company itself and products. The issue is that audiences do not really care about these matters. Instead of these information, they are interested in things and events related to products or services. (Hayden, 2013) For the case of Royal Bakery’s Facebook, they primarily discuss their company activities and most of images are about their products and company’s members.

4.4 Data Analysis

Data analysis can also be preferred as data interpreting. Collected data is processed into information, which supports researchers with defining suggestions and applications as final outcome.

In quantitative data analysis, according to Treiman (2009: 72), after completing the process of collecting information, it is essential to transform data into a suitable form to present results. As it has been mentioned, the author conducted customer survey with 200 respondents to observe their behaviours and opinions about Royal Bakery's social media and online marketing activities. After gathering and inspecting responses and needed data, the author gave a description of detailed analysis. In the description, all variables are coded and presented as numerous descriptive statistics. Since a statistic description requires frequency tables, which present combination of multiple variables' categories, cross-tabulation is applied to present these variables in row and column. (Hendricks & Debra, 2011: 33, 37) Together with descriptions, there are graphs and analysis to provide detailed explanation on the survey.

In qualitative data analysis, the author conducted interviews with the founder of Royal Bakery and one of its business partners. The purpose is to study how the interviewees feel about the case company's online marketing strategies and the ability of approaching customers. After the interviews, the author examined the whole transcripts to identify key issues and ideas.

4.5 Customer Survey Analysis

From this section, survey process, structure and analysis are presented to provide a general observation related to customer awareness toward the brand.

4.5.1 Survey Process and Structure

To serve the purpose of improving online marketing effectively, a survey was initiated to gain particular understanding of customer's awareness. The survey performance was approved and supported by the case company at the end of August. The target participants are Royal Bakery's customers. Questionnaire list was prepared in both paper and online form. The survey process was operated at the company's coffee places, both of them are located in Tampere, one is next to Särkänniemi amusement park and one is near to Stockmann department store. Paper form was sent to the sale department at coffee shops, customers were encouraged to fill in the survey while purchasing products. This process took place until the middle of September. Online form was launch from the middle of September to the end of September. At the end of the survey process, there were 200 responses in total collected from both paper and online form with 150 responses that were suitable with the purpose of this survey.

There are 11 questions included in the questionnaire list (Appendix 1), participants were required to only choose the most suitable choice in the every questions. The first six questions was about participants background information, awareness about Royal Bakery and a question related to their habit of using Facebook. The next five questions were prepared under scale survey type. It provided particular statement related to customer satisfaction towards products and their behaviors in using the case company's Facebook page. The questionnaire list begins with the question that examines whether the participants have any knowledge and experiences about Royal Bakery. If the answer is yes, the participants can continue with following questions and vice versa. After that, the survey started to collect background information of respondents, which include gender and age. Following questions are about respondents' behavior towards social media and the awareness of the brand. It is expected that all participants' personal information is kept anonymous.

4.5.2 Survey Analysis

Background information

After examine all responses and ensure that they are all appropriate with the aim of this survey, the author launched the analysis with participants' background information. Background information includes gender and age groups. From figure 1, it can be seen that there were more female took part in the survey compare to male. Female group occupied 57% of proportion while male were a moderately lower with 43%. As for age groups, from figure 2, it is indicated that the group held the largest proportion with 44% is young adults, who were ranged from 19 to 24 years old. The second large group is adult, whose age stood between 25 and 35 years old with 23%. Group of teenager's proportion was slightly lower compared to the second group, which was 20%. Adults who were above 36 years old held the lowest proportion in this survey, which was 13%. In general, it is indicated that in case of gender, female has more interest in this pastry institution compared to male as well as young ages between 19 and 35 years old.

