# HAAGA-HELIA
University of Applied Sciences

**Guidelines to creating a social media strategy for OPI Finland**

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| **The title of your thesis** Guidelines to creating a social media strategy for OPI Finland | **Number of pages and appendices** 46 + 15 |
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This Bachelor's thesis creates guidelines for creating a social media strategy for a company in Finland. The case company is a small Finnish import company, bm International, and the brand the guidelines are for is OPI Finland. The field of the company is the cosmetics and beauty industry.

This paper is based on three sources; desktop research for theory on social media, field research for the empirical study, and data gathered through the author's four-year work experience with OPI Finland. The deskstop research was conducted between February 2015 and January 2017, and the field research was conducted from February to April 2015.

Social media marketing is a cost-efficient way for businesses to gain a name for themselves, especially for small companies as they can outshine the big brands without having to invest big amounts. The main benefits are great exposure, increased brand visibility, and increased sales. The best social media platforms in Finland to reach the cosmetics audience are Facebook, Instagram, LinkedIn, and company blogs. Daily posting has been proven to attract more followers, and maintain the existing ones. Creating attractive relevant content helps engage followers.

The final product of this paper are guidelines for creating a social media strategy for OPI Finland. They acts as a framework for bm International to create its own social media marketing plan for the upcoming years. The guideline consists of four modules; research, content, interaction and measurement. Research module is the first step of the guideline. In this phase the key competitors are researched, main products of the brand is listed, and the ideal client avatar is defined. OPI's key competitors are L'Oréal, and Essie. The second module of the guideline is content. In this module, the social content is designed and planned, including timeline to publish the contents. For OPI Finland, content creation includes photos, tutorial videos, and educational blog posts. The following module is interaction, where the communication channels are defined. Facebook, Instagram, OPI Parties, and company blog are OPI Finland's main interactions platforms. The last module of the guideline is measurement, where the progress of contents published is monitored, and the effectiveness of these contents are measured.

| **Key words** Social media marketing, social media channel, social listening, social media management tools, followers, inbound marketing |
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# 1   Introduction

Social media is a combination of websites, and applications that houses various platforms where users can create, share, and participate in social networking (Oxford Dictionaries 2016). Some of the world's most known social media platforms are Facebook, Instagram, YouTube, and Twitter. The average Joe spends about 118 minutes on social media daily (Statista 2016), and the minutes keep rising each year. As the use of social media increases, the significance of online marketing also rises. Naturally companies want to be there where consumers are spending most of their time to optimize the reachability of consumers. As the popularity of social media rises, the traditional models of marketing have been reshaped, and new concepts of marketing methods arises. It is no longer required for companies to make big investments on billboards, and newspaper advertisements to make a name for themselves. The social media acts as a great balancer between big corporations, and small businesses as small businesses can now gain a considerable portion of the market share. No big financial investments needed. The beauty of social media marketing lies in its potentials; free network to use for advertising, and content sharing purposes with an unlimited amount of exposure and growth possibilities. What is there not to love?

The topic for this bachelor thesis sparked during my employment with OPI Finland. OPI is an American based nail polish brand. It has been the world's number 1 most sold nail polish brand over 10 years in a row, and still is to this date (Sharma. 2016). I had been working with the company for 3 years prior to starting this research. My job consisted professional consultancy to customers regarding OPI products, performing cosmetic treatments, and executing sales. I had daily contact with the end users, which was an excellent source of insights of OPI end users, and the cosmetics industry. Over the years, I learned valuable information regarding both the OPI consumers, and the consumers of the cosmetics industry. The knowledge gathered through this method have been utilized and considered while building this guideline for OPI Finland. The case company is bm International; a small cosmetic import company based in Lahti, and the case brand is OPI Finland.

As social media marketing keeps gaining its popularity, new models and theories arises from numerous sources all around the world. In this bachelor thesis, the top layers of social media theory are covered. The basic concepts are described, and the main platforms of social networks are presented. The theoretical framework was conducted through desktop study. Main sources are from reputable social media consultancy companies such as HubSpot, authors of social media consultancy agencies, articles, and books on social media marketing.

The field research was conducted between February to April 2015. It was restricted to Stockmann department store in Helsinki, as the majority of the OPI consumers shop at Stockmann. Field research questions were designed to find out the most relevant social platforms within the target audience, and which source of information did they find most reliable (appendix 3). The field research consisted of two main parts; company interview to gain an understanding of the benefits on social media marketing, and a questionnaire directed towards the end users.

Recommendations for OPI Finland are built based on the results of desktop study, and field research study results.

The aim of this project was to find out what are the main social platforms used in Finland, more specifically within the cosmetics industry, and which of these platforms do the consumers find most reliable. The final product of this project is are guidelines to creating a social media plan for OPI Finland.

On the 5th chapter, recommendations and guidelines are presented for OPI Finland. On the last chapter I will conclude, and summarize the recommendations, present key findings explaining my reasoning and analyze my learning experience over this academic study.

## 1.1 Key concepts

The following concepts are found relevant to this academic paper.

**Social media**
"Websites, and applications that enable users to create and share content or to participate in social networking." (Oxford Dictionaries 2016.)

**Social media marketing**
"The design, the implementation, and control of programs seeking to increase the acceptability of a social idea or practice in a target group." (Kotler, P. 2011.)

**Social platform**
"A social platform is a Web-based technology that enables the development, deployment, and management of social media solutions and services. It provides the ability to create social me-

dia websites and services with complete social media network functionality." (Techopedia 2017.)

**The social consumer**

"A social consumer is someone consulting those they trust through social networks before making a buying decision." (Allen, S. 2017.)

**Inbound marketing**

Inbound marketing is about using marketing to bring potential customers to you, rather than having your marketing efforts fight for their attention. Sharing is caring and inbound marketing is about creating and sharing content with the world. By creating content specifically designed to appeal to your dream customers, inbound attracts qualified prospects to your business and keeps them coming back for more. (HubSpot 2016.)

**Followers**

"In social media setting, a follower refers to a person who subscribes to your account to receive your updates" (Stec, C. 2015).

## 1.2 Demarcation

The social media keeps evolving, resulting in fast growth of numerous theories of social media, and social media marketing models. To demarcate this bachelor thesis, the top layers of social media marketing theory will be covered, and the popularity of social media will be enclosed. The final product of this academic paper is guidelines to creating a social media plan for the brand OPI Finland. The field research study concentrates only on the cosmetics industry, its' consumers and the social media channels that are relevant to this industry.

Geographical location of the study is restricted to Finland.

## 1.3 Case company bm International

The case company is bm International, based in Lahti, Finland. bm International imports different cosmetics brands from Europe and the United States of America, OPI nail polish brand is one of them. It is a small company, and considered more of a family type of business; a total of 9 employees on their payroll. However, over 20 beauticians work as freelancers, myself included.

The company was founded in 1997 by two siblings. It is a limited liability company. They started off by selling plus size bras and hosieries imported from European countries, and later on moved to cosmetics. Today they import in total of 10 cosmetics brands. bm Product line varies from nail polish to hair products; Cry Baby, Glam Lashes, Magic Eyes, Xen Tan, Nordic Hair Contrast, Aloxxi, OPI, Ariane Inden, Urban Tribe and K Icon. Most of their products are imported from the United States, but some are imported from Italy.

The clientele consists of both private and business customers. Business customers include department stores and spas, such as Sokos, Stockmann and Stiletto.

### 1.3.1 OPI in Finland

OPI brand has been in Finland for over 10 years. During it's time in Finland, not a single advertisement campaign, or promotion have been executed. As bm International is the only company to import OPI to Finland, they have not felt the pressure to fight for a bigger market share regarding nail polish sales before. However, today the consumers are more aware of various online purchase channels, such as eBay, and competitors like L'Oréal improving their marketing strategies, not only do they have to compete in terms of pricing, but also in the popularity of social media visibility.

bm International faces challenges financing a team to handle the marketing aspect of the business. They also have not included marketing costs in their budget. Currently, OPI's digital presence is quite minimal, and through these guidelines, bm International is able to plan and implement a social media strategy to help them increase their digital presence.

The product line offered in Finland consists nail polishes, nail and cuticle care lotions, and serums, as well as tools to perform manicures. Hand and body lotions are also part of their product line. Recently OPI has created a new service, called OPI Party. The concept mimics a launch party. The idea is to host a cozy party where the consumer can socialize, test and see OPI products in action. The aim of this concept is to offer a consumer-friendly way to deliver product information, and raise brand awareness. The concept offers the consumer a hands-on experience without the purchase pressure they might experience in department stores. OPI Party requires a minimum of 3 people. However, to take full advantage of the concept, the ideal amount is 6 to 10 people. A host, and a sales representative/manicurist are the core people in the party. The host organizes the party, sends the invites and offers the venue. The sales representative/manicurist's role is to exhibit the products through manicure demonstrations

for example; showing them how to correctly use the products. The host benefits from a free manicure, and a discount of her personal purchases. The discount is calculated based off the total sales made during the party, i.e. Sales total under 250€ results in 5% of discount, sales total exceeding 250€ results in 10% discount, and sales total exceeding 250€, plus hosting another party results in 15% discount.

All sales representatives must obtain a certified OPI Manicurist certification by going through training provided by bm International. This includes learning the techniques of different manicure treatments and thorough training of all OPI products. After training, the sales representatives receive a starter package, which includes relevant tools, and sample products. The method of sales is freely chosen by the sales representative. For example, providing free quick manicures to illustrate how the product works, or let the party participants test them on their own. The sales division made during the OPI Party is as follows; sales representative 20%-25% and bm International 75%-80% (table 1). The sales representative can also provide treatments during the party and make profit that way as well.

Table 1. OPI Party commission division

| 0 € - 1899€ | 20% |
|---|---|
| 1900 € and up | 25% |

Basic information about OPI Party is gathered through interviewing the owners of bm International. See the interview questions below:

1. The history of OPI Party -sales in the past?
2. Through what channels and how have they marketed OPI Party in the past, if at all? What has succeeded and what has failed?
3. What is their budget for this marketing plan for OPI Party –concept?
4. What is their expected increase in sales after this social media marketing plan?

In the beginning of year 2015, bm International acquired 5 OPI Party hosts (appendix 2), who have hosted few parties, but the sales from those parties have not been as desired. The OPI brand nor the OPI Party concept have been advertised in Finland yet. (appendix 1).

### 1.3.2 FAB analysis of OPI Party

OPI Party mimics the idea of a launching event for a new product, where consumers and company representatives are invited to test out and see the products in person. Below is a FAB analysis of the OPI Party concept; the key features, the advantages, and the benefits are listed to give an overall idea of what OPI Party is about.

Table 2. FAB analysis of OPI Party

| Features | Advantage | Benefits |
|---|---|---|
| Social event concept | Reliable | Hands on experience |
| Social circle concept | Freelance | Intimate |
| Try it on feature | Direct correlation between effort and commission | Relaxed atmosphere |
| | | Time to test the products |
| | | Friendly sales event |
| | | Removing the pressure of purchase |

The key feature of OPI Party is a social event, where attendants can try and test OPI products. Main advantage of the concept is reliability, as attendants can see the products being used live, and how to use them properly. From an organizer's perspective, the main advantage is direct correlation between effort and commission. The efforts invested can be seen in commission payments; the harder you work, the more you earn. (table 2.)

The main benefit of the concept is removing the pressure of purchase that most consumers experience in department stores (table 2). The nature of a department store is to sell, therefore the pre-set atmosphere in stores is to create sales. The idea of OPI Party is to differ from this, offer a safer environment and atmosphere for the consumer to see the products without feeling the pressure of committing to a purchase.

### 1.4 Project scope

The project scope is to create guidelines to creating a social media marketing plan for OPI Finland; how to market OPI products using social media channels, and through which chan-

nels. The end users are private consumers, but the products can also be sold to businesses as well. However, in this academic paper, I will focus on Business-to-Consumer.

The goal is to build up the guidelines for creating a social media plan that is low cost, executable and manageable using 1-3 employees. bm International expects this guideline to help raise brand awareness, that will eventually lead to increased sales and help support the sales made during OPI Parties.

To successfully complete this academic paper, the following project tasks will be answered.

1. Gain an understanding of the guidelines for creating a social media plan.
2. Research the relevant social media channels in Finland within the cosmetics industry.
3. Analyze the field research results.
4. Create the guidelines for OPI Finland to build a social media marketing plan based on the field research results, and the theory of social media.

# 2    Social media in theory

Wikipedia defines social media as follows: "Social media are computer-mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks." Social media is a group of different online platforms, websites, and applications where users can share content of their own choosing. People can connect with each other online, shortening the physical distance between people around the globe. A student from Brazil can effortlessly have a conversation with a professor in Vietnam using online communication platforms such as Skype. There are no limits to what you can share, where, and how. New online networks are invented every day and more web-sites, and applications are created to target the smallest group of people.

