

# Facebook marketing communications plan for Ladies Gym

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<b>Degree programme</b> International Business	
<b>Report/thesis title</b> Facebook marketing communications plan for Ladies Gym	<b>Number of pages and appendix pages</b> 61 + 24
<p>Ladies Gym is a gym located in Vantaa, Finland. Until now, the company's marketing actions have been limited to occasional e-mail newsletters, posters on the walls of the gym, and a newspaper advertisement once a year. The outcome of this thesis is a Facebook marketing communications plan that will be implemented by the company.</p> <p>Marketing communications and B-2-C relationship management are covered in the theoretical framework. Facebook as a marketing communications tool is covered in more detail, especially from a gym's point of view. The theoretical framework is written to deepen the case company's understanding of Facebook marketing. Competitors and other companies similar to Ladies Gym have been benchmarked to gain insight on their Facebook marketing actions.</p> <p>The hopes and expectations of the commissioning company's owner have been considered when creating the plan. The customers of the gym have been interviewed to gain insight on their preferences and social media behavior so that the Facebook plan would fulfill their needs as well as possible.</p> <p>Through an effective plan, the business is able to increase brand awareness, sales, and customer satisfaction via Facebook marketing and information sharing. The Facebook page will then function as a marketing channel and a customer relationship management tool.</p>	
<b>Keywords</b> Marketing communications, social media marketing, marketing plan, social media, Facebook, customer relationship management	

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# 1 Introduction

Marketing communications is not only about marketing, but rather about the interaction between a company and its customers. To be able to reach a target audience, a marketer needs to go where the audience is. Social media provides a whole new environment for companies to market themselves. The difference between traditional marketing and social media marketing is that on social media, the consumer has a much bigger role. They are able to interact and engage with the marketer more, both in the good and the bad. Therefore, considering what the consumers want to see is getting more and more important. As mentioned, marketing communications is, above all, about the interaction between consumers and the marketer. That is why marketing communications is the most suitable term to describe the actions performed on social media by a company.

Facebook being the most popular social media channel with more than a billion daily active users worldwide, it is essential for a business to be present. Facebook marketing is a cost-efficient method to reach new customers, but it is as well a great tool to maintain already existing customer relationships. Sharing information on Facebook is free and effortless, which is why Facebook can be used as a customer relationship management tool. Consumers use the Internet and social media not only for information search, but also for entertainment, so the content should be able to amuse the consumers. The content published by a company on Facebook should be differentiated, so that the target audience will pay attention to the posts. Using bright colors, smiling faces, and catching taglines are what a good Facebook post is based on.

Ladies Gym is a gym in Vantaa, Finland that is targeted for women only. Ladies Gym was established in 2011. The company offers gym and fitness classes as well as personal training services, solarium, and other additional services. Now, the company has decided to establish its own Facebook page for marketing and customer relationship management purposes. The aim is to increase awareness, sales, and customer satisfaction. Ladies Gym will implement the plan starting from June 2016.

The theoretical part of this project can be used as a handbook on how to use Facebook as a marketing and relationship management tool. It is important to read the theory part in order to fully understand the product, which is a Facebook marketing communications plan (appendix 5). The plan is designed specifically for Ladies Gym, but it can easily be applied to any similar company.

## 1.1 Project objectives

The objective of this project is to create an effective Facebook marketing communications plan for a gym called Ladies Gym. In order to be able to accomplish the project objective, it is required to find out what a good marketing communications and social media plan consists of. Knowing what to consider when building a B-2-C relationship management tool, is a crucial part of the project, too. Finding out how to attract and satisfy people from multiple cultures at the same time will also be discussed in this project. All the things mentioned above need to be considered from a gym's point of view. Motives behind establishing a Facebook page for Ladies Gym is to increase awareness, increase sales, create customer value and improve customer relationships. Customer relationships can be taken care of by making Facebook a communication channel where information can be shared.

The project objective is ***to create an effective Facebook marketing communications plan for Ladies Gym***. The objective will be researched through the following project tasks:

Project task 1. Theoretical frame for the work; marketing communications and B-2-C relationship management.

Project task 2. Benchmarking competitors and similar gyms.

Project task 3. Interviewing Ladies Gym's customers about their preferences and social media behaviour.

Project task 4. Creating an outline of the Facebook plan.

Project task 5. Evaluating the project.

## 1.2 Project scope and demarcation

The project objective is to create a Facebook page plan that will function as a marketing communications tool for Ladies Gym. Facebook is an effective tool to reach new, potential customers, and to communicate with already existing ones through engagement and information sharing. Facebook marketing is cost efficient: basically it is free, and even paid ads are affordable. Katja Jousa, the owner of Ladies Gym, requested a Facebook plan specifically, because she thinks it is the social media channel that fits the company's needs the best. The current state of Ladies Gym's marketing will be evaluated, and competitors and similar gyms will be benchmarked. The plan will include example posts, content (video and images) that can be used on the Facebook page, and a publishing schedule for Facebook posts.

Any traditional marketing methods, newsletters, other social media channels than Facebook or other digital marketing, for example, Google AdWords, other than Facebook online ad campaigns, or websites' contents, will not be taken into consideration in this project. These channels will, nevertheless be researched during the benchmarking process to create awareness of what other players in the business are doing. B-2-B relationship management is not considered necessary in this project. Marketing to businesses would mean that for example all workers from a company would start going to Ladies Gym. It is not a very easily achievable goal, since businesses in Finland usually give out sports vouchers to their employees, and the employees then get to decide where they use the vouchers. That is when an individual is deciding which gym they want to visit, and thereafter it is B-2-C relationship management and marketing that is necessary.

Implementation of the Facebook marketing communications plan is not included in this project, for Ladies Gym will implement the plan itself. The plan does not include clear instructions, because it is a marketing plan, not a user manual.

This demarcation has been made because the client company needs a Facebook page to communicate with its customers. They want to start with something effective, which is easy to keep track of, and not start using too many new methods at the same time. Excluding other channels seemed reasonable in order to keep the topic narrow enough for a bachelor's thesis. (Jousa 5 April 2016.)

### **1.3 Methodology**

Research for this project is mostly completed as desktop study, but since project task 3 (chapter 1.1) is to interview Ladies Gym's customers, another research method is required. A qualitative research method, interview, will be used for this matter.

Qualitative research has a huge potential for studying marketing communications because it enables the researcher to be closely engaged with the participants. Gaining detailed insight to the interviewees' perceptions and getting a holistic image is possible when using interview as a research method. That is due to the fact that additional questions can be easily asked and the interviewee is often in a natural setting, for example in a place they are used to visiting, which is likely to make them feel more relaxed. Small samples are typical when using a qualitative research method, since conducting interviews is very time-consuming. (Damond & Holloway 2002, 1-3.)

A standardized interview method is used in this project. The principle of the method is that the same questions are asked from all the interviewees with as little variation as possible. The interviews will be depth interviews, which means that they are conducted face-to-face. (Damond & Holloway 2002, 171.)

The results of a qualitative research may be difficult to replicate and the results and the procedure are often not transparent enough. To be able to avoid this, chapter 5.1 explains the process description of the qualitative research conducted in this project, and the outcome of the qualitative research is presented in chapter 5.2. The validity and reliability of the qualitative research will be analyzed in chapter 5.2. (Damond & Holloway 2002, 7.)

#### **1.4 Key concepts**

**Social Media** “Websites and applications that enable users to create and share content or to participate in social networking” (Oxforddictionaries 2015).

**Marketing Communications** “Marketing communications is a process through which organizations and audiences engage with one another. Through an understanding of an audience’s preferred communications environments, participants seek to develop and present messages, before evaluating and acting upon any responses. By conveying messages that are of significant value, participants are encouraged to offer attitudinal, emotional and behavioural responses” (Fill, 2013, 18).

**Social Media Marketing** “The use of social media to facilitate exchanges between consumers and organizations. It is valuable to marketers because it provides inexpensive access to consumers and a variety of ways to interact and engage consumers at different points in the purchase cycle” (Tuten & Solomon 2013, 25).

**Marketing plan** “Product specific, market specific, or company-wide plan that describes activities involved in achieving specific marketing objectives within a set timeframe. A market plan begins with the identification of specific customer needs and how the firm intends to fulfill them while generating an acceptable level of return. It generally includes analysis of the current market situation and detailed action programs, budgets, sales forecasts, strategies, and projected financial statements” (Businessdictionary 2015).



**Customer satisfaction** “A person’s feelings of pleasure or disappointment resulting from comparing a products perceived performance (or outcome) in relation to his or her expectations” (van Haaften 2015, in Kotler 2000).

**Customer engagement** refers to interaction between a company and its customers or target audience. (Offerpop 2015.) In this project, engagement refers to liking, sharing, commenting and following another social media site and what they are posting

**B-2-C relationship management** aims to create a partnership between the organization and its audience. Consumers who feel that a business responds to their needs are more likely to continue using the products and services that a business offers. Additionally, maintaining a level of communication with consumers allows the business to identify potential sources of costly problems before they come to a head (Investopedia 2016).

**Content marketing** is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience – and, ultimately, to drive profitable customer action (Content Marketing Institute 2016).

**Facebook page** Pages are public profiles that let artists, public figures, businesses, brands, organizations, and non-profits create a presence on Facebook and connect with the Facebook community. When someone likes a Page, they can start seeing updates from that Page in News Feed. When someone likes or comments on a Page post, that activity may be shared with their friends, increasing the Page’s exposure and reach. (Facebook 2016.)

**Brand image (also referred as ‘image’)** describes the way that consumers see the brand. Brand image consists of the attitudes and beliefs the audience has about a brand, and therefore there is no single image for a brand but multiple images. (Fill 2013, 364.)

## **1.5 Case company**

The case company is Ladies Gym, which is a part of Korso Gym Oy. The company has two agencies; Korso Gym in Korso, Vantaa, that is targeting both men and women, and Ladies Gym in Koivukylä, Vantaa, which is targeted for women only. Ladies Gym was established in fall 2011. Ladies Gym offers a modern gym and a variety of fitness classes for its customers. Ladies Gym also has a solarium, an infrared sauna and a normal sauna. In addition, Ladies Gym sells supplements and some clothing with their own logo. The

company works in co-operation with two personal trainers. The turnover of Korso Gym Oy (which includes Ladies Gym, too) is about 850 000 euros per year. Korso Gym Oy does not have any investors, and the business is funded with a bank loan. The company's current marketing is limited to occasional e-mail newsletters and posters on the walls of the gym. Every year Korso Gym Oy has a full-page ad on Vantaan Sanomat –newspaper that has approximately 95 000 subscribers (Hietanen 2015). The Facebook plan will be designed for Ladies Gym only, but it is applicable to Korso Gym, too.

Ladies Gym is targeting women of all ages, and everyone is welcome to join the gym. Ladies Gym has chosen their equipment according to women's needs. There is a large variety of assisting training equipment, aerobic equipment and dumbbells. The gym has a stretching area, sauna, infrared sauna and solarium. Ladies Gym offers a variety of fitness classes that vary throughout the seasons (figure 2). According to the owner, Ladies Gym does not see weightlifting gyms as serious competitors. Ladies Gym also often tries out new fitness classes that are not widely introduced in Finland yet. (Jousa 16 November 2015; Jousa 5 April 2016.)

Ladies Gym has about 900 customers, all of whom are not active gym visitors. Jousa (16 November 2015) estimates that they could still fit around 500 more customers, assuming not everyone visits daily. Marketing is therefore needed so that Ladies Gym is able to reach the potential customers. Ladies Gym has several different types of memberships (see price list in appendix 1), for example ten-time card, monthly card to gym, monthly card to both gym and fitness classes, and three-month membership. Joining the gym does not require fixed-term contracts that are common in the area of business.



Figure 1. The main page of Ladies Gym's homepage. (Screenshot from Ladiesgym.fi 2016)

Maanantai	Tiistai	Keskiviikko	Torstai	Perjantai	Lauantai	Sunnuntai
18:00-18:55 <b>Perfectbody</b> Paula(1)	17:30-18:30 <b>pumppi</b> Miisa (1) 9.2 Salla	16:30-17:20 <b>Kahvakuula</b> Wilma (1)	17:00-18:00 <b>Pumppi</b> Anna(1)	17:00-18:00 <b>vaihtuva-tunti</b> Paula(1/2) 12.2 WILMA vatsa-Pakarot	9:30-10:30 <b>Kahvakuula</b> Wilma (1)	16.45-18:00 <b>Intervallibody</b> Kiki(1)
19.00-19.45 <b>Piloxing</b> Päivi(1)	18:35-19:30 <b>Body+Step</b> Miisa (1) 9.2 Salla	17:30-18:15 <b>Tehomuokkaus</b> Wilma (1)	18:10-19:00 <b>Zumba</b> Tuija (1) 4.2 18.2 ja 25.2 ANNA		12:15-13:00 <b>FlexiBar</b> Päivi(1/2)	18:10-19:10 <b>Keppijumppa</b> Pirjo(1)
19.50-20.35 <b>Rullavennytely</b> Päivi(1)	19:35-20:35 <b>Jooga</b> Miisa (1) EI 9.2	18:20-19:10 <b>Fascia training</b> Wilma(1)	19:10-20:00 <b>Dance,</b> Niina(1) Teemana Bollywood - oriental-			19:15-20:15 <b>Bodypilates</b> Katja(1) EI 21.2

Figure 2. The current fitness class schedule at Ladies Gym. (Screenshot from Ladiesgym.fi 2016)

## Aukioloajat avainkorttia käyttäville asiakkaille

Ma-Su 05.00-23.00

### Asiakaspalvelu on avoinna

Maanantaina 12.00-19.30

Tiistaina 12.00-19.30

Keskiviikkona 12.00-19.30

Torstaina 9.00-19.30

Perjantaina 10.00-13.30

Lauantaina 10.00-14.00

Sunnuntaina 17.00-19.00

Figure 3. Ladies Gym's opening hours. (Screenshot from Ladiesgym.fi 2016)



Figure 4. Ladies Gym's workout area.

## 1.6 International aspect

There is a large minority of ethnic people living in the Koivukylä area. Until now that has not exactly shown at the gym's customer base, since there has been few customers from ethnic backgrounds. Recently the number of ethnic customers has been increasing at Ladies Gym. It is a positive change, but has caused some problems at the gym. The problems are due to language barriers, and cultural dressing just to mention a few. Therefore Ladies Gym arranged an event in April 2016 that was targeted for ethnic customers. The event was aiming to give information about the gym's rules and deliver a message that everyone is welcome to the gym. One of the sub-objectives is to gain insight on how to

increase the amount and satisfaction of ethnic customers so that all cultures can get along smoothly.

### **1.7 Process description**

The first project task is to create a theoretical framework for the plan (chapter 2 and 3). The framework will be based on articles, journals, textbooks and other publications. The theory will be gathered as a desktop research.

The second project task is to benchmark Ladies Gym's competitors and other similar businesses. Benchmarking competitors will be conducted as a desktop research using competitors' Facebook pages and their websites.

The third project task is to interview Ladies Gym's customers about their preferences and social media behavior. 14 people will be interviewed, seven of whom will be from ethnic backgrounds and seven of whom will be Finnish gym visitors. The interview will be conducted face-to-face at Ladies Gym's premises. The interviews will be recorded and notes will be taken in order to be able to analyze the results later.

The fourth project task is to create an outline of the plan. It will be in written form and the outline will be created to ease up the making of the actual plan.

The fifth project task is to evaluate the whole project, including the plan itself. All the project tasks are reviewed in table 1.

Table 1. The overlay matrix - the project tasks and the methods required to completing them.

<b>Project task</b>	<b>Source of data</b>	<b>Data collection method</b>	<b>Outcome</b>
<b>PT 1: Theoretical frame for the work</b>	Text books, publications	Desktop study	Theoretical frame of the work
<b>PT 2: Benchmarking competitors and similar gyms</b>	Competitors' Facebook pages and websites	Desktop study	Insight on competitors' marketing actions
<b>PT 3: Interviewing Ladies Gym's customers</b>	Ladies Gym's current customers	Face-to-face interview, analyzing the results	Insight on customers' preferences and social media behavior
<b>PT 4: Creating an outline of the plan</b>			An outline of the plan that functions as a basis for the actual Facebook plan
<b>PT 5: Evaluating the project</b>			A project evaluation

### 1.8 A gym as a business

A gym traditionally offers an environment for strength training with weights. There are gyms that are specialized in training with free weights, and those who have invested more in assisting gym equipment. Most gyms have cardio equipment, for example treadmills for warming up. Many gyms offer fitness classes that are guided workouts for groups of people, and the fitness classes attract mostly women. The workout areas and fitness classes are the core services of gyms, but there are often other features that sum up into being the extended services.