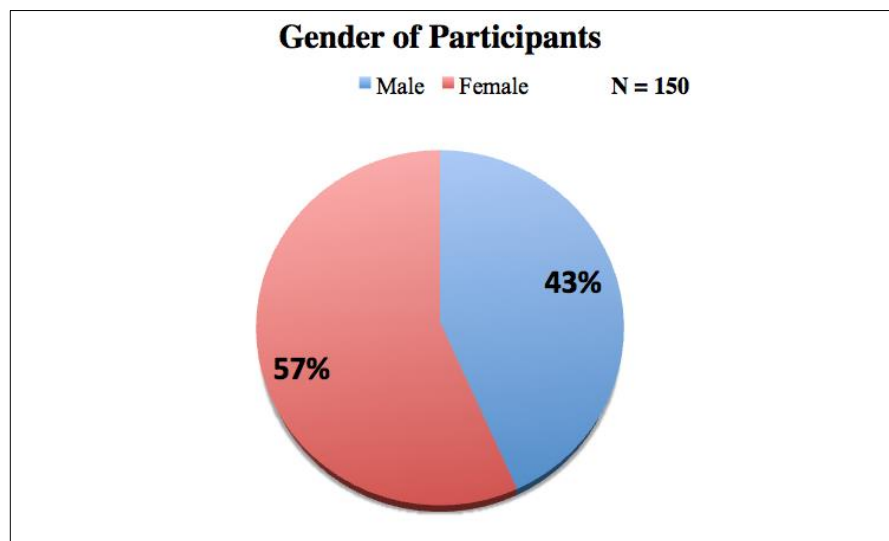


Figure 1. Gender of Participants

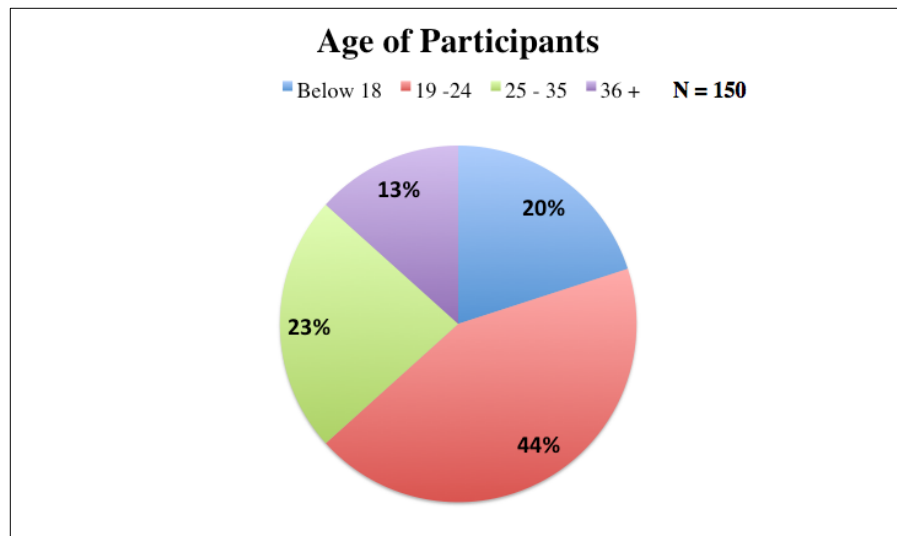


Figure 2. Age of Participants

Finding Information

In order to investigate the most popular alternative that customers use to detect the presence of Royal Bakery, the survey suggested four different sources which are Recommendations, Facebook, Online Advertisements and Others. From figure 3, it shows that recommendations occupied the largest proportion compared to others, which was 47%. Facebook was the second popular source that people approach, which was 36% of proportion. On the contrary, online advertisements is the least favorable types that people apply to know about the case company, which held only 7% of proportion. And so on, 10% of respondents use other types of sources to search information related to the case company. Overall, it indicated that Recommendations and Facebooks are two most popular channels that Royal Bakery can utilize to raise its customer awareness.

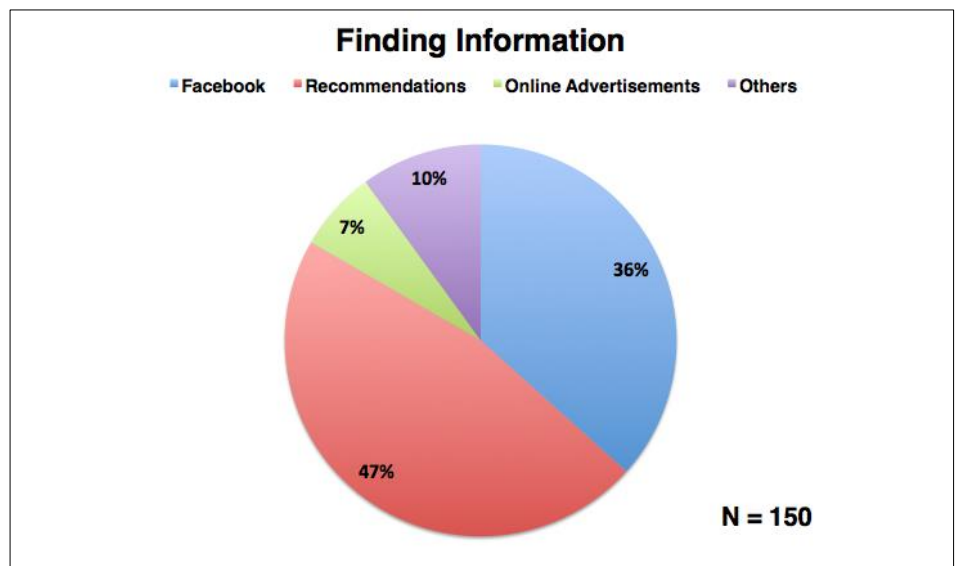


FIGURE 3. FINDING INFORMATION

The survey went further to gain deeper understanding about finding information by analyzing the data based on gender and age group.