It is a concept guaranteed known in all developed and most developing countries. Everyone who has access to the Internet connection are using social media, and even those without ac-cess to the Internet have heard off it and seeks opportunities to access it. Kids at the age of 6 already know how to use YouTube, and elderlies at the age of 60 and up, have Facebook ac-counts to stay updated how uncle John is doing. Social media is an invisible line that connects people all around the world.

## 2.1    Social media in Finland

There are countless of social media platforms, but the most known ones are Facebook, Insta-gram, YouTube, LinkedIn, Google+ and Pinterest. In Finland, Facebook, Instagram, YouTube, LinkedIn and Twitter, are the most used ones, and in this chapter, I will focus more on the above mentioned platforms.



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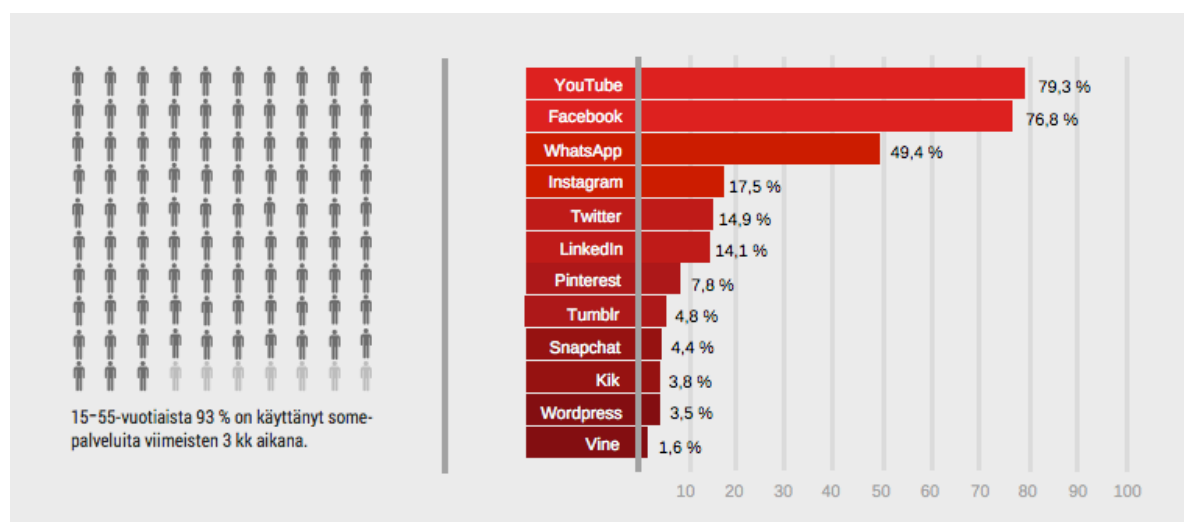| Platform | % |
|---|---|
| YouTube | 79,3 % |
| Facebook | 76,8 % |
| WhatsApp | 49,4 % |
| Instagram | 17,5 % |
| Twitter | 14,9 % |
| LinkedIn | 14,1 % |
| Pinterest | 7,8 % |
| Tumblr | 4,8 % |
| Snapchat | 4,4 % |
| Kik | 3,8 % |
| Wordpress | 3,5 % |
| Vine | 1,6 % |

Figure 1. Social Media channel popularity distribution in Finland (MTV & Kurio. 2015).

The figure above is the statistic results of the study MTV & Kurio Social Media Agency conducted in 2015 on which social channels were the top ones in Finland; YouTube took the first place with an impressive amount of 79.3% of all votes. Facebook came as a close second with 76.8%, Instagram third with 17.5%, Twitter fourth with 14.9%, and LinkedIn earned fifth place with 14.1% of all the votes. (figure 1).

### 2.1.1 Facebook

Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes founded Facebook in 2004 (Wikipedia 2016). Facebook is an American based social networking service where users can share content of their own choosing. It can be videos, news articles, pictures and live videos even.

Facebook holds the position as the most popular and influenced social media platform in the world. In Finland, it claimed 76.8% of all the votes (MTV & Kurio. 2015, figure 1).

### 2.1.2 YouTube

YouTube was founded by Steve Chen, Chad Hurley, and Jawed Karim in 2005. The video sharing social platform is currently the biggest, and most popuplar video-sharing platform online. (Wikipedia 2016.) YouTube has billions of total views (YouTube 2016), and houses millions of videos ranging from product reviews to how-to build a house for dummies. It has become the number one platform to search for how- to instructions. In Finland, it earned a significant number of votes; 79.3% (MTV & Kurio. 2015, figure 1).

YouTube plays a crucial role in marketing online, as it is the best platform to share video tutorials for example. It offers the perfect platform for the consumers to become the spokesperson for the brand of their own choosing by uploading reviews, success stories using the products, and tips on how to properly use the products. Who better to convince fellow consumers than another consumer?

### 2.1.3 Instagram

Instagram was launched later than the before mentioned Facebook, and YouTube. Founded in 2006, the application was developed by Facebook (Wikipedia 2016). With 600 million active users (Instagram 2016), it takes place as the most popular mobile photo sharing application available today. Instagram earned 17.5% of all the votes in a social media popularity study that MTV & Kurio Social Media Agency conducted in 2015 (2015, figure 1). Compared to Facebook, it is still playing catch up in the race of popularity, however, it is still an excellent platform to influence consumers.

The idea of Instagram is to share photos and videos through an application meant for smartphone use. Since its launch, it has quickly become one of the most influenced platforms to reach consumers. Say goodbye to long written posts online, and say hello to captured images of the newest Nike shoes within 10 seconds. Instagram users can now share images of the newest OPI nail polish and the viewers can see the post after 2 seconds of posting.

Instagram is popular especial among the younger generation. Talouselämä (2015) shows 40% of user accounts on Instagram are 15-24-year olds.

Less time, less effort, bigger exposure.

### 2.1.4 Twitter

Unlike in the United States, where Twitter has over 67million active users, in Finland it is not a popular social platform. Twitter only claimed 14.9% of all the votes (MTV & Kurio. 2015, figure 1).

Twitter was founded by Jack Dorsey, Noah Glass, Biz Stone and Evan Williams (Wikipedia 2016) in March 2006.

The idea of Twitter is to send out posts, also known as tweets, that can be images and/or sentences, however not more than up to 140 characters. Twitter is an excellent marketing platform for Business-to-Business dialogue for example.

### 2.1.5 LinkedIn

LinkedIn is a professional platform where users can share career and education related information. It acts as an online professional profile where you can upload your work history, certificates, résumé, achievements, educational degrees, and other professional skills, making it ideal for headhunters and HR companies to look for a suitable employee candidates. It is one of the best tools for companies to use to find their employee match.

LinkedIn was founded in 2002 by Reid Hoffman (Wikipedia 2016), but it didn't gain become popular until the last years. In Finland, LinkedIn is only used by 14,1% of all social users in Finland (MTV & Kurio. 2015, figure 1).

### 2.2 The benefits of social media marketing for companies

Social media is an excellent way to market, especially for small businesses, as you can outshine the big brands without having to invest big amounts of resources, making it easier for small brands to make a name for themselves (Zarrella. 2010). Cost efficient, easy to get started and manage, quick way to spread the news, high number of reachability; these are just to name a few benefits of social media marketing. A good example of how social media marketing has benefitted their business is PR-Cosmetics. PR-Cosmetics is a Finnish import company. Much like the case company, bm International, they are also a small business importing cosmetic products to Finland. One of their more known brand is Dermalogica, imported from the United States of America. Dermalogica is a skincare line with advanced technology behind it. PR-Cosmetics also sells for both consumers, and businesses, and one of their biggest clients is also Stockmann, much like bm International's as well.

For years, they have been using social media as a primary marketing method (appendix 5), and although ROI have never been directly measured, Järvelin (2015) says 80% of all their consumers discover Dermalogica through social media. An example case of how they use social media as their marketing tool is partnering with beauty bloggers with at least 4 years of blogging experience. PR-Cosmetics sends them samples of Dermalogica products, and expects 100% honest review. They do not pay bloggers to review, as they want to maintain the authenticity of all reviews. There are numerous benefits PR-Cosmetics has experienced through social media marketing, but the increase of brand visibility is the most noticeable. In addition to this, they also experienced an increase in number of clients. (Järvelin. 2015.)

Michael Stelzner, the author of How Marketers Are Using Social Media to Grow Their Businesses (2016, 17) rates increased exposure and increased traffic as the top benefits of social media marketing. 89% of all marketers reported their social media efforts resulted in an increase of brand visibility, and traffic increased by 75%. 50% of marketers who have been using social media actively for over 2 years, reported improvement in sales, and 92% experienced increased exposure. (Stelzner. 2016. 17.)

Social media is great method for small companies, such as bm International, with a non-existing, or low budget dedicated for marketing, to build up brand visibility, increase their exposure, and eventually increase their sales. A business can each customize their social media plan to fit their goals, and budget best. Depending on the number of channels to manage, and the amount of content, they can determine the size of resources both financial and human resources, to successfully implement and manage their social media marketing plan. This is one of the best features of social media marketing; any company can customize it to their own liking, and to fit their management capacity.

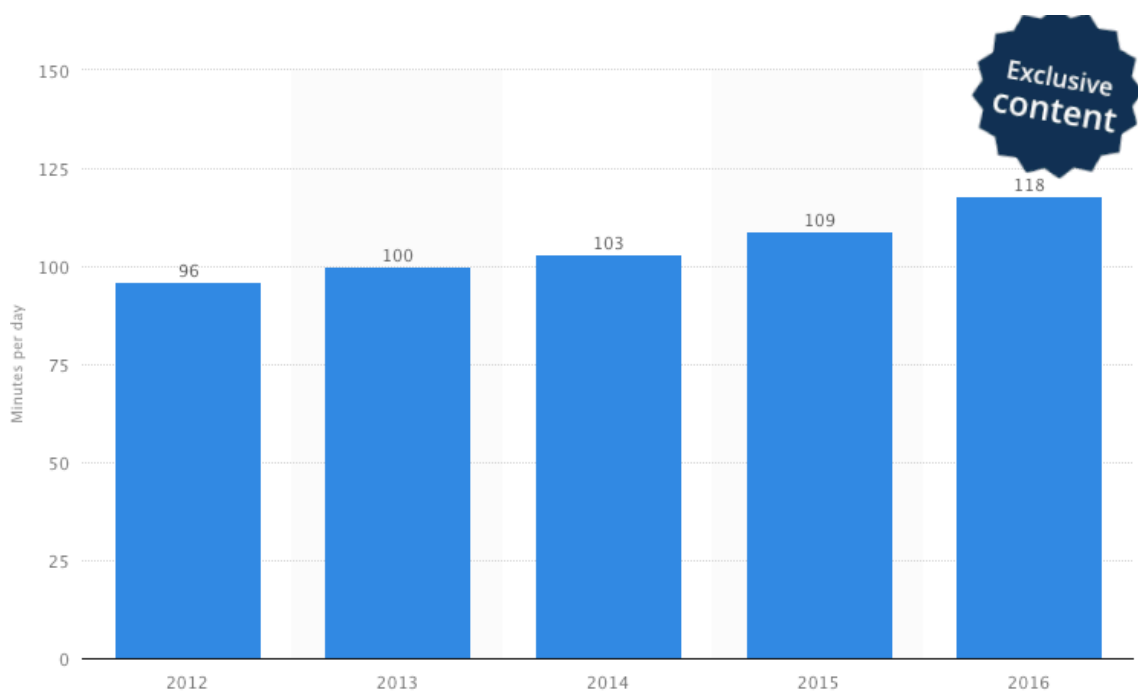## 2.3 Use of social media and the social consumer



Figure 2. Average of daily spent minutes on social networking globally (Statista 2016).

The average social media user spends about 118 minutes per day online, an increase of 9 minutes from the previous year. This is based on a study conducted by Statista on how many

minutes does the average person spend online globally (2016, figure 2). As it can be seen (figure 2), the number of minutes have increased by each year, and the trend remains. Within just 4 years, from 2012 to 2016, the minutes have increased a total of 22 minutes (Statista 2016, figure 2).