Almost every gym provides dressing rooms along with showers, and in Finland it is common that gyms offer a sauna for their customers. It is usually a traditional sauna or an infrared sauna, which has become popular during the past few years. Gyms often have a solarium that usually needs to be paid separately for. Many gyms sell merchandise products, for example, t-shirts with the company logo, or clothes of some other brand they have a partnership with. Supplements such as recovery drinks, workout boosters and protein bars are commonly sold at gyms. Personal training, life coaching, dietician services, and massages are often offered at gyms for separate payments. These service providers are then individual entrepreneurs that work in collaboration with the gyms.

## 2 Marketing communications

Marketing communications allows organizations and audiences (businesses and consumers) engage with each other. According to what the responses are, both parties are able to offer suitable responses that deliver feelings and attitudes. (Fill, 2013, 18.)

This chapter discusses what marketing communications is in the modern day. Marketing communications mix and marketing communications especially in digital environment are playing an important role in this chapter. The definition of a gym as a business, as well as brand positioning, and the marketing communications objectives will be discussed. B-2-C relationship management is also a crucial part of this chapter.

### 2.1 Introduction of marketing communications

The new communications technology is causing big changes in the way that companies and consumers communicate with each other. Even though the mass media such as TV, radio, and print ads remain important, advertisers have started to use more targeted media to reach smaller customer segments. These channels are, for example, e-mails, blogs, videos and social media networks, such as Facebook. Social media marketing can be very advantageous for small companies like Ladies Gym that have small marketing budgets. Social media marketing allows anyone to market a business with excellent ROI (return on investment). (Kotler, Armstrong, Harris & Piercy 2013, 420.)

In business, it is not enough only to create customer value: promotion is needed to communicate that value to customers and potential customers. The marketing mix, or the four P's of marketing, consists of *product*, *price*, *promotion* and *place*. It is important that companies manage to deliver a clear, consistent and constrained message of itself and its brands. This project concentrates on promotion along with customer relationship management, but also other points of the marketing mix will be reviewed. (Kotler, Armstrong, Harris & Piercy 2013, 416-418.) The marketing mix will be covered in more detail in chapter 2.2.

Promotion is not a single tool, but more of a mix of several tools. A company's promotion mix consists of four dimensions: advertising, public relations, personal selling, sales promotion, and direct marketing tools that are used to communicate the value and build customer relationships. (Kotler & al. 2013, 416-418.)

The Facebook page that will be established for Ladies Gym will be a promotional tool with elements of customer relationship management. It will include various components of the promotion mix, most importantly advertising, public relations, and sales promotion. The business idea, values, and services should already be differentiated and positioned when establishing a business, and marketing communications should be used as a tool to communicate them to the audience. (Chew, Lovelock & Wirtz 2012, 190-191.)

A company's marketing actions should be built around its values. Unfortunately, Ladies Gym has not yet defined any values, mission, or vision. Customers often only see the people who work at the service counter, so showing the employees working behind the scenes will help customers to see the actual nature of the business. Customers who got to the fitness classes also get to interact with the instructors, which gives them an idea of what kind of people they are and what the business is like. Still, introducing them on more personal level on social media is a great idea, because then customers are likely to start developing a stronger emotional bond towards the staff, and the business. Showing what is going on behind the scenes can strengthen the image about high quality service products. (Chew, Lovelock & Wirtz 2012, 190-191.)

Value can be added to customers by using marketing communications. Providing them with information about what services are available, how and where to get them, what the prices are and what kind of benefits and features the services have, is what helps a consumer to create a positive image of the business and also might bring them one step closer to becoming a customer. (Chew, Lovelock & Wirtz 2012, 191.)

Planning marketing communications is important, and the following questions should be successfully answered in order to become successful in marketing communications: What is the target group? What should be achieved? How should the message be communicated? Where should it be communicated? When should it be communicated? (Chew, Lovelock & Wirtz 2012, 195.)

Surrounded by a digital environment, people are more informed and able to find information online themselves, whereas before they were dependent on the marketer's information. Consumers can easily connect with each other and share information about their perceptions of brands and services. This is both a threat and opportunity because people can share both their negative and positive feelings and experiences. (Kotler, Armstrong, Harris & Piercy 2013, 419.)



It is important to remember that most campaigns are multichannel. If a company is using several marketing channels, it is recommended to have the same campaign in each medium. For example, when sending an e-mail newsletter talking about discount prices, the same offer should be established on Facebook, as well. Still, this does not mean that exactly the same content should be published everywhere, because that might annoy followers and make them disappear. There can also be closed campaigns, for instance a campaign only for e-mail newsletter subscribers, or a campaign for Facebook page followers, when the information is released on one channel only. (Funk 2011, 12.)

## **2.2 Marketing communications mix**

As the world is developing and becoming even more digitalized, the marketing channels are also multiplying. All the messages coming from different channels from one marketer become one image of the company in a consumer's mind. That is why it is crucial that all the channels used by a company deliver the same message and work in synergy. There is a concept that has been adopted by a significant amount of companies: integrated marketing communications. (Kotler, Armstrong, Harris & Piercy 2013, 420-421.)

Marketing communications mix consists of five different dimensions; advertising, sales promotion, direct marketing, public relations, and personal selling that together form the concept of integrated marketing communications, also known as IMC. The marketing communications mix is presented in figure 5. (Kotler, Armstrong, Harris & Piercy 2013, 418.)



Figure 5. Marketing Communications Mix

Marketing mix, or the traditional four P's of marketing, consists of *product, price, place, and promotion*. Today, *people, process, and physical evidence* are also elements of the marketing mix. Digital marketing affects all the aspects listed above. (Chaffey & Ellis-Chadwick 2012, 263.)

The *product* variable refers to what the product, service or brand is like. It consists of *core product* and *extended product*. Core product is the main product bought by the customer that is meant to fulfill his or her needs. The extended product then again refers to additional services and features built around the core product. Ladies Gym's core service products are the workout area and fitness classes. Ladies Gym's extended service products include a lot features, for example, sauna, infrared sauna, shower and dressing room, toilet, and the opportunity to purchase recovery drinks and personal trainer services. When the Facebook page will be established, it will also become a part of their extended product. (Chaffey & Ellis-Chadwick 2012, 264.)

The *price* variable refers to a company's pricing policies; how prices are set for products and services. Ladies Gym offers several options on what type of membership to purchase; a customer can choose a ten-time-card or a monthly card to either both to the gym and the classes, or the gym only. Students get discounts by showing their student ID. Ladies Gym does not have fixed-period memberships, and therefore there is no terms of notice.

The only pre-cost to join is the keycard with the cost of 15 euros. Ladies Gym's price list is attached in appendix 1. (Chaffey & Ellis-Chadwick 2012, 278.)

The *place* variable indicates how the product is distributed to consumers, for example in a store, or by home delivery. In Ladies Gym's case, the place is the gym itself, located at Asolanväylä 50, 01360 Vantaa. The place of the Facebook page is online, on Facebook. (Chaffey & Ellis-Chadwick 2012, 288.)

The *promotion* variable refers to how the organization is using marketing communications to inform its customers and stakeholders about itself and its products or services. It is important to take advantage of the Internet and social media when creating a marketing communications plan. The to-be-established Facebook page will be mostly a promotional tool along with the e-mail newsletter Ladies Gym sends to its customers. (Chaffey & Ellis-Chadwick 2012, 295.)

The *people* variable indicates how the organization's employees interact with stakeholders during sales and pre- and post-sales. In Ladies Gym's case, the people variable is about customer service, and how well the employees manage to sell memberships to people who come to see what they gym is like. (Chaffey & Ellis-Chadwick 2012, 297.)

The *process* variable refers to the methods that are used by companies to achieve all marketing functions, for example product development, promotion, sales and customer services. Ladies Gym's process variable consists of how the fitness classes are planned and how the reception's opening hours are planned. The criterion Ladies Gym bases their purchase decisions on, is also a part of the process variable, as well as how they handle complaints. As an example, Ladies Gym visits Fibo, a global fitness exhibition in Cologne, every April. Everything related to fitness industry is present there, and, for example, new fitness classes and equipment are introduced. Ladies Gym uses the exhibition as a source of inspiration, and sometimes purchases are made at the exhibition. The most important criteria for buying new gym equipment is that it has a local importer in Finland, in case of, for example, maintenance issues. (Chaffey & Ellis-Chadwick 2012, 300, Jousa 5 April 2016.)

*Physical evidence* represents the tangible expressions of a product or service and how it is purchased and used. In an online context, physical evidence refers to a consumer's image of a company through their online presence. The physical evidence of Ladies Gym consists of how the gym looks and what kind of services they provide (the workout area and fitness classes along with the extended services). The gym's appearance is a big

influencer in the brand image; how the gym looks from the outside, the way it looks inside, whether the locker rooms and showers are spacious and clean, and how big and well lit the fitness studio is. The interior colors of the gym also affect on how the customers see the business. The online presence of Ladies Gym consists of their website and future Facebook page. (Chaffey & Ellis-Chadwick 2012, 300.)

### **2.3 Brand positioning**

Brand positioning is important because it helps the business to stand out, and to attract the desired target group. Positioning is a tool that is used to differentiate a company from its competitors, to occupy a certain space in the market and therefore to achieve the business goals. Brand positioning is not about the actual product or service, but more about what the buyer thinks of the particular company. The customers' perceptions are not always the same that the company would have wanted them to be. Remembering that the positioning has to be in harmony with the communication objectives is vital. Communication objectives are discussed in chapter 2.4. (Fill 2013, 189-190, 192.)

When positioning a brand, three main aspects should be considered: target group's perceptions, corporate identity, and competitors (how to differentiate from them). Target group is important to analyze since services need to meet their expectations in order to be able to sell them. The corporate identity of the company is a big influencer when positioning a brand. What a company is and what it wants to be sets the directions on how the brand should be positioned. Researching competitors (chapter 4) is crucial so that a brand can differentiate when positioning itself. A niche should be found and it should be used a guideline when positioning a brand. The main aspects of brand positioning are presented in figure 6. (Riezebos & Van Der Grinten 2012, 5, 13-15.)

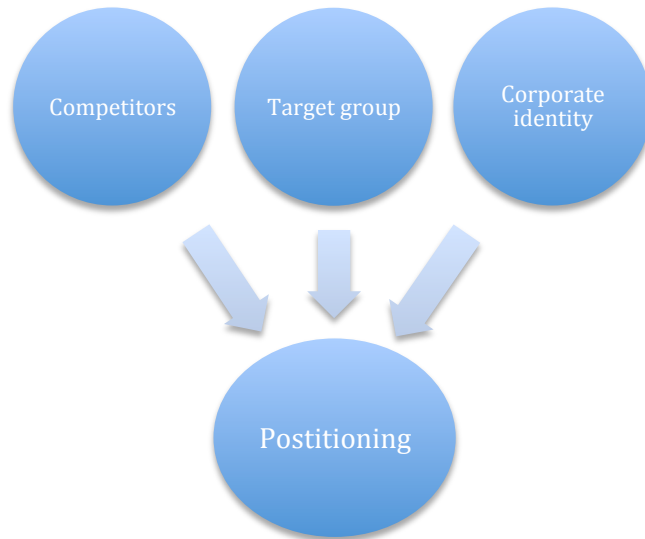


Figure 6. Brand positioning. (Riezebos & Van Der Grinten 2012, 5, 13-15.)

There are eight different strategies on how to position a brand. When positioning according to *product features*, a marketer must think how the brand is differentiated from the others; what are the benefits, features, and attributes specifically in the product? *Price and quality* positioning is naturally about the price and quality of the product; is it low-cost with less quality, something very exclusive or something in between? The third strategy is *use*, which informs how or when the product can or should be used. For example a 24/7 store could be positioned according to the suggestion that a consumer can shop in the middle of the night. *Product class dissociation* strategies are often used when the market is uninteresting or it is hard to differentiate your product; brands positioned like this often position themselves as *something different*. Dove has positioned itself as “not a soap”. *User* – strategy is based on positioning openly so that the target audience can be clearly identified; for example a hostel for the youth. Targeting against *competitor* is not commonly used, but can be successfully executed. The basis of the strategy is to compare the brand against competitors, by saying “the safest car”, for instance. *Benefit* strategy highlights the benefits that the product has, for example “removes grease effectively”. The eighth strategy is called *heritage or cultural symbol*, which is used especially by for example a lot of universities and clothing brands, saying for instance “Established since 1894”. (Fill 2013, 196-198.)

Ladies Gym’s most important positioning aspect is that it is targeted for women only, which is the biggest difference between Ladies Gym and its competitors. Therefore Ladies Gym is using the *user –based positioning strategy*. Jousa (16 November 2015) emphasizes that Ladies Gym is putting effort into clean training environment and interior, which is one aspect to differentiate with. Ladies Gym’s membership is mid-priced, which can be

associated with good service, quality equipment and a good selection of fitness classes. Still, it should not be positioned as a top quality gym like Forever Hiekkaharju (chapter 4.1.2.), but for people who do not need to have it all, but still want a little bit of extra.

## 2.4 Steps into effective marketing communication

Before starting the actual communication with customers, the company has to identify its target audience; the people they want to communicate with (women close to Koivukylä area that are interested in taking care of their health). Knowing the target audience helps to determine what should be communicated, when to communicate it and how. After the target audience is defined, the desired response to the communication needs to be determined. It is common to think that the desirable response would be *purchase*, but the consumer may be at any stage of the *buyer-readiness scale* (Figure 7) and the desired response has to be determined accordingly. The stages are: *awareness, knowledge, liking, preference, conviction, and purchase*. The customer needs to be moved to the next stage from their current stage, all the way to the *purchase* -stage. To be able to move a customer, he or she needs to belong to the target group. It is the task of promotion to awaken desire within potential customers, so that they will finally purchase the particular service, which in Ladies Gym's case is a gym membership. Also the product or service has to be good enough so that it is able to interest customers. (Kotler, Armstrong, Harris & Piercy 2013, 424.)



Figure 7: Buyer-readiness stages (Kotler, Armstrong, Harris & Piercy 2013, 424.)

After knowing what the desired message would be, it is time for the marketer to develop an effective message. The message should obey the AIDA model: it should raise *attention, interest, desire* and *action*. In practice, only few messages are able to bring a customer from the awareness stage to purchase, so AIDA is only suggesting the most desirable characteristics of a message. The marketer should resolve what to say (message content), and how to say it (message structure and format). (Kotler, Armstrong, Harris & Piercy 2013, 425-246.)

Inter- and intra-media decisions have to be made when an organization is willing to communicate with its audience. Inter-media decisions are about deciding on which channel to use to communication, for example TV, radio, newspaper, or social media. After choosing the media channel, it is time to move on into intra-media decisions; deciding which chan-

nel to use within that particular medium; Twitter or Facebook, Iltalehti or Helsingin Sanomat. In Ladies Gym's situation the inter-media decision is social media, and the intra-media decision is Facebook. (Dahlen, Lange & Smith 2009.)

The channel of communication needs to be chosen as well, which is basically the same decision as inter-and intra-media decisions. Communication channels are divided into two categories: *personal* and *non-personal*. Personal communication indicates two or more people communicating directly with each other: face-to-face, on the phone, via e-mail, or through an Internet "chat". Non-personal communication channels do not involve personal communication or feedback. They consist of for example TV, radio, print media, posters, and online media such as e-mail, company websites and social networks. Facebook will be both personal and non-personal channel of communication for Ladies Gym; at first it is non-personal, but as soon as people start engaging, it becomes personal. (Kotler, Armstrong, Harris & Piercy 2013, 427-248.)

Selecting the message source is also important. Messages that are communicated through a highly credible source are more persuasive; many companies cooperate with doctors, celebrities or athletes to advertise their products. It is important to choose representatives because everything they do even in their personal lives may affect the brand image. In Ladies Gym's case, the message source is a person working in the company. The reasoning behind the decision is that the aim is to humanize the business and show the audience what is going on behind the scenes and what makes Ladies Gym such a good place to work out at. Personal trainers should also be featured on Ladies Gym's Facebook page, since they have high potential in working as influencers due to their profession. The ideal Facebook content and marketing a gym on Facebook are covered in more detail in chapter 3.4 and 3.6. (Kotler, Armstrong, Harris & Piercy 2013, 429.)

When the message is sent, the communicator needs to research the effectiveness of the message. That can be done by asking the target audience members if they remember the message, how many times they have seen it and what do they remember about it. Also their feelings about the message, and if their attitudes towards the product changed along the message, should be asked. The feedback should thereafter tell the marketer how the communication methods could be improved. After Ladies Gym has had their Facebook page for a while, they could create a survey for their customers to find out if they have seen their ads and posts. (Kotler & al. 2013, 429.)

At the beginning, when starting to create a marketing communications plan, the objectives of the plan have to be determined. The objectives should follow the “SMART” model as much as possible. The model consists of five dimensions, and the objectives should be:

**Specific:** What exactly needs to be achieved by the campaign? Is the goal to increase awareness, increase sales, or get a more Facebook likes?

**Measurable:** The success of the campaign should be measurable. Depending on the objective, the success can be measured by looking at sales numbers, for example.