From figure 4, it shows that among female, recommendations occupied 53% of proportion as the most popular source for them to know about the case company. Following it is Facebook, which held 41% as the second favorable channel to approach. Compared to recommendations and Facebook, online advertisements and other sources were not interested by females, which was 4% and 2% respectively. There was a contradiction between female and male favorable channels, it can be seen that Facebook was the most popular channel among males, it held 43% of proportion. Proportion of Recommendations were undoubtedly lower than Facebook with 31%. Proportion of male that used other sources for further searches was more than female's, which was 17%. Online Advertisements was the least popular types among males.

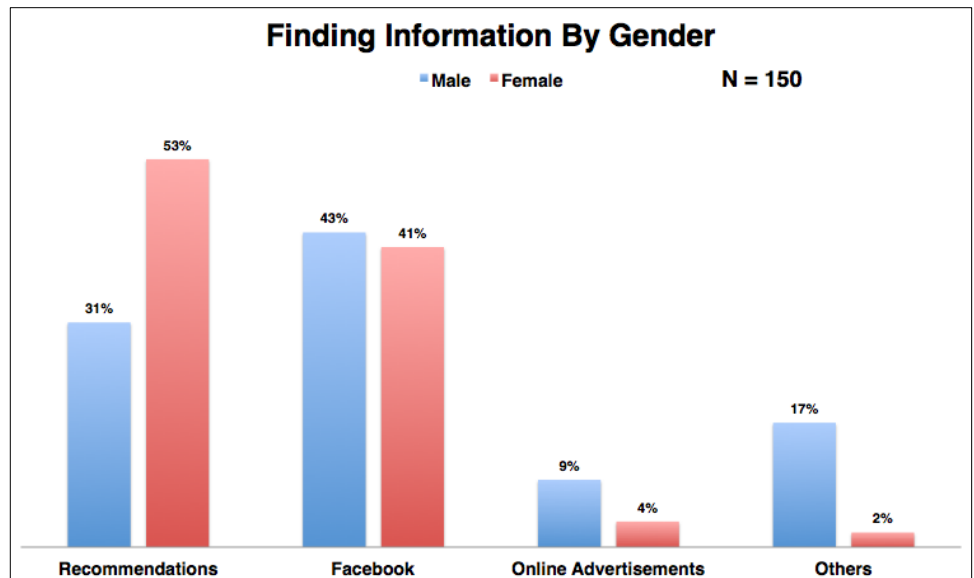


FIGURE 4. FINDING INFORMATION BY GENDER

Figure 5 shows sources used by age group. It shows that among the group below 18 years old Recommendations and Facebook shared an equal proportion with 33% and both of them are the most favorable channels. There was 20% of participants in this age group used Online Advertisements and 14% of them approached other sources for collecting information. On the contrary, young adults, who was between 19 and 24 years old, Facebook was the most preferable source, which held 54%. Proportion of Recommendations was moderately lower compared to Facebook, which was 40%. Online advertisements and other sources were the least popular channels, which held 5% and 1% respectively. The age group from 25 to 35 years old shared similar feature as the young adult group, Facebook occupied the largest proportion with 48%. Recommendations stood the second

place as a preferred channel with 37%. There was 9% of participants approached Online Advertisements and 5% of them used other types of source. Participants ranged above 36 years old relied on Recommendations the most and it occupied 40% of proportion. There was 30% of respondents used Facebook for information. Online advertisements and other sources shared equal proportion which was 15%.

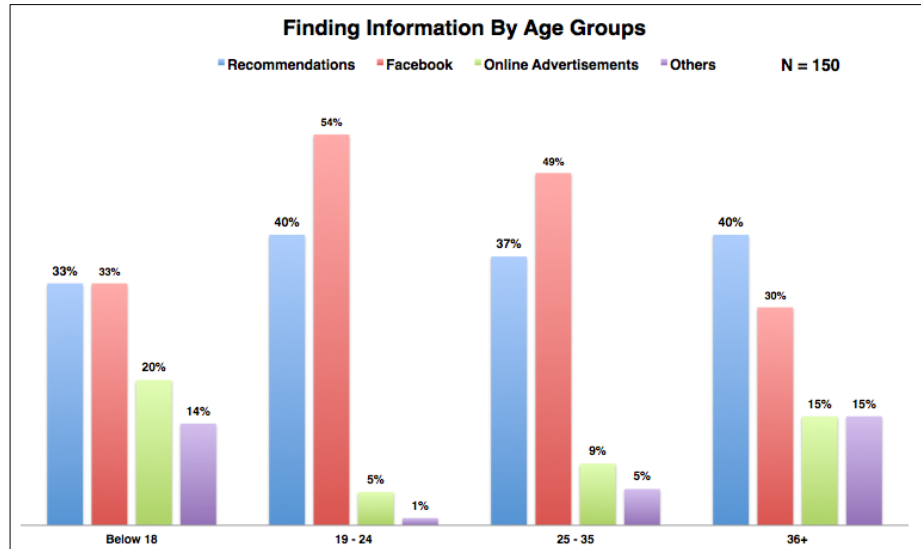


FIGURE 5. FINDING INFORMATION BY AGE GROUPS

In brief, the survey results according to gender and age group suggested that most of participants prefer to use Facebook and have friends' recommendations to gather information, especially among young female adults. Company website is preferable in adult group as well and male likely to approach website to have further searching. Online advertisements are not so popular among groups.