Many of us start the day by reaching for our smartphones, clicking through the social networks; Facebook, Instagram, Snapchat, news channels, you name it. 10 years ago, the typical morning would have been reading the news from the newspaper by the breakfast table. These days people read the news through various websites, and almost all newspapers publish their content online. Not does it only save trees, but it is also cost efficient for companies as the news no longer need to be printed and delivered to each household separately for it to reach its reader. Publish the article online, and everyone with Internet access can read the article. Easy, fast, and cost efficient.
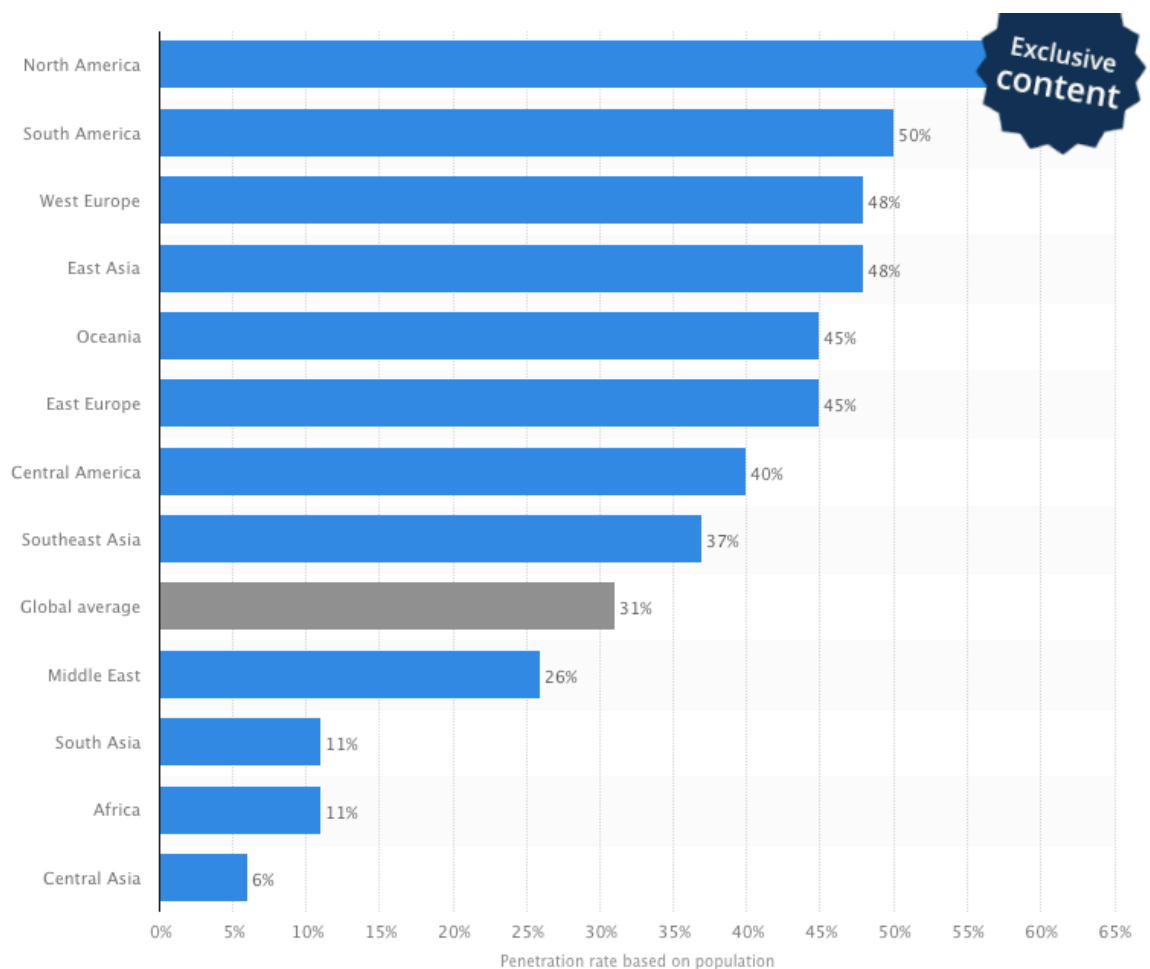


Figure 3. Global social network penetration rate as of January 2016, by region (Statista 2016).

Good economy plays a big role in how accessible Internet is for its' population. With a good economy, an excellent Internet network can be built. This results in developed countries having better Internet access than developing countries. Statista lists North America top of the list in social network usage with a whopping 59% of its' population. South America comes second with 50%. Western Europe and East Asia share third place with 48% of its' population. (2016, figure 3.)

From this we can conclude nearly half of each continent's population has access to Internet, which offers them a possibility to use the social networks.

Consumer behavior has also changed through social media. Bloggers, also known as professional influencers, provide more extensive reviews of the new vacuum than a salesman at the home goods store. Reading reviews online, and watching tutorial videos through YouTube not only is faster, but also provides a more in-depth information than the stores.

Social media is everywhere, and it will only keep expanding and influencing our everyday life. It has fast become a necessity requirement in our daily lives. In the hierarchy of needs, most of us ranks the Internet on the top.

## 2.4 Social media plan

The social media plan consists of four modules (Rouhiainen. 2016, table 3); research, content, interaction and measurement.

Table 3. 4 Step Social Media Strategy (Rouhiainen. 2016)

| 4 STEP SOCIAL MEDIA STRATEGY | |
|---|---|
| **RESEARCH** | **CONTENT** |
| Your ideal client | Facebook content |
| Your product / offer | Videos (tutorial, testimonial etc.) |
| Ideal social media site | Photos & Infographics |
| Your competition | Presentations |
| | Instagram photos |
| | Tweets for Twitter |
| | Online seminar & webinar |
| | Articles |

| INTERACTION / PROMOTION | MEASUREMENT |
|---|---|
| Interaction on Facebook / Twitter<br>In-person<br>Phone<br>Webinar / online seminar<br>Email<br>Survey<br>Social Media platforms | # Sales<br># New leads, people in email list<br># New interactions<br># New followers<br># Comments<br><br>Facebook Insights<br><br>YouTube Insights |

The first module of the plan is researching your ideal client, what is your product, which platform is most ideal to reach the client, and who is your main competitor. To create the ideal client avatar, the following questions help map out the avatar; age, geographical location, interest, motivation to buy, main problem, and the emotional need related to the problem. The key question is; what is their main problem, and what is the solution can you, as a company, offer. (Rouhiainen. 2016.)

Second module is to plan the content; Determine the overall direction of all your contents; What is the main message you want your social media followers to receive? The contents should be consistent, related to the industry and/or products. (Rouhiainen. 2016.) Is the published content videos or images? Are they promotional or educational posts?

Social media is crowded with content. By mid-December 2016, Instagram had 600 million accounts (Instagram 2016), and as you are reading this, the number keeps rising. Imagine 600 million users posting one image per day. Alone, in one day that totals to 600 million posts, and we're talking solely about Instagram. The amount is even higher when you combine with other social media platforms, such as Facebook. To help these platforms sort out all the contents, and to decide which post to give more attention, each social platform creates its own algorithm to automatically sort out the contents. This is called, machine learning (HubSpot 2016, figure 4).
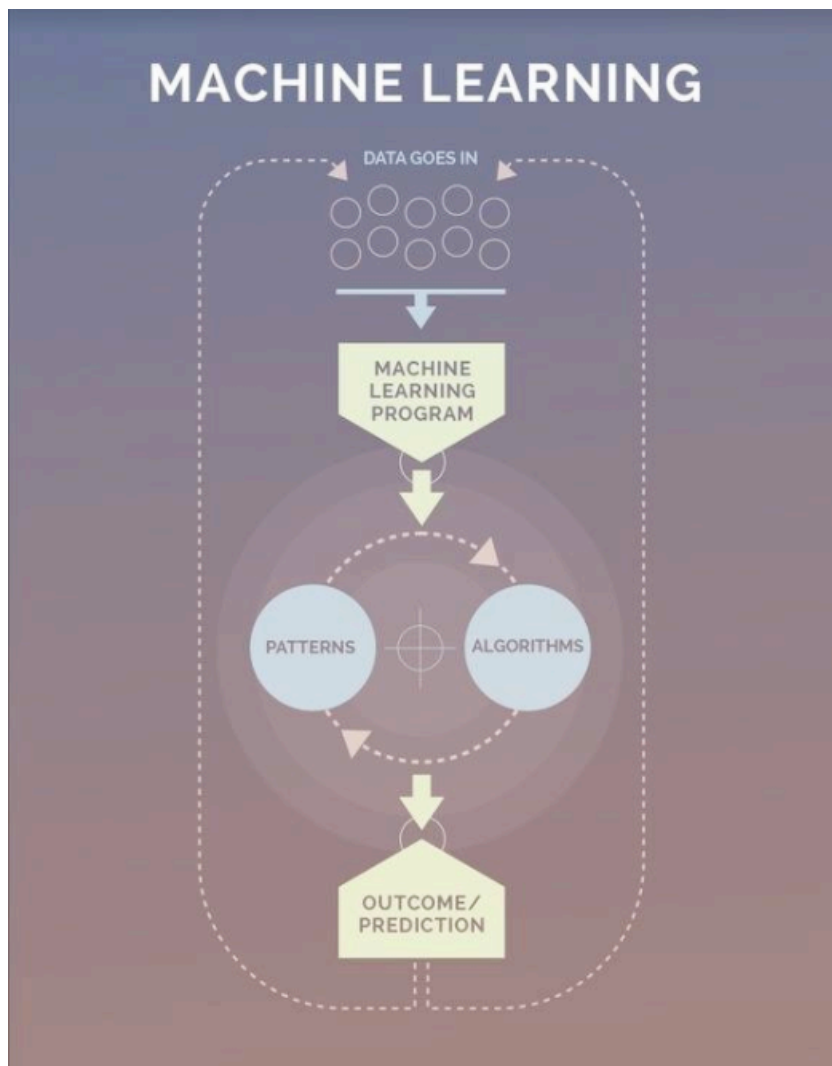
Figure 4. The flowchart of how data is analysed and processed in social paltforms (HubSpot 2016).

Above, in figure 4, you can see the flowchart of the machine learning process. In this chart, a post is referred as data. In the first step, the data is published, and the algorithm created by the social platform, analyses the content, and in the final stage, makes its verdict on how much attention it will get in the cloud of millions of data. The criteria for how high does the algorithm rank the post is determined by the traffic revolving around the data, and whether it is paid to be highly ranked. Comments, likes, and shares; these are called actions that are performed by the social user. The higher number of actions, the higher traffic, thus giving a signal to the algorithm to increase its priority and give it more attention by placing it on the surface where social users can more easily spot it. (Rouhiainen. 2016.) This is the reason why the contents should be carefully planned. There are millions of posts, and you need to ensure that each post engages attention. By adding Call to Action feature to the posts, it increases the propability to create traffic around the post. This feature invites social users to act on the post.

Third module is to choose the interaction channel, whether it is in person, via email, social media platforms or tradeshows for example (Rouhiainen. 2016, table 3). This is also an important step, as it maps out the roads to reach your ideal clients.

The last module is to measure your progress. Different tools, such as YouTube, Facebook, Twitter, and Instagram insights offers an extensive source to track, manage and collect data of your followers; the amount of engagement by your followers, and which posts have generated the most views for example. Measuring your social media journey allows you to better track what attracts the end users, and what doesn't. (Rouhiainen. 2016, table 3.)

Free tools such as Hootsuite and Facebook Business Manager allows you to easily manage and monitor all your social platforms conveniently through one application.

All four modules are equally important, and essential, as they all support one another's functionality, and together they form a solid framework to build your social media strategy on.

## 2.5 Timing and frequency of posts

Timing of posts means the physical time publishing the posts, and frequency is the interval time between these posts. Each social platform has their own ideal time to reach the highest number of social users. For instance, for Facebook, Thursdays and Fridays are the most ideal days to engage social users (Hughes. 2016), however daily posting is recommended to maintain the followers' interest. A study conducted by the Social Media Week, showed that highest level of activity on Facebook is between 1pm and 3pm, and again between 4pm to 7pm, as this is the evening commute time. Of course, each target audience is active during its own time, and you should take this into consideration as well. Facebook insights offers a good way to see when your followers are most active. The recommended posting frequency is about 10 times per week (Hughes. 2016).
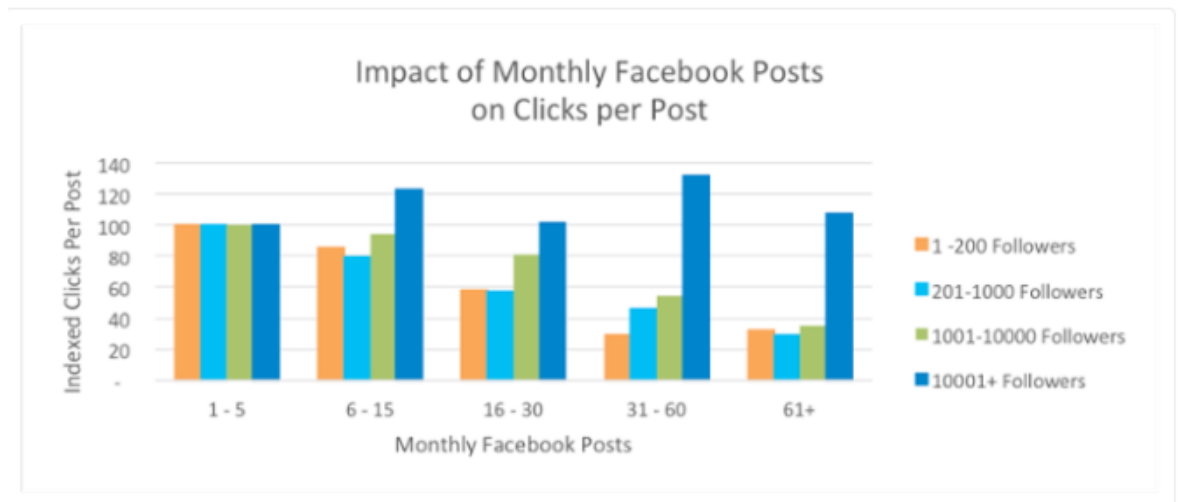
Figure 5. The correlation between the frequency of posts and clicks per post (HubSpot. 2015).

