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A DIGITAL MARKETING COMMUNICATIONS PLAN FOR
COMELIT IMMOTEC

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Tämän opinnäytetyön tarkoituksena oli tutkia Ranskan digitaalista markkinointiviestintää ja paikallista verkkokäyttäjyistä määrittelemällä yrityksen tarpeet ja tarvittavat työvälineet digitaalisen verkoston kehittämiseksi. Opinnäytetyö tarjosi suosituksia seuraaviin aiheisiin: hakukoneoptimointi, sosiaalisen median alustat ja verkkosivustot sekä kilpailija-analyysi. Primääritutkimus koostui yritykseltä henkilökohtaisesti vastaanotetusta informaatiosta, observoinnista sekä kilpailijayritysten vertailukehittämisestä.

Teoreettinen osa koostui pääasiallisesti erilaisista teorioista ja tilastotiedoista koskien erityisesti Ranskan digitaalista markkinointiviestintää. Opinnäytetyön teoria tarkentui hakukoneoptimoinnin työkaluihin Ranskan markkinoita ajatellen ja se analysoi sosiaalisen median alustoja ja niiden käyttöä Ranskassa sekä selvensi verkkosivujen olennaisia toimintoja käyttäen teoriaa ja tilastotietoa. Jotta tutkielma muodostaisi mahdollisimman ajankohtaisen ja luotettavan informaationlähteen, lähteinä käytettiin lukuisia kirjoja ja luotettavia verkkosivustoja.

Empiirisen osan pääpaino oli rakentaa täydellinen katsaus Comelit Immotecin vahvuuksiin ja mahdollisuuksiin digitaalisessa markkinointiviestinnässä. Jotta kaikkien mahdollisten näkökulmien muodostaminen oli mahdollista, SWOT-taulukko sekä kilpailija-analyysi paljastivat Comelit Immotecin vahvimmat kilpailijat ja merkittävät mahdollisuudet sekä tarjosi kokonaisvaltaisen näkökulman haastavaan tilanteeseen. Tässä osassa valittiin tutkimusmenetelmät sekä välttämättömät rajaukset, jotta ennakoitujen tulokset saavutettaisiin.

Tapausyrityksen suurimmat haasteet ovat olleet tilastollisen informaation puute ja rajallinen määrä resursseja markkinointiviestinnässä. Pääpaino oli huomioda nämä ongelmat suosituksissa, jotka tarjosivat näkemyksiä ja ehdotuksia mahdollisten ratkaisujen avulla yrityksen hypoteettisille toimenpiteille. Koska tutkielma esitteli useita teorioita monista eri aihealueista, se esitteli myös lukuisia loppupäätelmiä. Huomioitettava tulos oli yrityksen kohderyhmän määrittely, jolle tapausyritys voisi rakentaa viestinnälliset toimintansa turvallisesti. Tutkimustuloksena oli tarjota digitaalisen markkinointiviestinnän työkaluja, mutta myös harkita muita toimintoja, kuten mahdollisuutta investoida digitaaliseen markkinointiviestintään kansainvälisellä tasolla.

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The purpose of this thesis was to observe the French digital marketing and the local online behavior by determining the needs and necessary tools for Comelit Immotec in order to develop its digital network. The scope of this thesis was to provide up-to-date information on the following fields: search engine optimization, social media platforms, websites, and competitor analysis. The primary research was conducted as a result of personal communication with the company, as well as through observation and competitor benchmarking.

The theoretical part consisted mainly of various theories and statistics around the digital marketing, specifically in France. The theory of this thesis focused on the search engine optimization tools for the French market, it analyzed the social media platform methods and their usage in France and finally, it clarified the theory and statistical information about the basic functions of the company websites. To create the most accurate and trustable resource of information, this part was based on theory coming from numerous books and reliable Internet sources.

The main focus of the empirical part was to do a complete overview of the strengths and possibilities of Comelit Immotec in the field of digital communication. Capturing all the possible viewpoints, the SWOT table and the competitor analysis revealed Comelit Immotec's strongest rivals and greatest opportunities, while offering a bird's eye view to the challenging situation. In this section, the methods of research and the necessary limitations were selected in order to achieve the expected outcome.

The main challenge for the case company has been the lack of statistical information and the limited amount of resources for its marketing communication. The focus was to take these issues into consideration in the recommendations, which offered viewpoints and suggestions with the potential solutions for the hypothetical actions. Since, the thesis presented various theories on several separate subjects, it also introduced numerous outcomes. An important concern was to be able to determine the company's target audience, on which the case company can securely construct the communicational actions. Essentially, the outcome was to provide the tools for digital marketing communications, but also to consider other actions, such as the possibility to invest in the digital communications in the international level.

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1 INTRODUCTION

The topic of this thesis originates from the current absence of Comelit Group SpA's online marketing plan for its French subsidiary. The company offered me a possibility to create an effective digital marketing plan for Comelit Immotec, as well as an opportunity for myself to increase my knowledge while applying the yet existing expertise. During my 3 month long internship in Comelit's headquarters, I was offered various tasks concerning the company's actions online. I got familiar with the company itself, learned new skills of digital marketing as I got to put into practice what I had learned about marketing during my degree program at the university.

This type of a digital marketing plan outlines the company's target market and creates a road map for a stable and unique marketing technique created by focusing to the customer's behavior. With its importance in mind, the general idea of the outcome is to provide a range of online services and information, which responds to the customer's needs in great measure. Apropos to that, the companies are naturally looking for a rise in sales, resulting an increased turnover.

Currently Comelit Group's digital marketing for it's French branch Comelit Immotec, limits to the specified website for the French market. Yet, the decision not to expand the digital market for Immotec brings us back to the aim of the thesis. Excluding the French online market can be considered as an advantage, in case this thesis will bring out new information or aspects for the company's current familiarity of the French digital market. The probability is, that if a company enters in the online market without targeting the market audience and specifying the needs of both parties, it will have a higher possibility to fail to satisfy the demand.

1.1 Purpose of the thesis

The purpose of this thesis is to discover the French digital market and its opportunities for Comelit Immotec in order to apply those findings for today's competitive online market. In practice, digital marketing consists of various tools of online marketing. These techniques are for instance: presence on social media platforms and

corporation websites combined with online communication methods such as social media marketing, email marketing and online advertising. (Chaffey & Ellis-Chadwick 2016, 11.)

The most essential part is to identify and analyze a scope of the main metrics of the different types of marketing approaches. After this, it is important to determinate and single out the right marketing tools from the selected scope. Subsequently, the 4 P's of Marketing will be applied and demonstrated especially in the promotion segment. The intention of this study is to find an overall idea and the most up-to-date statistics on the assumption that Comelit Immotec would develop its online marketing concept in the near future. As a result, the digital marketing methods chosen to this plan will be statistically proven to be currently the most effective ones in France. Furthermore, the SWOT-technique will be implemented to define the value the possible risks and opportunities in the French market.

1.2 Objectives and problem definition

As the objectives of this thesis I have stated few main characteristics. Firstly, to discover whether the French market would be respondent to digital marketing. If so, to identify, which medias and platforms are the most beneficial in terms of the Comelit Immotec's and customer's needs. The second characteristic is to define the importance of search engine marketing in France and to identify the primary competitors of Comelit Immotec. Finally, to create a practical plan, which responds clearly to all the arguments occurred concerning the French market, specifically the areas, in which Comelit Immotec is mastering. The arguments are stated into four simple questions, which can be found on the list below.

- What is the French digital market like?
- Which platforms are the most beneficial to reach the customers' interest?
- How does the search engine optimization tools function in France?
- Who are Comelit Immotec's main competitors in France?
- What is Comelit Immotec's target audience?

The research will cover the basics of the digital marketing tools, introduce and study the French online market and social media market and emphasize the relevant issues for Comelit Immotec. The empirical part of the thesis will consist of problem solving recommendations for Comelit of all the fields of research, which cover the preferred social media platforms, suggestions for French SEO, the strongest competitors and recommendations against those rival companies. In the light of multiple studies, it can be only assumed that the outcome of this research will provide vital remarks for Comelit Group and its French branch Comelit Immotec.

1.3 Conceptual framework

As the foundation of the thesis, thus the core of this framework is digital marketing. The purpose of this thesis is to create a marketing plan, which consists of few key concepts shown in the figure. The plan itself contains of theory, statistical research and other data, as well as empirical part to apply the achieved knowledge. Due to the company's requirement, the implemented concepts are social media marketing, website marketing, search engine optimization (SEO) and competitor analysis. Finally, the theory and findings of these areas are applied to Comelit's current marketing strategies.

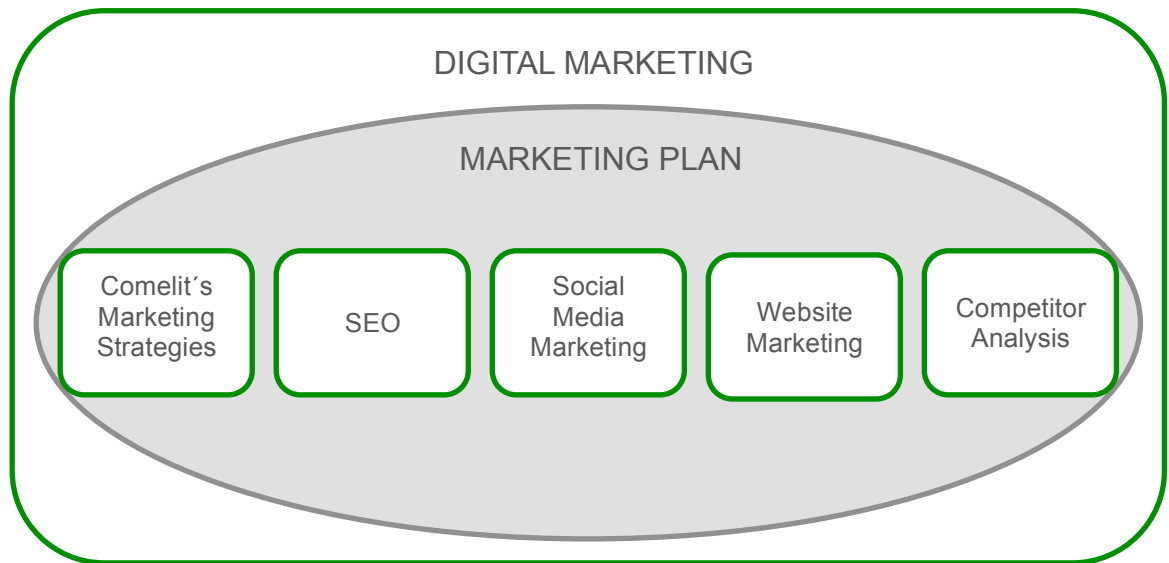


Figure 1. Conceptual framework – Research on the Digital marketing communications plan for Comelit Immotec

1.4 Guidelines and limitations

For the request of the case company, this thesis concentrates mainly in the area of digital marketing and does not handle other types of marketing, for example offline marketing. The study handles digital marketing such as: social media marketing, SEO's importance to the online marketing and websites. However, there exist several other types of digital marketing methods, such as email marketing, search engine marketing (SEM) and mobile marketing. (Website of the Digitaalinen Markkinointi 2016) These techniques are not included in the thesis, since it contains only the methods requested and already practiced by the case company. In addition, business to business (B2B) marketing is not taken into account, as well as paid marketing, unless there would be outstanding results with it, comparing to the natural marketing.

The main ethical issues related to the thesis are mostly concerns about privacy and ethical marketing tactics. Marketing audience should not exclude anyone unethically and channels of marketing must be considered ethical. In such case, each ethical issue will be analyzed separately to find a right solution or a substitute for it. Moreover, the competitor analysis of this thesis includes only numerical data, which must always be verified with explanatory background information of each company,

which in this case is done by Comelit. The research considers only the website versions for consumers and does not study the B2B versions of each competitor. On the occasion that the company does not have separate B2B and B2C versions, the general website version is applied. In case the company does not have a French version of the website, the Belgium variable is used in the research.

2 COMELIT GROUP SPA

2.1 Introduction to Comelit Group SpA

Comelit Group SpA performs a considerable part in this thesis, since it provides the platform for all marketing techniques in the organization. Consequently, this company introduction will offer an essential overview to the whole organization.

Comelit Group SpA was founded in 1956 by four noteworthy men: Mr. Guglielmo Brasi, Mr. Pier Antonio Brasi (current actual president), Mr. Barzasi and Mr. Giovanni Lazzari (current actual vice president). (Martinelli, personal communication on 10.10.2016) At the time of the creation in a valley called Val Seriana in the North of Italy, the company received a name: Compagnia Elettronica Italiana Srl, which later on was shortened into Comelit. Nowadays, Comelit Group has established 12 branches, all widely spread around the world along with 70 countries to where Comelit Group trades its products. All in all, the company offers products of six groups: video entry technology, video surveillance, anti-intrusion, home automation, access control and fire prevention systems. The product range varies in each country of subsidiary. (Website of the Comelit Group Spa 2016) Today, the Italian headquarter performs with 207 accomplished employees, all of whom are highly dedicated to the company. (Martinelli, personal communication on 10.10.2016) Out of this 207 only a handful works in the marketing communication department, which is responsible of all the Comelit's websites and most of the online marketing activities. The website for B2C has actually 18 different versions to manage, while the B2B website currently has 10. (Website of the Comelit Group Spa 2016) Below will be presented

a figure of Comelit's consolidated turnover of the company's fiscal year 2014 and 2015 to give an aspect to the importance of Comelit Group in its field of business.