Types of content

In order to gain further information about which types of content that customers expected to receive from online channels, there are four fundamental types of content suggested in this survey. From figure 6, it can be seen that the majority prefer to see stories and images on social media channels, their proportions share relatively equal to each other with 30% and 34% respectively. Tips is also preferable with 27% and the least popular type is FAQ with 9%.

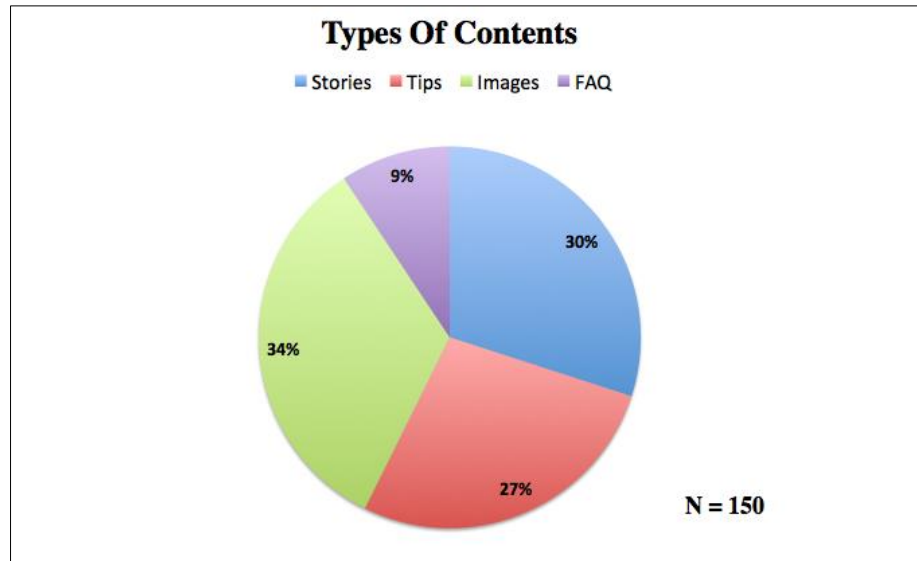


FIGURE 6. TYPES OF CONTENT

The survey analyze further with the choice of contents according to gender and age group.

In figure 7, it shows that female is more interested in to read stories on social media channels with 29% while there is 22% of male prefers this type of content. Similarly, tips and images are two favorite types among female compare to male. On the contrary, it can be seen that FAQ is more popular among male with 36% while there is only 15% prefer this type.

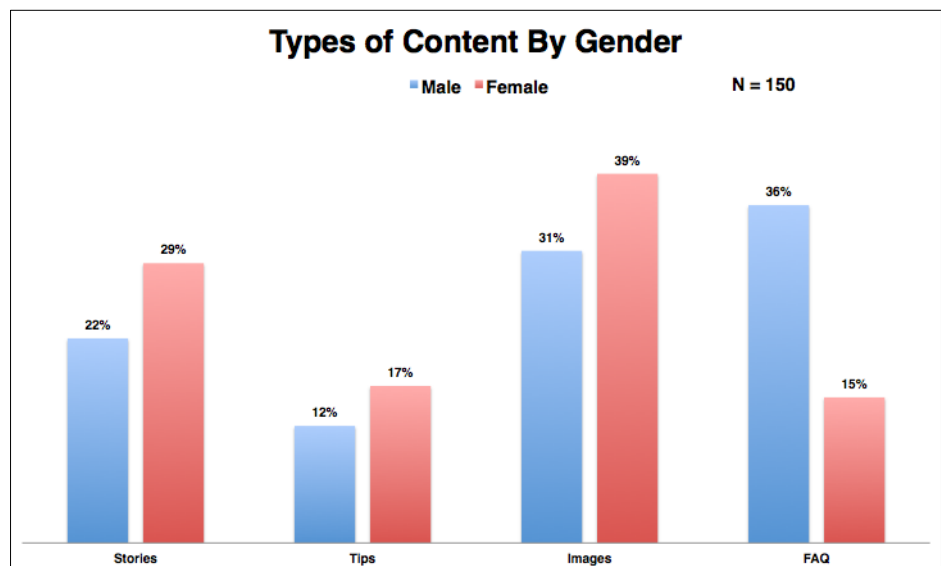


FIGURE 7. TYPES OF CONTENT BY GENDER

From figure 8, it indicates that stories were the most favorite type of content among the age group above 36 years old, which occupied 25% of proportion. The second largest age group, which was ranged from 19 to 24 years old, was appealed by stories with 19%. Group was below 18 years and ranged from 25 to 35 years old showed less interests in stories with