HubSpot (2015) conducted a survey to see the correlation between the mount of clicks, and the frequency of posting in relation to the number of total followers. 1-5 posts per month resulted in 100 likes per post in all follower groups. 6-15 posts per month resulted in 80-125 clicks per post, 16-30 posts per month ranged between 58-105 clicks per post, 31-60 posts per month sparked between 35-130 clicks per post and lastly 61+ posts per month resulted in 35-110 clicks per post. Interesting fact is in the 1-200 follower group, the more frequent posts, the lower the number of clicks per post were. The trend seems to continue in all groups of followers, except for 100001+ group of followers, where the reaction was the opposite. (HubSpot. 2015, figure 5.) This indicates that the higher number of followers you have, the more frequent you should post. As for the group with followers between 200-1000, you should post 6-15 times monthly.

## 2.6 Content marketing

Content marketing is a concept with numerous theories, and models, however in this academic paper, we will focus on the basic concepts of it. Many people refer to content marketing as inbound marketing as well. The two concepts are virtually the same. In both, the idea is to create content that attracts the consumer to you. Inbound is the traffic direction, as we attract the consumers in, and content is the physical substance within inbound marketing. Content, is what we use to make the traffic flow inward. (Chernov. 2014.) Since 2006, content marketing has been the best method for online marketing for businesses. Attract the end users towards your company by creating attractive content.

Figure 6. A 4-step flowchart of inbound methodology, where the stranger is being converted into promoters (HubSpot. 2016).

Figure 6 shows the phases of inbound marketing. The goal of inbound marketing is to convert strangers into promoters within 4 steps; attract, convert, close and delight (figure 6). In this flowchart (figure 6), assuming the consumer has not heard of the company before, the consumer is referred as a stranger. The first phase is to attract the stranger using blogs and social content for example. Choosing the right keywords will help increase the attractiveness. In the second phase, the stranger becomes a visitor as they engage the company through social media, or company website. The next step is converting the visitor into leads, which means collecting contact information, such as email addresses. Close is the third phase, where customer relationship management take splace, and after the closing phase, the last step is to delight the customer. Even if the social user has decided to like your page, or subscribe as a follower, it doesn't mean the job is done. The delight phase is crucial as this maintains the followers interest, preventing them from unsubscribing from your page in the future. Ways to delight include engaging posts, and publishing interesting, relevant content. In the last phase companies can conduct surveys to help them understand what content do the customers find interesting. This does not only help us collect data, but also engages the customers to be active. (HubSpot. 2016, figure 6.)

By successfully implementing and performing content marketing, companies can truly increase their brand visibility, that generates a constant sales flow.

## 2.7 Summary of theory

Social media has quickly risen as one of the most efficient ways of marketing. Most social platforms are free to use, and the possibilities are endless; numerous platforms to choose from, and several of ways of targeting your end users. The top benefits of social media marketing are increased exposure and increased traffic (Stelzner 2014, 2016). Since there are billions of social users globally, the reachability rate is high. The average Joe spends about 118 minutes (Statista 2016, figure 2) online per day, and the number keeps rising each year. Top social channels in Finland are YouTube, Facebook, Instagram, Twitter and LinkedIn (MTV & Kurio. 2015, figure 1).

To create a successful social media plan, research is the first step. In this step information is collected about the end users; who are they, where to reach them, what do they need, and what can you, as a company provide for them. After successfully completing the first step, the following step is planning the content to publish. The third step is to map out the channels to deliver the content, and the last step is to measuring the results, and monitoring the progress using different tools, such as Hootsuite. (Rouhiainen. 2016, table 3.) As social media marketing gains its popularity, numerous social platforms and different measurement tools are available to help companies keep track of their social activity. Hootsuite, and Facebook Business Managers are few great example ones.

Social media marketing has many benefits, however, one downside to it, is the speed and the constant attention it requires. Imagine a high-speed train running without any signs of slowing down. That is what social media is. It is constantly moving, and while you look away for 5 minutes, millions of things have happened and now you must play catch up. There is always something new to look at on social media.

# 3    Research methods

In this chapter I present the research design, explain in details how the research behind this academic paper was conducted, and present theresults in graphs.

I chose field research as my data collection method, specifically because the scope was to acquire answers from one specific group, that matched the ideal client avatar the most; private consumers between the age of 20 and 55 with a regular income (table 4). Field researches are time consuming, which is why it is not the most efficient method, but in this case, it was the best solution to target a specific group, and ensure reliable answers.

## 3.1    Research design

The questionnaire questions were designed to find out what are the most used social media channels in Finland, through what channels do the consumers find information about new cosmetic products, and which of these channels do they find most reliable (appendix 3).

| | | | |
|---|---|---|---|
| Respondent | Company interview #1 | | Consumer questionnaire |
| Data collection methods | In person interview | | In-person questionnaire |
| Data analysis methods | Qualitative analysis of open questions | | Statistical, quantitative analysis |
| Relationship to IQ's | IQ 4 | | IQ 1-3 |

Figure 7. Layout of the research design.

The research consists of two parts; company interview, and the consumer questionnaire. Both were performed in person (figure 7). The company I chose to interview was within the same industry, and mimicked the business concept of bm International. I wanted to compare another company that had similar background than the case company to increase the relevancy of the results. PR-Cosmetics is also a cosmetics import company, and size wise it is also the same as bm International. Both businesses' main business client is Stockmann. The social us-

ers of both companies are similar, therefore, I can relate the results of PR-Cosmetics interview to bm International. The scope of this interview, was to find out how they use social media as a marketing method, and what have they benefit from it (appendix 5).

The consumer questionnaire was set to find which of the social platforms were most relevant regarding the cosmetics industry in Finland, through what channels did they receive information about new products, and which of these channels did they trust the most (appendix 3). The scope of the questionnaire was to find the ideal platforms, and ways to reach the end users of the cosmetics industry.

The questionnaire answerers were hand-picked. I wanted to specifically collect information from the consumers within the cosmetics industry to remain the relevancy of the data collected. Each answerer was chosen from the Stockmann department store, the cosmetics section. The field research was conducted between February 2015 to April 2015.

## 3.2   Data analysis

The company interview results (appendix 5) showed PR-Cosmetics using social media marketing as their primary marketing method. I interviewed the company's social media marketing executive, Reetta Järvelin, who had been with the company for the past 3 years. PR-Cosmetics also works within the cosmetics industry, and their products are mainly skincare related. One of their main brands is Dermalogica. Their social platforms include Facebook, Instagram and bloggers (appendix 5). Facebook, and Instagram are mainly used to promote new products, and post images of the results from using Dermalogica products. As for partnering with bloggers, PR-Cosmetics sends out samples to bloggers with at least 4 years of experience to review. All reviews are organic, none are paid advertisements (appendix 5).

The main benefits of using social media PR-Cosmetics mentiones are increased brands visibility, and increased number of clients (appendix 5).

Table 3. Insights of the respondents for the questionnaire (appendix 4).

| Respondents | 215 |
|---|---|
| Female | 209 |
| Male | 0 |
| **Age group** | |
| 15-20 | 6 |
| 21-25 | 9 |
| 26-30 | 40 |
| 31-35 | 66 |
| 36-40 | 53 |
| 41-45 | 27 |
| 46-50 | 6 |
| 51-55 | 6 |
| 56-60 | 1 |
| 61 and up | 1 |

Total number of respondents were 215; all female, age ranging from 15 to 61 (table 3). Majority of the respondents were within the age of 20 to 55 as this fits the ideal client profile (table 4) the best. Consumers between this age are most likely to have a stable job with a regular income, interest and time in cosmetics. Respondent division was as follows; 15-20-year olds 6 respondents, 21-25-year olds 9 respondents, 26-30-year olds 40 respondents, 31-35-year olds 66 respondents, 36-40-year olds 53 respondents, 41-45-year olds 27 respondents, 46-50-year olds 6 respondents, 51-55-year olds 6 respondents, and lastly one respondent in each group of 56-60-year olds and 61 and up. (Table 3.)

**What is your most used social media network?**
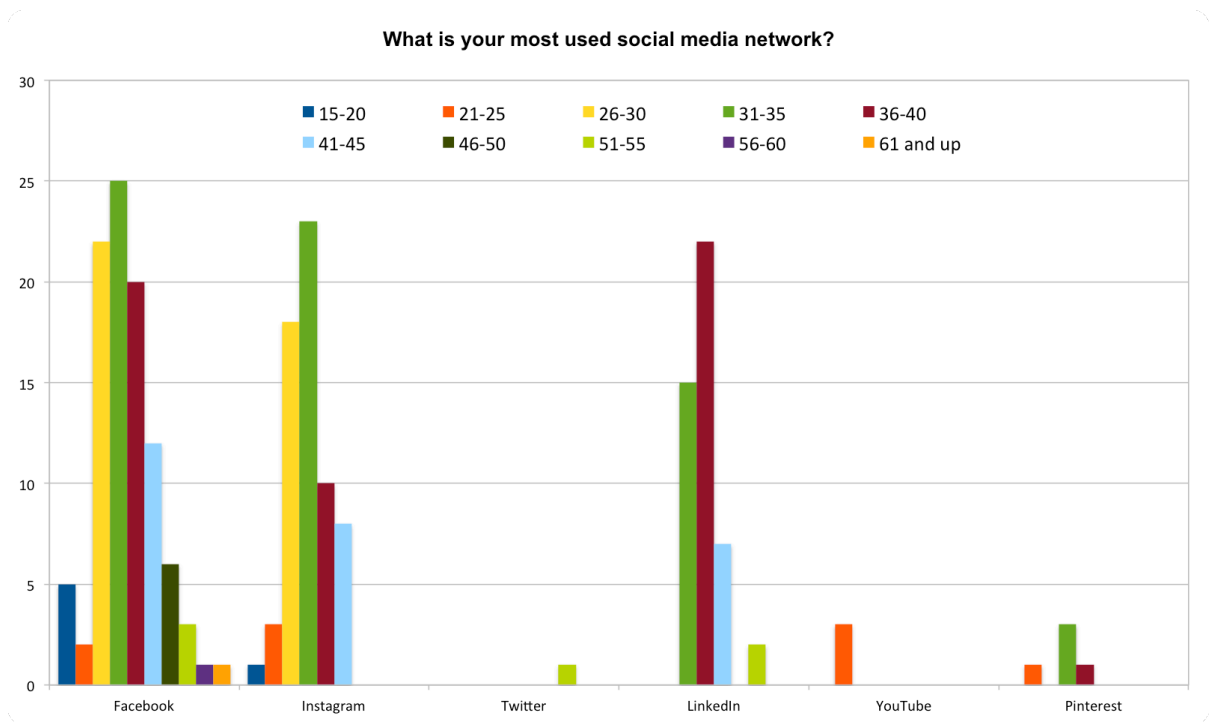
Figure 8. Statistical division of most used social media platform in Finland (appendix 4).

Based on the research analysis, Facebook, Instagram and LinkedIn are the most popular social media platforms in Finland within the cosmetics industry (appendix, figure 8). A total of 97 chose Facebook, 63 chose Instagram and 46 chose LinkedIn. 31 to 35 year olds are most active on Facebook and Instagram. In LinkedIn 36 to 40 year olds are the most active participants. (Appendix 4, figure 8.)



**Information channel for new products**

Figure 9. Statistical division of channels through which the consumers of the cosmetics industry receive information about new products (appendix 4).