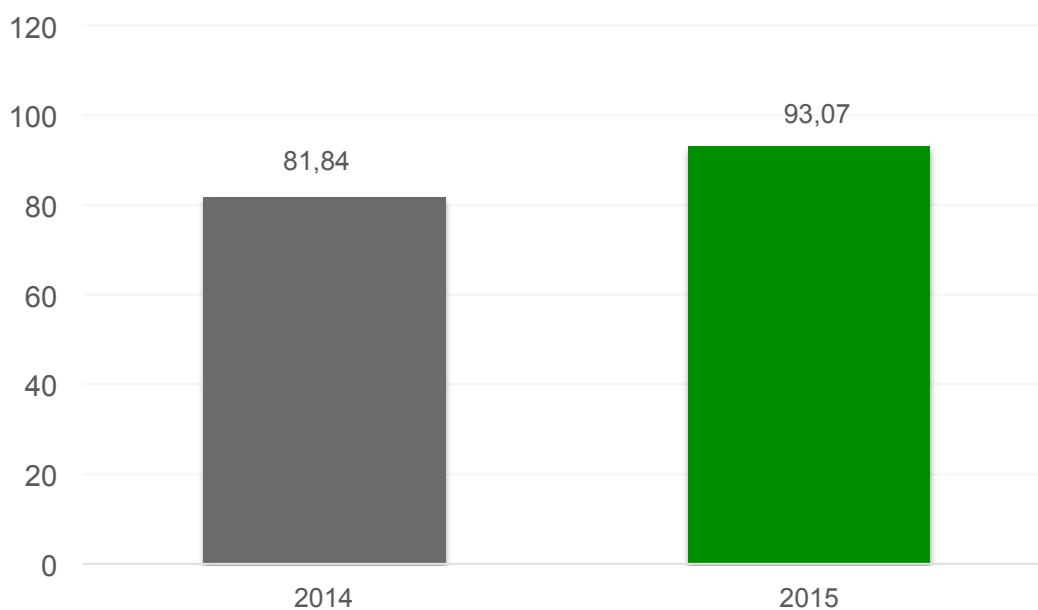


Figure 2. Comelit Group SpA's consolidated turnover in millions (Martinelli, Personal communication on 10.10.2016)

2.2 Discovering Comelit Immotec

Since, this thesis will particularly consider the marketing activities for Comelit Immotec, the French branch deserves its own short introduction. The branch Comelit Immotec was founded in 1996. Today, it provides its customers nearly all the same product categories as the Italian market, excluding the fire prevention systems. (Website of the Comelit Group Spa 2016)

Additionally, the 65 employees of Immotec innovate a number of the branch's goods themselves to sell in the French market. The branch is currently lead by Jean-Pierre Hunckler, who is the founder of RevCom – the company before Comelit Immotec. (Website of the Comelit Professional 2016) Comelit Immotec's products are available in 5 different categories: video entry technology, video surveillance, anti-intrusion, home automation and access control, including specific entrance panels personalized only for the French market. Following these categories it is clear that on

each market Comelit Immotec has various competitors. The list of competitors and the company comparison will be provided on the following pages.

However, Comelit Immotec does not innovate only the products on the product line, but also personalizes the goods to the request of each customer. (Website of the Comelit Professional 2016) As mentioned previously, the branch does not have its own marketing department since; the marketing is currently centralized in the Comelit's headquarters. As it can be studied from the chart below, despite the competition, Comelit has increased its turnover remarkably in the recent years. (Martinelli, personal communication on 10.10.2016). The largeness of the subsidiary can be further explained with actual numbers: in the past 20 years Comelit's French branch has equipped nearly 600 000 houses. (Website of the Comelit Professional 2016)

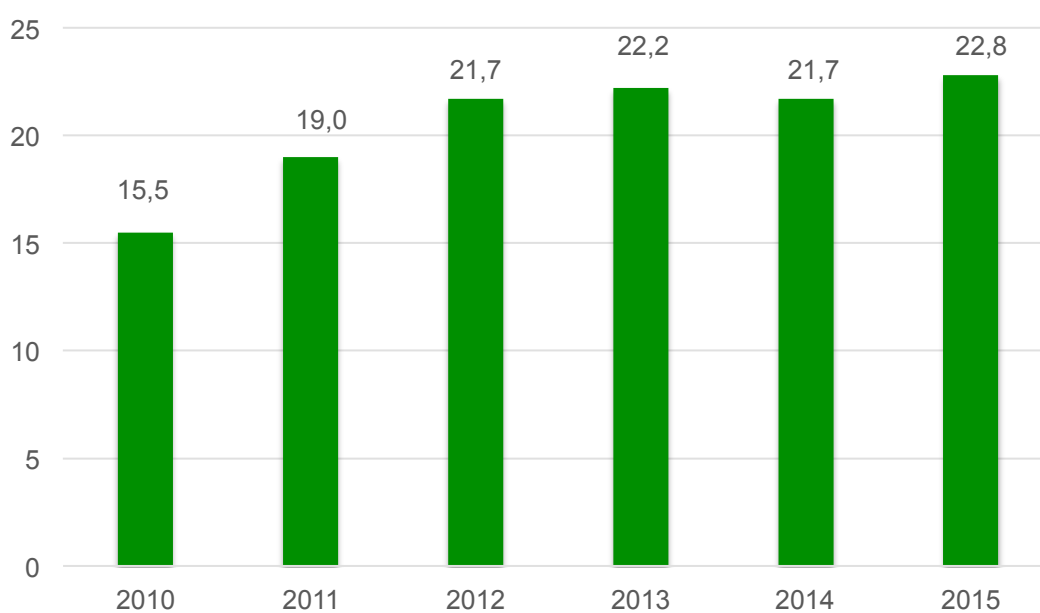


Figure 3. Turnover Comelit Immotec (Martinelli, personal communication on 10.10.2016)

2.3 Digital marketing in Comelit Group SpA and Comelit Immotec

During the past year Comelit Group did major changes on its websites and it could be concluded that the company is quite new to the competitive digital marketing. However, the changes that were done on the websites have been favorable, since

comelitgroup.com is a little over 340 000 in the global rank of all websites. To give a viewpoint to compare this figure, for example, www.panasonic.eu is ranked 70 300 in the global rank. (Website of the SimilarWeb 2016) Considering how well-known Panasonic actually is as a brand, it could be concluded that Comelit Group has a strong competitive potential. More data ranking will be provided on the Competitor analysis - chapter. For a company to build a strong and effective image it will need to have a detailed plan of its desired online approach. Comelit Group is very precise and aware of its online concept, which is mainly managed by its Italian headquarters. As Comelit's motto defines: "Passion, technology and design". Technology and design are the principal guidelines when it comes to the Internet advertising. (Martinelli, personal communication on 19.10.2016)

Comelit headquarters is the leader and the director of the company's all online marketing and introduces the company to various social media platforms. Currently Comelit Italy is part of platforms like Twitter, YouTube, LinkedIn, Facebook and Instagram. As the research shows: LinkedIn 45,20%, YouTube 33,68% and Facebook 21,12% attract Comelit's online audience the most. (Website of the SimilarWeb 2016) On the contrary, Comelit Immotec's presence on the social media platforms is nonexistent, thus, actual numbers cannot be provided.

France being the second most important market for Comelit Group it presents a high turnover with a strong improvement during the past 4 years (Figure 1). Due to this, the percentages presented above, taken from SimilarWeb indicate the highly probable division also of the French audience's interest. This division will be further researched later on in my thesis. As it was mentioned before, the online marketing activities of Comelit in France are absent in many ways, however, there are couple of methods that are being used. Firstly, every one to two months Comelit's Italian office will be sending their newsletters to the customer's emails. As a second, and currently the main marketing method for the French branch, Comelit uses the content of B2C and B2B websites. These websites are directed to the French consumers and cooperative enterprises or entrepreneurs, thus the language of the websites is French. The information on the websites is updated frequently. (Martinelli, personal communication on 10.10.2016) Obviously, the content of the B2B website is more technical, despite some few exceptions. The B2C website has more visualistic format to attract

the audience, yet it includes separate sections for news and articles to keep the customer's idea of the brand more realistic while giving the feeling of being a part of the brand.

2.4 Target audience of Comelit Immotec

Comelit Immotec has defined its target audience in two categories: "logements collectif privé et social", in English this means private and public housing. Comelit participates yearly to the exhibition of the Congrès HLM (habitation à loyer modéré), which refers to public housing projects. (Martinelli, personal communication on 19.10.2016) This event of three days is organized alone for professionals to build new connections and collect up-to-date information about housing policy. (Website of the Union Habitat 2016) The typical clients of Immotec are electric installers and low voltage specialists who inquire specific Comelit products corresponding to their demand. (Martinelli, personal communication on 19.10.2016)

3 BUILDING DIGITAL MARKETING STRATEGY

When a company is considers developing or expanding their marketing methods, it is necessary to build a detailed plan in order to succeed. The plan should consider the current situation, the objectives, choices of marketing channels and medias, the budget, the measurement of the effectiveness and outcomes. According to Karjaluoto the first action is to define the goals and linking them to the marketing strategies. (Karjaluoto 2016, 21.)

Chaffey defines a regular business strategy as a roadmap, which guides the company's future activities in order to reach the determined goals. Furthermore, he explains that the digital business strategy is the approach, which impacts the regular corporate strategy with its "internal and external electronic communications". To prevent the possible issues of a misleading business plan, the strategy must be built on corporate

objectives and it should include a strategic analysis, as well as impact and endorse other strategies of the business. In addition, digital strategy often includes strategies for each communication channel, for example for social media or mobile advertising. To outline the cycle of the various marketing channels, the company needs a multi-channel digital business strategy, which defines how the several channels merge and strengthen the practices of each other. (Chaffey 2015, 184-197.)

Every marketing plan is built on a well-defined strategy model, which illustrates the projected objectives. This plan is created with the aim of reaching the marketing goals determined in the strategy. Below is a figure representing the cycle of a typical digital marketing planning model. The activities in the chart might overlap the activities of a marketing strategy process and each activity is linked flexibly to each other. (Chaffey 2015, 334-336.)



Figure 4. Digital marketing planning model (Chaffey 2015, 334)

The situation analysis will be covered by applying the SWOT model in order to do the strategic analysis of internal and external resources. The focus in this model will be in the strengths, weaknesses, opportunities and threats of the company. The target market and the results of the competitor study must also be analyzed. By setting the

objectives clearly, the company's tactic and strategy design will be properly supported. The marketing tactic is best reached by using the marketing mix model of 4P's: product, promotion, price and place. Actions section performs as the summary of the plan and it refers to the activities vital for the outcome. This outcome will be managed internally or externally through techniques, which support the entire plan of action. (Chaffey 2015, 336-383.)

4 ELEMENTS OF DIGITAL MARKETING

4.1 Marketing mix

The basic marketing mix tool consists of 4P's called the product, price, place and promotion. Effective use of the tool creates a firm base for companies marketing tactic to bring value for its target market. Since, Comelit Immotec has already thoroughly included the three first tools (product, price and place) in its marketing plan, this chapter will concentrate only on the promotional tool. The figure below provides a general outlook to the idea of the mix. (Kotler & Armstrong 2014, 76.)

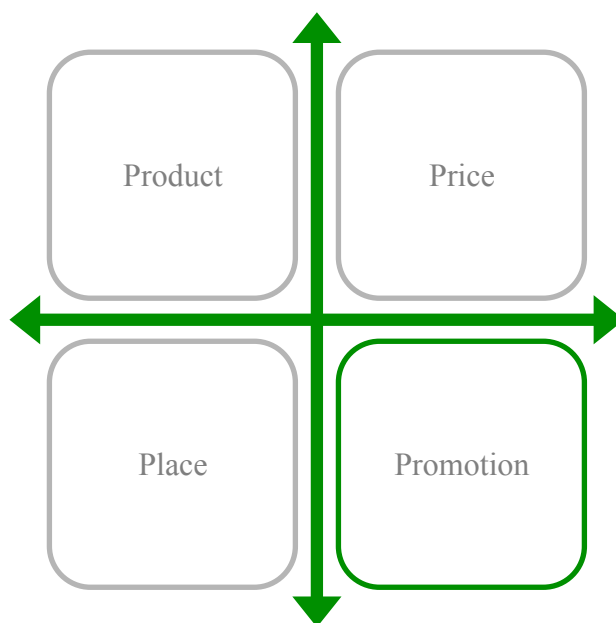


Figure 5. Marketing mix (Kotler & Armstrong 2014, 76)

The method of promotion includes all the necessary activities concerning the company's communicational approaches towards its target market. Normally, the promotional section takes into consideration the company's advertising, personal selling, sales promotion and public relations. However, in this exact situation the concept handles alone the promotional techniques of the digital market, such as online advertising methods to attract the attention of the potential buyers and prove its value proposition through communication. (Kotler & Armstrong 2014, 76-77.)

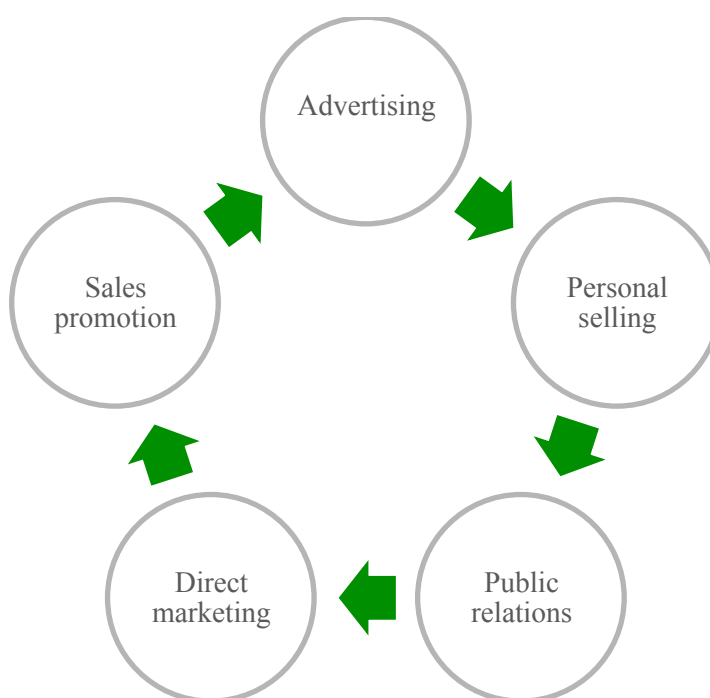


Figure 6. Integrated marketing communications (Kotler & Armstrong 2014, 431)

However, consumers combine all of these different marketing methods of the company's advertising into one single idea of the organization. For companies it is necessary to pay careful attention to all of its marketing methods by following the same idea and standing by it. Sometimes it can be challenging to differentiate the similar message of a completely diverse platform and vice versa. One of the issues might occur to be that the message of the publication is done by a different person, office or even an agency. One solution is to make all the material go through the same person or at least an office before releasing the content. By utilizing the integrated marketing communications figure above, companies can avoid this mistake. One of the strengths of the integrated marketing communications comes out when a company

must recognize its target audience, a tool, with which the process does not function without. In order to create functional advertising strategy, it needs the following tools; an appropriately formulated message and a carefully chosen marketing channel. (Kotler & Armstrong 2014, 431-460.)