17% and 15% respectively. As for Tips, adult from 25 to 35 years old occupied the largest proportion of 37%. Following them was group ranged from 19 to 24 years old, who showed particular interest in this type, with 33%. There was 30% of young teenagers had interest in tips and senior group shared similar proportion of interest. For Images, the age group showed the most interest in this type of content was young teenagers below 18 years old, it occupied 43% of proportion. There was slightly difference between age ranged from 19 to 24, 25 to 35 and above 36 years old, which were 26%, 25% and 20% respectively. In FAQ, there was only 7% of young teenagers were fond of this type. However, the three other groups which were age between 19 and 24, from 25 to 35 years old and above 36 years old showed interest in FAQ, which were 25%, 23% and 25% respectively.

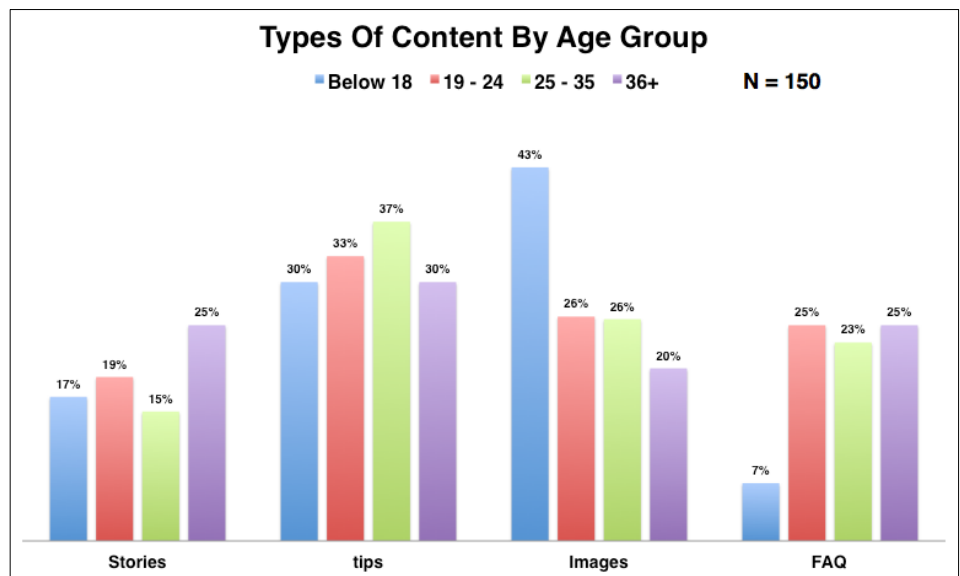


FIGURE 8. TYPES OF CONTENT BY AGE GROUP

Time spent on Facebook

Figure 9 presents the amount of time that respondents spend on Facebook. It shows that the majority spend around 6 to 11 hours per day on this channel, which occupies 46% of proportion. After that, between 12 and 20 hours per day, there is 30% of participants spend their time on Facebook. Finally, the group that spend from 1 to 5 hours per day hold 17% of proportion and the rest spend 24 hours on this social media channel.