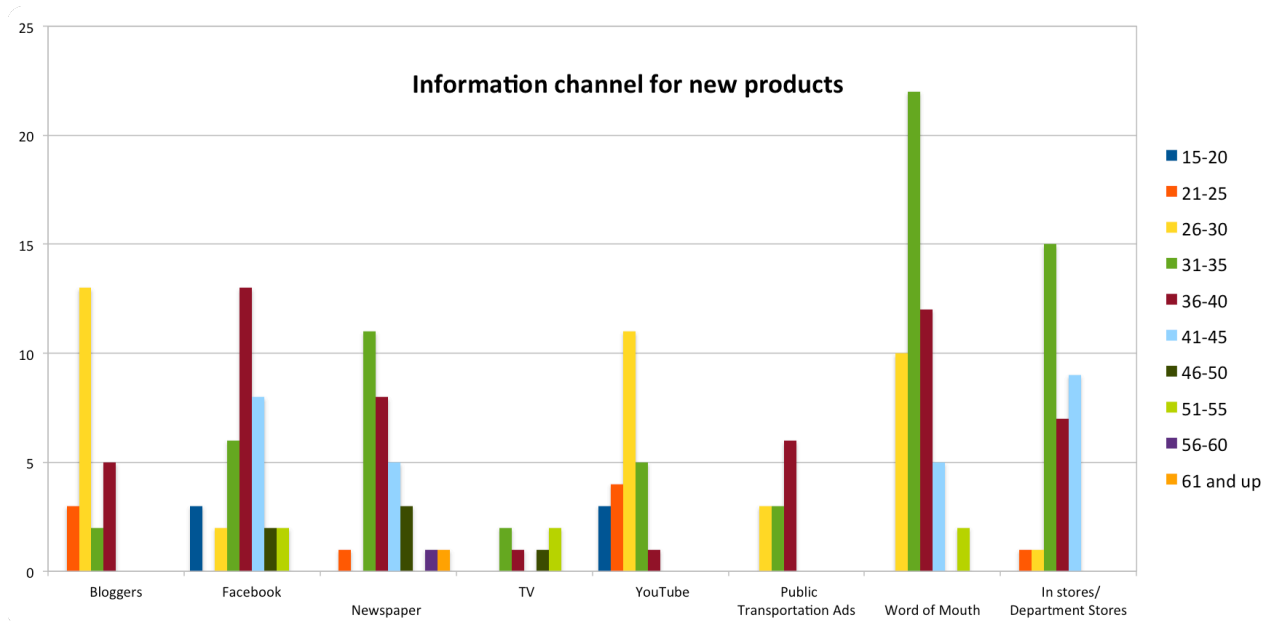The most popular platform through which the consumers received information about new products within the cosmetics industry was word of mouth, earning 51 of all votes. Facebook and traditional Newspaper came as a good second, earning 30 to 36 of all votes (appendix 4, figure 9.) This tells us how crucial it is to put emphasis on marketing directly to consumers. The best advocates for the brands are the consumers themselves. Referrals play a big role in influencing buying decisions these days, whether it was online through blogger reviews, or from a neighbor next door (Kapadia. 2016.)

Blogger reviews, advertisements in stores, on Facebook and Newspapers also acquired a fair share of all votes. TV advertisements are the least influencing channel within this group of respondents (appendix 4, figure 9.)
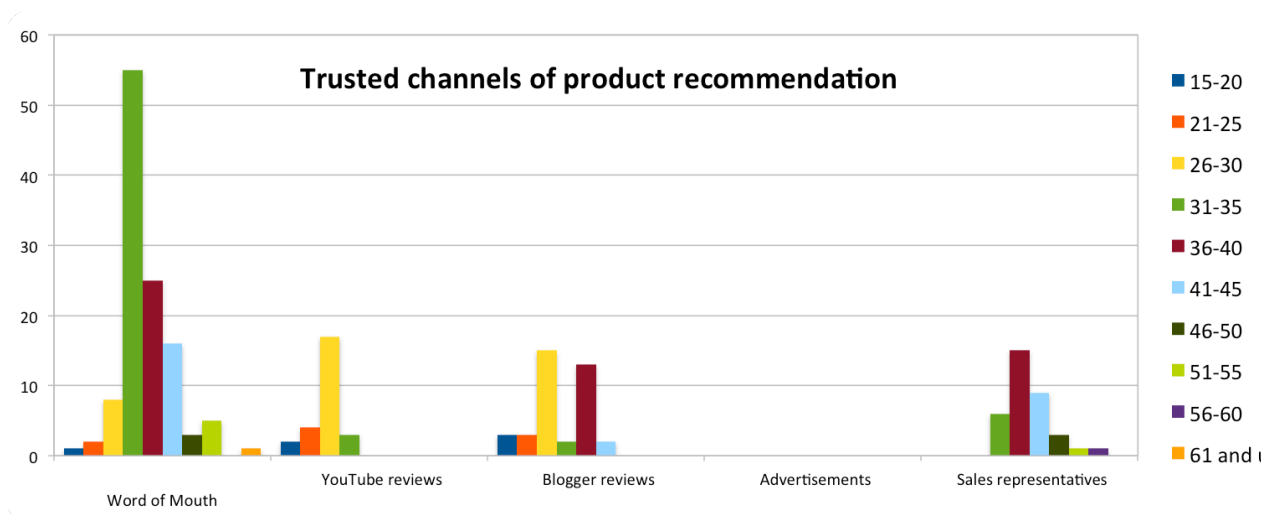


Figure 10. Statistical division of which channel do the consumers find most reliable when recommending cosmetics products (appendix 4).

For the most trusted channel regarding product recommendations, word of mouth was also the winner, earning an astonishing amount of 116 votes (appendix 4, figure 10). More companies these days turn their customers into efficient sales agents. salesforce is a good example case company. They are a software company with a variety of different cloud and software services to help businesses manage their performance in a convenient, and efficient manner. Their online marketing strategy is to turn their customer success stories into advertisements, and converting them into advocates for salesforce. Recently they launched a new advertise-

ment campaign using Dunkin' Donut's success story. In the video, Dunkin' Donut's management shares a story of how salesforce has helped them efficiently manage their services using only one platform (salesforce 2016.) If you think about it from your own perspective, hearing success stories directly from the end users is more convincing than listening to a sales speech by a department store salesman who is paid to market, and sell numerous brands.

Bloggers, also known as professional influencers, are also a source of word of mouth. 10 years ago, people posted videos on YouTube, and wrote articles on different blogging platforms, such as BlogSpot, and WordPress.com, as a hobby. These days there are tens of millions of successful reviewers, and bloggers who earn their living of their YouTube channels and blog websites. Highest earning YouTuber is currently PewDiePie, with over 50 million subscribers, and over 14 milliard total video views. (Socialblade 2016.) Platforms like YouTube have helped turn these hobby videos into multimillion businesses. In the field research, blogger reviews, and sales representatives came second with the amount of 35 to 38 votes (appendix 4, figure 10). These days bloggers can influence and reform the consumer behavior. It was during the OPI treatments that my clients informed me of bloggers influencing a substantial amount when deciding what products to try out, and what to buy. Bloggers with thousands to tens of thousands of subscribers can reach a significant amount of audience, thus helping companies advertise their brands.

Table 4. OPI Client Profile

**OPI Client Profile**

| | Age | Location | Interest | Relevant websites | Sales channel | Motivation to buy | Main problem | Emotional need | Keywords |
|---|---|---|---|---|---|---|---|---|---|
| Finland | 20-55 | Finland | Nail polish Cosmetics Beauty Nail art Fashion | OPI website Facebook YouTube Instagram LinkedIn | OPI Party Social channels bm International Stockmann Sokos Kicks | Beauty | Price / Longevity | Confidence Beauty | Nail polish Nail art Beauty Cosmetics Safe |

The OPI client profile was created based on the information gathered through my 4-year experience working with OPI at the Stockmann department store. During this time, I had daily contact with the end users. On average, I had 7 clients per day, totaling in 6720 clients over the course of 4 years. My job consisted both sales, and cosmetic treatment services. On average, I spent about 45minutes per client, so I had enough time to get to know them and receive feedback about OPI products. Over the course of 4 years I was able to built a clientele group who consistently came in for their montly treatment, providing me feedback about the per-

formance of OPI products; what did they like, and what did they not like. Over the years I learned about their daily life, which gave me good insights to understanding the mentality of the OPI end users. This information is extremely valuable; the more you understand and know about your end user's daily life, the better you know how to reach them.

The OPI client profile above (table 4) defines what the average OPI consumer looks like; age between 20 to 55, and interested in beauty, more specifically in nail polish. Sales channels are mainly department stores such as Stockmann, and Sokos. As for the most relevant social platforms, I found that OPI clients were most active on Facebook, LinkedIn, and Instagram. YouTube was also included in the profile as some listed it as a source of nail art tutorial videos. When asked, what are the deciding factors in purchasing nail polishes, price, and longevity were the deciding factors. OPI won in quality category 9/10 (Vo. 2016) cases, but in pricing, it struggled against L'Oréal. The emotional need in relation to motivation to buy is to beautify that adds a confidence boost within the OPI consumer (table 4).

To quote Lasse Rouhiainen (2016); "By identifying what the main problem is, we can quickly pin point what we can provide as a solution to this problem." Identifying the end user's main problem allows OPI to specifically target this problem and offer a solution. As it was mentioned above (table 4) the main problem is price and longevity. Longevity is excellent in all OPI products, but some consumers find the pricing to be a bit too high. OPI nail polish price ranges from 17€ to 19€ depending on the department store. Stockmann retails a nail polish bottle for 17,90€, versus L'Oréal's nail polish 11,90€. However, during my employment years with OPI, most of the consumers agreed to pay 17,90€ as the quality of OPI nail polishes exceeded the others by far.

# 4   Results

The overall result of the field research was as I predicted; word of mouth and Facebook are the most powerful platforms in social media marketing.

During the research, none of the respondents needed the definition of social media to be explained. Each understood, and knew what social media is. This proves how widely social platforms are known to all ages. The questionnaire included both teenagers, and elderlies (appendix 3).

The main problem with OPI in Finland, is visibility. bm International is a sole importer of OPI in Finland for over 10 years. During this time, they have not strongly marketed OPI, nor the brand. Social platforms, and offline advertisements act as highways, and so far, there were no highways for the consumers to reach the brand. I have been a loyal consumer of OPI nail polishes for over 7 years. The quality is the best a nail polish can offer. The products speak for themselves, but the problem is to get the consumers to discover OPI. Establishing a strong digital presence can fix this problem over time. OPI's newest concept, OPI Party is also a great way for consumers to discover the brand and its products.

Facebook, Instagram and LinkedIn are the most relevant social media platforms in the cosmetics industry in Finland. Word of Mouth is the best way to advertise, and deliver information about the new products. (appendix 4, figure 8-10.) Bloggers, and customer success stories play a crucial role in influencing the purchase decisions.

The ideal client avatar is the first phase bm International should define. Everything is dependent on the ideal client, as this is who OPI wants to reach. The client avatar determines how to reach them, what sparks their interest, and what is their main problem, so OPI can offer a suitable solution. Based on my work experience, the average OPI client is a working 34-year-old female, with interest in beauty. Price, and quality are deciding factors in choosing the nail polish brand (table 4). OPI wins in quality, but not everyone finds the price suitable. However, this can be waived with good brand marketing.

# 5   The social media guideline for OPI Finland

In this chapter I present the guidelines to creating a social media plan for OPI Finland, including examples. Recommendations of different online tools like Google Trends, LikeAlyzer, Hootsuite, and BobAngus editorial calendars are also presented to help bm International manage their social channels, and measure their progress.

Below is a 4 Step Social Media Strategy frame to build a social media strategy of off. It consists of 4 different modules; research, content, interaction and measurement. (Rouhiainen. 2016.)

Table 5. 4 Step Social Media strategy (Rouhiainen. 2016)

| 4 STEP SOCIAL MEDIA STRATEGY | |
|---|---|
| **RESEARCH**<br><br>Ideal client = 20-55-year-old female<br>Product = OPI Nail polish<br>Ideal social site = Facebook, Instagram, LinkedIn<br>Competition = Essie, L'Oréal | **CONTENT**<br><br>Promotional posts<br>Polls (Call to action)<br>Instagram photos (nail art images)<br>Company content on LinkedIn<br>Video clips of OPI Party<br>Tutorial videos on Facebook |
| **INTERACTION / PROMOTION**<br><br>Interaction on social channels: FB, IG, LinkedIn<br>OPI Party<br>Surveys / Polls online<br>Promotional discount codes in exchange of customer success stories | **MEASUREMENT**<br><br>Facebook insights<br>LikeAlyzer<br>Facebook Business Manager<br>Instagram insights<br>Google trends<br>Iconosquare<br>Hootsuite<br>BobAngus Editorial Calendar |

## 5.1 Research

Research section consists the ideal client avatar (table 4), what the product is, what are the relevant social platforms, and who are the competitors (Rouhiainen. 2016).

Based on the field research (appendix 4, figure 8) relevant social media platforms are Facebook, Instagram and LinkedIn. I recommend excluding YouTube for now, as bm International does not have enough employees to oversee the channel, and create content. Video content is a time-consuming process, as it requires planning, recording and editing the video. For a social channel to be successful, constant content flow is a must. Instead of establishing a separate YouTube channel, I recommend bm International to publish one video per month via Facebook and Instagram.

OPI's main competitor is L'Oréal family, including their line of Essie nail polishes. In the past years, Essie has aggressively advertised their products making it one of the most recognized nail polish brand in the world. OPI remains as the world's most sold nail polish brand several years in a row, but within just few years, Essie has established their position as third after OPI and China Glaze (Sharma. 2016). I recommend bm International to follow Essie on social media, and analyze their content; which posts has earned most activity and follow their lead.

## 5.2 Content

Social media is a filled with millions of published contents around the world. To help social media manage all these contents, an algorithm has been created to help the social platforms to sort out all the content. The algorithm picks up information all the way from the words used in the published post, to the number of traffic around it. (HubSpot 2016, figure 4.) In order for the algorithm to rank the post high, the content must be optimized to match the criteria's the algorithm has created. This includes the keyword match level, and the amount of traffic around the post (Rouhiainen. 2016). For example, keywords used in the title of the video or the description of the Instagram post, matching with the words the consumer used to search for social content. The thumb rule is: The more keywords matched, and the more activity there is around the post, such as the number of comments, likes and shares, the higher the algorithm will rank the post.