**Achievable:** The objective must be achievable in order to keep the executors of the campaign motivated.

**Realistic:** The actions need to be based on reality and be relevant to the company.

**Targeted and Timed:** Who is the target audience of the campaign, how precisely is it defined, and what is the timespan of the objective until it should be reached? (Fill 2013, 189).

Ladies Gym’s marketing communications objectives for the upcoming year are:

1. Gain 500 Facebook page likes.
2. Find 150 new customers with the help of Facebook marketig.
3. Increase customer satisfaction through smoother information flow.

These objectives fulfill the SMART –criteria rather well. All of them are very specific, and objectives 1 and 2 are measurable by numbers. Customer satisfaction can be measured by creating a survey, which makes objective 3 measurable, too. The objectives are very achievable, but also ambitious, since gaining a lot of likes or followers requires time and effort from the marketer. According to benchmarking (chapter 4), similar businesses have remarkably more than 500 followers on their Facebook pages, so it is likely that Ladies Gym is able to reach the objective 2 as well. Achieving the objectives will eventually create great value to Ladies Gym since it enables reaching a larger audience to market to. The objectives have a time goal of one year, which makes them timed. The Facebook page is targeted to the current and potential customers of Ladies Gym, which makes the objectives targeted.

## **2.5 B-2-C relationship management**

According to Kotler, Armstrong, Harris & Piercy 2008, 373, consumers buy from the company that they believe offer the highest customer delivered value. Customer delivered value is the result coming from total customer value (the entire benefits the consumer receives from a product or service) and the total customer cost (the total of money, energy



and physic cost associated with the product or service). Therefore customer delivered value is the final “profit” the customer gets from purchasing the product or service. Feelings play an important role in customer delivered value, and for example a decision between two identical products from different brands is usually based on feelings; which brand they feel more connected to.

Building long-term relationships is important, and these loyal customers are valuable to Ladies Gym, one of the reasons being that they bring monthly revenue. Regular customers purchase frequently and with repetitive patterns. *Churn* is the turnover of customers that requires organizations to find new customers to replace the ones that have left. The less churn there is, the better. Less churn signifies that the rate of customer retention is higher. Holding on to existing customers is often more worthwhile than trying to seek new customers to replace the lost ones. Acquiring new customers often requires marketing actions, such as advertising, promotion, and sales that bring costs. (Godson, 2009, 72.)

Relationships are a dialogue about needs, wishes and supply. The aim is to find out whether the needs and expectations meet and if the relationship is to last: this also how it goes in relationships between consumers and companies. Feelings tie the parties together; when feelings are attached, a consumer is less likely to start using a competitor’s services, even if they would have a better offer or new features in their services. There are often two types of organizations; ones that focus only on facts and developing the best features, and those who take the advantage of feelings when developing their products, and planning their marketing communications. (Forsgård & Frey, 2010, 12-13.)

Still, despite the discussion above, new customers are vital to business. At the end of the day, the existing customers will not be there forever, so new ones are continually needed as old customers leave. If a business wants to extend their customer base, it is not possible if any new customer relationships are not formed. Fortunately, Facebook provides an environment that allows companies to market themselves even for free; increasing awareness can happen just by being present and active.

Social media is a great tool to manage customer relationships: to take care of the existing customers but also to promote the business to find new ones. For Ladies Gym, finding new customers is important, but they also want to be able to communicate with their existing customers to retain them, and increase customer satisfaction. Finding and keeping loyal customers is one of the reasons behind founding the Facebook page for Ladies Gym.

### 3 Facebook as a marketing communications tool

During the past few years, Facebook has become an opportunity and a battlefield for marketers. Facebook has an enormous user base around the world, also in Finland. Since the consumers are online, also the marketers need to be present in order to reach their target audiences. This chapter focuses on how does Facebook function as a marketing communications tool, and how it should be used in favor of a gym.

#### 3.1 Facebook in a nutshell

Mark Zuckerberg, a Harvard psychology student, founded Facebook in 2004. In the beginning, the site was not meant for mass audience, but only for the university students. Despite that, it quickly started to expand and be used by people all over the world. In December 2015 Facebook had 1,04 billion daily active users worldwide, which describes the hugeness of the site. (Facebook 2016.)

The mission of Facebook is “to give people the power to share and make the world more open and connected.” People use Facebook to stay connected with friends and family, to discover what is going on in the world, and to share and express what matters to them (Facebook 2016).

Facebook allows a user to publish content (post), as well as like, comment and share other people’s posts. Facebook also has a feature where one can share a feeling, or an activity they are performing, in their post. In a post like this, it could say for example “feeling lucky” above the main post. In February 2016, Facebook launched “reactions”, that allow people to react in a post in different ways. Figure 8 shows what the options are. (Krug 2016.)

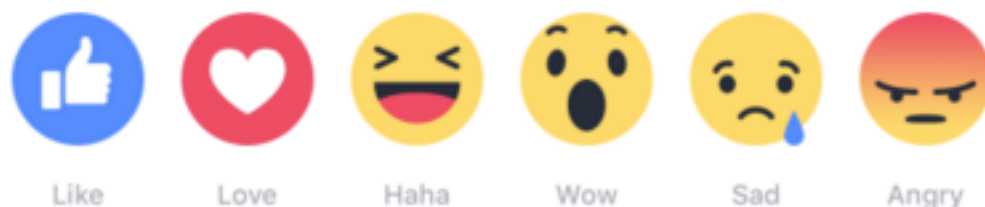


Figure 8. Facebook reactions. (Krug 2016)

### 3.2 Facebook marketing communications

As social media is getting bigger, companies need to understand the fact that individuals' opinions matter. People do not always search for information, and are more likely to open Facebook without any expectations, except for finding content that will entertain them. (Barley 2015.)

From a consumer's point of view, Facebook is often easier to visit than the official website. This is due to the fact that they are likely to already have Facebook open and can just quickly search a company there. Visiting a Facebook page also gives them the opportunity to interact and engage with the company. Engagement is further discussed in chapter 3.5. That is one of the main reasons a company should establish a Facebook page in the first place. Updating a Facebook page is quick and easy, and it can even be done with a smartphone.

A Facebook page can be used to put together a group of people that are interested in a company's services; they can be already existing customers, or potential customers. On Facebook, publishing content targeted to those people precisely is possible and quick. Interacting and discussing through the Facebook page is simple, and the Facebook community can be used as a marketing register. These people are free-willingly liking a page, which means that they want to see content published by the particular page administrator or company. Offering free content to followers, such as videos, photos, and information, is thereafter favorable to both parties. (Juslén 2013, 29.)

Big companies are able to use any type of advertising they want, but due to the cost-effectiveness and easiness of Facebook advertising, it is extremely suitable for small, local businesses; businesses like Ladies Gym. Advertisements can be specifically targeted to a geographical area, according to people's personal data, and areas of interest. (Juslén 2013, 61.)

As a small company, it is important to take notice that the "likes" do not usually just appear. Celebrities and big companies already have their name out there and people are looking for them from Facebook to find out more. Basically, only those, whose target group is aware and interested in the company, are going to look for them on Facebook. Paid advertising can do the trick and let the target group know about the business' presence. It is also likely that loyal customers want to get news about what is going on. This is most likely going to be the "follower base" of Ladies Gym's future Facebook page. (Juslén 2013, 26.)

The effectiveness of Facebook marketing is on everyone's lips, but it is crucial not to trust that too much. By posting free content only, a marketer does not get to decide who exactly will see the posts. It is the consumer who decides to "like" a page, not the organization. When posting content on a Facebook page, the posts will mostly show to the people who already like the page. Facebook uses an algorithm called EdgeRank, which filters the posts that a user is interacting with, the action of the people the user keeps in touch with, and matters that the user seems to be interested in. Therefore, it is possible that some Ladies Gym's posts may show to other people than those who have liked the page, but this is not something to count on, because it depends on the preoccupations of the followers' friends. (Juslén 2013, 23-24, 35.)

When creating a Facebook page, it is important to have a plan for the content. The plan for Ladies Gym's Facebook page is attached (appendix 5). The plan is built around *engagement*, *liking* and the *news feed*. Engagement in this context means liking, commenting and sharing posts on Facebook. Followers are the ones who like a page or a post, and at the same time they create earned media for the marketer (chapter 3.3). When they like posts on a Facebook page, Edge Rank might show them on their friends' newsfeeds. Newsfeed is the fundamental element in all Facebook action; it is where the users spend most of their time when using Facebook. When getting a post or an ad on their newsfeed, preferably to the very beginning of the feed, people are more likely to look at the post, and even click the links on it, maybe even like the post, and the particular Facebook page. (Juslén 2013, 37.)

A marketer should find a voice to its Facebook page, since it makes the posts consistent and more relatable. It is understandable that many people in an organization would want to participate in updating the page, but it is more efficient to choose one or two people who are in charge of social media. The message source is further discussed in chapter 2.4. The channel should be consistent, and if there are too many people involved, consistency will be a challenge. (Funk 2011,17.)

Still, even if only a few people are in charge of updating the company's Facebook page, other employees can still participate through their personal accounts. It is common that employees interact with their employer on social media. They are often eager to like, comment and share content published by the employer. Encouraging them to do so is recommended, but making sure not to pressure them is crucial, if social media is not a part of their job description. (Luostarinen 2010, 44.)

It is important to measure the effectiveness of marketing in order to find out whether it is economical or not. A marketer should focus only on things that are useful: not spend time doing things that are not. The time that an employee spends on updating Facebook is valuable, because it takes time and the person is getting paid for it. Facebook analytics shows a page administrator what posts have gained most likes and engagement. That way it is easy to see what types of posts work the best. (Juslén 2013, 28.)

Facebook allows a page administrator to see how many people have seen their ad, which enables analyzing the liking rate of the post. Trying out different things is recommendable because it shows what types of posts and campaigns are successful. When posting on Facebook that, for example, discount prices will be given for next month, the effectiveness is easy to see by tracking how many people have claimed the offer.

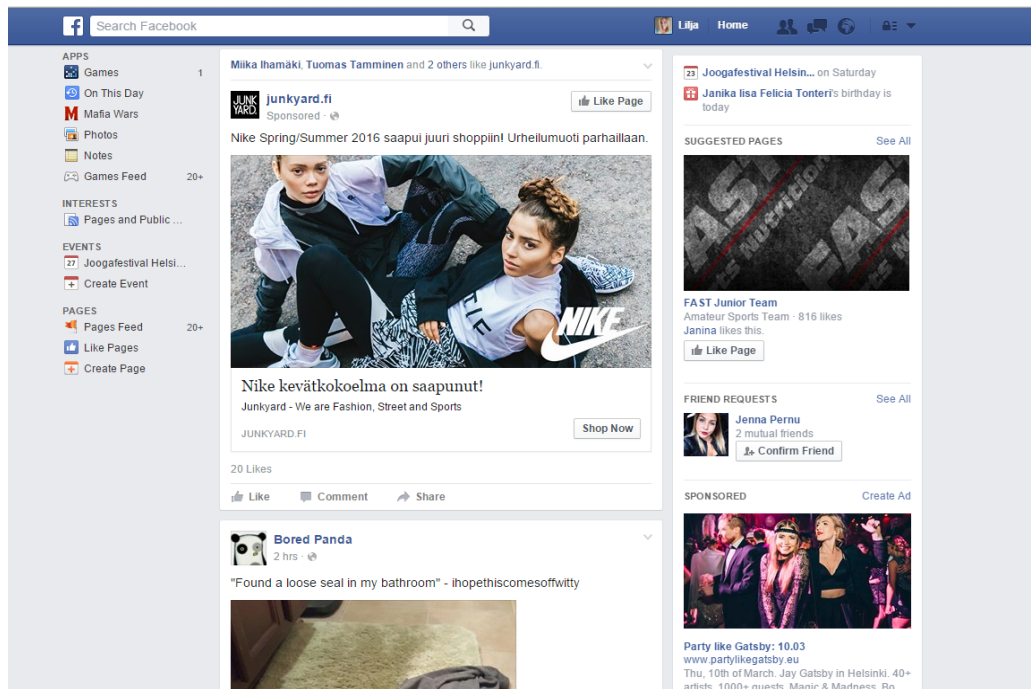


Figure 9. Examples of Facebook paid advertisements that can be seen on timeline as well as in the sidebar. (Screenshot from Facebook’s timeline when signed in)

An advertisement, also referred as ‘ad’, is defined as “a picture, short film, song et cetera, that tries to persuade people to buy a product or service” (Cambridge University Press 2016). Finding the difference between a post and an ad on a Facebook page can be challenging, since a post often has elements of an ad, for example a photo of new prices, or an introduction of a new fitness class. Posts function as advertisements when they are telling something new and admirable about the business, but when a post is informing Facebook followers about changes of reception hours, it is not considered as an ad. Paid ads on Facebook then again are advertisements that look like normal posts, but are actu-

ally not, since a marketer has paid for its existence. A Facebook ad can be recognized from a small “sponsored” –sign (figure 10).

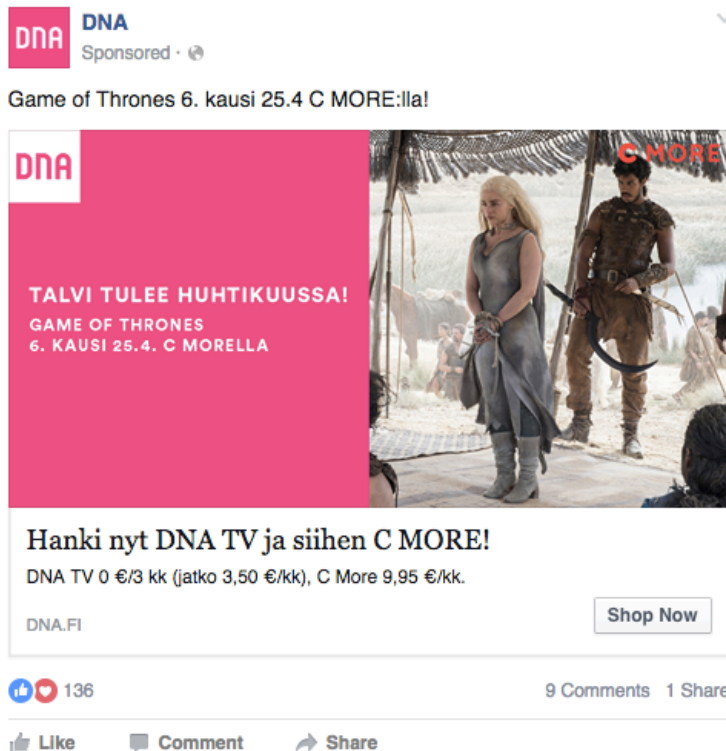


Figure 10. A Facebook ad can be recognized from the word “sponsored” under the heading. (Screenshot from Facebook’s timeline when signed in)

Alexander Bard (Niipola 2016) claims that *digital marketing* does not actually exist. In his opinion, it should rather be called *digital communications*. Communication is much deeper than marketing, and because the Internet enables dialog, it would be a more suitable name. This is also the reason why this project is about marketing communications on Facebook, and not just marketing.

Funk 2011, 9, claims that social media marketing is a misleading term. According to him, social media is where the business is *humanized*. Companies should not establish their social media sites for marketing, but for customer service, customer outreach, R&D, focus grouping, shareholder services, and PR. Therefore, he thinks social media is for building customer satisfaction and building a good company image, not so much for chasing revenue. This was written in 2011, and now, four years later drawing revenue is easier on Facebook since ads can be placed there, too.

In February 2012 Mark Zuckerberg, the CEO of Facebook, said: “We don’t build services to earn money. We earn money to build better services.” Nevertheless, the truth is that

Facebook is only profitable because of the revenue they get from the advertisers. Advertisers follow their audience, and when consumers started to use Facebook, also advertisers had to. In practice all large user bases are easy to sell for advertisers as target groups, and that is why there are ads everywhere in the Internet. Facebook needs advertisers and advertisers need Facebook; Facebook has the enormous user base and advertisers have the money. This only concerns paid advertising, which is what brings the revenue to Facebook. The *Facebook page*, which is going to be established for Ladies Gym too, was launched in 2007, and it allows a constant Facebook presence for organizations. A Facebook page allows an organization to build a community of people: potential and already existing customers, who are interested in the brand or company. It allows a marketer to publish free posts that are shown to the people who have “liked” the page. (Juslén 2013, 20-21.)

Events can be created on Facebook and people can be invited to attend. Content can be created and ads can be purchased to boost reaching the social media objectives (chapter 2.4). It is good to remember that Facebook is a company that is, after all aiming to be profitable; it has created all these free possibilities to organizations and advertisers so that they would eventually want to pay for ads that show on people’s timelines and Facebook sidebars. Anyhow, using paid ads on Facebook is recommended, because becoming highly successful in Facebook marketing is unlikely if only free features (Facebook page, publishing content and creating events) are used. (Juslén 2013, 21-22.)