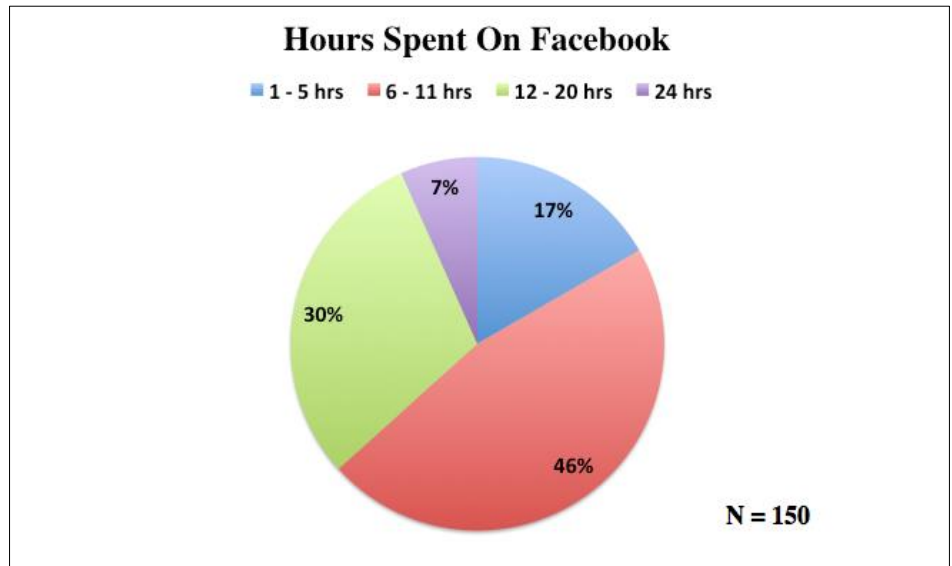


FIGURE 9. TIMES SPENT ON FACEBOOK

The author investigated data further based on gender and age group. From figure 10, it shows that most of male and female spent their time on Facebook from 6 to 11 hours per day, which occupied 40% and 41% of proportion respectively. There was 38% of male consumed their time on this channel from 1 to 5 hours. Compared to male, there was a slightly lower rate of spending time with Facebook, which held 35% of proportion. There was moderately different in the rate of consuming time from 12 to 20 hours between male and female, which was 15% and 16% respectively. Similarly, both male and female shared slightly equal rate of spending time on Facebook with 7% and 8% correspondingly.

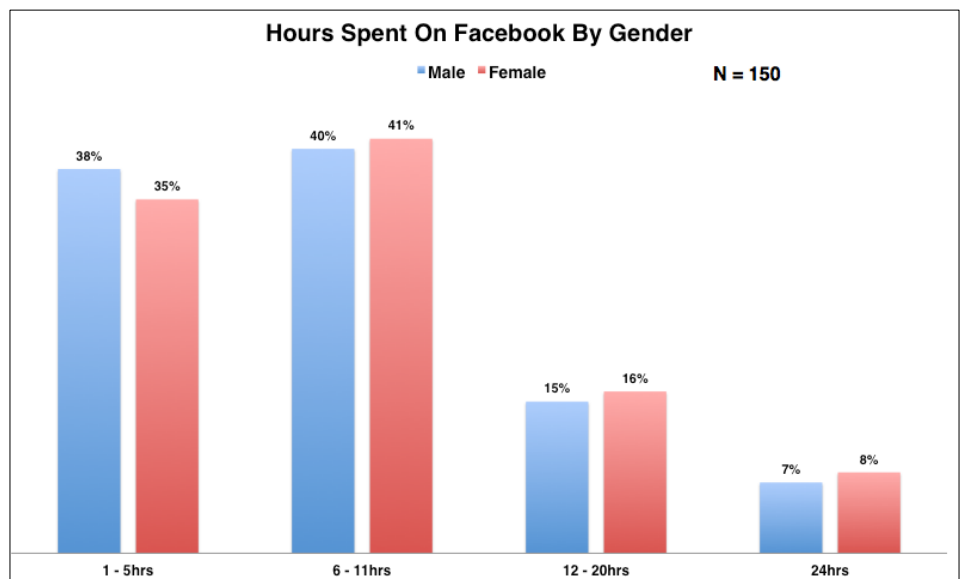


FIGURE 10. HOURS SPENT ON FACEBOOK BY GENDER

From figure 11, it can be seen that in group of hours between 1 and 5, senior group occupied the largest proportion with 40% compared to others. Among young teenagers, there was 53% that spent between 6 and 11 hours on Facebook and they were the largest group within this range of hours. The rates of consuming hours from 12 to 20 hours were slightly different between age groups. There was 21% of young adults spent 24 hours on Facebook. In general, the range of hour between 6 and 11 hours had the highest percentage among age groups compared to others.