For a post to create traffic there need to be a call of action (Rouhiainen. 2016). Call of action is an invite to the followers to act on it. This can be a poll, or posting an image asking follow-

ers to pick between two nail polish colors for example. Keeping the call of action in mind, I suggest OPI Finland to post images of new nail polishes, nail art designs, helpful tutorial videos of how to do a quick at home manicure, and promotional posts about the new collections. These are all simple content concepts that are easy and fast to create, and sparks a call of action. Most important of all, I recommend posting video clips of OPI Parties to act as a teaser. As mentioned before, customer success stories are a great way to advocate; my recommendation is in exchange of each customer posts of OPI Party, each follower receives a discount code for their next OPI purchase. Advertise and highlight the atmosphere in OPI Parties to promote the concept.

LinkedIn content I suggest to keep professional; basic information about the company and the nail polish industry. This platform is used mainly to interact with fellow companies.

## 5.3    Interaction and promotion

Interaction means the platforms used to socialize with the end users. Choosing the right social platform is important. They act as roads leading up to your brand. Recommended online platforms are Facebook, Instagram and LinkedIn, and for offline platform, OPI Party. Increase the number of customer posts about OPI Party, and products.

## 5.4    Measurement

As social media marketing gets more popular, there are numerous tools to help companies manage their social accounts, and contents, as well as measure the progress. For bm International, using free tools in the beginning is enough, as the traffic and the number of social accounts are fairly low. As the traffic increases, upgrading to paid tools that have more advanced features, to help them automate their social activity online is advised.

I recommend LikeAlyzer for analyzing performance of their Facebook page (LikeAlyzer 2017, figure 10). BobAngus editorial roadmap –template (Angus. 2016) to help keep track and map all the social events, and posts during the year. Google Trends, and SocialBakers to analyze social listening. And on top of these tools, Instagram, and Facebook all offer their own insights, which shows the analytics of page activity; which posts earned the most likes, comments and shares for example.

Iconosquare is also an extremely useful tool to follow which Instagram accounts are the best influencers (Iconosquare. 2016). This is a great way to find out which accounts have the most followers. I advise to find these accounts, analyze their account activity, and content, and take note of it.

As for the tool to manage all their social channels, Hootsuite is a perfect one. It is a free tool where you can manage all the social channels form one platform (Hootsuite 2016). It is a time efficient tool to easily follow the activities on all the connected social accounts, schedule posts, and see which post has most traffic.

OPI Finland has set up a Facebook page (appendix 6), and currently has about 949 followers. The cover page is good, and shows the product, and the relevancy to the industry, but I would recommend changing it to a picture that included both OPI products, and the consumers. This helps the followers relate to the brand (Rouhiainen. 2016).

### 5.4.1 Social page analysis

LikeAlyzer is a free tool you can use to analyze any Facebook page, and it will generate a list of recommendations.



Figure 10. OPI Facebook page recommendations (LikeAlyzer 2017)

Above is a screenshot of what LikeAlyzer recommends the OPI Finland Facebook page to do. Page ads, increase call to action in posts, like other pages, and shorten the currents posts are few examples of the recommendations to increase their page performance. (2017, figure 10.)

**Page Performance**

✖ **Likes:** 949

✖ **Likes Growth:** 0.11%

✖ **PTAT:** 17

✖ **Engagement Rate:** 1.79%
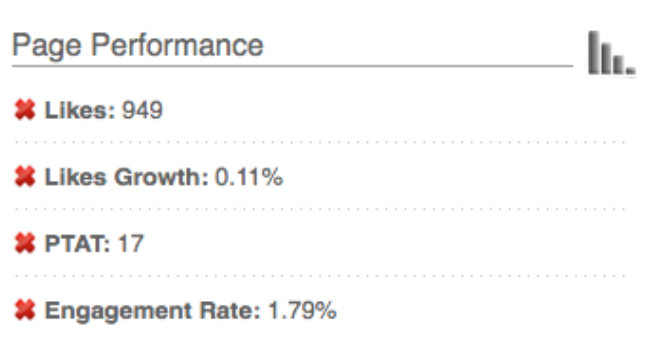
Figure 11. OPI Facebook page performance analysis (LikeAlyzer 2017)

One of LikeAlyzer's feature is listing the statistics, such as the number of likes, and engagement rate. Currently OPI's Facebook page has 949 likes, and the like growth is only 0.11%, PTAT (people talking about it) rate is only 17, and the engagement rate is only 1.79%. (LikeAlyzer.2017, figure 11.)

**Page Comparison**

**39**
OPI Finland

VS

| 53 | 54 | 54 |
| Average LikeRank | Average in Health/Beauty | Similar Brands |

Figure 12. OPI Facebook page comparison (LikeAlyzer 2017)

In page comparison LikeAlyzer ranked OPI Finland 54th within the health and beauty industry (figure 12). I recommend bm International choosing a better time to post, and to look at the Facebook insights to find out, what time are their followers most active. This is a good indica-

tor for bm International to choose the perfect window to post. Recommended timeline to post is daily during 1pm to 3pm, and also 4pm to 7pm (Hughes. 2016.)



Posts by Pages

✖ **Posts per Day:** 0.48

✖ **Likes, Comments & Shares per post:** 2

✔ **Posts per type:**

  📷 83.3%   🎥 8.3%   🗔 8.3%

✖ **Timing:** Way off.

✖ **Length of posts:** Less than 100 characters.

✖ **Curiosity:** You should ask more questions.

✖ **Hashtags:** Not using.

Comments:
Your fans seems to responding best to Photos. Especially Photos posted between 15 - 18 (GMT).
To know more about what posts your followers like, check your Page's top posts.
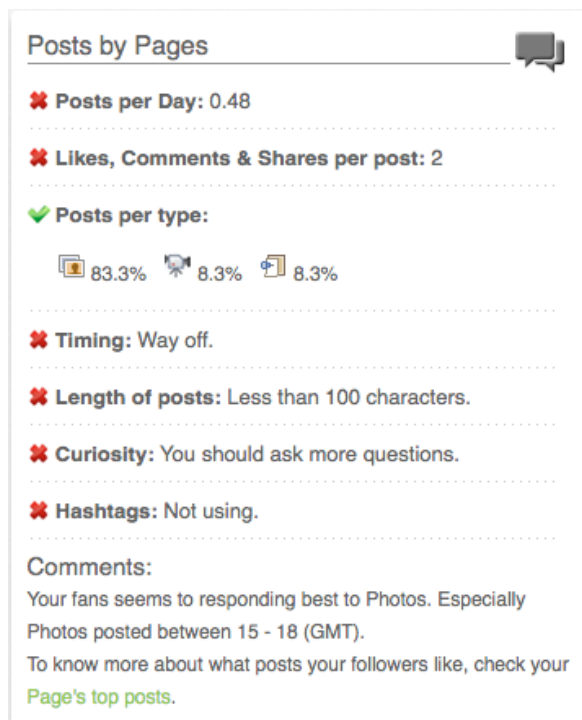
Figure 13. OPI Finland Facebook page analysis (LikeAlyzer 2017)
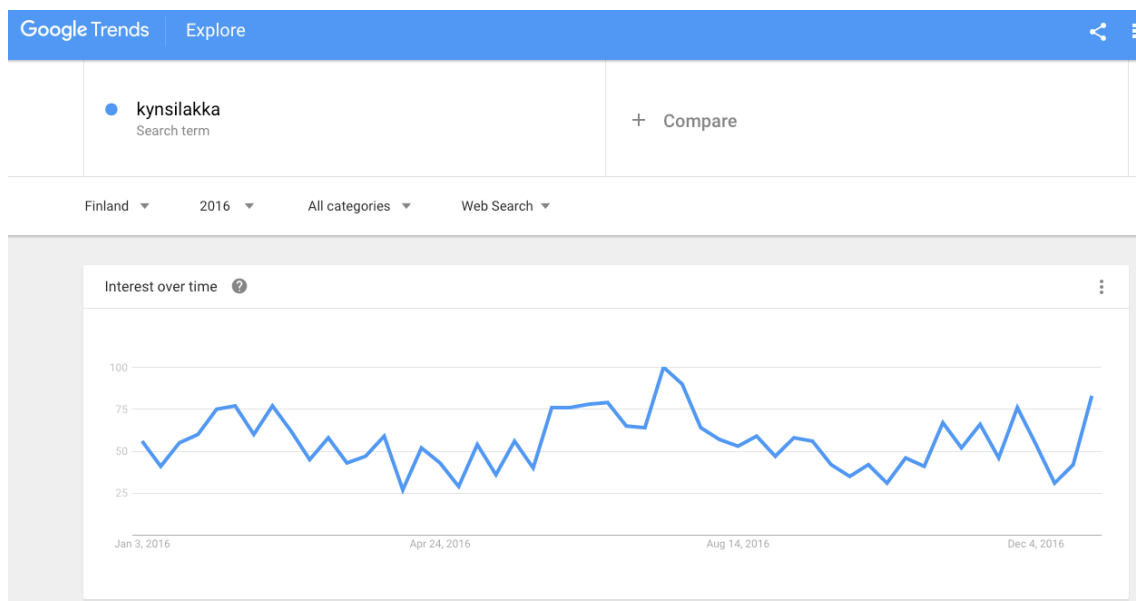
### 5.4.2    Social listening



Figure 14. Results of how searched the term kynsilakka is in Finland within the year of 2016 (Google Trends 2016)

Google Trends is a good tool to see what is trending at the moment. You can search for words, and brands for example, and it shows how highly searched it is on the search engines. Figure 14 (Google Trends 2016) shows an example of how the tool works. This tool can be utilized when choosing which keywords to use in posts, and descriptions.
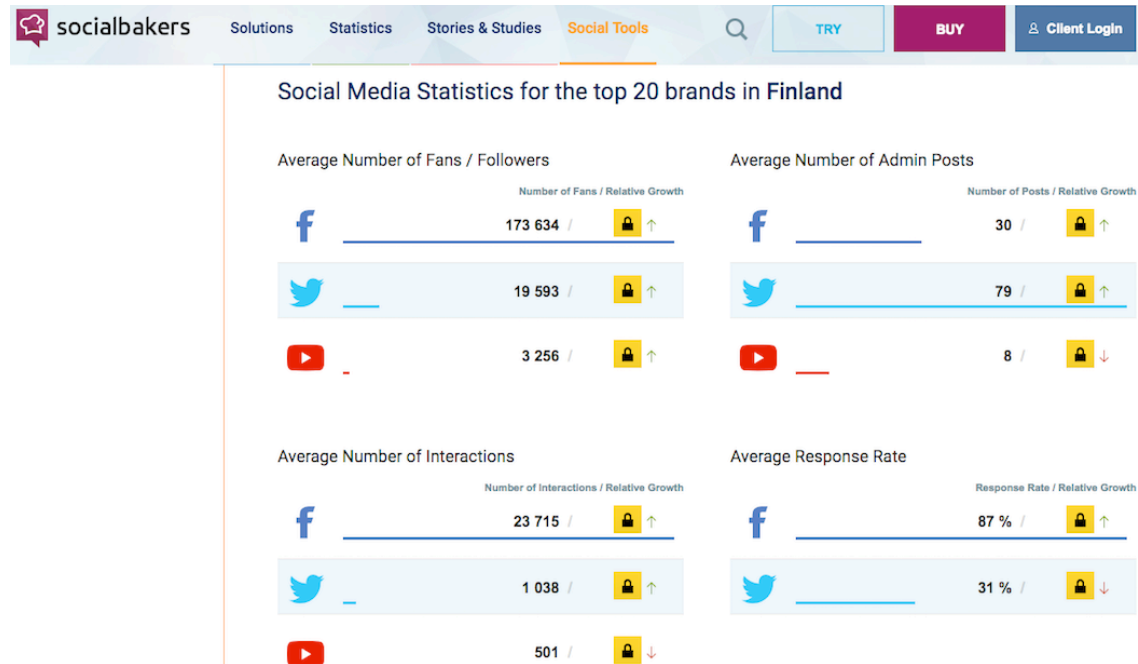


Figure 15. Social media statistics for the top 20 brands in Finland (SocialBakers 2016)