Still, a lot can be done just by using the free features Facebook is offering, but when the aim is to increase sales numbers or gain a large amount of likes, paid ads are most likely necessary. (Juslén 2013, 30.)

Today, most people use Facebook via their mobile devices: mobile phones or tablets. At the same time, the amount of people who use Facebook on computers is decreasing. This is something a marketer has to consider when posting content on Facebook. Mobile browsing is quick, so the importance of photos is increasing. People understand photos much quicker than text. That is why captions and any text posted should be kept short and sweet; people do not have time to read long posts. Facebook also allows users to publish videos. By the end of 2015, eight billion videos were watched on Facebook per day, and Facebook expects nine out of ten posts to be visual soon. (Barley 2015.)

In Facebook marketing, vertical videos are recommendable because that is how one is holding a phone in their hand. Many people watch videos without sound (the sound on Facebook videos goes on only when the video is clicked), so the video should be catchy

even when mute. The first three seconds of the video are most important, because that is what people will see when browsing. The three seconds must be effective enough to make them stop, watch the video and click “like”. (Barley 2015; Carruthers 2015.)

Mobile Facebook ads are different from the ads that can be seen when browsing Facebook on computer. When browsing on mobile, there is no right column where ads could be shown: that is when all ads show on the news feed. (Herrold 2014.)

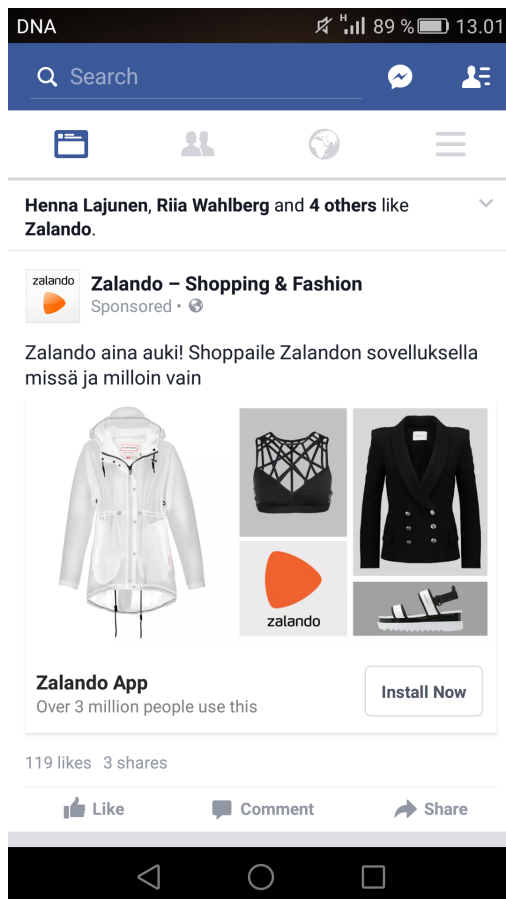


Figure 11. A Facebook ad on mobile. Zalando’s ad is advertising their new app, which can be installed by clicking the “Install now” –shortcut. (Screenshot from Facebook’s timeline when signed in on a mobile phone)

### 3.3 Paid, owned, and earned media

When developing a digital marketing strategy, a more complex and competitive buying environment has to be understood. There are three main types of media channels that marketers need to consider in the modern day. These channels are explained below. (Chaffey & Ellis-Chadwick 2012, 11.)



*Paid media* is a bought media where a company has invested money. The goals of paid media can be for visitors, reach of conversions through search and display ad networks, for instance. Traditional media, such as TV, radio and print ads are all paid media, but also paid Facebook ads and Google AdWords belong to this category. Ladies Gym's paid media is for example the print ad they publish every year in Vantaan Sanomat, and if they would decide to use paid Facebook ads. (Chaffey & Ellis-Chadwick 2012, 11.)

*Earned media* includes word-of-mouth that can be stimulated on social media. Traditionally word of mouth -marketing has been connected influencers that have increased awareness of the brand simply by using it, or by talking about the benefits of the product. Today, anyone can become an influencer on social media, since people easily trust the words of people they know personally. Earned media on social media therefore stands for someone sharing their delight of a product, for example. (Chaffey & Ellis-Chadwick 2012, 11.)

Viral marketing refers to an online post, for example a photo or video that spreads widely when people share it actively. Viral marketing is a result of digitalization and is categorized as earned media. It is impossible to predict what content will go viral, but it is what many are trying to achieve; it is free advertising when no-one gets paid to spread the word about a business, but they still do. Earned media is exactly what people are referring to when talking about *free social media advertising*. (Juslén 2013, 23-24.)

*Owned media* is the media owned by the brand itself. It includes for example websites, blogs, e-mail list, mobile apps and their presence on social media. Offline owned media then again is for example catalogues and retail stores. Ladies Gym's owned media is their website, their premises, business cards, and the future Facebook page. (Chaffey & Ellis-Chadwick 2012, 11.)

Facebook advertising consists of three sectors:

- Facebook page, which is free and controlled by the marketer alone
- Paid advertisements on Facebook
- Earned media

(Juslén 2013, 28.)

Paid advertisements on Facebook can be used to gain likes on a Facebook page, which leads to more people seeing the posts and becoming potential customers. According to Juslén 2013, 38-39, the best combination of Facebook advertising is using paid ads and earned media. Paid ad should come first, and then if the ad is good enough, earned media should follow.

When using paid Facebook advertising, the target group can be chosen according to for example the people's age, location, and sex. In Ladies Gym's case, paid ads should be targeted to women living close to Koivukylä, and preferably to those whose friends already like Ladies Gym's page. A post may also be targeted to grown women, ethnic minorities, or to young ladies, so then the post should be targeted according to these target groups' backgrounds. (Juslén 2013, 23-24.)

### **3.4 Content marketing on Facebook**

Content marketing's aim is to attract and retain customers, or page followers, by continually creating relevant and valuable content that supports what you are selling. Content marketing should be an ongoing process integrated in the business' overall marketing strategy. Content marketing is a part of owned media (chapter 3.3). (Clark 2016, Content Marketing Institute 2016.)

Content marketing belongs to marketing communications due to the fact that it is trying to change or reinforce consumer, or follower, behavior without directly selling anything. Instead, the marketer is producing content to make the consumer more intelligent or to entertain them, that is, create consumer value. The reason behind why content marketing has become a successful means of marketing is that, by constantly delivering valuable information or other mood boosting material, the consumers are likely to eventually become loyal customers as they begin to trust the marketer. The buyer readiness stages are further discussed in chapter 2.4. (Clark 2016, Content Marketing Institute 2016.)

The key word of content marketing is *valuable*; people want to consume it rather than avoid it. Creating value to consumers is a part of the overall brand image, which will help to gain earned media (word of mouth, social media likes and shares) and thereafter more customers. (Steimle 2014.)

The content used in content marketing can be video, photos, text, blog texts, info graphics, podcasts, shared articles, or any other suitable content. Social media and Facebook are great channels for content marketing since sharing the content is free and effective, and the content might even go viral (chapter 3.3.). (Clark 2016, Steimle 2014.)

How the brand is positioned is highly important in marketing. Ladies Gym's most important feature is that it is for women only, and that needs to be disclosed in the marketing outcome on Facebook. All campaigns should be able to leverage the positioning and consolidate the brand's strengths. Putting women in the photos and videos that will be published

is a good idea, and sometimes the fact that Ladies Gym is for women only, can be indicated directly. (Toten & Solomon 2013, 45.)

Timing is everything, as well as who will see the posts. Therefore, targeting is extremely important. If the post has a theme of “Monday motivation”, it should be posted early on Monday morning or very late on Sunday evening. A marketer’s Facebook posts will show to people who have liked the page, but if other people should see it too, paid ads are necessary because they enable rather specific targeting. Also knowing the hours that the target group is browsing Facebook is crucial, so that the posts can be timed correctly. Knowing the sales peaks of the industry is also relevant, so the right content can be posted at the right time of the year. (Clift 2015.)

On Facebook a question followed by an inspirational picture can be very stimulating, because people love to share their own viewpoints. A question can be for example “What is your favorite workout?”. It is good to end the post with a question, because posts that include a question have 15% higher engagement rate. Use “call to actions” saying for example; “like our page”, “comment what you think”, “check out the video”. People are more likely to perform these actions when they are encouraged to. (Rouhiainen 2012, 32-33.)

According to benchmarking (chapter 4), four times a week is a common frequency of posting on Facebook. Jousa (16 November 2015) is afraid that Ladies Gym will not have time to publish content on Facebook that often. The solution is that Facebook allows a user to create scheduled posts, so more posts can be created at once, and they can still be published one by one. (Facebook.com.)

When creating paid ads, it is important to recognize that they lose their power along time. This is due to the reason that it is likely that the same people will keep seeing them over and over again. Be ready to change the ads and campaigns to make the ads more interesting every single time. (Rouhiainen 2012, 46.)

A marketer should put effort into good picture and video quality, and use colors that stand out from the normal white and blue Facebook theme. The posts should be catchy and preferably short. Using pictures that awake emotions is recommendable. Having text in a photo is a good idea, but only within moderation. Facebook’s advertising policies suggest that more than 20 % of an image should not be covered in text. It is important to check Facebook’s Advertising Policies (<https://www.facebook.com/policies/ads>) before creating an ad so that no rules are broken. (Facebook 2016, Rouhiainen 2012, 46-47.)

The Facebook page itself should be attractive. Among businesses, the company logo is a commonly used profile picture. The cover image should represent the image Ladies Gym wants to deliver: a group of smiling women at the gym would be ideal. The Facebook page should include at least the opening hours of the gym, phone number, and a link to the website. This information is easy to attach into the sidebar of the page.

### **3.5 The importance of engagement on Facebook**

Engagement on social media is different than in traditional marketing. Social media is an open environment, which allows customers and stakeholders to *participate*. Facebook allows people to *like*, *comment* and *share* content, in addition to publishing their own content of course. People can talk to you, and about you. It is important to listen what people are saying, so that the business can improve its social media behavior and other components of the business (for example, if people are talking about how the opening hours should be longer). Social media is also a CRM (customer relationship management) tool. Social media channels, including Facebook, are designed more for people than for businesses, but social media channels are more and more eager to transform themselves into channels that businesses can use. (Evans & McKee 2010, 11.; Funk 2011, 15.)

Engagement on social media signifies that customers are personally interested in what the business offering in the market. They have taken the time and effort to see and participate in what the business is doing online, so therefore the business outcome has been recognized. On social media, the whole presence should be built to listen, understand, engage and respond to people directly through conversation. By taking advantage of the feedback people are giving online, the business should be able to develop its products and services to make the customers more delighted. (Evans, McKee 2010, 11-12.)

People may see the post, read it, take a closer look at the photo or video, click the links, or even like it. According to Juslén 2013, 37-38, the only reason any of this matters is that the business either gets a new sale, or that people like, comment, or share the post so others will see it. If people just look at the posts, they will not spread the word and therefore there is no benefit for the marketer.

Because customers are able to share their delight on Facebook, they will also share their dissatisfaction. Despite the business' presence, there will be negative conversations and bad feedback. Criticism givers should be thanked for their feedback and they should be corrected if necessary. Apologizing is vital along with trying not to let the conversation get out of hand. It is recommended to ask a dissatisfied person to send a private message so

that the parties may come into an agreement privately rather than having the conversation under everyone's eyes. (Evans, McKee 2010, 12.)

### **3.6 Marketing a gym on Facebook**

During the 21<sup>st</sup> century consumer attitudes have started to change, and this is largely due to the Internet and social media since consumers have more information available. Nowadays consumers have more disposable income, less time and they search for greater value for products and services. They are more individually centered and cynical, and trends they follow change quickly. (Godson 2009, 105.)

This is relevant to the sports industry since beauty standards change quickly. People want to reach the standards, which affects in what type of training is in fashion. During the past years, people have been enthusiastic about HIIT –training (high intensity interval training), guided running, body weight training, and we have also seen the “fitness boom”. Researchers believe that that people are starting to view sports more from the wellbeing point of view. They will still go to the gyms, but instead of building muscles for their looks, they want to build muscles to become healthier. Yoga, Pilates and training at home will become more and more popular, so a gym needs to find solutions to fulfill these needs and get them to show up to the gym instead of staying home. It is vital to follow the renewing trends and consider them when marketing a gym. (Huhta 2016.)

The gym industry has sales peaks, and outside the peak periods it is necessary to get more customers. Having campaigns to attract customers at those times is possible by using marketing communications – the posts and campaigns can be timed and when the demand increases the amount of promotion can be reduced. (Chew, Lovelock & Wirtz 2012, 192.)

It is important to personalize the business when on Facebook. Good ideas about what to post are be for example FAQ (frequently asked questions), where answers to customers' usual questions are answered. Videos and photos created by the company are an extremely good idea, but they should be unique and distinguish from other Facebook ads and posts. Sharing other relevant content is also effective; a gym can share for example healthy recipes or health related articles. People are on Facebook because they think it is fun, so sometimes also less informational posts are welcome, and posting only about the available services can bore the followers. It is good to post humorous posts from time to time, since they also have a higher potential to go viral (chapter 3.3). (Rouhiainen 2012, 27-29., Clift 2015.)

Featuring an employee or a loyal customer on Ladies Gym's Facebook page is a fun idea, and makes the featured person feel special. Posting a picture of the person, some information and letting them tell the audience what they love most about Ladies Gym is something that not many competitors are yet doing (chapter 4). This could easily be done in video format, too. Creating a challenge is also a great idea, and exercise instructions can be posted on Facebook daily or weekly. Sometimes Ladies Gym arranges weight loss camps, and actions like this should also be advertised on Facebook. As well as challenges, creating Facebook competitions is an effective tool, since people are often eager to share the competition. If the competition requires for example commenting, it will trigger engagement and show to more and more people. (Rodriquez 2016.)

When a customer posts something about their workout at Ladies Gym, they should be asked whether it could be shared on Ladies Gym's page, too. Sharing customers' posts is effective since it is likely that their friends will like the post, which leads to the post showing to even more people. When others see that someone else has made a post about their workout, it is likely that they will think of it as a good idea, and create their own post that could also be shared. Sharing customers' posts also shows that Ladies Gym is interested in its customers, and it is good alteration to the page's content.

A referral program could be useful and easy to promote online. Referral program means that a person who brings a new client, for example their friend, to join the gym, will get some sort of a reward. Because 5 pm to 8 pm is the most popular time to work out at Ladies Gym, Facebook posts could promote the benefits of training in the morning to get people to visit throughout the day. At the same time, the membership that is only valid from 5 AM to 2 PM could be advertised on Facebook and be connected to morning training posts once in awhile. (Cusworth 2015.)

Introducing fitness classes, and giving workout tips and instructions, is good content to the gym's Facebook page along with photos and videos. Instruction and introduction posts were also requested by Ladies Gym's customers (chapter 5.2). Overall, the services the gym is offering should be advertised on Facebook. Sharing other health related content and attaching the staff and even customers brings a nice, personal touch to the page. Even introducing the equipment maintenance crew can be a nice idea to promote Ladies Gym's high safety standards. (Taylor 2015.)

## **4 Benchmarking competitors and similar gyms**

Benchmarking is an effective tool to learn from example and from mistakes. Competitors and similar businesses to Ladies Gym were benchmarked to find out what other companies are doing on Facebook, and how Ladies Gym could differentiate from them.

This chapter consists of two subchapters, first one of which is talking about how the benchmarking process was executed. The second subchapter focuses on the outcome of the benchmarking.

### **4.1 Benchmarking process**

Jousa (16 November 2015), named Liikuntakeskus Vida, Forever Hiekkaharju and EasyFit Rekola as Ladies Gym's biggest competitors. Forever and Easy Fit are both powered by a chain, which provides them with marketing support and a larger marketing budget. Vantaa Gym Club is also considered as a competitor, even though their target group is a bit different. Liikuntastudio Luhtavilla is not considered as a competitor since it is located in Espoo, but its target group is rather similar, and therefore it is included into the benchmarking process. The companies that are included in the benchmarking process are presented in table 2.

Benchmarking is completed as a desktop study by observing the webpages and Facebook pages of the companies examined. The aim of the benchmarking process in this research is to find out what type of services other gyms offer to their customers and how they use Facebook. Benchmarking criteria is attached in this research (appendix 4). One task is to analyze how well do other gyms manage to sell themselves on Facebook and how engaged they are with their followers.

Table 2. Companies to be benchmarked.