4.2 Dimensions of digital marketing

In order to define the structure of digital marketing, the nature of marketing in general must be explained. Marketing is the practice, which determines the target audience, outlines the required actions to achieve the customer satisfaction and finally receives the value from the customer in return (Chaffey 2015, 328-329). The following figure taken from the book “Principles of marketing” illustrates the fundamental steps of a traditional marketing process.

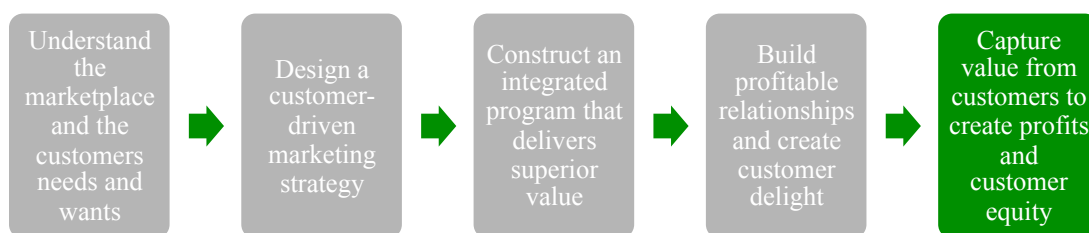


Figure 7. The marketing process (Kotler & Armstrong 2014, 27)

Digital marketing consists of different types of dimensions and strategies. It connects the activities that can be performed through the Internet and combines social media marketing and Internet marketing into one word. The digital age has provided the companies a completely new way to reach the customers attention and it has created multiple new opportunities to expand their market base. (Chaffey & Ellis-Chadwick 2016, 10.) In the book of *Digitaalinen markkinointiviestintä*, digital marketing is described as a connection between a company and a customer formed through numerous interactive channels. Defining digital marketing is quite complicated for all the different elements it contains. Often it is confused with Internet marketing, which is a misconception, since digital marketing includes also various other channels such as company websites, e-mail marketing, search engine marketing, viral marketing, so-

cial media marketing and countless others. Nevertheless, the main objective of all the digital communication methods is to influence the company's sales. (Karjaluoto 2010, 13-14.)

Digital marketing is generally divided into two types of communication: inbound and outbound marketing. Unlike the more personal approach of today, outbound marketing serves the potential customers by offering mass marketing. Outbound marketing uses, for example TV and radio marketing to reach the audience. Sadly, nowadays customers are not exactly willing to submit to this technique and they are looking for being more independent in search of fulfilling the needs. (Kananen 2013, 11.) In addition, the high prices of outbound medias are also an inconvenience for several companies. Nevertheless, inbound marketing is all about influencing the minds of the existing customers and the possible audiences. These forms of impact can be, for example: building trust between the company and the client, influencing to the customer satisfaction and attitudes as well as developing the brand awareness. (Karjaluoto 2010, 21.)

The tactic of inbound marketing is to hand the "keys" to the audience and let them show the direction of communication for each company. Since the inbound approach is always customer oriented, the audience is extremely affected by the social media marketing and the results of the search engines. The advantage of this type of technique decreases the excess wastage. (Chaffey 2015, 7.) Inbound marketing includes all social media marketing as well as blogs, search engines and webpages, which all need the consumers own approach to reach these medias. (Kananen 2013, 11.) Below is a table of comparison between outbound and inbound marketing methods taken from the book of Digitaalinen markkinointiviestintä.

Table 1. Comparison of outbound and inbound marketing methods (Kananen 2013, 11)

Comparison of inbound and outbound marketing		
Outbound		Inbound
Mass marketing	Vs.	Market segmentation
Monologue	Vs.	Dialogue
Sent information	Vs.	Requested information
Influence via repetition	Vs.	Influence via relevance
Attacking	Vs.	Protecting
Selling the brand	Vs.	Confidence in the brand
Change of attitude	Vs.	Satisfaction

The Internet Live Stats provides the current number of the Internet users. On the website the Internet user is defined as a person who is able to use the Internet with any type of appliance or system of connections. This usage must occur at the household of the individual. In France, the number of the users is as high as 55,860,330 on the year 2016 and will probably rise to the end of the year. From the year 2015 there has been a rise of 1.4 % in the amount of the Internet users. Comparing the number of the users to the total amount of population in France, which is 64,668,129 on 2016, we can conclude that the possibilities to catch a few clicks on the website is rarely easy. (Website of the Internet Live Stats 2016) Nonetheless, it is still to determine whether the customers will be in need of these products and how high the probability of purchasing truly is.

4.3 Search engine optimization (SEO)

SEO is principally not included in the description of digital marketing, since it is considered as a major part of online marketing. (Website of the Pronto Marketing 2016) However, it is an essential part of any marketing strategy, since it creates a considerable number of the websites traffic (Clow & Baack 2010, 284). In short, SEO is a base of optimized keywords for the main target market. These keywords or keyphrases are created to increase the positioning of the company or its goods on the

search engine. Generally, keyphrase refers to a set of keywords, which the consumer enters in the search engine. (Chaffey 2015, 411-412.) The world's famous search engines such as Google, Yahoo! and Bing use the SEO to rank the websites in an order from the best to worst to improve the quality of the searched results. As mentioned previously, this is necessary for the companies, in order to get on top of the search result list, catch the consumer's click to their website and therefore bring more traffic to the web site. The optimization is not easy and many organizations hire specialists to do this activity for them. (Website of the Pronto Marketing 2016) Often when it is spoken about the search engine optimization it is also referred to search engine marketing (SEM). To clearly demonstrate the difference between these two it can be simpler to say that SEO and pay-per-click techniques are tools to support the SEM strategy. Pay-per-click is a search engine marketing method, performing each time when a certain keyword or phrase is inserted in the search engine resulting a sponsored pay-per-click link. The words or phrases appear under the search box when a person is using similar or specific search words defined by the company. In case the user uses this link to enter on a website, the website owner will be charged a specific amount depending on the clickthrough rate. Conclusively, search marketing is the activity that companies use to improve their position on the search engine list of results normally by using the paid search methods. (Chaffey 2015, 20.)

The author Chaffey divides the SEO in five separate components. These components include the repetition of keywords, page ranking, HTML title, metadata and context on highly graphic websites. The keyword repetition literally means the number of times, of which the same word is used on a certain website. For a company website this "keyphrase density" can have a positive effect on the search engine positioning. Nonetheless, it is crucial not to overuse the word, because the search engines are able to recognize this behavior as deceiving. Furthermore, another method to support the good ranking is to insert the keywords or phrases in the headlines (H1, H2), hyper-linking the keyphrases and include high-density text in the beginning of the content. (Chaffey 2015, 412-413.)

The page rank-term indicates a special ranking system that is used alone by Google. It classifies the website from 1 to 10 as a consequence of a highly linked website. These links are taken into account when they come from another website. The better

page rank the linking site has, the better rank the original website will achieve. In addition, it is beneficial to add the page on directories such as Yahoo!, which can improve the search ranking. The algorithm prefers pages including the <Title> code on both sides of the heading that contains keywords or a keyphrase, favoring those words closer to the left side of the code. Adding the keyword in the title text and not only on the general text on the website, increases the positioning. Meta-tags are not used by Google, however few of the other search engines still consider them, for example Yahoo! Normally meta-tags need a website professional to place them in the HTML code. The following examples of meta-codes can upgrade the website listing if used with a general keyword or multiple keywords from the website:

- a) `<meta name="keywords" content="video surveillance">`
- b) `<meta name="description" content="Images with professional resolution – comelitgroup.com">`

The part a) should consider the main subjects of the website and the part b) should take into account the main idea of the website, this will show as a description on the search engine result page. In case the website contains mostly of images or graphics, it will not be very well optimized on the search, since the optimization is mostly based on text format. Pictures are however able to contain hidden text that can be recognized in the algorithm. An example code format of a logo must be hidden in text as: ``. (Chaffey 2015, 413-414.)

Click-through rate (CTR) is one of the principal tools to measure the success of the keywords and supports to accomplish more organic audience. It provides a percent of the impressions, which results a click to the web site. (Website of the Similar Web 2016) As reported by the Net Market Share in the figure below, Google is the head of the search engines and currently leads others with the share of 73.02%.

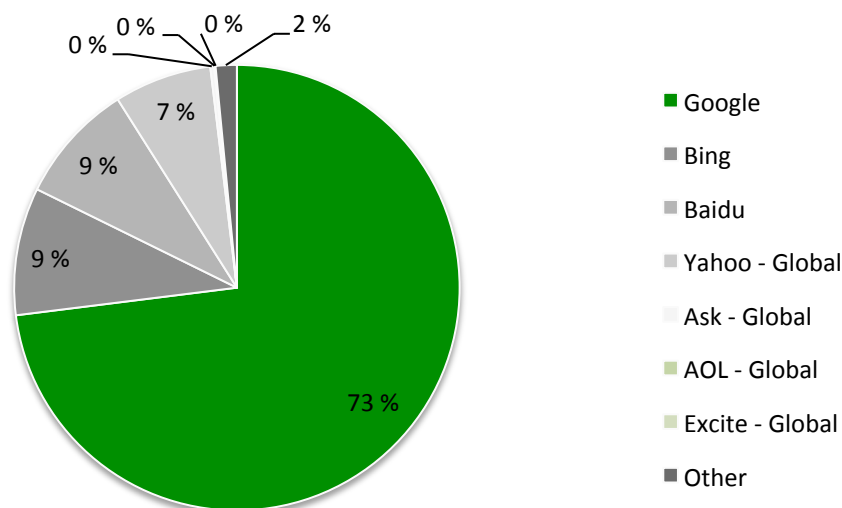


Figure 8. Search engine market shares (Net Market Share 2016)

To create the most functional SEO, in favor of the company, (in this case Comelit Group) defining the target audience is vital. This way the company is able to know for instance, in which language the keywords should be optimized and most importantly the needs of these groups. The keywords might vary depending on the interest of the audience and even between two synonyms depending on with, which the consumers prefer to search with. SEO is mainly about creating an ideal customer experience by providing an easy way to reach the anticipated information. Ensuring the quality of the keywords is assured with the corresponding content on the website. To succeed in this it would be necessary to create a simple but all-inclusive website, so that the consumer is able to reach the information effortlessly and reach the desired material. Using keywords, which do not match with the content or offering a confusing website, might rather confuse and upset the potential customer. As the company has carried out its optimization, it is vital to analyze the possible results and if the new SEO plan is working in favor for the company. (Website of the Pronto Marketing 2016)

4.4 SEO in France

Search engine marketing (in French “optimisation du moteur de recherché”) in France is a very current subject for Comelit Group, since the company is on its way

to study the possible activities on this field. Doing this the company ensures the improvement of the website position on the preferred search engine and will be able to respond better to the popular search words used in France also on its website. (Martinnelli, personal communication on 10.10.2016)

In France the SEO has the same methods and tools as in other countries, yet the culture and the diversity should be taken into consideration when choosing the words or phrases. It is extremely critical not to do a straight translation from another language to French, but to adapt and transform the words in the culture. Three main tools that a company needs to have to succeed are: a native French person for the translation controls, competent and trustworthy translation agency and the patience to wait the outcome of the SEO actions that normally take 3 to 9 months for the accomplishments to take place. (Website of the Conseils Marketing 2017) The company can benefit also with other ways of their targeted French language SEO, since French is spoken not only in France, but also in other nations such as Canada, Belgium, Switzerland and multiple other countries. Due to that, it might eventually attract customers also from other countries. When starting the SEO process in a new country, it is essential to capture links from foreign websites (in this case France). (Website of the Journal Du Net 2017)

As mentioned earlier, the algorithms can vary in some parts between the search engines. However, Google, Bing, Yahoo and Yandex (used mostly in Russia) share a common microdata vocabulary base created by the Schema.org. (Website of the Journal Du Net 2017) A proper keyword research is necessary especially when selecting words for foreign language. Google Adwords offers an all-inclusive tool to measure the popularity of a keyword or keyphrases. It is capable to present the numbers of global and local monthly searches, as well as the recent research method trends by the device and location. In addition, a website called Myposeo provides a possibility to detect which websites are using the same keyword and compare their success on each keyword. Another tool from Google called Google Trends, supports the choice of the keywords by providing the current search trends on Google's search box. (Website of the Myposeo 2017)

4.5 Social media marketing

Social networks and blogs (aka online journals) create an unquestionably major part of the digital marketing. Being part of these medias has become easy, since nearly all platforms are free to register in. (Website of the BBC 2016) In the book of "Faire du marketing sur les réseaux sociaux", social media marketing is defined as a mass of various applications that combine technology and philosophy as they provide the possibility to the realization and transfer of user-generated information (Jouanne, Murat & Hossler 2014, 12). This explains nearly the whole purpose of social media, which is sharing and connecting, along with the reason of how its content is constantly developed. Social media platforms offer a great deal by providing for instance, a platform to connect, collaborate, be part of communities, personalize, share publications and ideas while simultaneously it presents a tool for various types of researches. (Jouanne ym. 2014, 14-15.)