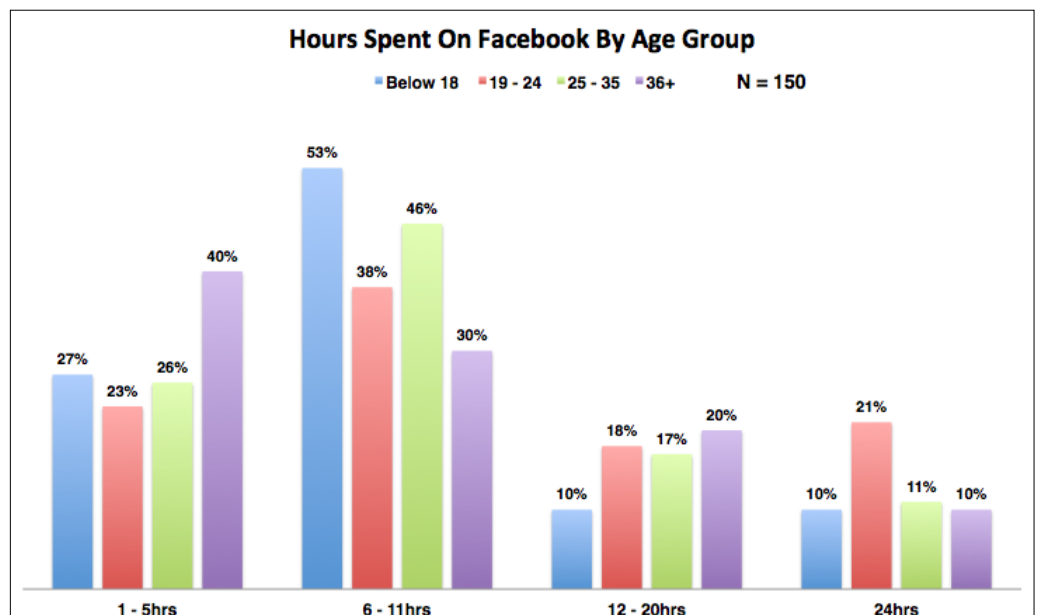


FIGURE 11. HOURS SPENT ON FACEBOOK BY AGE GROUP

The table 2 shows how customers behave towards Royal Bakery’s products and its Facebook page. The respondents were allowed to choose on the scale from 1 (strongly disagree) to 5 (strongly agree) with provided statements. According to the table, regarding products’ satisfaction, the majority of participants felt highly satisfied with Royal Bakery’s products. Related to Facebook activities. For the statement about company created interesting contents, it shows that there rate of participants feeling neutral occupied the largest proportion, which was 33%. There was 37% of respondents disagree with the statement and 30% of respondents felt positive towards the contents. In high posting frequency issue, it indicates that the proportion of participants, who did not consider the page had active posting frequency was 47%, 35% of them felt neutral towards this matter and 30% of respondents thought the page were posting at right frequency. As for sharing posts, the statement said that customers were fond of sharing posts from the case company’s Facebook page. The result shows that only 20% of participants agreed with the statement. There was 53% of them did not consider sharing posts and the rest felt neutral towards this matter. In the final statement, respondents were suggested that they would likely to

return and visit Facebook page frequently. The result indicates that 20% of them showed no interest in returning to page. 60% of them might come back and visit the page and 40% of them would likely to visit it frequently.

	1	2	3	4	5	Total
Products ‘satisfaction	0 (0%)	0 (0%)	30 (20%)	45 (30%)	75 (50%)	150 (100%)
Interesting contents	25 (17%)	30 (20%)	50 (33%)	25 (17%)	20 (13%)	150 (100%)
High Posting Frequency	21 (14%)	50 (33%)	35 (23%)	25 (17%)	19 (13%)	150 (100%)
Sharing posts	35 (23%)	45 (30%)	40 (27%)	16 (11%)	14 (9%)	150 (100%)
Returning Facebook page	0 (0%)	30 (20%)	60 (40%)	36 (24%)	24 (16%)	150 (100%)

Table 2. Customer Behavior towards Royal Bakery’s products and Facebook page’s activity. (1= strongly disagree, 5 = strongly agree)

5 RECOMMENDATION

This section presents particular suggestions of improving Royal Bakery’s Facebook activities as well as raising customer awareness. The author utilized theory framework and survey analysis as fundamental support for the following recommendations.

From theoretical framework, it has been suggested that it is important to gain understanding related to customers in order to meet their needs and maintain their attention towards company. One of the first step is to narrow down the target group instead of broadening it. It is essential to comprehend customers' characteristics. Analyzing what kinds of characteristics would likely to share a particular post, responding messages and affiliate with the company's website. Based on the survey, it indicated that most of customers were young teenagers, young adults and the number of females was more than males. Therefore, the company can coordinate their social media activities towards this groups as primary targets. Furthermore, gaining particular understanding related to their behaviors towards Facebook such as the amount of hours they spend on social media or what kinds of things they like to see would support the improving online channel process.

After considering the target customers and learning their characteristics, the case company needs to improve their contents on Facebook. The most common mistake while using Facebook in business is "being pushy". Current contents on the company's Facebook page are all about their products and company activities while people prefer more appealing posts, which are not directly connected with products or business. Therefore, one of the issues that the company needs to change is deliver appropriate and more attractive contents to maintain customers' engagement.

The survey results revealed that tips and images were the most popular among the primary target audiences. Therefore, it is suggested that the company can create particular contents such as tips about baking or high quality images of new products or messages to appeal customers. Stories was also a favorite type among other age groups. Thus it can be helpful to deliver specific story related to pastry to inspire and engage customers with the products.

Another suggestion is that the company needs to be active in listening to customer responses and opinions. Facebook is considered to be an ideal place to collect these information. As it has been mentioned, one of the common Facebook mistake that the company made was ignoring comments from audiences, therefore, this matter needs to be considered seriously. Everyone wants to feel they are heard and their opinions and questions need to be appreciated by the company. It is advised that the company needs to take every comment, idea and question into their consideration. If it is necessary, arrange a certain amount of employees, who are responsible for online sale and always be ready to have conversations with customers.