Company name	Core service	Location	Benchmarking reason
Liikuntakeskus Vida	Gym & fitness classes	Korso, Vantaa	Competitor & similar company
Forever Hiekkaharju	Gym & fitness classes	Hiekkaharju, Vantaa	Competitor
Vantaa Gym Club	Gym	Koivukylä, Vantaa	Competitor
EasyFit Rekola	Gym & fitness classes	Rekola, Vantaa	Competitor & similar company
Liikuntastudio Luhtavilla	Fitness classes	Leppävaara, Espoo	Similar company with similar target group

#### 4.1.1 Benchmarking: Liikuntakeskus Vida

Liikuntakeskus Vida is located in Korso, Vantaa. Ladies Gym considers Vida as one of its biggest competitors, and it is especially competing with Korso Gym because of the location. Liikuntakeskus Vida has two gyms in one, one of which is for ladies only. Vida also offers fitness classes, solarium, an infrared sauna as well as personal training services and dietician services. The services thereafter are very similar to what Ladies Gym is offering. One month of gym and fitness classes costs 79 euros without any discounts, whereas Ladies Gym's price for the same service and time is 56 euros.

Liikuntakeskus Vida is active on social media, and they post on Facebook around four times a week. In March 2016 Vida had 714 page likes, and people had tagged themselves into the gym 504 times in total. This suggests that their customers are eager to engage, and that they are proud members of Vida since they want to show their friends where they work out. Still, Vida's own posts do not seem to gather too many likes, and recently they have around four likes per post. They post actively about what is going on at the gym, for example about changes in the fitness class schedule. They often remind their followers about ongoing campaigns and advertise their weight loss camps.



Muistakaahan te kaikki Vidan jäsenet joilla on pelkkä kuntosalikortti voimassa, että saatte koko ensi viikon (29.2.-6.3.) käydä testailemassa myös ryhmäliikuntatunteja! Tuntikalenteri on nähtävillä nettisivuilla sekä ilmoitustaululla. Kipaise vain vastaanoton kautta ennen tunnin alkua niin saat lipukkeen tunnille!

Tässä loistava tilaisuus käydä kokeilemassa uusia lajeja ja miten ryhmäliikuntatunnit tasapainottavat salitreeniä 😊



Like Comment Share

4

Figure 12. Liikuntakeskus Vida let's the members that only have access to the gym, to test fitness classes for free for one week. In the caption, they highlight that it is good to try out new things. (Liikuntakeskus Vida 23 February 2016)

Most of Vida's posts are informational, and therefore do not include photos or 'call to actions'. Even though it is important to keep the followers up to date with the services, people are on Facebook to spend their free time, so it is important to create content that is interesting and inspiring. At the same time the posts should be able to create a feeling that it would be nice to be a customer for the particular company.

Things Ladies Gym could learn from Liikuntakeskus Vida:

- Posting frequently
- Keep customers up to date with changes and new things
- Advertising discounts, weight loss camps

#### 4.1.2 Benchmarking: Forever Hiekkaharju

Forever is a national gym chain in Finland, and Hiekkaharju agency is located in Vantaa, only one train station away from Koivukylä. Being a part of a large chain is likely to result to the fact that Forever Hiekkaharju has a larger marketing network and budget than Ladies Gym or the other gyms that have been benchmarked. Forever Hiekkaharju's prices

are quite a lot higher than Ladies Gym's since one month of gym and fitness classes costs 65 to 83 euros, depending on the contract. Forever Hiekkaharju offers gym and fitness classes, sauna, solarium, personal trainer services, mental training, sports for children and seniors, Fustra, squash, and badminton et cetera. Forever Hiekkaharju is offering a much larger variety of services than other gyms included in this benchmarking process, and it shows in the pricing, too.

Forever Hiekkaharju has gained 1 388 likes on their page and 2 720 people have tagged themselves in, which suggests that Forever Hiekkaharju has been able to influence their customers enough so that they are willing to engage and share their delight with the gym. Forever Hiekkaharju advertises their campaigns and competitions on their Facebook page, but do not arrange any Facebook competitions. The amount of post likes varies a lot in Forever's case, since some posts only gain a few likes, whereas some gain several hundreds, depending on the content.

Forever has its own blog, and they share the posts on Facebook. Connecting a blog and Facebook page is one of the best ways to do content marketing, since the valuable information can be found on the blog and it can easily be shared on Facebook. The blog is also likely to bring more visitors to the website.



Figure 13. Forever Hiekkaharju shares a recipe to a fast morning smoothie and talks about how you should not skip breakfast. (Forever Hiekkaharju 23 March 2016)

Things Ladies Gym could learn from Forever Hiekkaharju:

- Advertising campaigns and on-going competitions
- Share articles from other pages (start a blog so self-created content can be shared)

#### 4.1.3 Benchmarking: Vantaa Gym Club

Vantaa Gym Club is the nearest gym to Ladies Gym, since it is also located in Koivukylä, Vantaa. Vantaa Gym Club does not offer fitness classes, and is targeting people who are more interested in weightlifting. Still, it is considered as a competitor due to the location and the fact that also women are often into training with weights. One month of gym costs 52 euros at Vantaa Gym Club, so it is around the same price range as Ladies Gym. Vantaa Gym Club also offers personal training and massage services, and it is open 24 hours a day for members.

Vantaa Gym Club is not very eager to post on their Facebook page, and they only seem to post when they have something to inform their customers about. Most of their posts are informational, but occasionally they also post a photo with text, for example on Christmas they posted a photo and wished merry Christmas to all of their customers.



Figure 14. Vantaa Gym Club notifies about new opening hours of their reception. (Vantaa Gym Club- viralliset sivut 24 December 2015)

Like Liikuntakeskus Vida, Vantaa Gym Club posts mostly informational posts, and they should increase posting more amusing posts. By publishing posts that are interesting or market services, getting more likes is more achievable and it is also likely bring new customers, since they work as advertisements (chapter 3.4 and 3.6). Having a Facebook page that is able to function both as a marketing channel and a customer relationship management tool is the best for a small company that is looking to find new customers and wants to retain existing ones.

Things Ladies Gym could learn from Vantaa Gym Club:

- Posting just to cheer followers up, for example wishing the customers merry Christmas

#### **4.1.4 Benchmarking: EasyFit Rekola**

EasyFit Rekola is part of a national chain, EasyFit, which is owned by S-Ryhmä. EasyFit Rekola is located in Rekola, Vantaa, which is one train station away from Koivukylä. EasyFit offers gym and fitness classes, solarium, and personal training services. The one major thing that separates EasyFit Rekola from the competition is that they are the first gym to offer virtual fitness classes, which has recently become a success in the industry. The cost of one month for gym and fitness classes is 29,90 euros with one month term of notice and a starting fee of 29,90 euros. Still, EasyFit is the cheapest gym among the benchmarked companies.

EasyFit Rekola is active on Facebook, and they post around four times a week. In March 2016 they had 1 336 likes on their page and people have tagged themselves in 893 times in total. Their posts gain approximately ten likes per post. EasyFit has a rather good variety in their posts. They inform their followers about what is happening at the gym, share articles related to the industry, advertise campaigns and new fitness classes.

Due to being a part of a large corporation, EasyFit is likely to have a remarkably larger marketing budget than Ladies Gym, for example. EasyFit posts a lot of photos, but they are usually pictures provided by the chain; they do not make the Facebook page very personal. Still, they do have some self-taken photos on their page. EasyFit uses 'call to actions' in their posts, but not in the most efficient way; the 'call to action' should be placed in the end of the post, not the beginning. EasyFit also writes quite a lot of text, which might result to people not reading the whole text.



Figurer 15. EasyFit Rekola advertises their new body sculpting camp. Attached there is a picture of the people that attended the camp earlier. (EasyFit Rekola 7 March 2017)

Things Ladies Gym could learn from EasyFit Rekola:

- Posting a lot of photos
- Marketing discounts & other campaigns
- Sharing relevant articles from third party pages

#### 4.1.5 Benchmarking: Liikuntastudio Luhtavilla

Liikuntastudio Luhtavilla is not considered as a competitor for Ladies Gym since it is located in Leppävaara, Espoo. Nevertheless, their target group is rather similar and due to their activeness on Facebook, Liikuntastudio Luhtavilla was included in the benchmarking process. Liikuntastudio Luhtavilla has 840 likes and 409 people have tagged themselves in. They usually get around 20 likes per post.

Liikuntastudio Luhtavilla provides fitness classes only and does not have a gym, and even the fitness studio is rather small. They use Facebook efficiently by posting four to five times a week. Luhtavilla's Facebook page is very personal, and they post a lot of photos and even videos from their classes. When filming customers, permission to post the doc-

ument should be asked from anyone performing in it. Luhtavilla also shares articles from other websites, and share their own events for customers to attend.

Luhtavilla does not use call to actions nor do they arrange competitions on their page, but their Facebook page is very cheerful. Occasionally they introduce their staff, which helps customers to get familiar with the staff and feel more connected to the business.



Figure 16. Liikuntastudio Luhtavilla filmed a video from a choreography they made in a dance class. They also tell what next week's dance class is going to be like. (Liikuntastudio Luhtavilla 6 March 2016)

Things Ladies Gym could learn from Liikuntastudio Luhtavilla:

- Posting self-taken photos and videos
- Introducing staff
- Creating events

## 4.2 Results of benchmarking

All of the companies examined are present on Facebook. On average, they post around four times a week on their Facebook pages. The content is rather alternating between companies, but they all post pictures and information about what is going on at the gym.

Benchmarking shows that the companies that were chosen to be benchmarked all have a Facebook page. Most of them update the page about four times a week. As a conclusion,

posting four times a week is also the ideal posting frequency Ladies Gym should aim at. The gyms mainly post pictures, information about what is happening at the gym, and share content related to their business from third party sites. Luhtavilla, EasyFit Rekola and Vantaa Gym Club also use videos, and Liikuntakeskus Vida is the only one that has used Facebook competitions during the last six months. Still, some do advertise competitions they have outside of Facebook. Ladies Gym, nevertheless, should arrange occasional Facebook competitions, since they are effective in terms of advertising and increasing brand awareness (chapter 3.6.). Not many of the examined companies use 'call to actions', at least not to the very best extent.

The gyms have good reviews, all of them ranking between 4,3 and 4,9 out of 5. Some of them have received reviews of one star, but none of them has any explanations. Reviews with four or five stars then again often have clear explanations on what is good about the particular business. Browsing through the comments, no harshness can be found, only constructive feedback. Even though the competitors have not gotten too much negative feedback, it does not mean that Ladies Gym should not be prepared to get some. It could also be that the page administrator has deleted negative comments.

The benchmarked companies show good example to Ladies Gym. Their followers engage actively by tagging themselves into the gyms, but do not seem to like or comment the posts too much. When designing Ladies Gym's Facebook plan, 'call to actions' such as questions should be included to generate more engagement. According to benchmarking, pictures, videos and other self-produced content trigger more engagement than just plain text announcements about what is happening at the gym. Informational posts are good when the aim is to increase customer satisfaction, but they are not as likely to function as promotional tools.

The content that companies post on Facebook has a huge impact on their brand images. Content that aims to involve the audience, sends a message that it is interested in the audience's opinions. Showing 'behind the scenes' material creates a transparent image. The objects shown in photos, the gym equipment for example also shape the image in a consumer's mind because they show what the place and product of the business are like. Marketing mix is discussed in more detail in chapter 2.2.

To give a few examples on how the Facebook content can shape a brand image in a consumer's mind: Liikuntastudio Luhtavilla posts a lot of photos and videos from the gym, which creates an image that the place is very people-centered and that they have a lot of fun at the fitness studio. Forever Hiekkaharju and EasyFit Rekola post rather considered

content, which is often provided by the chain, so it gives a very professional image of these companies.

Since Ladies Gym is targeting women only, their ads and posts cannot be entirely assimilated with for example Vantaa Gym Club's posts. Because the service and target group are different, the content of the ads and posts has to be chosen correctly and according to the brand positioning (chapter 2.3). Gyms with different target groups should have different kind of campaigns as different ads attract different kinds of people.

An overview of the benchmarking results and the benchmarking criteria is attached in appendix 4.



## **5 Interviews with Ladies Gym's customers**

Interviews were conducted within the customers of Ladies Gym to gain insight on their perceptions, preferences, profile, and social media behavior. The interviews were conducted as depth interviews, face-to-face, one person at the time (chapter 1.3). The language of all interviews was Finnish, but the questions can be found translated in appendix 2.

### **5.1 Qualitative interview preparations**

The sample consisted of two homogenous sample groups (Daymon & Holloway 2002, 161): one sample group consisting of Finnish customers and the other group consisting of customers with other cultural backgrounds. The reason behind the division was the aim to find out if there were any differences between the answers of these two sample groups, and to find out if there is demand for campaigns related to foreign cultures. The sample division also aims to cover the international aspect of this project.

The interview questions were planned ahead, and the same questions were asked from all interviewees with minimal variation. Therefore the interview process was standardized (chapter 1.3). The method of standardized interview was chosen so that the results would be easily comparable within the two sample groups.

The questions were aiming to help define the profile of the customers and to find out their preferences about Ladies Gym, as well as to find out what their social media behavior is like. The interviewees were also asked what kind of improvement suggestions they would have regarding the business' marketing and communications.

After the questions were designed, they were shown to Katja Jousa, the owner of Ladies Gym, to ensure that she was happy with them and if she had any suggestions to modify them, but no changes were made. The interview questions were also tested with a third party person, Riikka Skutt, who does not visit Ladies Gym but was able to view the questions as if she would.

### **5.2 Outcome of the interviews**

Everyone who participated in the interview did speak Finnish more or less. One person declined to answer due to lack of her Finnish language skills. The ones that had very basic Finnish language skills did not speak any English either which, according to Jousa

(5 April 2016), is common. Therefore there were slight challenges with the parties understanding each other.

As planned, seven people from both target groups were interviewed. The interviews were conducted during April 2016 at Ladies Gym's premises, where the customers were either coming in or leaving the gym. The location was chosen not only because it is a natural environment to meet the gym's customers, but also to make the interviewees feel more comfortable (chapter 1.3). People were rather eager to answer the questions, with about 50% of people who were asked to answer agreed to be interviewed. During the interviews, notes were taken and the interviews were recorded so that more detailed information could be reviewed later.

Some of the interviewees had been visiting Ladies Gym since the business was established, and some had only been visiting the gym for a few months. That gives a nice diversity among the respondents, although no big differences in the answers were found based on this criterion. The average age of Finnish interviewees was 31 years, and the interviewees with a foreign background had an average age of 28 years. The aim was to get answers from people that come from different age groups, and from both sample groups so that answers would be easily comparable. This was fulfilled satisfactorily, especially from the younger end of the interviewees. A closer age division shows in figure 17.

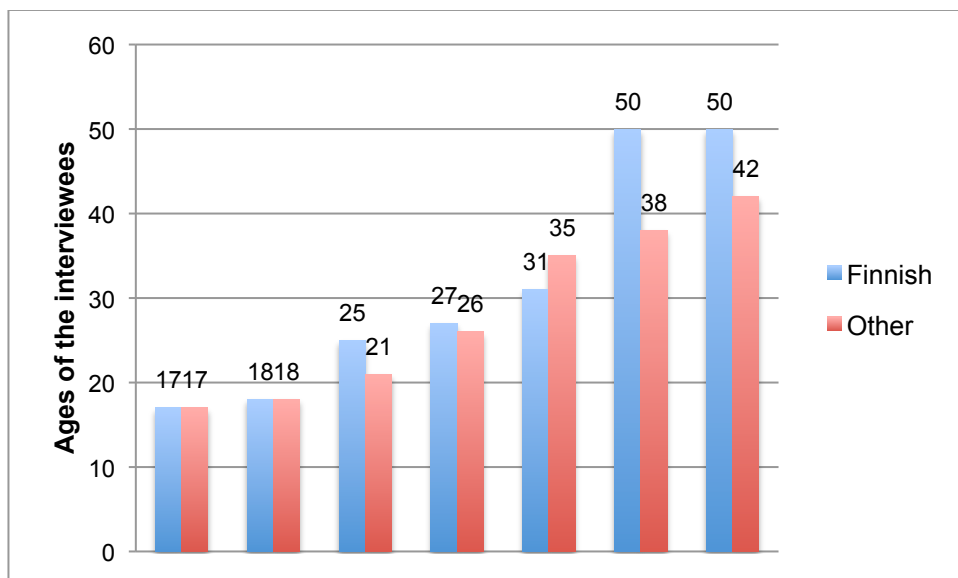


Figure 17. Ages of the interviewees, blue representing Finnish and red representing people from other cultures

Finnish interviewees were more eager to visit the gym only (the workout area), with only one person visiting also the fitness classes. Multicultural interviewees did not have as

clear division: about half of them said they visit only the gym, and the rest said that they visit the classes, too. All in all, five out of fourteen interviewees said they take the fitness classes. According to Jousa (16 November 2015), the fitness classes are popular among multicultural customers, which can also be concluded from the interview results.

Most of the respondents had not considered other gyms before joining Ladies Gym, and the ones that had, mostly chose Ladies Gym due to its cost-effectiveness and because it is for women only. Also location was one of the biggest reasons behind choosing Ladies Gym. The interviewees had heard about the gym from a friend, seen it when passing by or from an ad that was distributed when Ladies Gym first opened in 2011. One interviewee had used a search engine to find gyms in the neighborhood.