Essentially, for companies, the honest feedback of the firm's online marketing will be reached fast and straight through the social media followers, requiring no intermediary source to deliver this feedback (Glodman 2012, 6.) Often, on blog pages or on other online platforms the author places links to social media platforms in order to offer different types of content for each follower. The linking technique provides an opportunity to gain more visuals and a greater audience. The strategy is effective specifically, since multiple online followers prefer to use only few specific platforms for their taste and by linking it is quite easy to reach and connect medias, which creates an improved customer relationship. (Glodman 2012, IX.) Nonetheless, it is essential to clarify the difference between the following terms: social media, social networking and social media marketing. As outlined before, social media connects people through online medias by providing the possibility to exchange information and opinions. Social networking is the subdivision of social media and it functions through social platforms like Facebook. It is simply the action that people take to manage their interactions, normally by using a personal online profile. (Scott 2010, 38.) Finally, social media marketing means the whole managing system that companies perform in order to engage audience from social networks, their own websites or other online medias (Chaffey 2015, 662). The figure below by Fred Cavazza illustrates the four main activities practiced through social media. His idea is to use the

chart primarily, while choosing the right media by selecting the preferred activities. (Pönkä 2014, 81-82.)

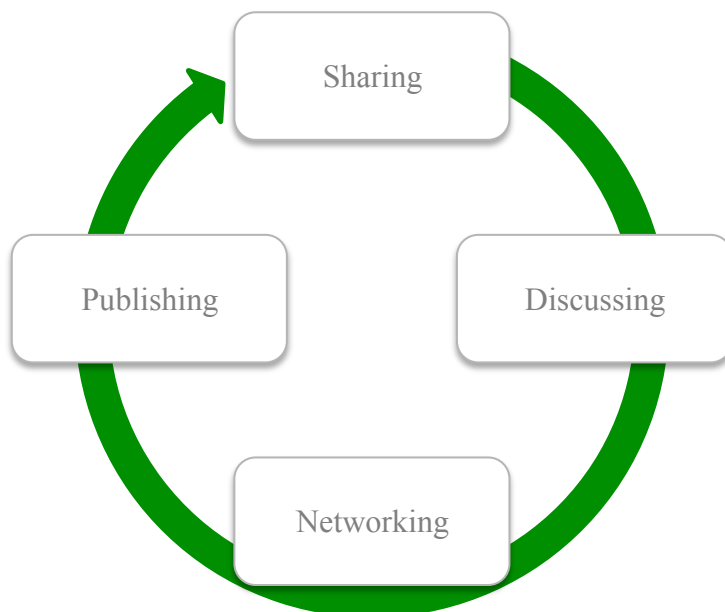


Figure 9. Social media activities (Pönkä 2014, 82)

In his book Jeremy Goldman believes that the real social media marketing is about establishing and evolving the loyal connection between the case company and the customer, instead of spending time in developing detailed advertising. He specifies that there exists a good quantity of rules about social marketing, however, the content and the rules change constantly, leaving no possibility to accurately follow these standards. Anyhow, the possibility to the general guidelines to change is greatly smaller. Goldman also suggests that customers will 50 times more certainly invest in a product that is advised through an online impression than with any other type of impression such as an influence impression. With impression Goldman means the actual “click” to an Internet site that resulted as a reaction to an impression. (Goldman 2012, IX -9.)

As it was mentioned in the introduction, Comelit Group SpA is present in the following well-known social media platforms: Facebook, YouTube, LinkedIn, Twitter and Instagram. (Martinelli, personal communication on 10.10.2016) Each of these marketing medias will be presented in the following chapters as well as the most essential information for Comelit Immotec. It is vital that the company determines proper-

ly the benefits, which social marketing brings out to the company before joining any media. By doing this precisely the company avoids to fail its possibilities and customers expectations online. (Glodman 2012, 18.)

4.6 Outlining the French social media

The total growth of the digital advertising market in France was 7% more from the year 2015 with 3453 Million euros. The yearly growth of the digital media in France between 2015 and 2016 was 14,5% in the area of display and 4,3% in search marketing. These numbers (€M) on 2016 were 1204 from display marketing and 1893 search marketing. In total, search marketing made 55% of total digital marketing in France, while display marketing made 35%. The rest 10% was mainly referrals and direct e-mail marketing. The social networks (excluding YouTube) had 62% growth on digital display market on the year 2016 versus the year before, which resulted 1204 Million euros in total. (Website of the SRI France 2017)

The Statista estimates that there will be 28,9 million inhabitants using social network in 2017. (Website of the Statista 2017) The French social media consists mainly of the same highly popular platforms as in other parts of Europe, such as Facebook and Twitter. Below is presented a figure, which illustrates a range of the most popular social networks in France on 2016. (Website of the Statista 2016)

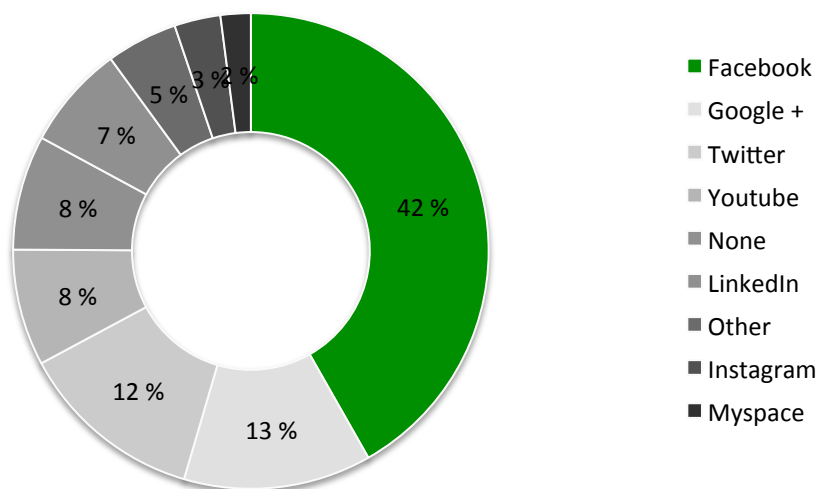


Figure 10. Social media usage in France in 2016 (Statista 2016)

The website of the Alexa also provides a one type of a list of the top websites in France. The list considers the average number of pageviews and visitors in one month and the website that has the highest average of both combined makes it on the top of the ranking. Alexa's top five social medias in France are: YouTube, Facebook, Twitter, LinkedIn and Instagram. (Website of the Alexa 2017)

4.6.1 Facebook

Initially created for the students of the Harvard University, on 2004 Facebook suddenly opened its services for the public. The main idea behind the platform is to connect your personal profile with your friends and share either pictures or other information in text, link or video format. (Pönkä 2014, 84-85.) On 2007 also companies were able to set up their own sites on Facebook, which expanded their marketing channels as well as the client insight remarkably (Juslén 2013, 21-29).

As one of the most important social media networks, Facebook has created a brand of 1,18 billion active daily users, of which 1,09 billion use it daily through a smartphone. (Website of the Facebook Newsroom 2017) The statistics from May 2016 prove that there were 33 million users per month on Facebook's constantly rising market in France. (Website of the Statista 2016) Out of these 33 million, 80 % use a mobile phone or similar device, as 19 million check Facebook every day. (Website of the Journal Du Net 2016) Statista presents that the daily mobile usage in France was 18 million on 2016. In addition, the statistics show that there will be quite likely around 1% increase in the amount of French users every year until 2021. (Website of the Statista 2016) To compare these numbers with the Facebook's Italian market in May 2016 with its 28,2 million monthly users in Italy, can be proved a slight difference to the statistics of France. This, however, works as an advantage to Comelit Immotec's possible Facebook market. Comelit Group's Facebook site was created on 2012 and has so far earned 4761 page likes. (Website of the Facebook 2017) Below can be found figures representing the monthly and daily usage in September 2016 (in millions) in France and all over the world. (Website of the Facebook Newsroom 2017)

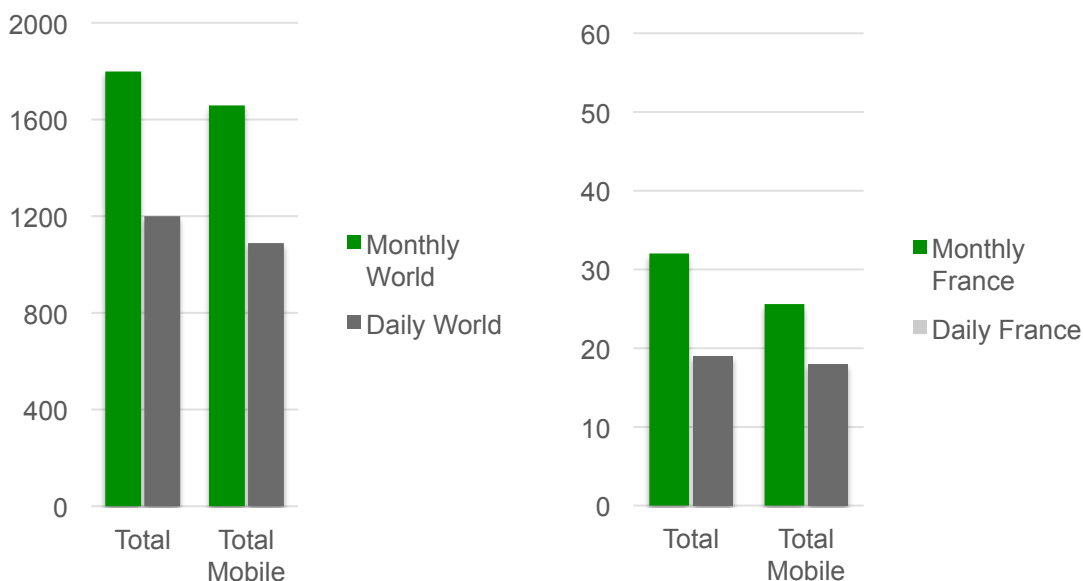


Figure 11 & 12. Monthly and daily Facebook usage in millions (Facebook Newsroom 2017 & Statista 2017)

As in Google, also Facebook has its own algorithms to improve or reduce the visibility of the companies' marketing communication. On Facebook this algorithm is called the EdgeRank. It monitors and selects the messages from best to worst depending on the number of likes, comments and shares. Basically, to assure that the right people see the message, the company must find out what attracts its target audience in order to gain more likes to earn a better marketing position. (Julén 2013, 31-36)

Nowadays, people have a need to feel like they are part of a bigger group with the same interests. Facebook allows this to happen also on the customer – company level through "likes" between the companies and individuals, sharing the posts and providing the possibility to follow the company pages. In this way people feel accepted as part of the company and a bigger community. To succeed, the company's job is to feed the customer's need of belonging. (Glodman 2012, 6.) Communication, likes and shares will improve the marketing, however, one of the most effective way is to get the message on the news feed. Through this feed the company has a greater possibility to gain a click to their site. (Julén 2013, 36.) In addition, on Facebook, organ-

izations receive the feedbacks directly from the clients, which is an asset that companies should value highly and react with attention (Glodman 2012, 6).

4.6.2 YouTube

Reaching over 6 billion of viewed hours per month, over 1 billion users with 76 different language functions, YouTube is by far one of the most functional marketing channels as it gives the “face” for multiple companies. (Website of the YouTube 2016) Established on 2005 and owned by Google, YouTube provides a TV-like experience where you can either download own videos for private or public use, or view videos of other users (Soininen, Wasenius & Leponiemi 2010, 57-58). As in Facebook, the registered users can like, comment and even subscribe to the video material of others. (Website of the Google Help 2017)

Marketing in a form of a video is an essential tool for the organizations, which are capable to present their products, services and/or their functions in a video format. Videos can present generally much more than companies could with words or pictures. Through YouTube it is effortless for the company to present their knowledge and the professionalism that they obtain, while bringing more value to the viewer’s experience. (Website of the Zeeland Family 2016) Moreover, companies can benefit from their YouTube videos through the search engines, which favor the videos in their search results. This method supports the companies’ search engine optimization process. Other ways to optimize the channel on YouTube’s own search engine, is to pay a lot of attention to the search words and upload new content more frequently (Kananen 2013, 145-147.)