SocialBakers is a free website where you can see quick statistics of Facebook, Twitter and YouTube. They also offer paid packages for more advanced social analytics features, but for bm International, I recommend using the free version to get an indication of what brands in the cosmetics industry have most followers. Figure 15 shows the average numbers of followers on Facebook in Finland within the beauty industry (SocialBakers 2016).
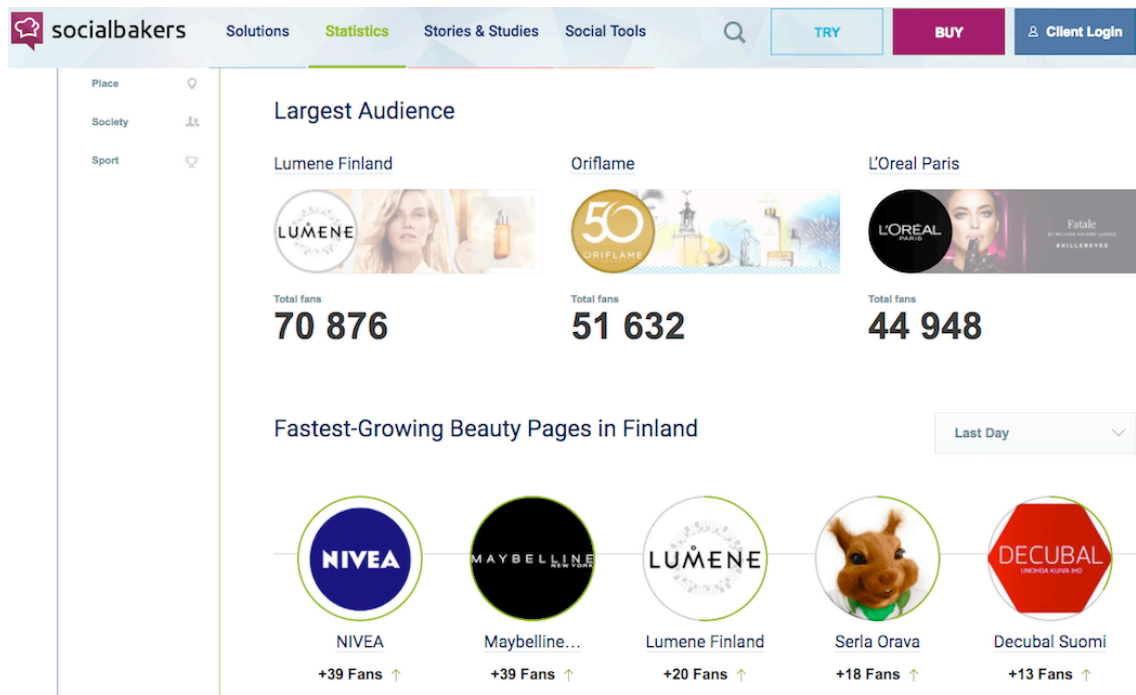
Figure 16. Largest audience in cosmetics industry on Social Media in Finland (SocialBakers 2016)

Figure 16 shows the brands within the cosmetics industry in Finland that has the largest number of followers. Lumene leads on the first place, Oriflame second, and L'Oréal Paris third. (SocialBakers 2016.) bm International can also use this tool to find the most influencing cosmetics brands to observe, and connect with.

### 5.4.3   Social channel management

Bob Angus (2016) offers a free editorial roadmap template that bm International can use to help them track their social calendar, and content publication. This template is an extremely easy way for bm International to map out their social calendar for the year including products launches, events, marketing and promotion campaigns, as well as Holidays.



Figure 17. OPI Roadmap 2016 (Angus 2016)

Above is a screenshot of the roadmap I made as an example for OPI Finland (Angus. 2016, figure 17). OPI launches a new collection 4 times in a year; winter, summer, fall, and a Christmas collection.

For a marketing campaign, I recommend organizing a free manicure promotional event in the Stockmann department store. The event could last for 3 days, and the timeline should be from Friday to Sunday, as these are the busiest days in Stockmann.

**Social Calendar 2016**

| Name/Title | Content Type | Owner/ Author | Priority | Assets Complete Due Date | Publish Live Date | Status | Theme/ Categories | Audience |
|---|---|---|---|---|---|---|---|---|
| OPI Blog | Blog Post | Outi Lyte | High | 15/02/2016 | 16/02/2016 | In progress | New Trends | Beauty family |
| OPI Blog | Case Study | Outi Lyte | Medium | 16/02/2016 | 17/02/2016 | Not Started | Facts of acetone | Beauty family |
| Image post | Social Media Post | Outi Lyte | High | 17/02/2016 | 18/02/2016 | In progress | Nail art post | Beauty family |
| Facebook post | Poll | Outi Lyte | Medium | 18/02/2016 | 19/02/2016 | In progress | Poll | Beauty family |
| Newsletter | Email | Outi Lyte | Low | 19/02/2016 | 20/02/2016 | In progress | Newsletter | Beauty family |
| Free manicure | Advertisement | Outi Lyte | High | 20/02/2016 | 21/02/2016 | In progress | Manicure | Stockmann |
| Manicure tutorial | Video | Outi Lyte | Low | 21/02/2016 | 22/02/2016 | Not Started | Manicure | Beauty family |
| OPI Free manicure | Promotion event | Manicurists | High | 01/03/2016 | 02/03/2016 | In progress | Advertise manicure | Stockmann |
| | | | | 23/02/2016 | 24/02/2016 | | | |

Figure 18. OPI social calendar (Angus. 2016)

The social calendar (Angus 2016, figure 18) goes into more detailed tracking of each social post, promotional event, and advertisement. I recommend a blog post once a week on their company website, this also generates more traffic to bm International's website, and help consumers find their online shop, www.kauneudenkauppa.fi. With this social calendar, bm International can track the progress of each planned post, who is the post targeted to, what is the content, and how high on priority list it is.

# 6   Conclusion

## 6.1   Key findings

Social media marketing is a popular, and cost efficient marketing method for companies to use, regardless of industry. Social media is essential especially within the cosmetics industry, as the consumers in this industry are quite active on social media. Statista (2016) study shows the average social user spends about 118 minutes per day online, and the minutes keep increasing each year. In Western Europe, more than 48% of its population has access to the Internet (Statista 2016, figure 3).

A study conducted by MTV and Kurio the Social Media agency in 2015 (figure 1), shows that YouTube, Facebook, Instagram, Twitter, and LinkedIn are the most popular social media platforms in Finland. YouTube leads with 79,3%, second place is Facebook with 76,8%, third place is Instagram with 17,5%, fourth place is Twitter with 14,9%, and lastly LinkedIn with 14,1%. (MTV & Kurio. 2015, figure 1.) Despite Twitter and YouTube being listed as one of the most popular platforms in Finland, I don't recommend bm International to use these platforms, as it was not found relevant among the OPI consumers (appendix 4, figure 8). Also, video content is the most time-consuming content to create. In relation to relevancy of YouTube and the OPI consumers, the effort-benefit correlation is not high enough for bm International to put their efforts into providing a constant video flow. I advise them redirecting their efforts to other recommended channels, such as Facebook, Instagram, OPI Blog, and LinkedIn.

The key finding in this research was seeing the emphasis of word of mouth. Word of mouth yet remains as one of the most powerful platforms to use for advertisements purposes (appendix 4, figure 10). Customer success stories are the best advocates for brands, and act as one of the most efficient sales agents (salesforce 2016). The social platforms increase exposure, but at the end, what is recommended by a trusted source such as your friend, family member, or a professional influencer, is what has the most weight. Social media marketing has reformed the consumer behavior in such ways that referrals are now an important factor in the decicion making process.

An easy way to plan the Social Media Marketing strategy is to use the 4 step Social Media Marketing Strategy frame. It has 4 different steps; research, content, interaction and measure-

ment. (Rouhiainen. 2016, table 3.) Each section plays an imported role, and supports the functionality of one another, and eventually forming a social media strategy. In this case the product is OPI, and the OPI Party concept (Rouhiainen 2016, table 5). The ideal client avatar is the first step to be defined, as all the remaining steps depends on the ideal client avatar. OPI's ideal client is a 20-to-25-year old with a regular income, who is active on Facebook, Instagram, and LinkedIn (table 4). Main competitors are L'Oréal, and Essie, which is part of the L'Oréal conglomerate.

Content is the following step of the plan (Rouhiainen 2016, table 5). In this step the content is planned to optimize the search engine results, as well as to help increase the visibility of each post. Keywords used in titles and descriptions, and the traffic regarding to the posts, all participate in how high the algorithm of each social media platform ranks (HubSpot 2016, figure 4). Content recommendations for bm International are video clips of OPI Party, images of nail art, nail polishes, and new OPI products. Daily posting on Facebook and Instagram is important, and proven to be fruitful (Hughes. 2016). The content must have a call of action feature to increase the activity, and engagement rate of the followers (Rouhiainen. 2016). For the OPI Blog, I recommend focusing on posting blog posts once a week, topics revolving new upcoming nail trends, educate the consumers about the use of nail polishes, and proper ways of performing manicures at home, using OPI tools and products for example. The idea of the blog is to create an interactive platform for the nail polish family. LinkedIn is mainly used for professional use, to interact and connect with fellow companies.

Interaction is the third step of the 4 step Social Media Strategy (Rouhiainen. 2016, table 5). For OPI, recommended platforms online are Facebook, Instagram, LinkedIn and OPI Blog. OPI Party is used as an offline social platform for the consumers to participate, and test out OPI products, and to see how they are properly used. (Rouhiainen. 2016, table 5.)

Measurement is the last step of the strategy (Rouhiainen. 2016, table 3). Keeping track of the progress is essential, as it shows whether the company is on the right track or not. There are numerous tools that can assist companies to analyze the content, and the traffic it generates (Rouhiainen. 2016, table 5). Facebook and Instagram offer their own insights that shows which posts generate the most activity, such as likes, comments and shares. Free websites such as LikeAlyzer, and Google Trends are great tools to see what is trending at the moment (Google Trends 2016, figure 14), and how well is OPI Finland Facebook page performing. LikeAlyzer suggests OPI Finland Facebook page (LikeAlyzer 2016, figure 10) to post more often, shorten their posts, and optimize the time of posts to better reach the followers.

## 6.2    Management recommendations

I evaluated the company's visibility online and combined with my past 4-year employment relationship with OPI, my main recommendation for bm International, is to first create a strong brand image for OPI in Finland through the social platforms. This will help advertise the OPI Party concept as well. Good brand marketing supports the job of the sales agents. Once the brand itself is known, it is easier to advertise all products under this umbrella. Picture a champagne tower; the most efficient way to fill up the tower is to pour the champagne from the top. If you advertise one product at a time, you're essentially filling up the tower one by one from the bottom. It would be much easier for bm International to sell OPI Party concept, and its products, once the brand itself is known first. This is where social media marketing is the best option, as it has proven to increase brand visibility, and exposure.

As data analysis showed, word of mouth played the biggest role in both visibility of the new products, as well as when it comes to recommending products (appendix 4, figure 9-10). Big advertisements on billboards are not as effective as they used to be. The social media networks have reformed the process of purchase. Consumers rather go online, read reviews from bloggers, or customer experiences, than visiting stores for information.

My suggestion is to track down the more popular influencers, and bloggers of the cosmetics industry in Finland, and provide them with free samples of OPI products, and help them host the first OPI Parties. This helps OPI to strongly kick off the concept and eventually become more known in the world of cosmetics.

bm International does not have a budget available for marketing, so this is another reason why social media marketing is their best option, as there are numerous ways to do it without having to make big financial investments. Facebook, Instagram and OPI Blog combined, are good starters to market the brand. The recommened plan (table 5), is manageable using 1-3 people. Hootsuite, and Bob Angus' free Editorial Roadmap are applications to help manage, automate, and track the social activity (table 5). Iconosquare is an excellent source to see which Instagram accounts are the biggest influencers. It is recommended for bm International to use this tool to see which accounts in the cosmetics industry, have the highest number of followers, and observe their activity, and content. This is a fast way to build up and plan the contents to post for OPI Finland.

As mentioned before, bm International does not have a separate team to oversee the social aspect of the company. However, the other owner Outi Lyte, takes the main responsibility to plan and upkeep the social activity on all social platforms, with the help of above mentioned tools.

## 6.3    Reliability

The field research was conducted in person face-to-face ensuring the questions were understood properly (figure 7). Also, my 4-year experience with OPI increases the reliability of the data collected, and enclosed in this academic paper. Direct daily contact with the OPI end users has helped the data collection process.

The accuracy and relevancy of the respondents is high, as the respondents were specifically chosen to fit the ideal client avatar (table 4).

In addition to the questionnaire, I also spent hours observing the consumer behavior in the department stores; which nail polish brand did they choose, and what brands were highly known, and popular. My work experience in the cosmetics industry for 4 years also provided me with reliable insight.

## 6.4    Company feedback

bm International was very pleased with the results of the research, as well as the recommendations made. The company has already implemented part of the plan, and has recently been much more active on social media increasing their digital presence. The challenge for them is resources to hire personnel responsible for social media marketing. Someone to update the social media, ensuring their visibility for all consumers in Finland. However, the traffic is still low enough for Outi, the first owner of bm International, to manage with the help of the above mentioned online tools (Rouhiainen. 2016, table 5).

## 6.5    Analysis of learning

The social media keeps evolving quickly, which made the theory data collection a bit challenging, as new sources emerged from every corner. However, Stelzner's Social Media reports and Lasse Rouhiainen's Social Media Marketing in Modern Business lecture in Haaga-Helia, provided a good insight about the theory of social media, and the tools online.