Most respondents had not used personal training services, but overall they were interested in personal training, and were hoping to get more information about the services available.

Five out of seven Finnish interviewees, and six out of seven interviewees from other cultures have a Facebook profile. Some of them also indicated that they use Instagram and Snapchat more than Facebook, especially under 30-year-old interviewees. Still, everyone who had a Facebook profile said that they would like to get information about Ladies Gym via Facebook, which suggests that there is clearly demand for a Facebook page.

Three people from both sample groups are active Facebook users in terms of engagement; they are eager to like posts and attend to competitions. According to the interviews, Ladies Gym's customers are more eager to like posts than to attend competitions. Concluding from this, Ladies Gym should create various posts and competitions less often so that they will feel more special to the customers and by that get them to attend. One interviewee said that she finds competitions annoying. Facebook competitions are covered in chapter 3.6.

When asked, the interviewees said that they would hope to see discounts, competitions related to especially personal training services and information about the gym and its services. A couple people also indicated that they would like to see videos about how to use the equipment, for example. Food-related information was also considered as excellent Facebook content by a few interviewees. Ideal Facebook content is discussed more closely in chapter 3.4 from the theory point of view.

The interviewees did not have too much improvement suggestions related to Ladies Gym's marketing or communications. Few people mentioned that they would like to see more advertisements and information about personal training services. One Finnish interviewee had noticed the increasing amount of multicultural customers, and suggested translating message posters into other languages. The problem is, that most of the multicultural customers do not speak English either, so choosing another language and translating the messages would be challenging. The same problem occurs in translating Facebook messages, so for now the research has shown that there is not enough demand for using foreign languages in communication, since the multicultural customers were already pleased with the level of Ladies Gym's communication.

The multicultural interviewees were asked if they would like to see some campaigns or discounts related to their cultures. Most of them did not have anything in mind, and they were also happy with the current state of Ladies Gym's marketing. Yet, two people suggested a workout group targeted for multicultural people. None of the multicultural interviewees suggested campaigns related to their own cultures, which suggests that there is no need for such marketing actions.

The results strongly support the theory, which suggests that food-related posts, instructions posts and information about the gym's services (chapter 3.1 and 3.6.) should be shared on Facebook. This is also the type of content the interviewees hope to see on Ladies Gym's Facebook page, and is heavily considered in the Facebook marketing communications plan (appendix 5). Instructions on how to use the equipment, was desired by several interviewees from both sample groups. That is why three videos about the particular subject have been created for the plan, and it is recommendable for Ladies Gym to create even more instruction videos.

The interview results turned out to be valid since the desired data was acquired successfully. The results are helpful when creating the Facebook plan, but they also function as valuable feedback for Ladies Gym. The results are reliable, but cannot necessarily be applied to the whole customer base of Ladies Gym, since the sample is rather small. It is also impossible to tell if some of the interviewees were twisting the truth when answering the questions, which may affect to the reliability of the research in a negative way. To be able to make the interview results transparent, (chapter 1.3) an overview of the results can be found in appendix 3.

## **6 Designing the Facebook marketing communications plan**

This chapter will introduce the methods of designing the Facebook marketing communications plan for Ladies Gym. An outline for the plan is presented in this chapter. The outline was required in order to be able to create the actual plan. The borderline is to plan three to four posts per week since also occasional informational posts will be made, and they will not be included in the plan.

### **6.1 Background information for designing the plan**

When designing a marketing plan, a lot of things must be taken into account. The current state of marketing needs to be analyzed. Table 3 represents Ladies Gym's current situation in a form of a brief SWOT –analysis. The SWOT –analysis consists of strengths, weaknesses (internal factors), and opportunities and threats (external factors).

The service Ladies Gym is offering is desirable with reasonable pricing. The company is motivated to succeed in their Facebook marketing, which is likely to lead the Facebook page to being a success. This project provides Ladies Gym with a good Facebook marketing plan along with some ready-made content. Ladies Gym does not, nevertheless, have much experience in marketing, nor do they know much about using Facebook yet. That is considered as a weakness. Still, the lack of knowledge can be turned into an advantage because it provides a great learning opportunity and the possibility to think outside of the box.

The sports industry is constantly growing since people are more concerned about their health and appearances. The user amounts of social media channels keep growing each day, which means that people are using social media a lot. Also the companies researched during the benchmarking process (chapter 4) all had a fair amount of Facebook likes. That is why it is reasonable to expect that Ladies Gym's Facebook page would get followers.

Even though Facebook is the most popular social media channel, the amount its users is going down. Especially younger population has started to use for example Instagram and Snapchat instead, which can be a threat, as also concluded in chapter 5.2. Nevertheless, most people still have a Facebook profile and Facebook has been able to maintain its status as the biggest social media channel of all times. Facebook is also the intra-media decision of Ladies Gym, and it should not be changed because some users have quit using it. After a while, Ladies Gym should consider joining other social media channels.

Table 3: A SWOT –analysis of Ladies Gym’s Facebook marketing

<b>Strengths</b>	<b>Weaknesses</b>
Desirable service, motivation to succeed in Facebook marketing, good plan to support Facebook marketing	Lack of marketing knowledge, Facebook using skills
<b>Opportunities</b>	<b>Threats</b>
People’s increasing interest towards ports and wellbeing, people’s increasing social media use	Decreasing amount of Facebook users, failing in making the page attractive

The plan is designed around engagement, liking and news feed (chapter 3.2). The posts are designed to trigger engagement (liking, sharing and commenting). The posts are supposed to attract people to like the Facebook page. The posts aim to delight the followers when they see the posts on their newsfeed. They will also create customer value, as informative content will be posted, as well. Engagement is discussed in more detail in chapter 3.5. As mentioned earlier, the posts should also attract new customers and help to retain the already existing ones.

Principles of the plan:

- Sharing health and sports related articles from third party pages whenever they come across
- Monday posts every week to motivate people to come to the gym
- Exercise instructions every month
- Informational posts whenever necessary
- Advertising the services Ladies Gym is offering
- Healthy food recipes a few times a month
- Posting a lot of visual material (photos and videos)

As mentioned, Ladies Gym does not have too much experience in marketing or using social media. Petri Jousa, the other partner in Korso Gym Oy, is mainly responsible of the company’s marketing. According to Jousa (5 April 2016), he is quite spontaneous in designing the campaigns, and they might come from an idea into implementation overnight. That is why also designing a few campaigns and instructions on how to implement them is a part of the Facebook plan. That is to ensure that Ladies Gym will not get short on ideas too soon, and to give them examples of social media campaigns that could be used also in the future.

In order to ensure the best possible outcome, the plan includes a publishing schedule for each month covered in the plan. The schedule is helpful so Ladies Gym does not need to put their time and effort on thinking what to post and when. The schedules are made for six months starting from June, but they are easy to apply into almost any month of the year. The plan will also include several example posts. Ladies Gym will receive the photos and videos used in the example posts on a memory stick so that they are able to use the material later.

Ladies Gym wants to deliver a message that the gym is for women of all kind. That is the main reason why the model used in the material was chosen. Hence she has a very average body type, the material is able to indicate that one does not have to be in perfect condition to join the gym. That way, the material is also easier to relate to.

The videos and photos used in the example posts are self-taken by Lilja Orelma, Riikka Skutt, and Aino Härkki. Editing of the material has been done by Lilja Orelma. The copyright of the material belongs to Lilja Orelma, Riikka Skutt, and Aino Härkki, and therefore using the material in other purposes than Ladies Gym's marketing is forbidden.

Two photo shoot days were arranged to put together all the required material needed for the project. Before arriving at the shooting location, a schedule for the day was planned as well as clothing for each scene. The shooting itself took approximately two hours per day, and the editing process took approximately eight hours of time.

## **6.2 Outline of the plan**

The outline of the plan includes the most important things to promote each month. The plan is designed to be easy to understand, and the example posts can be used as inspiration on what type of photos and text should be used in the Facebook posts. The publishing schedule is designed for six months, from June to November. To be able to attract the whole customer base of Ladies Gym, it would be ideal that if the people shown in the photos and videos were from all age groups, different nationalities and with several body types. Ladies Gym should post collaboration posts with personal trainers, dieticians and with beauty salons, for example.

### **June**

During May and June people often start to realize that they have necessarily not achieved the summer bodies they were hoping for. Summer is the quietest time of the year in gym industry, so a campaign regarding to either keeping in shape or how it is still not too late to

start would be effective. Having cheaper prices for the summer encourages customers to buy membership for the summer season too, and that is easy to promote on Facebook.

### **July**

July is the hottest season in Finland, and people may not feel like working out inside too much, if at all. Promoting yoga asanas would be ideal. The idea of relaxing in a cool fitness studio to practice one's physical and mental health is tempting during a hot time of the year. Posting new yoga pose introductions weekly on Facebook to promote yoga classes is inspiring content as long as the pictures look beautiful.

### **August**

August is the typical month for people to realize that they may have gained a few kilos during the summer. It is the perfect time to advertise Ladies Gym as a place where women can get rid of the extra kilos and start feeling good about themselves again.

### **September**

September for the latest is the month to get serious with fitness goals after all the cheat meals of the past summer. A lot of beginners usually join gyms in September, so especially instruction videos and posts would be useful.

### **October**

The fall is getting rather depressing in August in Finland, except for the beautiful, colorful leaves of course. Advertising energizing fitness classes to boost people's energy levels is the key this month.

### **November**

November is the darkest month of all, and people may start lacking extra energy of exercising. Advertising wellbeing services is relevant during this month. In November, also a referral program is arranged (chapter 3.6).



## **7 Conclusions and recommendations**

This chapter draws conclusions about the thesis process and the project outcome, the Facebook marketing communications plan. In addition, this chapter makes recommendations for further marketing actions and research. The author's learning outcome is discussed and the thesis project is evaluated.

### **7.1 Conclusion**

Social media offers a cost efficient marketing environment for all kind of companies, but especially those with a small marketing budget should take the opportunity to market their services in the new digital environment. On Facebook, a marketer is able to target its ads, and to gather a group of people who are interested in its services.

Social media lets the consumers to engage with companies in a whole new way, which should be taken advantage of. Facebook is not only efficient in terms of marketing, but it is also a great channel for information sharing. That way, it is possible to increase customer satisfaction and to foster customer relationships.

High visual quality is important on social media, and the fact that people often browse quickly with their mobile devices, has to be considered. Therefore the content should be attention rising to ensure that people stop and look at the content, maybe even like, share, or comment it. The content that is published on social media should be well considered, because what once goes online never comes off. The content posted on Facebook affects the brand image, so anything that is published should be designed according to the company's values, mission, and vision.

### **7.2 Recommendations**

Having a fair amount of likes on a Facebook page brings social credibility, and a marketer needs someone who will see the posts. The Facebook page should be marketed both offline and online. Ladies Gym should place a sign about their Facebook page on the service counter, message board, and the walls of the gym to encourage customers to visit, like, and tag themselves to Ladies Gym's Facebook page.

Suggesting customers to tag themselves into Ladies Gym on Facebook is extremely recommended because that is ultimate engagement and it leads to their friends seeing which gym these people go to. As the benchmarking (chapter 4) justifies, people are often keen on tagging themselves to different locations, so this can be very effective. Ladies Gym

should also insert a widget to their website and e-mail newsletters that suggests the page visitor/reader to like the Facebook page. Founding a blog would also be ideal for sharing Ladies Gym's own content instead of third party content only. Having a blog would also generate more website traffic.

Mentioning about the existence of the page to every customer is easy and effective, and absolutely recommendable. (Rouhiainen 2012, 36-37.)

People also tend to like posts and pages that already have likes. Therefore, employees, family, and friends should be encouraged to like the page and engage as much as they can. Likes on a page are required because marketing for the followers of the Facebook page is free, and therefore they are a part of the marketing register. (Juslén 2013, 40.)

Ladies Gym should post on Facebook approximately four times a week, and it is also the posting frequency of the companies that were researched in the benchmarking process.

Ladies Gym should post content related to health and fitness. When people are presented in the photos, they become more interesting. Instructions on using the gym equipment, food-related content, and information about the gym's services were specifically requested by the interviewees (chapter 5.2).

Ladies Gym is already working in collaboration with two personal trainers, but they should consider starting more collaborations with, for example, dieticians. Working in collaboration with local businesses, such as hairdressers, would also be smart. Ladies Gym should find out if there is a blogger that lives in the area so that collaboration could be arranged.

Creating a clear mission, vision, and values is something Ladies Gym should definitely do, because people are often interested in the philosophy behind a company. Mission and vision are shareable content that also help to personalize the company and differentiate from competitors. Having clear mission, vision, and values are also helpful when designing and creating marketing content.

Ladies Gym should take full advantage of the marketing plan and start implementing it straight away. It is recommended to use the material provided within the plan (on the memory stick). The photos and videos are created in accordance to what the interviewees were hoping for (chapter 5.2) and to deliver a message that anyone is welcome to join the gym. The material can also be used as inspiration so that Ladies Gym can produce similar

content. Because there is not an endless amount of ready-made material, Ladies Gym should also learn to create its own content. The plan (appendix 5) gives tips on how.

After having done Facebook marketing for a while, Ladies Gym should research the effectiveness of the Facebook marketing. Tracking the effectiveness of Facebook marketing is easy by using Facebook analytics, which allows the page administrator to see the amount of views, engagement rate, and other useful information about the posts.

Ladies Gym should also do a customer survey to find out the level of customer satisfaction and to find out how well the Facebook marketing has been noticed within the customers. A survey helps to gain insight on what has been done well and what could still be improved.

When Facebook marketing kicks off for Ladies Gym, joining Instagram would be a natural next step. A lot of young people prefer Instagram to Facebook, so it would be an ideal channel to reach the potential customers from younger generations.

### **7.3 Project evaluation**

Katja Jousa, the owner of Ladies Gym, gave very positive feedback of the plan and the overall thesis. The process has been extremely educational, and good feedback helped the author to become more convinced that the process has been successful.

The project started in mid-October with a course called "Thesis planning". The aim of the course was to find a thesis topic and to write a plan for the thesis. Having a precise plan for the thesis was helpful during the actual writing process. The topic for the thesis was found by coincidence, when the author was wondering what small companies there might be that would need help with social media marketing. The gym owner was contacted and an interview with her was conducted, and the commissioning agreement was signed straight away.

The actual writing process started in the beginning of January. Theoretical framework was proved to be the most challenging chapter to write, hence interesting.

Browsing through dozens of books, the information that was best suited for the project was carefully chosen. Multiple sources were used to ensure that the information was reliable and also to be able to look at the topic from different viewpoints, and even critically.

Benchmarking was conducted straight after the theoretical framework. The benchmarking project was successful, but required more planning than expected.

The interviews were completed successfully, but when analyzing the results, it turned out that there were a few irrelevant questions. Nevertheless, all the information that was relevant considering the project was successfully gathered. Also the order of the questions could have been more logical, but fortunately the order was easy to modify on the go.

Analyzing the interview results was easy but time-consuming, and an of the result is attached (appendix 3). The interviews were not only helpful regarding this project, but they also provide Ladies Gym with valuable feedback in general.

The plan was put together at the same time with writing chapter 6, and it turned out to be a rather long process because the aim was to create the best possible outcome. The plan is more than presented in this thesis (appendix 5), since it also includes plenty of visual material that is delivered via a memory stick. Creating the material was enjoyable but time-consuming.

#### **7.4 Reflection of learning**

Writing the thesis helped the author to develop a lot of competences in various fields. The project allowed the author to gain a better understanding of social media marketing and customer relationship management, as learning to put the theory into practice was interesting to learn. Creating the plan required creating content that will both entertain and create value to the consumers, which was very educational as for example video-editing skills had to be developed from scratch.

During the thesis process the author has grown to be better at time management. Having a full-time job and writing the thesis at the same time was challenging to schedule from time to time. Working with a commissioning company also brought certain challenges, as meetings were not always easy to schedule.

Patience and discipline have been features that the thesis process has required from the author. Learning the importance of planning has also been a useful but hard thing to learn, the author being more of a doer than a thinker. When creating the plan, the author learned in practice that sometimes it is effective to plan ahead, and not always count on pulling ideas out of a hat.

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## Appendix 1. Ladies Gym's price list 2016

Avainkortti/kulikutunniste 15 euroa

### **Ladies Gym - kuntosali**

Kuntosali, kuukausi 49 euroa, opiskelijakortilla 43 euroa

Kuntosali, kuukausi (klo 05-14) 39 euroa

Kuntosali, kausikortti 3 kk 130 euroa

Kuntosali, sarjakortti 10 krt (voimassa 3 kk) 51 euroa, opiskelijakortilla 46 euroa

Kuntosali,sarjakortti 10krt (voimassa 3kk ) (klo 05-14) 41 euroa

Kuntosali, kertamaksu 9 euroa, opiskelijakortilla 6 euroa

Seniори, kertamaksu 3 euroa

### **Ladies Gym - kuntosali & Liikuntastudio yhdistelmät**

Yhdistelmä, kuukausi 56 euroa, opiskelijakortilla 51 euroa

Yhdistelmä, kuukausi (klo 05-14) 46 euroa

Yhdistelmä, kausikortti 3 kk 150 euroa

Yhdistelmä, sarjakortti 10 krt (voimassa 3 kk) 58 euroa, opiskelijakortilla 51 euroa

Yhdistelmä, kertamaksu 9 euroa, opiskelijakortilla 6 euroa

## Appendix 2. Customer interview questions

As the interviews were conducted in Finnish, the interview questions are attached in their original form and then as translations into English.