The average time a person spends on YouTube at one sitting is over 40 minutes and over 50% of these are viewed with a smartphone. At the moment, YouTube has 1000 million monthly active users around the world. (Website of the Socialbakers 2017) On the 1st quarter of 2016, France had the 8th most active monthly YouTube users in the world. This number was as high as 31,3 million, while Italy did not make it in the list of the first 15 countries. (Website of the Statista 2016) Two out of three French people watch YouTube more than once a day, of which 49% are female and 48% be-

tween the ages 25 to 49. One out of 3 potential buyers go on YouTube to search product reviews before the actual purchase. (Website of the Blog du Modérateur 2017)

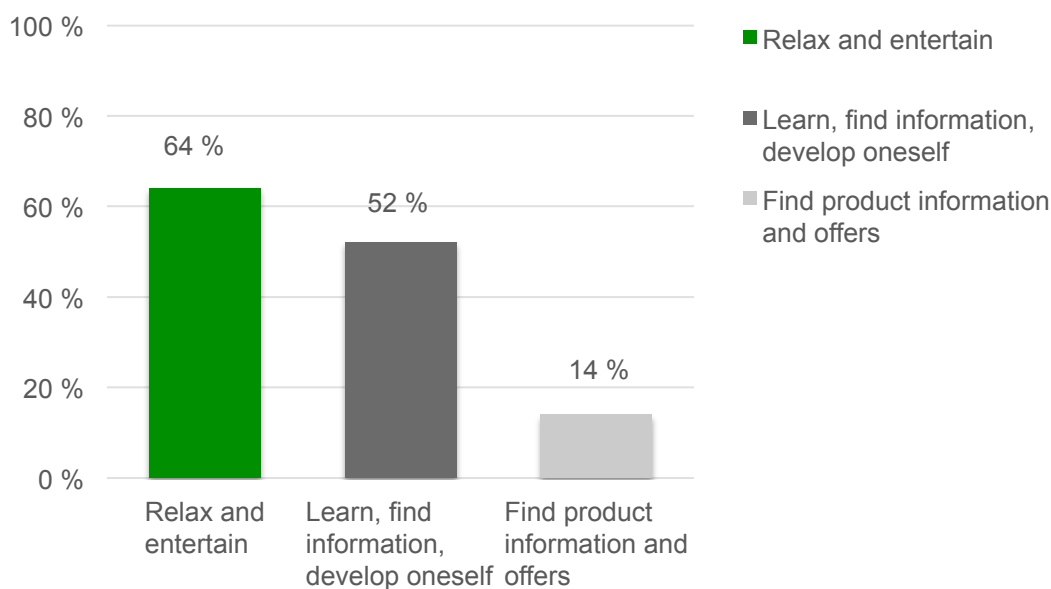


Figure 13. Purpose of YouTube use (Blog du Modérateur 2017)

Currently Comelit Group has two different YouTube channels; one of these is “Comelit Professional”, which is directed for the installers as it contains rather technical information about the products, mostly in tutorial format. This channel has around 674 subscribers and over 456 414 views with content that is mainly in Italian, however providing part of the material also in English, French, Spanish and Dutch. The other channel is called “Comelit Group Spa” and its primarily focused on the customer entertainment and yet has very few videos and for now only 61 subscribers. (Website of the YouTube 2017) In fact, at the moment Comelit headquarters is not putting too much effort in YouTube, since they are planning to release only four tutorial videos in a year in the channel of Comelit Professional and two entertainment videos a year in the Comelit Group Spa. (Martinelli, personal communication on 05.04.2017)

4.6.3 Twitter

Recognized from its "tweets" Twitter offers a platform for microblogging, in other words short messaging: limited to only 140 characters. The service relies on real time messaging, such as; retweeting, linking videos, blogs or pictures and attaching users, hashtags, which are all part of communication on Twitter. (Pönkä 2014, 97-98.)

Launched in 2006, Twitter has now gathered 317 millions of active users worldwide. (Website of Journal Du Net 2017) In France on September 2016, Twitter reached 5,74 desktop users in a month, while the mobile users opposed with 5,27 million users. The statistics show that the users of Twitter are quite equally from both genders: 55% male and 45% female. The data also presents that Twitter is the most popular in France among citizens of 16 to 24 of age with 33 percent. The main age groups of Twitter users in France and the distribution of those are demonstrated in percentages in the figure below. (Website of the Blog du Modérateur 2017)

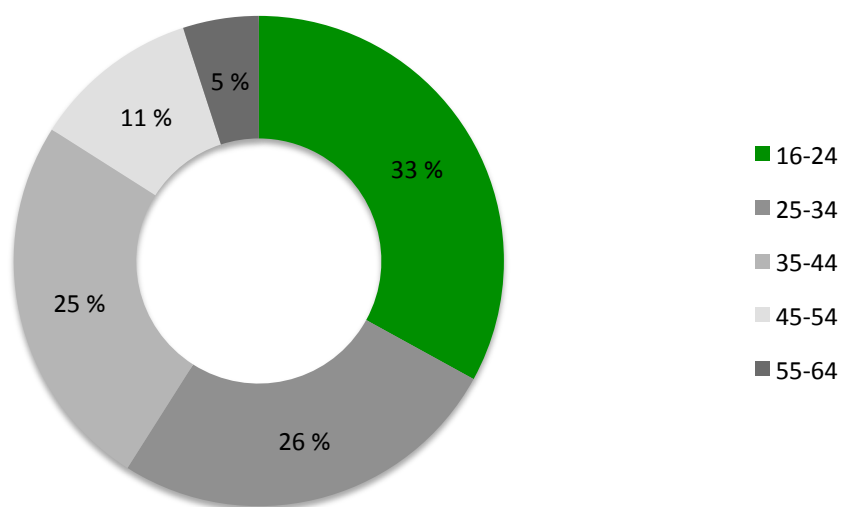


Figure 14. Age distribution of French Twitter users (Blog du Modérateur 2017)

Since Comelit Immotec does not have its own Twitter account, Comelit Group's Italian account currently substitutes it. At the moment Comelit's account holds 361 followers with its 339 tweets. Comparing this result to the main account of its competitor Bticino with 9996 followers and 1754 tweets, the consequence of action is found to be very clear. (Website of the Twitter 2017) It seems that in order to gain more

followers, the amount of tweets would have to be greater. In his book, David Scott believes that the better and more stable the social connections are online, the stronger the private contacts become. This is due to the possibilities Twitter creates to advertise, for example a meeting or a conference, which otherwise would have not taken action. (Scott 2010, 182.) As in all the social media platforms, Scott suggests to define your audience and target the messages exactly to the type of an audience that the company wants. Moreover, he announces that all the other types of tweets are influential, but not the company or product advertising, since this does not show the full potential of a sharp company with easy cooperation. Furthermore, he recommends to take part and build a Twitter community around the brand. He implies to a loyal community, which would unquestionably respond in case the company tweets an open question on their Twitter page. (Scott 2010, 147-191.)

4.6.4 LinkedIn

LinkedIn provides an essential platform for an employee as well as for a company to demonstrate the professional skills. It offers a CV-like platform where anyone can build their social network and create contacts with the same professions and interests. (Pönkä 2014, 107-109.)

Launched in 2003, LinkedIn has formed a community of 467 million registered members of which 110 million are from the area of Europe. (Website of the LinkedIn 2017) In the first quarter of 2016 LinkedIn had 11 million users in France, which means that over 1/6 inhabitants were registered. (Website of the Blog du Modérateur 2017) The world's biggest and continuously growing professional network gains every second at least two members. (Website of the LinkedIn 2017)

At the moment, 2926 LinkedIn members follow the account of Comelit Group. (Website of the LinkedIn 2017) Comelit's headquarters try to release new content twice a week. (Martinelli, personal communication on 05.04.2017) Groups are an important part of LinkedIn's functions and they develop inspiring discussions about the world of businesses. LinkedIn is part of companies' essential social network and it offers an opportunity to communicate with customers and maintain the necessary

connections. This activity does not occur only with B2C business, but also in B2B marketing. Many companies use LinkedIn to collect data from potential customers and use this information when communicating with the customer. This data collecting method has however created some ethical concerns about the customer privacy. (Kotler & Armstrong 2014, 200-493.)

4.6.5 Instagram

Created on 2010, Instagram is known as a photo sharing website, which allows the users to follow, comment and like the images of others. On the year 2013 Instagram launched a new function, which gives a possibility to film short videos with maximum duration of 15 seconds. Instagram gives the most to its users when it is operated through a smartphone application. (Pönkä 2014, 121.) These functions must have been successful, since nowadays Instagram has over 600 million members worldwide. The growth of Instagram has been outstanding and only in the past six months the company has earned 100 million additional members. (Website of the Instagram 2017) Moreover, in the past two years Instagram has doubled its member volume. (Website of the Blog du Modérateur 2017)

In France, Instagram has 11,9 million unique mobile users each month and 70% of all of the French members consume it daily. According to Modérateur 14% of French people use Instagram everyday, while the worlds average daily consumption is 21%. (Website of the Blog du Modérateur 2017) Comelit Group has released its Instagram profile less than a year ago and it now has 77 publications and 270 followers on its Instagram account. (Website of the Instagram 2017) The Comelit's headquarters plan is to keep the publications on Instagram in two new releases every week. (Martinelli, personal communication on 05.04.2017)

Article on Forbes suggests several approaches for companies on Instagram. It recommends the company to join to the user community and connect through likes, comments, hashtags, take part in movements (such as #photoaday) and engage the followers by taking real time pictures to create a feeling of involvement. (Website of the Forbes 2017) According to a study of Union Metrics the optimum time to release

a post in Instagram is during the evenings and on the weekends. It proposes to keep the amount of daily posts in minimum and one or two posts seem to keep the audience interested. Although, it is not mandatory to post a new content everyday, the study suggest companies to post weekly and be consistent in order not to lose any followers. As comments are generally from much more committed audience than likes, the average amount of them varies quite much. The typical number of likes in a month is around 1,3-1,4 per person while the monthly likes are usually between 3,1 to 3,5 per liker. (Website of the Union Metrics 2017)

4.7 Website

Generally, when companies are planning to go online the first step is creating a corporate or marketing website. Corporate website can be defined as an Internet site that builds customers interest, supports the company's other marketing channels and gives a change for the customer feedback. These types of websites are usually not created for selling directly the company's products. On another note, companies might also create a marketing website, which are to inspire the consumers in purchasing on the website or encourage another kind of action in benefit of the company. (Kotler & Armstrong 2014, 528-529.) In Comelit's case, the company owns nearly 18 variations of the consumer website and 10 versions of the business-to-business webpage. (Website of the Comelit Group Spa 2017) However, the possibility to purchase does not exist on neither of these websites, which clearly refers the pages to value the corporate model.

In France in 2015, nine out of ten companies with 50 or more employees had an Internet page and a social media account. (Website of the INSEE 2017) Concerning the devices, 85% of French people use the Internet via computer, while 60% accessed by using the smartphone. Sixty percent of the population uses the Internet to purchase products online. (Website of the Blog du Modérateur 2016) These results verify the importance of a company webpage. Nevertheless, in such a wide range of competitive websites on the Internet, any website can easily become invisible to its audience. The key to this is to bring high value and positive curiosity to attract the customers to quick return. (Kotler & Armstrong 2014, 529.)

5 METHODOLOGY AND EMPIRICAL DESIGN

5.1 Research methods

Every well-structured marketing plan should consist of more or less complete research. Firstly, it is essential to determine the research objectives and the problem, which assist to establish the definite research plan. There are several research problems in this exact marketing plan, which were previously mentioned in the main introduction. These problems are: the use of digital marketing in France, the importance of the search engine marketing in France and identifying the competitors located in France. After defining the main issues discussed in the thesis, the second step is to outline the main objectives. (Kotler & Armstrong 2014, 129-131.)

With the groundwork completed, the methods of the data collection come to place. Generally, there exists two main data collecting methods: primary and secondary. Often the research is done by gathering the internal data or data, which is already available. This method is referred as secondary data. However, the data used in this research is called primary data, which is specifically gathered within reach and done, for example using the personal interview approach as in this thesis. The major difference to secondary data is that primary data is not available anywhere, but the researcher must gather the data from scratch, for example through interviews. (Website of the Tietoarkisto 2017) In this thesis, the primary data collecting method was seen to be the most beneficial tool to collect the most up-to-date information. In addition, since, Comelit offers only the minimum of company's historical, statistical and strategic information on the website, the primary data collection was almost inevitable to be able to reach deeper in subject of the thesis. By utilizing the primary data collection method, the thesis constructed of a qualitative personal interview, an observational research and benchmark analysis.

When creating the questions for the interview, the realization of the qualitative method proved to be the most functional approach for the thesis. To point out the differences between when choosing the best possible method of collecting data: a quantitative research focuses on numerical data like the company's statistics, as quantitative

study reflects on the customer's feelings and opinions, in this case, the values and functions of the company. (Kotler & Armstrong 2014, 130-136.) One of the most important differences between these two approaches is the question format, which in quantitative approach is always close-ended and in qualitative research presented as open-ended questions. Shortly explained: close ended question can only be answered with "yes" or "no", when open-ended questions require generally longer answers as they also provide more extensive amount of information. Due to the nature of the thesis the qualitative approach with open-ended questions seemed to provide the greatest amount of valuable information. (Website of the Northeastern University 2017)

The qualitative personal interview is the primary source of information in this thesis and it basically consists of the data given by the company through different contact methods. This means that most of the internal data has been reached by communicating with the company via e-mails and personal interviews with specific questions around the subject. (Kotler & Armstrong 2014, 129-131.) Essentially, the interviews gave the thesis an exclusive viewpoint to carry out the issues and outcomes in the most valid form. The personal interview of the thesis was done with Virginia Martirelli who has years of experience working as an employee in the Comelit headquarters' marketing communications office. The interview questions and answers can be found in the following chapter and the information from them is used throughout the thesis. In order to develop the theoretical base and recommendations in the thesis, the questions study mostly the topic of Comelit Immotec's marketing in France and the company's marketing strategies.

The second most important research method is the observational research. Since, some of the research was done during the internship and some from distance after finishing the period of work, the thesis was developed with more than just one data collection method. In the observational research, the researcher gathers the data by observing and seeking information through situations and studying people (Kotler & Armstrong 2014, 129-131). In this thesis the observational research happened during the internship when there was a chance to personally observe the company and its processes while having the opportunity to discuss directly at the workplace. The company provided general knowledge about the background and values of the com-

pany, as well as an easy access to discover the ways of working. As the personal interview, also the observational research is information that was gained extremely exclusively only for the use in the thesis. Only through observational research the author was able to see the real tools and methods of working in the company, which provided assistance when creating the structure of the thesis.

Finally, the third research tool of the thesis is the benchmarking method. One of the main researches for a more detailed analysis is the competitor research, for which the names of the competitors were received directly from the case company. This analysis was realized as a benchmarking activity. In general, benchmarking indicates the technique of comparison when examining the differences between competitor companies or strong rivals in order to develop the company's goods or processes. (Kotler & Armstrong 2014, 552.) The benchmarking supports the analysis by creating a logical structure for the comparison and it is enhanced with the table format to compare better each company's results.