The research process was rather long. Overall timeline for the field research was about 4 months including planning, and implementation. I wanted to increase the reliability of the respondents, and the relevancy between them and the industry, to give bm International the most accurate information possible.

My 4-year work experience with OPI allowed me to get to know the end users directly, and bond a strong reliable relationship. No books, articles, nor lecturers have taught me more than being in direct connection with the end users. I've worked in sales for over 6 years in total, and to find out the best ways to engage, and sell to the consumer requires an extensive amount of time. What is their daily life like, how do they communicate, and what is the deciding factor in the process of decision making. During my employment relationship with OPI, of all OPI sales agents, I had the highest number of regular clients (Lyte. 2016). This was reached, because I always made sure to communicate in such way that my clients understood. I not only recommended products, but I also educated them about the chemicals, and the proper use of manicure tools, and nail polishes. Of course, the good quality of my work also helped build up my credibility, but it was truly the expertise I provided, that lead my clients to trust me over the years. And before I knew it, 10 clients turned into 100 as the word spread among the consumers. Another proof of how important word of mouth is as a marketing tool. And these days, you can share customer success stories effortlessly through social media platforms. bm International can truly utilize the effects of word of mouth through social media platforms.

I am satisfied with the overall learning during this academic paper. I learned to conduct a reliable field research, where I could utilize my expertise in cosmetics as well. Also, reading articles, books, and attending social classes have given me information I know I can implement in my future professional adventures.

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# Appendices

**Appendix 1. OPI Party interview with bm International owner Outi Lyte**

1. The history of OPI Party -sales in the past?

   a. bm International has acquired 5 hosts for OPI Party –concept in the beginning of year 2015. Each of them has hosted a few parties that have generated some sales, but the figures aren't as desired yet.

2. Through what channels and how have they marketed OPI Party in the past, if at all? What has succeeded and what has failed?

   a. bm International has not yet marketed OPI Party –concept.

3. What is their budget for this marketing plan for OPI Party –concept?

   a. As low as possible

4. What is their expected increase in sales after this social media marketing plan?

   a. 5 main OPI Party hosts, each hosting one party monthly. Each party generating a minimum of 200€ in sales, bringing a month total of 1000€ in direct sales.

**Appendix 2. OPI Party sales figures**

Table 7. OPI Party sales report by host number 1.

**OPI- Party / Helmikuu 2015 #1**

| Pvm | | Kutsumyynti | | Provisio |
|---|---|---|---|---|
| | | | | |
| 12/02/15 | | 395,82 € | | 79,16 € |
| 23/02/15 | | 29,90 € | | 5,98 € |
| | | | | |

OPI- Party / Maaliskuu 2015

| Pvm | | Kutsumyynti | | Provisio |
|---|---|---|---|---|
| | | | | |
| 12/03/15 | | 254,45 € | | 50,89 € |
| 15/03/15 | | 135,50 € | | 27,10 € |
| 22/03/15 | | 153,60 € | | 30,72 € |
| 25/03/15 | | 43,40 € | | 8,68 € |
| 29/03/15 | | 148,60 € | | 29,72 € |
| | | | | |

OPI- Party / Huhtikuu 2015

| Pvm | | Kutsumyynti | | Provisio |
|---|---|---|---|---|
| | | | | |
| 09/04/15 | | 54,20 € | | 10,84 € |
| 25/04/15 | | 411,90 € | | 82,38 € |
| | | | | |

Table 8. OPI Party sales report by host number 2.

**OPI- Party / Tammikuu 2015 #2**

| Pvm | | Kutsumyynti | | Provisio |
|---|---|---|---|---|
| 05/01/15 | | 104,80 € | | 20,96 € |
| 09/01/15 | | 42,50 € | | 8,50 € |

OPI- Party / Maaliskuu 2015

| Pvm | | Kutsumyynti | | Provisio |
|---|---|---|---|---|
| 05/03/15 | | 215,85 € | | 43,17 € |
| | | | | |

OPI- Party / Huhtikuu 2015

| Pvm | | Kutsumyynti | | Provisio |
|---|---|---|---|---|
| | | | | |
| Party | | 38,65 € | | 7,73 € |
| | | | | |

Table 9. OPI Party sales report by host number 3.

**OPI- Party / Huhtikuu 2015 #3**

| Pvm | | Kutsumyynti | | Provisio |
|---|---|---|---|---|
| | | | | |
| 09/04/15 | | 314,00 € | | 62,80 € |
| 14/04/15 | | 211,35 € | | 42,27 € |
| | | | | |

Table 10. OPI Party sales report by host number 4.

**OPI- Party / Maaliskuu 2015 #4**

| Pvm | | Kutsumyynti | | Provisio |
|---|---|---|---|---|
| 14/03/15 | | - € | | - € |
| | | | | |

OPI- Party / Huhtikuu 2015

| Pvm | | Kutsumyynti | | Provisio |
|---|---|---|---|---|
| | | | | |
| Party | | 80,20 € | | 16,04 € |
| | | | | |

Table 11. OPI Party sales report by host number 5.

**OPI- Party / Maaliskuu 2015 #5**

| Pvm | | Kutsumyynti | | Provisio |
|---|---|---|---|---|
| 02/03/15 | | 428,10 € | | 85,62 € |
| 14/03/15 | | 75,30 € | | 15,06 € |
| 24/03/15 | | 233,50 € | | 46,70 € |
| | | | | |

OPI-Party / Huhtikuu 2015

| | | | | |
|---|---|---|---|---|
| 31/04/15 | | 172,60 € | | 34,52 € |
| | | | | |

**Appendix 3. OPI questionnaire**

**Current Social Media Trends in Finland -questionnaire**

1. Gender
    a. Female
    b. Male

2. Age group
    a. 15-20
    b. 21-25
    c. 26-30
    d. 31-35
    e. 36-40
    f. 41-45
    g. 46-50
    h. 55-60
    i. 60 and up

3. What is your most used social media network?
    a. Facebook
    b. Instagram
    c. Twitter
    d. LinkedIn
    e. YouTube
    f. Pinterest
    g. Tumblr
    h. Google+
    i. Snapchat
    j. BlogSpot

4. From which channels, do you most commonly receive news about the newest products regarding beauty industry?
    a. Bloggers
    b. Facebook
    c. Newspaper
    d. Advertisement in public, please specify;

       i. TV

      ii. YouTube

    iii. Public transportation ads

  e. Word of Mouth

  f. In stores/department stores


5. When it comes to new products, specify which channel do you trust the most?

  a. Word of Mouth

  b. YouTube reviews

  c. Blogger reviews

  d. Advertisements

  e. Sales representatives

**Appendix 4. Social media questionnaire table**

| Question | Response | Age Group | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 15-20 | 21-25 | 26-30 | 31-35 | 36-40 | 41-45 | 46-50 | 51-55 | 56-60 | 61 and up |
| What is your most used social media network? | Facebook | 5 | 2 | 22 | 25 | 20 | 12 | 6 | 3 | 1 | 1 |
| | Instagram | 1 | 3 | 18 | 23 | 10 | 8 | | 1 | | |
| | Twitter | | | | | | | | | | |
| | LinkedIn | | | | | | | | | | |
| | YouTube | | 3 | | 15 | 22 | 7 | | 2 | | |
| | Pinterest | | | | | | | | | | |
| | Tumblr | | 1 | | 3 | 1 | | | | | |
| | Google+ | | | | | | | | | | |
| | Snapchat | | | | | | | | | | |
| | Blogspot | | | | | | | | | | |
| | **TOTAL** | **6** | **9** | **40** | **66** | **53** | **27** | **6** | **6** | **1** | **1** |
| From which channels do you most commonly receive news about the newest products regarding beauty industry? | Bloggers | | 3 | 13 | 2 | 5 | | 2 | 2 | | |
| | Facebook | 3 | | 2 | 6 | 13 | 8 | | | 1 | |
| | Newspaper | | | | 11 | 8 | 5 | 3 | | | |
| | TV | | | | 2 | 1 | | 1 | | | |
| | YouTube | 3 | 4 | 11 | 5 | 1 | | | 2 | | 1 |
| | Public Transportation Ads | | | 3 | 3 | 6 | | | | | |
| | Word of Mouth | | | 10 | 22 | 12 | 5 | | 2 | | |
| | In stores/Department Stores | | 1 | 1 | 15 | 7 | 9 | | | | |
| | **TOTAL** | **6** | **9** | **40** | **66** | **53** | **27** | **6** | **6** | **1** | **1** |
| When it comes to new products, specify which channel do you trust the most. | Word of Mouth | 1 | 2 | 8 | 55 | 25 | 16 | 3 | 5 | | |
| | YouTube reviews | 2 | 4 | 17 | 3 | | | | | | |
| | Blogger reviews | 3 | 3 | 15 | 2 | 13 | 2 | | | | |
| | Advertisements | | | | | | | | | | |
| | Sales representatives | | | | 6 | 15 | 9 | 3 | 1 | 1 | 1 |
| | **TOTAL** | **6** | **9** | **40** | **66** | **53** | **27** | **6** | **6** | **1** | **1** |

**Appendix 5. Social media as a marketing tool for companies -interview**

Interviewee company: PR – Cosmetics

Interviewee: Reetta Järvelin, Online Marketing Executive

1. The company's industry?
– Cosmetics, skincare

2. How big of a role does social media play in your marketing strategy? Is it your main marketing method, or does social media play an assisting role?
– Social media is the primary marketing method; social media channels, sponsorships of bloggers, and athletes (i.e. Aino-Kaisa Saarinen)
– Maintains and increases brand visibility the most based on their experience

3. How much has social media marketing affected your sales income?
– No direct ROI analysis done, but 80% of all clients mention finding out about Dermalogica through its social channels

4. Which of the following is your most used social channel?
    a. Instagram / 2nd channel, used for posting images of new products and market brand image
    b. YouTube / 3rd channel, product reviews and how to properly –tutorial videos
    c. Bloggaajat / 4th channel, product samples, no paid marketing – the blogger always tells their true opinion, blogger with at least 4 years of experience
    d. Twitter
    e. Facebook / most used
    f. LinkedIn
    g. Google+
    h. Other, specify?

5. Which of the following supports the benefits of social media marketing the most in your company?
    a. Brand visibility / the most
    b. Increased clientele / moderate
    c. Revenue

Notes: Dermalogica is a franchise brand, and therefore must follow the host guidelines in social media marketing.

**Appendix 6. OPI Facebook page**

**Appendix 7. Guideline to creating social media strategy for OPI Finland**



Guidelines to Creating
a Social Media
Strategy for OPI Finland

Hinni Vo

# Table of Contents
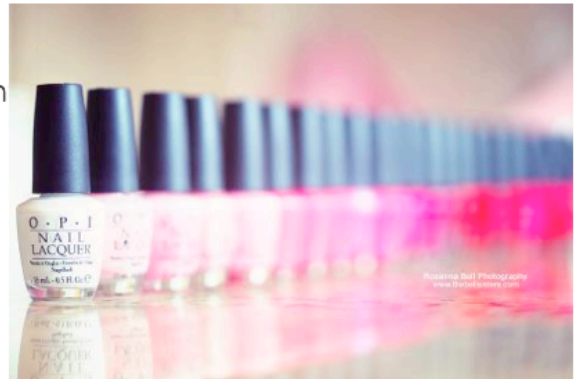
Hinni Vo

# Key Points

- The following guideline is created to be manageable and executable using 1-3 employees

- Guideline to creating a social media strategic plan

O·P·I

The World Leader in Professional Nail Care

Hinni Vo

# 4 Step Social Media strategy

- Research
- Interaction

- Content
- Measurement & Management

# 1. Research

- Research
  - Ideal client avatar

OPI Client Profile

| | Age | Location | Interest | Relevant websites | Sales channel | Motivation to buy | Main problem | Emotional need | Keywords |
|---|---|---|---|---|---|---|---|---|---|
| Finland | 20-55 | Finland | Nail polish Cosmetics Beauty Nail art Fashion | OPI website Facebook YouTube Instagram LinkedIn | OPI Party Social channels bm International Stockmann Sokos Kicks | Beauty | Price / Longevity | Confidence Beauty | Nail polish Nail art Beauty Cosmetics Safe |

# 2. Content

- Content
  - Photos on Instagram and Facebook
  - Tutorial videos on Facebook
  - Teaser videos of OPI Party on Instagram
  - Company information on LinkedIn
  - Customer success stories

  - **All posts to include Call to Action feature!**

Hinni Vo

# 3. Interaction

- Facebook
- Instagram
- LinkedIn
- bm International website (OPI Blog)
- OPI Party

Hinni Vo

# 4. Measurement & Management

**Measurement tools**

- Facebook insights
- Instagram insights
- LikeAlyzer for Facebook page

**Management tools**

- Hootsuite
- Bob Angus editorial calendar

# Recommendations

1. Build a strong brand image through social media focusing on Facebook, Instagram and OPI blog

2. Increase advertisement through Facebook, and Instagram

3. Increase in brand knowledge → post customer success stories

4. Encourage customers to post on their social media platforms by rewarding each post

5. Increase in sales