### Kysymykset suomalaisille asiakkaille:

1. Kuinka pitkään olet käynyt Ladies Gymillä?
2. Kuinka vanha olet?
3. Missä kaupunginosassa asut?
4. Kuinka usein käyt Ladies Gymillä treenaamassa?
5. Miten kuulit Ladies Gymistä?
6. Harkitsitko myös muita saleja ennen Ladiesiin liittymistä, mitä?
7. Miten päädyit valitsemaan Ladies Gymin?
8. Käytkö vain salilla vai myös tunneilla? Kummassa käyt enemmän?
9. Minkälainen jäsenyys sinulla on? (vaihtoehdot, esim 1kk, 10-kortti)
10. Minkälaisia hyvinvointiin liittyviä tavoitteita sinulla on? (esim. Ulkonäkö, ravinto, jokin konkreettien tavoite esim. Leuanveto)
11. Harrastatko muuta liikuntaa kuin kuntosalia tai jumppaa?
12. Oletko koskaan käyttänyt personal trainer -palveluita? Oletko harkinnut? Mitä kautta päädyit hankkimaan palvelun?
13. Mitä sosiaalisen median kanavia käytät eniten?
14. Osallistutko usein Facebook kilpailuihin? Tykkäiletkö usein postauksista, vai seilaatko vain mieluummin?
15. Haluaisitko saada tietoa Ladies Gymistä Facebookissa?
16. Minkälaista sisältöä toivoisit Ladies Gymin Facebook –sivuilta?
17. Onko jotain kampanjoita/kilpailuita joita toivoisit enemmän?
18. Mitä parantaisit Ladies Gymin markkinoinnissa tai asiakkaiden kanssa kommunikoinnissa?
19. Muuta kommentoitavaa tai terveisiä omistajille?

### Questions for Finnish customers:

1. How long have you been going to Ladies Gym?
2. How old are you?
3. Which part of town do you live in?
4. How often do you work out at Ladies Gym?
5. How did you hear about Ladies Gym?
6. Did you consider other gyms before joining Ladies Gym?

7. Do you visit only the gym or also the classes?
8. Why did you choose Ladies Gym?
9. What type of membership do you have?
10. What kind of goals do you have related to wellness?
11. Do you do other sports than go to gym/fitness classes?
12. Have you ever used personal trainer services? Have you considered? Where did you buy the service?
13. What social media channels do you use the most?
14. Do you attend Facebook competitions? Do you like posts a lot, or do you just browse?
15. Would you like to get information about Ladies Gym via Facebook?
16. What kind of content would you like to see Ladies Gym post on Facebook?
17. Are there any campaigns/competitions you would like Ladies Gym to arrange more?
18. What would you better in Ladies Gym's marketing or communication with its customers?
19. Do you have any other comments or something you want to say to the owners?

#### **Kysymykset ulkomaalaisille asiakkaille:**

1. Kuinka pitkään olet käynyt Ladies Gymillä?
2. Kuinka vanha olet?
3. Missä kaupunginosassa asut?
4. Mistä päin olet kotoisin?
5. Kuinka usein käyt Ladies Gymillä treenaamassa?
6. Käytkö vain salilla vai myös tunneilla? Kummassa käyt enemmän?
7. Miten kuulit Ladies Gymistä?
8. Harkitsitko myös muita saleja ennen Ladiesiin liittymistä, mitä?
9. Miten päädyit valitsemaan Ladies Gymin?
10. Minkälainen jäsenyys sinulla on? (vaihtoehdot, esim. 1kk, 10-kortti)
11. Minkälaisia hyvinvointiin liittyviä tavoitteita sinulla on? (esim. Ulkonäkö, ravinto, jokin konkreettien tavoite esim. Leuanveto)
12. Harrastatko muuta liikuntaa kuin kuntosalia tai jumppaa?
13. Oletko koskaan käyttänyt personal trainer -palveluita? Oletko harkinnut? Mitä kautta päädyit hankkimaan palvelun?
14. Mitä sosiaalisen median kanavia käytät eniten?
15. Osallistutko usein Facebook kilpailuihin? Tykkäiletkö usein postauksista, vai seilaatko vain mieluummin?

16. Haluaisitko saada tietoa Ladies Gymistä Facebookissa?
17. Minkälaista sisältöä toivoisit Ladies Gymin Facebook –sivuilta?
18. Minkälaisia alennuksia/kampanjoita toivoisit, esim. kulttuuriisi liittyen?
19. Mitä parantaisit Ladies Gymin markkinoinnissa tai asiakkaiden kanssa kommunikoinnissa?
20. Muuta kommentoitavaa tai terveisiä omistajille?

**Questions for multicultural customers:**

1. How long have you been going to Ladies Gym?
2. How old are you?
3. Which part of town do you live in?
4. Where are you originally from?
5. How often do you work out at Ladies Gym?
6. How did you hear about Ladies Gym?
7. Did you consider other gyms before joining Ladies Gym?
8. Do you visit only the gym or also the classes?
9. Why did you choose Ladies Gym?
10. What type of membership do you have?
11. What kind of goals do you have related to wellness?
12. Do you do other sports than go to gym/fitness classes?
13. Have you ever used personal trainer services? Have you considered? Where did you buy the service?
14. What social media channels do you use the most?
15. Do you attend Facebook competitions? Do you like posts a lot, or do you just browse?
16. Would you like to get information about Ladies Gym via Facebook?
17. What kind of content would you like to see Ladies Gym post on Facebook?
18. Are there any campaigns/competitions you would like Ladies Gym to arrange more, maybe related to your own culture?
19. What would you better in Ladies Gym's marketing or communication with its customers?
20. Do you have any other comments or something you want to say to the owners?

# Appendix 3. Interview overviews

## Interviews with multicultural customers

Interviewee	1. How long have you been going to Ladies Gym?	2. How old are you?	3. Which part of town do you live in?	4. Where are you originally from?	5. How often do you work out at Ladies Gym?	6. Do you visit only the gym or also the classes? Which ones do you visit more?	7. How did you hear about Ladies Gym?	8. Did you consider other gyms before joining Ladies Gym?	9. Why did you choose Ladies Gym?	10. What type of membership do you have?	11. What kind of objectives do you have related to wellness?	12. Do you do other sports than gym/fitness classes?	13. Have you ever used personal training services? Have you considered? Where did you buy the service?	14. What social media channels do you use most?	15. Do you attend Facebook competition? Do you like posts a lot, or do you just browse?	16. Would you like to get information about Ladies Gym via Facebook?	17. What kind of content would you like to see on Facebook?	18. Are there any campaigns/com petitions you would like Ladies Gym to arrange more, maybe related to your own culture?	19. What would you like to see in Ladies Gym's marketing or communication with its customers?	20. Do you have any other comments or something you want to say to the owners?
<b>Sune</b>	1 month	35	Koivukylä	Somalian	3 to 4 times per week	Both, more to the gym	Friend recommended	No	Only for women	Monthly combination	Maintaining health, stress relief	Floorball, walking	No		0	0	Events, nothing related to culture	Discouraged, nothing related to culture	More ads for example on streets	Thank you, good place, nice owner and a quiet environment
<b>Amira</b>	2 years	17	Havukoski	Half Finnish, half Palestinian	5 times per week	Only gym	From a friend	No, has been going to Elixia before	It's close	Monthly gym	Gaining muscles, eating less sugar	No	Once in Elixia	Instagram, Facebook only rarely	Just browsing, sometimes likes	Yes		No	Longer reception opening hours	Good service
<b>Azal</b>	2 months	18	Iloja	Iraq	3 to 4 times per week	Only gym	From a friend	No	Only for women	Monthly gym	Gain muscles	No	No	Instagram, Snapchat, rarely Facebook	Likes posts, doesn't attend competitions	Yes	Instruction videos	No		No
<b>Mohamad</b>	5 months	38	Koivukylä	Somalian	Every day	Both, 50-50	When passing by	No	She likes the gym	Monthly gym	Wellbeing	No	No	Facebook	Doesn't know how to answer	No	Information about fitness classes, changes, personal trainer	Something with a wedding theme	Classes could be advertised more	All good, greetings to owners
<b>Gugu</b>	5 years, on-off	26	Havukoski	Indian	4 times per week	Both, more classes	Opening offer came via mail	No	It's close	Monthly combination	Toning-up, maintaining fitness	No, occasional jogging	No, has considered	Facebook, Instagram	Doesn't attend competitions	Yes	Information about gym equipment (especially new ones), instruction material, health related content	No	Information about personal trainers	No
<b>Teresa</b>	3 years	42	Koivukylä	Southern Sudan	2 times per week	Both, more classes	By googling	No	It's close, has good service, the fact that there are only women is a bonus	Monthly combination	Health, feminine body shape	Bicycling	Yes, from Ladies Gym. Has also attended a weight-loss group	Facebook	Doesn't attend competitions, likes posts	Yes	Opening nutrition	Immigrant group that gets them moving and helps to get to know new people and cultures	More adverts	Outdoor training and more group training camps
<b>Fardosa</b>	3 years, on-off	21	Koivukylä	Somalian	4 to 5 times per week	Only gym	From people (pukaradio) when Ladies first opened	No	Pieni, vähän ihmisiä, kaveritkin käyvät	Monthly gym	Keep in shape	No	No, has considered but doesn't need it enough	Facebook	No, tags friends and browses	Yes	Opening hours, introductions about the gym equipment (offering)	Personal trainer groups	Wishes to get information about offers by text messages	No

## Interviews with Finnish customers

	1. How long have you been going to Ladies Gym?	2. How old are you?	3. Which part of town do you live in?	4. How often do you work out at Ladies Gym?	5. How did you hear about Ladies Gym?	6. Did you consider other gyms before joining Ladies Gym?	7. Do you visit only the gym or also the classes?	8. Why did you choose Ladies Gym?	9. What type of membership do you have?	10. What kind of goals do you have related to wellness?	11. Do you do other sports than gym/fitness classes?	12. Have you ever used personal trainer services? Have you considered? Where did you buy the service?	13. What social media channels do you use the most?	14. Do you attend Facebook competition s? Do you like posts a lot, or do you just browse?	15. Would you like to get information about Ladies Gym via Facebook?	16. What kind of content would you like to see on Ladies Gym Facebook?	17. Are there any campaigns/competitions you would like Ladies Gym to arrange more?	18. What would you like to see in Ladies Gym's marketing or communication with its customers?	19. Do you have any other comments or something you want to say to the owners?	
Interviewee																				
Eeva	1,5 years	27	Malmi	2 to 4 times per week	When passing by	Yes, Forever	Low-cost, only for women	Only gym	Monthly	Weight-loss	No, sometimes swimming	Yes, at Fressi	Facebook	Browsing, liking actively, like and share competitions	Yes	Information, what is happening	Personal training competition, more ads, more offers, how do I get a gym program	More visibility for the company	No, I like the gym	
Stina	1,5 years	25	Tikkurila	3 to 4 times per week	From a friend	Yes, Fressi, Elia	Only for women	Only gym	Monthly	Maintaining health and muscle condition	Bicycling, walking the dog	No, interested but it isn't timely	Facebook, Instagram, Pinterest	Browsing and reading, liking if the post is very good	Yes	Discounts, information "news"	Personal training competition, free tryouts to fitness classes	Translating messages	No	
Minna	3 years	50	Tikkurila	2 to 3 times per week	From Korso Gym	No	Recommended and paid by employer	Both, 50-50	Monthly combination	Weight-loss	Riverdance	No, has considered	Facebook	Doesn't attend competitions, finds them annoying	0	Nothing	Discount months, bigger discounts	Nothing	Greetings to owners and have a nice summer	
Satu	3 years	50	Koivukylä	2 times per week	Got a tip from husband who heard about opening offer	Not after joining here	It's close	Only gym	10-time-card	Maintaining fitness, muscle power and mobility	Bicycling, walking	Got a program once	None	0	0	0	Offers	Nothing	Keep it going, I like the gym because it's small	
Heidi	2,5 months	31	Nikinmäki	2 to 3 times per week	From a friend	No	Only for women, doesn't have previous gym experience	Only gym	10-time-card	Tone-up	no	Is going to	Facebook	Likes actively, attends competitions	Yes	Anything related to sports, also connecting to nutrition	Lotteries	More advertising, information about services	I'd like a gym tour for new customers and more information in general. I like the place.	
Eveliina	1 year	17	Koivukylä	4 to 5 times per week	From a friend	No	It's close	Only gym	Monthly	Get in better shape, for fun	No	No, has considered but it's too expensive	Instagram, Facebook, browses	Doesn't attend competitions, browses	Yes	Doesn't know	Discounts	More advertising	No	
Jenni	10 months	18	Korso	5 times per week	From a friend	No	Friends said it was good, and it's close	Only gym	Monthly	Overall wellbeing	No	considered but doesn't feel she needs it enough	Instagram, Snapchat, Deleted her Facebook account	0	0	0	0	No	No, nice gym.	

## Appendix 4: Benchmarking criteria and results

The benchmarking criteria and results.

Benchmarking criteria																		
Company	Information	Gym	Fitness classes	Solarium	Pictures	Videos	Competitions	Information posts	Shared articles	Events	Offers	Something else	Amount of page likes	Amount of likes per post	Amount of tags	Amount of reviews, and average rate	Average rate	Amount of FB posts per week
Likuntastudio Luhtavilla	Espoo, Leppävaara. Targets mostly women and kids.		x		x	x		x	x	x		Inspiration posts	845	20	407	38	4,7	4,5
Easyfit Rekola	Rekola, Vantaa. Belongs to S-Ryhmä - chain. Targets men & women.	x	x		x	x		x	x		x	Content powered by the chain (e.g. photos)	1330	10	887	55	4,6	4
Likuntakeskus Vida	Korso, Vantaa. Targets mostly women, men and children.	x	x		x			x				Challenges, "christmas calendar"	714	4	504	40	4,2	4
Vantaa Gym Club	Koivukylä, Vantaa. Targets men and women who train hard.	x		x	x	x		x			x		873	23	63	26	4,9	1
Forever Hiekkaharju	Hiekkaharju, Vantaa. Targets men & women.	x	x	x	x			x	x		x	Introduction of staff, "how to"-instructions	1381	10	2676	71	4,3	4,5
<b>Average</b>													1028,6	13,4	907,4	46	4,54	3,6



## **Appendix 5: The Facebook plan**

The Facebook marketing communications plan, which is the outcome of this thesis project, can be found starting from the next page.

Facebook  
markkintointiviestintäsuunnitelma

# LADIES GYM

Lilja Orelma

# Aluksi

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Ladies Gym:n tarkoituksena on käyttää Facebookia promootiotyökaluna sekä asiakkuudenhallintavälineenä. Facebookissa on siis tarkoitus jakaa tietoa Ladies Gym:n palveluista sekä mainostaa niitä.

Ennen suunnitelman käyttöönottoa lukijan tulee perehtyä itse opinnäytetyön englanninkieliseen tekstiin perusteellisesti, jotta paras mahdollinen hyöty saadaan suunnitelmasta irti.

Ladies Gym:n tavoitteet seuraavan vuoden aikana:

- Kerätä 500 sivutykkääjää Facebookiin
- Löytää 150 uutta asiakasta Facebookin avulla
- Lisätä asiakastyytyväisyyttä parantamalla tiedonkulkua

Facebookissa voi luoda ilmaisia tilapäivityksiä (postaus) sekä maksettuja mainoksia. Tilapäivitykset näkyvät henkilöille, jotka ovat tykänneet Ladies Gym:n Facebook sivusta, kun taas maksetut mainokset voi suunnata halutulle yleisölle.

Ihanteellinen päivitystahti olisi n. 4 kertaa viikossa, jota on pidetty myös tämän suunnitelman peruspilarina. Tärkeintä on kuitenkin, että vähintään asiat, jotka on saatava asiakkaiden tietoon nopeasti, pystytään jakamaan Facebookissa nopeasti ja vaivattomasti. Aikatauluissa on ehdotettu 3-5 postausta per viikko, sillä on otettava huomioon, että välillä saattaa olla tarve julkaista ilmoitusluontaisia asioita. Tällöin markkinointipostauksia ei ehkä kannata julkaista yhtä paljon, jotteivät ihmisten uutisvirrat päivity liian tiuhaan tahtiin Ladies Gym:n osalta.