5.2 Reliability and validity

Each research must be built on a reliable and valid base for the actual benefits that could be conducted. If the thesis is not reliable or valid, the research is not trustable and it does not provide anything for further use. Basically, reliability indicates that the source of information is trustable as it results an unchanged result every time that the research is done under the same circumstances. Validity on the other hand, supports the reliability and refers to the accuracy of the data. In other words, valid work provides the most up-to-date information. (Website of the RCN 2017)

In this thesis, the research findings are analyzed according to the quality, privacy issues, ethics and the reliability of the information source. Various sources, which are used in this thesis, come from several book and website sources. Studying the name and experience of the author, the publisher, reviews and the year of publication formed the main book analyzing method. The last factor is extremely essential in the matter of the digital marketing – a concept, which is ever-changing. When evaluating the web resources the accuracy of the information, reviews and the currency of the

website update were the guidelines to analyze the reliability. Excluding certain groups of people or individuals from the marketing audience can be recognized as unethical marketing tactics, while the marketing channels must be considered ethical. The issues are recognized as a negative practice of online marketing and the customer's trust to the company. In such case, each ethical issue is analyzed separately and the right solution or substitute is constructed. The guideline, which was used to validate the research data is controlled by applying the information received from Comelit. The positive and the negative relevance is analyzed in favor of the company. The qualified data is applied to the subject of the thesis and written down in the body of the text of inserted as a table format.

6 PLANNING DIGITAL MARKETING COMMUNICATIONS FOR COMELIT IMMOTEC

6.1 Interview results

The names of the founders of Comelit?

Mr. Guglielmo Brasi (dead), Mr. Pier Antonio Brasi (actual president), Mr. Barzasi (dead) and Mr. Giovanni Lazzari (actual vice president)

How many workers are in Comelit Immotec and in Comelit headquarters?

Comelit Immotec has 65 employees and the number of employees of Comelit group (Italy) is 207.

Does Comelit Immotec have a separate marketing department?

No, it does not.

Who takes care of the marketing in France currently?

Marketing activities, in Comelit, are centralized in the headquarter office. So it's us from Italy (Marketing communication + strategic marketing) that takes care of marketing activities needed/required by our branch.

Comelit's target market in France (and in case there is more info also about the preferred current target audience like the age group, women or men etc.)?

One of the target market is the "HLM" = *Habitation à Loyer Modéré*. In fact we've just participated to the "Congrès HLM 2016" which is a very important exhibition where companies present their solutions especially for this market. About the target market, the French colleagues focus a lot on "logement sociaux" -market, so we try to be the supplier for these big residential complexes, especially with door entry and access control systems.

Who are the typical customers currently for Comelit in France? Their objectives? / Qui sont les clients typiques de Comelit Immotec? Leurs objectives?

Electric installers and low voltage specialists. Installateurs électriciens et spécialisés courant faible. Poser les produits correspondant à la demande du cahier des charges. (Answer from Comelit Immotec's director)

What impression Comelit wants to provide for the customers with its digital marketing strategy? / How does Comelit want to be presented online?

We would like to follow the style of the headquarter. Design and technology as main topics. Present to the potential customers the main plus of our products (also in a non-institutional way)

Primary competitors in France?

COMPETITORS FOR FRENCH MARKET

VIDEO 1	Urmet
VIDEO 2	Bticino
VIDEO 3	Aiphone
HOME 1	Delta dore
HOME 2	Bticino
HOME 3	Hager
SAFE 1	Delta dore
SAFE 2	Daitem
SAFE 3	Logistic
CCTV 1	Bosch
CCTV 2	Panasonic
CCTV 3	Samsung
ACCESS CONTROL 1	Urmet
ACCESS CONTROL 2	Intratone
ACCESS CONTROL 3	Cdvi

How is Comelit currently marketing in France (online)?

Here what we do:

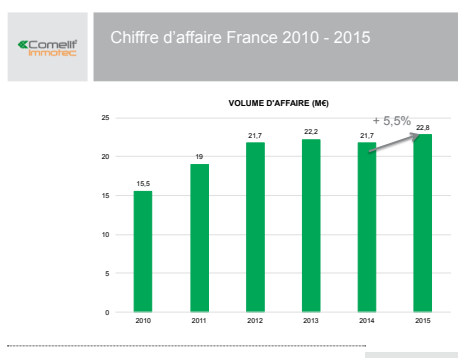
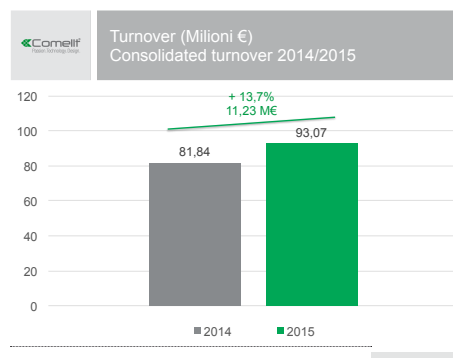
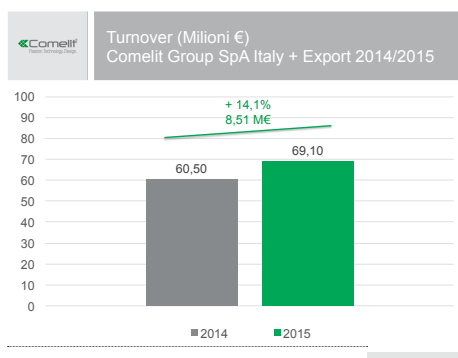
- Monthly (or every 2 months) newsletters to customers
- Website B2C+B2B
- We are starting with SEO activities for the French B2C website
- Google My Business to make visible the window in the right side of the search engine results.
- YouTube videos. In our channel we upload also video in French that we promote through the website.

Here are the current methods of Comelit headquarters to give a general idea: Facebook posts released every week on 3 working days, new videos on YouTube two to three times a year (commercial) and four technical videos per year. New LinkedIn

updates two times per week, Twitter and Instagram updates around two times a week.

The most recent turnover of Comelit.

Attached you find answers for this and the next question.



What is the original name of Comelit Group?

Compagnia Elettronica Italiana Srl.

How important is the French market for Comelit?

France is the second market for Comelit, right after the Italian market, in terms of turnover.

What does Comelit Immotec specialize in?

Comelit Immotec mainly produces everything for access control and some specific entrance panels, which are designed only for the French market (products like Pic1 to Pic6). (Martinelli, personal communication on 10.10.2016.)

6.2 Competitor Analysis

To succeed in the continuously evolving markets, the company must analyze the industry's competitiveness. Competition can be harmful for the companies in case they do not continuously practice benchmarking activities of the competitors' actions and success in the digital field (Chaffey 2015, 341). Benchmarking refers to the method to compare the different functions between companies and recognize the areas of performance, which should be improved (Kotler & Armstrong 2014, 553). Moreover, the benchmarking activity provides a tool for the companies to define the prices and advertising strategies. In addition, it is only logical to support the competitor analysis with the customer research to discover what the customers are currently offered in the digital market and what they prefer to see and experience. (Chaffey 2015, 342.)

Comelit Group takes part in various market areas; in which the competitors' products are relatively similar, therefore the threat to be challenged is greater. Currently, Comelit Immotec offers products in five different areas of specialization, which are called: Video, Home automation, Safe, CCTV and Access control. (Appendix 1)

The most beneficial method to actualize the comparison was to compare the statistics of the website traffic, as the subject of the thesis operates around digital marketing. The comparison includes only the most significant competitors of Comelit Immotec in France. The competitors used in the following table are identified by Comelit. More detailed information about all the competitors (location, turnover, specialization) can be found in appendix 3. This subsequent analysis is only a brief study, which does not include the study of annual reports or the characteristics of competitor's advertisements. It is important to note that the statistics of Comelit are the numbers from the website of the www.comelitgroup.com and not from its French version due to unavailable data. Regardless of this, the French versions of all the competitors' websites are used in the table of comparison. On the table, the competitors are organized from the most important to the less important by Comelit itself. Additionally, the analysis is realized with the most fundamental key metrics, which are used in search engine optimization. These metrics will be shortly clarified in the following text. The complete table with additional statistics can be found in appendix 4, the

supplementary information in the area of competitor proficiency of each table is in the appendix 1 and the fields of comparison are defined in the appendix 2.

Table 2. Table of comparison – Competitors of video entry technology (Website of the SimilarWeb 2017)

VIDEO	Total visits	Average visit duration	Pages per visit	Bounce rate	Traffic from France	Direct Referrals Search*
Comelit Group	52,1 K	0:04:30	5,64	26,26 %	8,67 %	20,28 % 7,66 % 71,65 %
Urmet	8,60 K	0:00:56	1,95	38,44 %	93,14 %	0,88 % 70,37 % 28,75 %
Bticino	48,5 K	0:03:51	5,76	35,78 %	33,50 %	1,79 % 11,43 % 85,53 %
Aiphone	9,8 K	0:07:18	7,73	29,02 %	86,28 %	14,38 % 2,01 % 83, 61 %

The first table of comparison focuses on the competitors in the area of video entry technology. Comelit has listed Urmet, Bticino and Aiphone as its three biggest competitors. The strongest competitor of these three is Bticino with 48,5 K total visits per month (however, note amount of the traffic from France) including all the other values quite on the average compared to the other rivals. However, even though Aiphone and Urmet have lower visitor rates they are both very strong in the French market. Aiphone's website visitors spend quite a lot of time on the website and at the same time they visit on many pages. This might mean that the website is very interesting and captures the guests interest. However, it could also mean the information on the website is complicated to find, which would take a lot of effort to reach it. The opposite goes to the website of Urmet, on the other hand the website might be very functional, so it is not necessary for the customers to spend their time looking for information, since it is available at hand. Otherwise, it might mean that the customers find the site complicated and they realize immediately that the info on the site is too complex to find. The bounce rate does not vary a lot between the companies, since it

stays nearly on the average of 30%, however it can also be related to the visit duration, especially in Urmet's case. These theories apply to most of the cases and it can be seen that there are several different conclusions for each result. This is one of the reasons why the case company should evaluate each of the companies separately while testing the website functionality within reach.

Anyhow, the numbers, which vary the most, are the traffic sources of direct, referrals and search approaches. Aiphone represents the highest percent in direct compared to other means. It practically signifies that the visitors on the company website might know the company well before, since they recall the direct link. Referrals are the highest in Urmet's case, indicating the company to use their other more important digital media channels to link the website address in order the customers to reach the site easily. The linking method is a great way to combine and guide the company's followers from their stronger media to a media with less audience. The traffic from the search engine are the highest in Bticino's and Aiphone's case and in both situations, it is the most used traffic source to find the companies' websites. The previous remark refers to the fact that it is extremely relevant for the company to do well its search engine optimization, in order to be easily available on the search engines.

Table 3. Table of comparison – Competitors of home automation (Website of the SimilarWeb 2017)

HOME	Total visits	Average visit duration	Pages per visit	Bounce rate	Traffic from France	Direct Referrals Search*
Comelit Group	52,1 K	0:04:30	5,64	26,26 %	8,67 %	20,28 % 7,66 % 71,65 %
Delta Dore	53,6 K	0:04:20	5,25	29,23 %	91,47 %	24,30 % 8,88 % 64,90 %
Bticino	48,5 K	0:03:51	5,76	35,78 %	33,50 %	1,79 % 11,43 % 85,53 %
Hager	95,7 K	0:03:51	3,68	41,47 %	85,68 %	14,43 % 6,42 % 78,19 %

When comparing the competitors of the “Home” area, the strongest rival proves to be a company called Hager. This company not only has the most of the total visits, but also very high percentage of traffic coming from France. The second most competitive company in this field is clearly Delta Dore with a little lower visit rate, but with over 90% of French visitors, this is a percent, which Bticino is not yet close to reach.

Table 4. Table of comparison – Competitors of anti-intrusion (Website of the SimilarWeb 2017)

SAFE	Total visits	Average visit duration	Pages per visit	Bounce rate	Traffic from France	Direct Referrals Search*
Comelit Group	52,1 K	0:04:30	5,64	26,26 %	8,67 %	20,28 % 7,66 % 71,65 %
Delta Dore	53,6 K	0:04:20	5,25	29,23 %	91,47 %	24,30 % 8,88 % 64,90 %
Daitem	7,8 K	0:07:30	7,14	37,68 %	70,87 %	10,44 % 4,34 % 85,22 %

The third table of comparison is concerning the “Safe” (also called as anti-intrusion) products for example, the alarm systems. Delta Dore is undoubtedly the strongest rival for Comelit Immotec. It has a wide audience in France and high number of visitors. In fact, most of the results seem very similar to www.comelitgroup.com’s numbers, with the exception that Delta Dore’s traffic from France is over 90%. However, these two are not completely comparable, since Delta Dore’s website is a French site and Comelit’s numbers represent the total traffic of the visitors from any country. In Daitem’s case, the surprising factor is the duration of time and the amount of pages that the visitors go through during the visit on the website. Again, as in the evaluation of the first table, also this number might have several reasons to it.

Table 5. Table of comparison – Competitors of video surveillance (Website of the SimilarWeb 2017)

CCTV	Total visits	Average visit duration	Pages per visit	Bounce rate	Traffic from France	Direct Referrals Search*
Comelit Group	52,1 K	0:04:30	5,64	26,26 %	8,67 %	20,28 % 7,66 % 71,65 %
Bosch	199,8 K	0:03:38	5,73	36,76 %	89,38 %	13,34 % 10,59 % 71,65 %
Panasonic	45,40 K	0:02:36	3,49	31,48 %	78,24 %	11,66 % 36,64 % 50,77 %
Samsung	344,80 K	0:02:06	1,92	71,23 %	no data %	18,37 % 9,39 % 65,80 %

CCTV, also called as video surveillance, is evidently the most competitive market of all Comelit Immotec's competitors in France. Out of the three companies above, Samsung has the most total visitors, but it cannot be totally comparable with the other companies' results since, like Comelit, its data is the total traffic from the users of all the countries. Samsung's bounce rate is very high, which can be related to the high visitor rate and the functionality of the website. Since, the company has higher number of visitors, it will probably be often placed on the top of the list of the search engines and it will certainly have more clicks, including the ones, which are not intentional. Both Bosch and Panasonic are also extremely strong competitors for Immotec and they have a high number of traffic coming from France. Notably, all the three rivals with their large foundation of resources seem to have a little bit more variation in the sources of traffic than the other tables of comparison.