Royal Bakery primarily have been targeting B2B since they first launched the business, therefore, it is crucial that they can maintain their current customers and also expand the amount of them. Improving the activities and their presence of Facebook helps to strengthen their brand. Facebook is described as a collection of people and a tool of interconnection among them. It is explained that most of created messages target directly at people at a company instead of the company itself. As a result, they might be the

factor that helps spreading particular messages to their friend list and it becomes more effective if the contents passed to someone is having interest in finding new partner. (Bodnar, Kipp, Cohen & Jeffrey L, 130, 2011)

As it has been mentioned above, it is essential to increase Royal Bakery's presence on Facebook, it is suggested that the company needs to create a posting schedule to increase the posting frequency on Facebook. Based on the survey, the majority were active between 6 and 11 hours, therefore, it is essential to be active in increasing posting frequency during the day. It is suggested that an ideal posting frequency is around 5 to 10 times per week (Tate, 2016). In this case of Royal Bakery, they likely to lose their connection with audiences because the gap between posts are considerable. Thus, it is advised that they increase their posting frequency. However, posting too much would also risk annoying audiences away so it is also important to plan carefully with posting schedule.

The hours of posting during the day is also another important feature that need to be noticed. It is suggested that posting around 1pm would likely get the most shares and around 3pm would gain the most likes. During the day and evening, the activities on Facebook stays steady. However, in case that the company could not reach expected likes or shared in either particular hours, it is advised to try posting in the early morning. The reason is the majority has the tendency of reaching phone and scrolling through Facebook when they wake up. (Hughes, 2016) By noticing these factors, the case company would likely increase the sharing rate on Facebook.

Facebook is not only a place where audiences can get updated information related to products but also it can offer further benefits. Based on the relationship between marketing mix and the Internet, the study suggested particular directions on specific elements within marketing mix.

Products

Based on the survey, it was indicated that the majority of customers felt satisfied with Royal Bakery's products and this is considered to be the first advantage for further promotion. Although it has gained the quality trust from customers, there are more features that need to be considered such as images, branding and variants. While conducting a promotion of particular product, it is suggested that appealing images and information should be considered carefully. Furthermore, either new or existing product, it is highly recommended to stay updated to customers. In order to constantly update information to audiences, it is advised that the company can create subscription option on social media platform.

Price

Since the primary purpose of the case company was approaching more customers and increase sales, it is suggested that they can create an online buying option on Facebook. This new function could offer lower prices in every product because the expenditure of traditional distribution channels would be decreased.

Promotion

Facebook offers multiple methods to increase sales such as personal promotion or sale promotion. It has been mentioned that in order to maintain customer engagement on social media, personal communication between sale person and customers should be established. The communication serves not only as FAQ channel but also to introduce and encourage customers with either existing or new products.

6 EVALUATION

In the survey process, provided questions and statements did not go deeper into customer behaviors towards Royal Bakery and Facebook page. Characteristics of participant needs to be investigated more to gain objective and precise observation. In this study, the author managed to convey particular knowledge and research for the case company. The presented information and comprehension are essential to the founder since they are lack of knowledge related to digital marketing and confused about issues related to social media channels. Another reason is that they determined to focus on reaching more customers for developing B2C and also maintain B2B. However, the founder mentioned that at the moment they are under reconstruction of the internal system and relocate headquarter, the attention towards improving online channel is limited. It can be seen that recommendations and suggestions require a considerable investment of time to increase its presence on Facebook. However, by indicating Facebook mistakes in promoting products, the company is able to gain particular ideas what should be fixed first.

SOURCE

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Appendix 1

SURVEY QUESTIONS

1. Have you ever heard about Royal Bakery?
 - Yes
 - No. You can skip all following questions. Thank you
2. Please specify your gender?
 - Female
 - Male
3. Please specify your age?
 - Below 18
 - 19 – 24
 - 25 – 35
 - 36 +
4. How do you know about Royal Bakery?
 - Facebook
 - Recommendations
 - Online Advertisements
 - Other _____
5. What kinds of information do you prefer to see from Royal Bakery's posts?
 - Stories
 - Tips
 - Images
 - FAQ
6. How many hours per day do you spend on Facebook?
 - 1 – 5hrs

- 6 – 11hrs
- 12 – 20hrs
- 24hrs

Please agree or disagree with the following: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree

- | | |
|-----------------------------------------------------------------|-----------|
| 7. The pastry is delicious | 1 2 3 4 5 |
| 8. Facebook posts are very interested and appealing | 1 2 3 4 5 |
| 9. You constantly get new post from RB's Facebook page | 1 2 3 4 5 |
| 10. You like sharing RB's Facebook posts | 1 2 3 4 5 |
| 11. You like returning RB's Facebook page to find something new | 1 2 3 4 5 |