Table 6. Table of comparison – Competitors of access control (Website of the SimilarWeb 2017)

ACCESS CONTROL	Total visits	Average visit duration	Pages per visit	Bounce rate	Traffic from France	Direct Referrals Search*
Comelit Group	52,1 K	0:04:30	5,64	26,26 %	8,67 %	20,28 % 7,66 % 71,65 %
Urmet	8,60 K	0:00:56	1,95	38,44 %	93,14 %	0,88 % 70,37 % 28,75 %
Intratone	19,2 K	0:03:17	4,39	25,13 %	91,67 %	38,10 % 2,03 % 59,86 %
Cdvi	8,6 K	0:02:08	5,28	35,28 %	44,90 %	22,81 % 3,73 % 73,46 %

In the table of access control, Intratone results to be the biggest competitor for Comelit Immotec. Due to its total amount of visitors and the high rate of French users Intratone takes over the two other rivals. Urmet's number of visitors is seemingly lower than Intratone's, audience, however, most of its visitors come from France, without spending more than one minute of their time on the website. This might be one reason for its lower visitor rate signifying less interested customers for a non-functional website.

When going through all the data above, it becomes obvious that the customers seem to prefer using the search engines to arrive on any website. Referrals as a source is strong probably for those brands who have another strong and influential digital marketing media, which makes it easier to link the website and create more traffic on the site with this technique. Direct source was the second most popular way to arrive on the website. These users are presumably those who know the company well and use the website often. Amidst these companies in the comparison, the average time to spend on the website was 3,57 minutes. In conclusion, this could be the average time that the visitors spend normally on any website. In addition, the bounce rate percent

presents quite similar number in most of the websites, which is more or less 30 % and it seems to be quite ordinary and certainly part of the visitor's general behavior. After evaluating these competitors it can be concluded that there are multiple ways to consider and compare when it comes to these statistics. It might be that there is not only one strong competitor above all the others, but also the ones, which seem to be the most harmless might be actually very competitive in other fields on the comparison. The previous argument might provide a great amount of informative tools in case they are recognized and well profiled to the case company's own strategy.

6.3 SWOT analysis

Generally SWOT analysis is divided in two separate parts, which outlines the internal circumstances along with external threats and opportunities of each company. The main idea is to control the current situation of a company and compare it to the potential market possibilities in order to get a firm base for a strategic marketing plan. (Kotler & Armstrong 2014, 78.) Chaffey particularly points out the importance for the companies to practice the SWOT model before taking action to plan the company strategy (Chaffey 2015, 196).

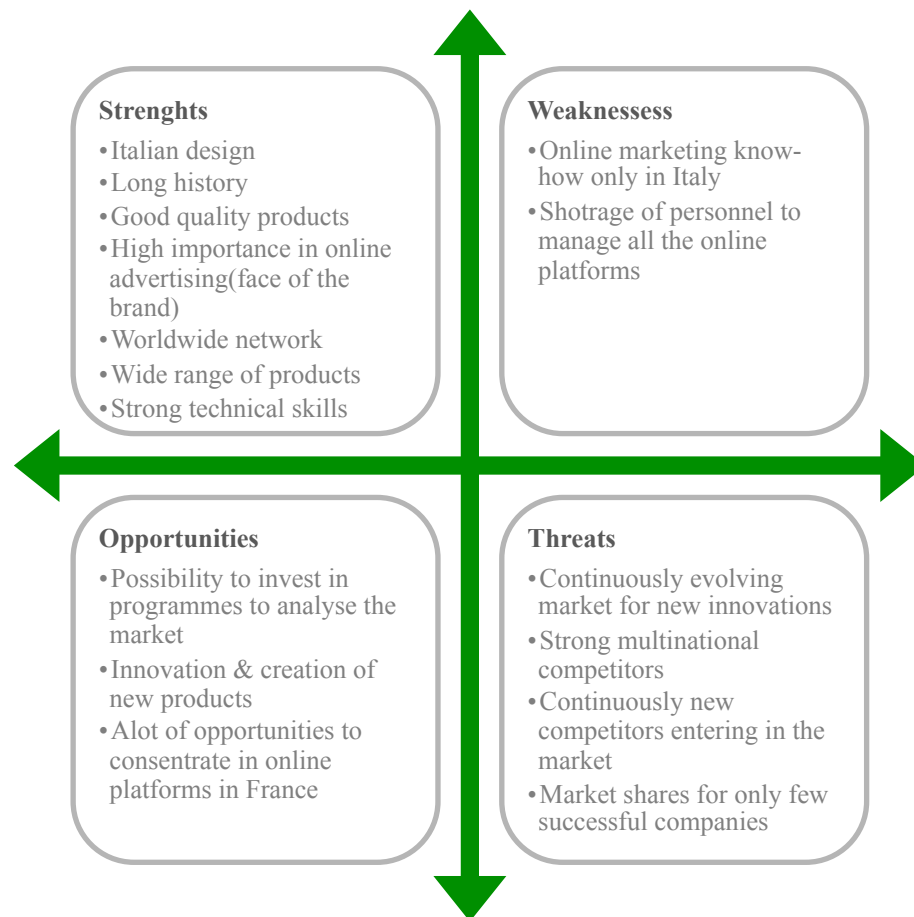


Figure 15. SWOT analysis (Kotler & Armstrong 2014, 78)

The figure above presents the main characteristics and challenges of Comelit and Comelit Immotec. When determining the strengths, there was one clearly above the others: Italian design. Any product or service related to the idea about Italy or its high quality designs and designers will almost automatically generate a certain number of audience. The strength of Comelit Immotec is surely to market with the concept of Italy and its designs as it is highly appreciated around the world, including France. To enhance the idea, it is supported by Comelit's long history of expertise and success for over 60 years, which itself proves the quality of its products and services. Comelit's marketing professionals are very detailed and specific about their online advertising as the "face" of the brand. High requirements with technically skilled professionals bring high quality content and this is shown especially on Comelit's website and its images. Another, fairly important aspect of the strength is the wide range of products, which are all considerably far customizable, for example for users with disabilities. Comelit offers a possibility to somewhat personalize the

products, while Comelit Immotec also designs some products especially those related to the field of door entry.

The primary internal weakness in the area of online marketing is unquestionably the location and the number of the marketing communication specialists. The Italian office manages all Italy's online and offline marketing, but they also control other countries' online marketing where Comelit is exposed. Considering that Comelit Immotec would hope to enter in one or more social media platforms this fact is surely a weakness for the company. It is very difficult to maintain multiple platforms, stay consistent with the posts, maintain the quality while keep the customers interested, not because of the social media presence, but in order to gain more audience for the interesting and entertaining social media content. While all the above is complicated to manage in only one country and its various and diverse target audience, it needs considerable amount of work in another country outside of the field of the employee's expertise. To provide positive perspective to the situation, Comelit Immotec is a French subsidiary with mostly native French employees. These native workers can contribute with their knowledge and offer their point views of the culture and its online norms.

Comelit has a support from an external marketing communication company, which provides ideas and other services for the online content. However, this does not improve the fact that the amount of work only on social media not to mention the websites is far greater than the current possibility to manage it. However, the shortage on personnel could be avoided with dividing the workload, transferring Comelit Immotec's online work to the French office or hiring more online specialists in Italy's office.

As the whole Comelit, also Comelit Immotec has great opportunities for its strong financial foundation, which provides several possibilities also for the online marketing. The company could invest in programs or research companies to analyze and do broad research of specific French market opportunities as well as on other countries of interest. Despite its widely multinational organization, Comelit has succeeded to control its product range to follow the same excellence on its designs with strong success on various different countries. Furthermore, like Italy and most European

countries, France displays many well-known social media platforms, in which Comelit Immotec could be presented, such as Facebook, Twitter and Instagram.

Large companies often face large threats and the most common of them is the continuously evolving market, in which the audience is in constant demand of new innovations. In addition, Comelit faces strong multinational competitors such as Samsung or Bosch with endless strategic possibilities to gain more market space. Comelit encounters also other risks such as new innovative companies, which are continuously entering in the market.

6.4 Conclusion and recommendations

Starting with the idea that Comelit Immotec is currently present only in the general B2B and B2C websites of Comelit, whereas Comelit headquarters has gained experience in digital marketing for a while now. It all starts from knowing the customer base, which includes the people who occur to be interested of the products and the ones, who the company prefers to target its products or services towards. Comelit Immotec has defined its desired customer base as the owners of big residential complexes, to where Comelit Immotec attempts to supply principally their door entry and access control systems. As a result of this, the typical customers of Comelit are the electricians who also install the products. However, the company is intending to reach mainly the B2C audience through the social media, to raise the awareness about the products and the company, as it is known to be the most effective method for this.

Seemingly, thus far there is not clearly defined B2C target audience for Comelit Immotec or even Comelit in general, since it mostly concentrates on B2B affairs. To enhance the connection with the B2C audience, the company should determine its preferred B2C audience in a more detailed plan, which could include, for example the age group, the gender and combining interests of the potential consumers (such as jobs and hobbies). Each social media chapter includes some statistical information, for example the percentage results of the user's age and gender. This data

could be beneficial when making the plan for the B2C target audience. The previous plan is not very time consuming and it is quite clear, especially if the company uses already existing data from the users of the website's French version and by exemplifying the user data of the headquarters' social networks. This plan can serve as a guide for the company when its planning, which social media to use and what content to publish.

A method, which plays a big role with the social media, as well as website marketing, is the regularity of the publications and changes. Nowadays, the best communication happens daily and in some cases even multiple times a day and in many platforms. However, it is obvious that many companies do not have the resources for this. In fact, it is highly important for a company not to start marketing in a new social media platform without the proper resources. Usually, without the right amount of resources the company cannot keep up with its goals and standards, as it will possibly let down the customer's expectations. Less is more. Concentrating only on few medias and performing well in those is more critical than operating on many medias with unattractive content or absence. Another advice is when a company has a number of committed viewers in one social platform and it wishes to gain more views in another, the trick is to link these publications with one another. With this method the audience can click the link effortlessly while arriving to another platform, for example connecting Facebook with Instagram and other medias improves the chance to gain more views and followers in those platforms. In addition, since Comelit's main marketing tools take place primarily on various online channels, one of the best ways to forecast and analyze the market is through social media. Various social media platforms offer a simple way to reach the monthly, yearly or seasonally analytics, which assist the companies to understand the preferences of the audience regarding the platform, visitors age and gender, the most favorable time to release a new post and other consumers habits.

Today, the question is more about getting the consumers' interest and attention, rather than being concerned about how much people use the Internet or if they even have an access to it. As it can be seen from the figure 4, Facebook plays the role of the most popular social media in France with 41% followed by Twitter and YouTube. This ranking already gives a direction of which way the company should

go when choosing the primary platform for Immotec. Nevertheless, it is crucial to keep in mind how important it is to do continuous research in this subject, since the platforms and the advertising methods keep changing frequently.

It is certain that Comelit Immotec should not start with many new social platforms at once. Once it has started the possible Facebook profile, the marketing responsible in charge should analyze the potential to continue the profile, maybe change the style of publications or else, delete the profile. If any company profile is not successful even with modifications, it is more beneficial to delete this profile. On the occasion that the followers or potential followers see these unsuccessful profiles, they might easily categorize the company not interesting also in other platforms or they might not continue to look further into the companies' other social medias profiles. When the social network is starting to form, it is necessary to remember to take advantage of the audience's feedback, which is easily analyzable through several actions of the followers and non-followers on different social medias. If the case company gains more resources, it could be considering to make a functional international social network only in English, which could be used in any country and not only in one particular network.

Twitter being the second most popular social media platform in France, which is why Comelit Immotec should consider taking part of it in case the company succeeds in the possible Facebook communication. Following the suggestion of David Scott, Comelit Immotec should consider to build its Twitter account around interesting conversations and create connections between the followers.

Considering, that Comelit Group SpA has two YouTube channels, while most of the videos are in Italian and viewers are from Italy, these statistics could indicate a lot more success with the videos directed to directly the French audience. It might confuse the clients when one channel has various videos with many different languages, since it can be hard to understand why one video is available only in a certain language and then another is with certain other languages. Some consumers do get disappointed and annoyed when the company does not serve all the video publications in their language. When reflecting to the amount of videos, which Comelit headquarters is currently releasing in YouTube, does not support the idea of gathering sub-

scribers. In case the videos come only twice or four times a year, the high probability is that the viewers would only watch these couple videos without subscribing even if the videos are interesting. In this case it is extremely important that the company evaluates the importance of this type of a channel, since in the end, also the making of the videos is part of their yearly budget.

LinkedIn and Instagram have quite similar amount of followers in France. In Instagram, the suggestion is to keep consistent with the publications and release a post weekly in minimum. In case Comelit would wish to get more committed audience, the new publications would have to come out more constantly than the planned two times a week. In LinkedIn the suggestion would be a little different, since the regularity is not as important as the professional content of the publications.

When it comes to the website, it should offer a purchasing possibility, so the consumers would also be able to reach Comelit's products. The previous recommendation does not apply only for Comelit Immotec, but also to the whole Comelit Group. There is a high possibility to reach its stronger competitors and sell a lot more products. When it is about the languages of the website, it is important to target the language considering the countries of the company's main market and focus on those. It might also be more beneficial for the company to have the domain of the French version of the website as .fr rather than .com.

For search engine marketing it is advisable for Comelit Immotec to consider hiring a translation agency, which is specialized in SEO keywords. The native French workers of Comelit and the previously mentioned SEO agency could also help to keep the words on the website as up-to-date as possible with the recent local "word trends" and even the local accents. Google is the head of the search engines also in France and analyzing the numbers of its rivals it is apparent to see that Comelit Immotec should concentrate mainly on the optimization activities of Google. In addition, it is recommendable to favor Google Adwords to follow the popularity of the keywords. Other good tracking websites are Myposeo and Google Trends, which provide information of other websites and the search behavior.

6.4.1 Potential issues and advantages of Comelit in France

France's digital market shows great potential for Comelit Immotec to grow especially in the field of social media. Comelit has strong competitors in certain markets, however Comelit's growing market in France is on a good base and has strong potential to reach even the most aggressive competitors eventually. In search engine marketing, as well as on social platforms, Comelit Immotec's advantage is certainly in its native French workers and particularly in the employees' local knowledge, which should be used even more effectively in its digital marketing. The biggest challenge is precisely the cultural behavior online, for which the suggestions, ideas along with the feedback from the local French employees are irreplaceable. Without the right cultural mindset companies can accidentally send wrong types of messages to the French audience, which is one of the most significant risks. Finally, the company might face challenges when starting the marketing on a completely new platform, but if done well, the fresh start might provide big opportunities for Comelit Immotec and in the best case, generate increased amount of audience.

6.4.2 Data analysis

The data gathered in the empirical part was primary data collected through personal communication, observations and benchmarking. The interviews were qualitative personal communications with open-ended questions providing more detailed answers. The data received through the interviews is data, which is reachable only through a personal connection to the company. The information that was gained with the interviews and observations is internal and extremely exclusive. Mostly the questions provided exactly the answers, which were needed. However, the thesis would have needed for more detailed answers for the current and desired target audience. Defining well the target audience is crucial to make the strategy function the most effectively and in order to make the most efficient online marketing for the right audience.

When evaluating the reliability of the thesis, one must consider that if the results of the researches would provide the same outcome if done repeatedly under the same

conditions. The results of the personal interview and the observation will most definitely be the same, as well as the competitor analysis. The information of the statistics along with the theory was collected from the most recent professional books, which were supported by online statistics. This combination was the most reliable and valid, since all the information sources were able to support the information of one another. However, it should be noted that the benchmarking of the competitor analysis must be regularly repeated, since the data covers only the past month's statistics. The research was successful and provided all the necessary statistics despite the competitor analysis, where the comparison had to be done with Comelit's general website and not only limited to the French version. Overall, the most important factor in order to establish the thesis was the information gained from the personal communication with the case company along with the author's experience and observations, which both constructed a firm base for the thesis.

7 SUMMARY

This thesis was originally created to find the most up-to-date statistics and tools to discover the French digital market and its differences to Comelit Groups current online marketing activities. The goal was to identify new approaches, reveal any actual theoretical facts and perhaps make notions, which Comelit might have not yet considered as options. The thesis has data from several sources to support the theory as well as the empirical part to build the most reliable base of information. All the methods of research were accepted by the supervisor of this thesis and are considered reliable and valid to support its structure.

Dividing the thesis roughly in three elements: search engine marketing, social media research along with a study of the website marketing and finally the competitor analysis, all of, which created the complete picture of the thesis. Most of the key information about Comelit Group was received directly from the company in several formats, which include; the collected information while working in the company as an intern, various email conversations and methods of personal communication. These

approaches of the personal communication were summarized further into a theme-based interview. The research of the theoretical segment was formulated utilizing the books such as Kotler & Armstrong and Chaffey to form a foundation as a reflection for the empirical part and to the current approaches of Comelit's digital marketing. On the other hand, as the book sources were relevant for the theory, the statistical findings along with newly released information from the Internet sources were necessary to justify the accuracy of the book sources and find new perspectives.

The strengths of Comelit appeared even stronger than expected whilst terminating the SWOT analysis, which was supported by the promotion tool from 4P's of marketing mix. Generally, the core factor of Comelit's success in foreign countries is its Italian design, which has built glorious reputation globally over the years. Authority of the Italian design is something the company ought to hold onto and even embrace in different forms of marketing. As a neighbor sharing the outermost edge, France is an active enthusiast of Italian culture, which should be taken into consideration when planning further Comelit's social media publications. Determined and distinct grip over the online design of the publications further support, as well as encourage the audience's idea about the flawless product design.

The SWOT method provided a tool that allowed to further explore the characteristics of Comelit Immotec, whilst offering an effortless technique to discover what the company should improve itself in. One of the major issues to focus on are the cultural differences amidst Italy and France along with the local habits of French people. These contrasts and manners challenge the Italian headquarters to manage the French digital media in the most successful way possible. This can become a stumbling block for the headquarters, possibly even without realizing the issue.

The lack of digital communication employees became another considerable discovery from the SWOT analysis. The study also revealed three options to correct the situation. Hence, Comelit could hire new employees to its Italian office to manage the digital communication or it could hire similarly skilled native French employee to the office of Comelit Immotec or finally, decide to do an universal social media network all in English language, which could be followed by an audience from multiple countries. Fortunately, Comelit has the tools to implement any of these suggestions

or choose not to carry out any of them. However, Comelit has recognized the importance of digital media and especially social media marketing in order to keep up with the competitors and the possibility for rapid growth in France, even after 60 years of existence. Overall, Comelit, as well as solely Comelit Immotec have strong competitors, however these competitors are already utilizing most of the existing digital marketing tools, which Comelit has not yet engaged to. If Comelit participates in these marketing activities there is a high probability that it can provide large profits in the long run.

Observing Comelit offered great amount of information about the company's values and functions online, as well as in person. The internship in Comelit headquarters gave so many new points of views to support the author's educational background in order to create a better understanding into nowadays online marketing. This knowledge was also used during the writing of the thesis and it supported to find the most important theory and statistics for the case company. Moreover, when the author began creating the thesis, the amount of new theoretical information surprised. Especially the books used in this thesis provided so many new aspects to the whole concept of digital marketing communication. On the other hand, while doing the researching the books it was noticeable how fast the digital marketing changes and develops. Due to this, the author learned how to evaluate and read the statistical information in a stricter manner. In addition, the opportunity to practice benchmarking was a valuable change, since benchmarking is one of the methods that cannot be taught other than in practice. With the combination of benchmarking and the information that was compared in the analysis, the author actually developed both analytical skills surprisingly much. Even though the author's educational background offered good set of skills to work in a field of marketing, this type of expertise and knowledge gained of the digital communication is impossible to teach. All in all, with the combination of the internship and the thesis, the author has received immeasurable quantity of new knowledge of digital communication.

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APPENDIX 1

CCTV - sector provides high quality video surveillance cameras to assure security in various environments.

Safe – range refers to safety alarms and the co-operation with various safety systems through wired or radio technology.

Home automation - system integrates multiple home efficiency and security functions, which can be controlled through specific smart phone applications and particular monitors.

Video – category specializes in door entry monitors capable to video monitor, control access and alarm in case of uninvited trespassers or burglars.

Home – includes systems for controlled scenarios, accesses or exits via proximity keys and readers.

(Website of the Comelit Group 2016)

APPENDIX 2

Total visits	Average visit duration	Pages per visit	Bounce rate	Traffic from France	Direct Referrals Search*
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Total visits indicates the average number of desktop and smartphone users on the specific website in the past six months.

Average visit duration simply shows the measured time spent on the website on February 2017.

Pages per visit refers to the average amount of pages explored during one visit on the exact website on February 2017. (Website of the SimilarWeb 2017)

Bounce rate is a rather complicated measuring system that can be considered in few ways. It quantifies the action of entering in and leaving the website without continuing to discover other pages on the same website. High bounce rate can indicate that the visitor did not find the information needed, clicked on the wrong link and arrived to the wrong page or it might be that the visitor found the information already on the company's main page. This could mean that the user does not even have to continue to use the webpage to find more information and is content of how it has served the need. All in all, it is quite difficult to measure weather the high bounce rate is good or bad for the company. (Meloncelli P. Personal communication on 20.07.2016)

Traffic from France the desktop traffic that the website gets from visitors in France.

Direct marketing calculates the percental average of February 2017. In this marketing area SimilarWeb is able to take into account "the links outside the browser, such as popup advertisements and autofill".

Referrals calculate the February 2017 average of the links, which users use create traffic on the website. For example, if the potential customer uses the search bar to

enter on the website, it will not be counted as referral. However, if the customer uses a link from for example, www.similarweb.com to go directly to www.comelitgroup.com, it will be measured as referral.

Search measures the amount of website traffic coming through desktop's search engines on February 2017.

(Website of the SimilarWeb 2017)

APPENDIX 3

Company	Location (Headquarters)	Turnover (2016)	Products
Aiphone	Japan	348 676 816,80 €	Video entry technology, home automation, Intruder
Bosch	Germany	73 100 000 000 €	Household appliances, intruder, fire alarm systems, home automation, video entry technologies etc.
Bticino	Italy	744 752 000,00 €	Video entry technology, home automation, low voltage electrical products(power strips, adaptor etc.), high voltage electrical products (power supply, high voltage adaptor etc.), intruder, CCTC.
CDVI	France	40 000 000 €	Control access, Biometrics, telephony, radios & infrared systems, locking, power supplies, fire systems and accessories.
Daitem	Italy	71 600 000 €	Intruder, wireless systems, home automation.

Delta Dore	France	141 000 000,00 €	Home automation, video entry technology , illumination products, intruder.
Hager	Germany	1 900 000 000 €	Energy distribution, cable management, building automation and security (cctv, intruder).
Intratone	France	20 000 000 €	Video entry technology, control access.
Panasonic	Japan	62 268 941 818 €	Electronical appliances, camers, technological prodcuts, televisions, intruder, home automation, video entry technology etc.
Samsung	South Korea	7 000 000 000 €	Electronical appliances, teleisions, cameras, automation, intruder, fire alarm systems etc.

(Website of the Aiphone 2017; Bosch 2017; Bticino 2017; CDVI 2017; Daitem 2017; Delta Dore 2017; Hager 2017; Intratone 2017; Panasonic 2017 & Samsung 2017)

APPENDIX 4

Competitor Comparison	Total Visits	Avg. Visit Duration	Pages per visit	Bounce rate	Traffic from France	Traffic sources										Search	
						Direct	Referrals	Search	Social	Mail	Display	Organic	Paid				
VIDEO 1	Cornelit Group	52,1 K	0:04:30	5,64	26,26 %	8,67 %	20,28 %	7,66 %	71,65 %	0,04 %	0,35 %	0,00 %	0,00 %	100 %	0 %	http://www.cornelitgroup.com	
VIDEO 2	Urmret	8,60 K	0:00:56	1,95	38,44 %	93,14 %	0,88 %	70,37 %	28,75 %	0,00 %	0,00 %	0,00 %	0,00 %	0 %	0 %	http://www.urmetparticulier.fr	
VIDEO 3	Bichino	48,5 K	0:03:51	5,76	35,78 %	33,50 %	1,79 %	11,43 %	85,53 %	0,28 %	0,85 %	0,28 %	0,28 %	82,21 %	17,79 %	https://www.bichino.be/fr	
HOME 1	Alphone	9,8 K	0:07:18	7,73	29,02 %	86,28 %	14,38 %	2,01 %	83,61 %	0,00 %	0,00 %	0,00 %	0,00 %	0 %	0 %	http://www.alphone.fr	
HOME 2	Delta dore	53,6 K	0:04:20	5,25	29,23 %	91,47 %	24,30 %	8,88 %	64,90 %	0,09 %	1,82 %	0,00 %	0,00 %	84,92 %	15,08 %	http://www.deltadore.fr	
HOME 3	Bichino	48,5 K	0:03:51	5,76	35,78 %	33,50 %	1,79 %	11,43 %	85,53 %	0,28 %	0,85 %	0,28 %	0,28 %	82,21 %	17,79 %	https://www.bichino.be/fr	
SAFE 1	Hager	95,7 K	0:03:51	3,68	41,47 %	85,68 %	14,43 %	6,42 %	78,19 %	0,05 %	0,92 %	0,00 %	0,00 %	99,93 %	0 %	http://www.hager.fr	
SAFE 2	Delta dore	53,6 K	0:04:20	5,25	29,23 %	91,47 %	24,30 %	8,88 %	64,90 %	0,09 %	1,82 %	0,00 %	0,00 %	84,92 %	15,08 %	http://www.deltadore.fr	
SAFE 3	Dattem	7,8 K	0:07:30	7,14	37,68 %	70,87 %	10,44 %	4,34 %	85,22 %	0 %	0 %	0 %	0 %	0 %	0 %	http://www.dattem.fr	
CCTV 1	Logistic	199,8 K	0:03:38	5,73	36,76 %	89,38 %	13,34 %	10,59 %	71,65 %	0,34 %	4,05 %	0,03 %	0,03 %	90,12 %	9,88 %	http://www.bosch-home.fr	
CCTV 2	Parasonic	45,40 K	0:02:36	3,49	31,48 %	78,24 %	11,66 %	36,64 %	50,77 %	0,00 %	1 %	0,00 %	0,00 %	91,69 %	8,31 %	http://www.panasonic.com/fr/	
CCTV 3	Samsung	344,80 K	0:02:06	1,92	71,23 %	NO DATA	18,37 %	9,39 %	65,80 %	2,30 %	2,26 %	2 %	2 %	92,19 %	8 %	http://www.samsung.com/	
ACCESS CONTROL 1	Urmret	8,60 K	0:00:56	1,95	38,44 %	93,14 %	0,88 %	70,37 %	28,75 %	0 %	0,00 %	0,00 %	0,00 %	0 %	0 %	http://www.urmetparticulier.fr	
ACCESS CONTROL 2	Intrateone	19,2 K	0:03:17	4,39	25,13 %	91,67 %	38,10 %	2,03 %	59,86 %	0,00 %	0 %	0 %	0 %	100,00 %	0 %	https://www.intrateone.fr	
ACCESS CONTROL 3	Cdvi	8,6 K	0:02:08	5,28	35,28 %	44,90 %	22,81 %	3,73 %	73,46 %	0,00 %	0 %	0 %	0 %	0 %	0 %	http://cdvi.com	

(Website of the SimilarWeb 2017)