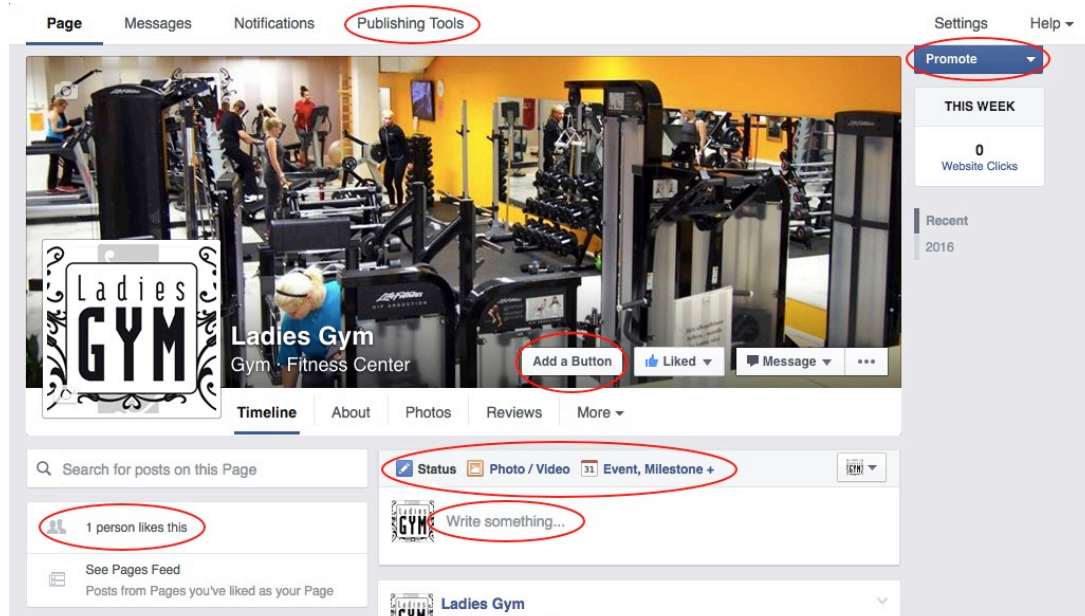
Tähän suunnitelmaan liitetyt esimerkkipostaukset on rakennettu niin, että seuraajat saataisiin vuorovaikuttamaan Ladies Gym:n kanssa sekä kiinnostumaan palveluista. Tekstin kirjalliseen asuun, kuten oikeinkirjoitukseen, tulee kiinnittää huomiota. Myös julkaistavien kuvien ja videoiden tulee olla kiinnostavia sekä hyvälaatuisia, jotta katsoja kiinnostuu niistä. Postauksiin olisi hyvä myös liittää kysymyksiä (call to action), jotta seuraajat kommentoivat julkaisuja.

Tämä suunnitelma sisältää postausaikataulun, sekä useita esimerkkipostauksia. Lisäksi erillisellä muistitikulla luovutetaan Ladies Gym:n markkinointiin vapaasti käytettävää mate-

riaalia kuvien ja videoiden muodossa. Materiaalia ei tule kuitenkaan käyttää muihin tarkoituksiin tekijänoikeussyistä.

Koska sivut, joilla on jo sisältöä, keräävät paremmin tykkäyksiä, olisi hyvä julkaista muutama postaus jo ennen itse sivun levittämistä. Kun sisältö on oikeanlaista, kohderyhmä löytää sivun helpommin.

Tähän suunnitelmaan ei ole liitetty Facebookin käyttöohjeita, sillä ohjeet lähes jokaiseen Facebookin toimintoon löytyvät osoitteesta <https://www.facebook.com/help/>. Tätä sivua kannattaa hyödyntää mahdollisimman paljon. Myös googlettamalla löytyy paljon yksinkertaisia ohjeita siihen, miten erilaisia Facebookin toimintoja käytetään. Lisäksi Facebook ehdottaa itse sinua mahdollisesti kiinnostavia toimintoja ja opastaa samalla niiden käyttöön. Tällaisia toimintoja ovat esimerkiksi maksetut mainokset.



Tässä on kuva Ladies Gym:n Facebook –sivusta. Kohdat, joihin sivun ylläpitäjän kannattaa kiinnittää erityistä huomiota, on ympyröity punaisella. Ylhäältä, publishing tools –painikkeen takaa voi hallita kaikkia julkaisuja ja tehdä ajastettuja postauksia.

Oikean yläkulman Promote –painikkeen takaa voi luoda maksettuja mainoksia.

Add a Button –painiketta painamalla voi luoda widgetin, joka ohjaa käyttäjän esimerkiksi Ladies Gym:n sivulle.

Kuvan oikeasta alareunasta sen sijaan pystyy luomaan itse postauksen. Ja vasemmassa sivupalkissa näkyy mm. tykkäyksien määrä.

# Postausten sisältö

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Pyrkimyksenä on lisätä jokaiseen postaukseen jonkinlaista visuaalista materiaalia; kuvia tai videoita. Kuvamateriaaliksi sopii lähes mikä tahansa terveelliseen elämäntapaan liittyvä, mutta aina on parempi jos se liittyy erityisesti Ladies Gym:iin. Parasta materiaalia on siis salilla kuvattu sisältö. Kuten jo aikaisemmin todettu, kuvien ja videoiden laatu on ensisijaisen tärkeää. Ihmiset ovat luontaisesti kiinnostuneempia ihmisistä, jonka takia on hyvä, mikäli kuvissa esiintyy useimmiten jokin henkilö. Tällöin materiaaliin on helpompi samais-  
tua.

Toisten kuvia ei saa julkaista ilman lupaa. Myös videoissa käytettävän musiikin kanssa on oltava tarkkana: tekijänoikeuksia ei saa missään tapauksessa rikkoa. Ilmaisia kappaleita, joita voi vapaasti käyttää löytyy esimerkiksi YouTuben äänikirjastosta, osoitteesta <https://www.youtube.com/audiolibrary/music>.

Kuvien muokkaus on helppoa esimerkiksi puhelimen omalla sovelluksella, tai vaikkapa ilmaisella, netissä käytettävällä pixrl.com –sovelluksella. Kuvien editoinnissa kannattaa keskittyä ainakin kirkkauden, kontrastin ja kylläisyyden (saturaatio) säätämiseen. Kuvan voi myös rajata mieleisekseen ohjelman avulla. Videoita sen sijaan on helppo editoida esimerkiksi Windows Movie Makerilla, joka on Windows –koneille asennettava ilmainen ohjelma, tai Mac:n iMovie –sovelluksella.

Kuvan kylkeen tulee lisätä lyhyt ja ytimekäs teksti. Tekstit, joissa on mukana kysymys, saavat katsojan ajattelemaan ja kommentoimaan helpommin. Seuraajia voi myös kehoittaa tykkäämään postauksesta tai jakamaan sen. Tämän kanssa kannattaa kuitenkin olla maltillinen. Kerran tai kaksi viikossa on sopiva määrä kehottaa seuraajaa toimintaan (tykkää, jaa, kommentoi).

Myös tekstin määrän kanssa tulee olla maltillinen, sillä nopeasti selaavat Facebookin käyttäjät jättävät usein pidemmät tekstit kokonaan lukematta.

Postausaikatalut antavat lukuisia esimerkkejä postausten sisältöön. Ladies Gym voi kuitenkin myös luoda esimerkiksi tapahtumia (kuten Ladies Gym:n syntymäpäivät), jota voi mainostaa Facebook –sivuilla.

# Postausaikataulu

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Postausaikataulu löytyy erikseen annetusta Excel –tiedostosta sekä tästä oppaasta. Excel –tiedostosta sen voi myös tulostaa mikäli sitä haluaa katsella paperisena versiona tai ripustaa vaikka seinälle. Exceliä voi helposti myös muokata, joten sinne voi lisätä omia ideoita. Tässä pientä taustatietoa jokaiseen kuukauden postausaikatauluun liittyen.

Sinisellä pohjalla merkityt postaukset ovat potentiaalisia postauksia maksettuihin mainoksiin ja kampanjoihin. Lisäksi tämän opinnäytetyön englanninkieliseen tekstiin tulee perehtyä, sillä siellä käsitellään paljon asioita ideaaliseen Facebook -sivuun liittyen.

Aikataulu on siis täytetty ehdotuksilla, jotka antavat inspiraatiota postausten luomiseen. Ne eivät siis ole valmiita postaustekstejä, vaan pelkästään aiheita, joiden ympärille luodaan tarttuva teksti sekä visuaalinen materiaali, linkki tai muu sisältö.

Tarkoituksena on postata joka maanantai ihmisiä motivoivaa materiaalia, jotta he innostuisivat uuden viikon tarjoamista treenimahdollisuuksista. Onhan maanantai kuitenkin se päivä viikosta kun aloitetaan ”uusi elämä”. Monday motivation –postauksena toimii helposti esimerkiksi jokin energinen kuva tai mietelause kuvaan liitettynä.

Viikko	Maanantai	Tiistai	Keskiviikko	Torstai	Perjantai	Lauantai	Sunnuntai
1	Jäikö kesäkuunto saavuttamatta? Vai haluatko ylläpitää kuntoasi? -postaus	Kerrotaan kesän alennushinnoista	Jaettu artikkeli		Terveellinen ruokaresepti viikonlopuksi	Postaus, jossa kerrotaan kesän ryhmäliikuntatunneista	Sunnuntainakin on hyvä päivä treenata, tervetuloa hikoilemaan - motivaatiopostaus
2	Monday Motivation	Salin esittelyvideo		Esittely infrapunasaaunasta		Aurinkoista viikonloppua, kuka lähtee jumpalle? Motivaatiopostaus ja kerrotaan päivän tunteista	
3	Monday Motivation - muista edullisemmat kesähinnat!		Henkilökunnan esittelypostaus: kuvassa koko porukka		Personal trainereiden esittely; molemmista, ja kerrotaan palveluista, hinnoist jne. Muista yhteystiedot!		
4	Monday Motivation			Terveellinen välipalaresepti			Lupa rentoutua - postaus. Uuden kuukauden tsemppi-postaus.

## Kesäkuu

Ihmiset tajuaavat usein touko-kesä, että he eivät välttämättä olekaan saavuttaneet tavoitte-  
lemaansa kesäkuuntoa. Tällöin on hyvä aika välittää asiakkaille viesti, että vielä ei ole liian  
myöhäistä, ja että saavutettua kuntoa kannattaa myös ylläpitää. Edullisemmista kesähin-  
noista kannattaa myös muistutella seuraajia aktiivisesti ja tuottaa sisältöä, joka muistuttai-  
si ihmisiä salin olemassaolosta myös kesäkuukausina.

Viikko	Maanantai	Tiistai	Keskiviikko	Torstai	Perjantai	Lauantai	Sunnuntai
1	Monday motivation - kerrtoaan kuukauden joogateemasta ja esitellään viikon jooga- asana		Esittelyssä Ladies Gym:n moderni liikuntastudio (kuvia!)		Terveellinen ruokaresepti viikonlopuksi		Liikevinkit taljassa - video
2	Monday Motivation - viikon jooga-asana	Tervetuloa rauhottumaan ja viilentymään joogatunnille (kuva tunnilta)		Varmista paikkasi jumpassa ja ilmoittaudu etukäteen Ladies Gym:n nettisivuilla. Koko jumpa-aikataulun löydät osoitteesta: (linkki)		Jaettu artikkeli	
3	Monipuolinen liikunta tekee hyvää: käy vaikka järvestä uimassa ja tule venyttämään väsyneet lihakset illan rullavenyttelytunnille	Henkilökunnan esittelypostaus: joogaopettaja ja viikon jooga-asana	Jaettu artikkeli		Yhteistyöpostaus PT:n kanssa: Paula		Haluatko treenata rauhallisesti mutta tehokkaasti? Suositun pilates -tunti tänään klo 19:15. Ilmoittaudu Ladies:n nettisivuilla.
4	Monday Motivation - viikon jooga-asana	Hyvää huomenta - postaus, kerrotaan päivän jumptatunneista; kesäinen kuva/kuva tunnilta		Terveellinen välipalaresepti			Rauhallista sunnuntaita! Ohjeet helppoon joogatreeniin kotona (video) - tervetuloa myös joogatunnille

## Heinäkuu

Heinäkuun ollessa vuoden kuumin kuukausi, ihmiset eivät välttämättä ole innostuneita  
sisällä huhkimisesta. Kannattaakin siis muistuttaa asiakkaita siitä, että sisällä on ihanan  
viileää. Kesällä ihmiset joogailevat mielellään vaikka laiturin nokassa, joten esimerkiksi  
jooga-asanoiden ohjeita voisi julkaista Facebookissa, sekä myös muistuttaa joogatuntien

olemassaolosta, mikäli taidot eivät vielä riitä itsenäiseen joogailuun. Heinäkuulle onkin suunniteltu erityinen jooga-teema, jonka idea on julkaista ohjeita jooga-asanoihin viikoittain.

Viikko	Maanantai	Tiistai	Keskiviikko	Torstai	Perjantai	Lauantai	Sunnuntai
1	Monday Motivation	Asiakasesittely, jossa kerrotaan esim. asiakkaan saavuttamista tavoitteista tai lempitunnista		Esittelyssä vatsapakarati tunti			Koulut alkavat pian, mutta mikäli pienokaisesi ei vielä pärjää yksin - ei hätää! Meiltä löytyy myös lapsiparkki! (kuva)
2	Monday Motivation		Esittelyssä solarium		Jaettu artikkeli		Reiden ojennus ja koukistus -video
3	Olkapäätreenivinkki (video)		Henkilökunnan esittelypostaus	Ladies Gym:n omat vaatteet myynnissä (kuva!)		Kevyt viikonlopun välipalaresepti	Yhteistyöpostaus PT:n kanssa - Wilma
4	Monday Motivation	Uudet ryhmäliikuntakalenterit astuvat voimaan ensi viikolla! (kuva)		Tietoa syksyllä alkavasta PT-ryhmästä	Pian kylmenevät vedet ja uimarannat sulkeutuvat. Onneksi Ladiesin sauna on lämpimänä ympäri vuoden!		Kiitos tästä kesästä, kohti syksyn haasteita ja tavoitteita! Tiedot syksyn hinnoista.

## Elokuu

Elokuussa ihmiset huomaavat usein kesän aikana kertyneet kilot, joten nyt on täydellinen aika mainostaa esimerkiksi syksyllä alkavia tunteja tai personal trainer –ryhmiä.

Viikko	Maanantai	Tiistai	Keskiviikko	Torstai	Perjantai	Lauantai	Sunnuntai
1	Karsitaan kesäkilot yhdessä -postaus. Mainostetaan esim syksyllä aloittavaa PT -ryhmää	Uusi ryhmäliikuntakalenteri			Jaettu artikkeli		Yhteistyöpostaus esim. ravintoneuvojan/kauneushoitolan kanssa + tarjous
2	Monday Motivation			Onko aamu sinulle sopivin aika treenata? Kokeile jäsenyyttä, joka on voimassa klo 05-14, saat sen edullisemmin!		Muistathan palautua treenin jälkeen - meillä myynnissä siihen tarvittavat ainekset!	
3	Kokeile uutta lajia syksyn kunniaksi! Esittelyssä uusi tai vähemmän suosittu tunti		Henkilökunnan esittelypostaus		Tehokas vatsatreeni - ohjeet (video)		Jaettu artikkeli
4	Monday Motivation			Terveellinen välipalaresepti		Asiakasesittely, jossa kerrotaan esim asiakkaan saavuttamista tavoitteista tai lempitunnista	

## Syyskuu

Vielä syyskuussakin pystytään ratsastamaan kesäkiloiteemalla, ja tällöin viimeistään alkavat uudet ryhmäliikuntakalenterit, joita kannattaa promota myös Facebookissa. Syyskuussa myös monet aloittelijat aloittavat saliharrastuksen, joten erityisesti liike-esittelyvideot ja postaukset ovat hyviä tähän aikaan vuodesta.



Viikko	Maanantai	Tiistai	Keskiviikko	Torstai	Perjantai	Lauantai	Sunnuntai
1	Kuukauden kilpailu: sivusta tykänneiden kesken arvotaan ilmainen treeniohjelma		Näin saat haukseen paremman tuntuman (video)		Terveellinen ruokaresepti viikonlopuksi		Muista monipuolinen liikunta! Ladies Gym tarjoaa laajan valikoiman erilaisia ryhmäliikuntatunteja sekä monipuolisen salin! + kuukauden kilpailu
2	Monday Motivation		Muista osallistua kuukauden kilpailuun -postaus	Näin kyykkäät oikein: etukyyky (video)		Jaettu artikkeli	
3	Esittelyssä reipas ryhmäliikuntatunti		Henkilökunnan esittelypostaus + kuukauden kilpailu		Me treenataan tänään jalvoja, entä mitä sä treenaat? - motivaatiopostaus		Ladies Gym:n asiakkaat treenaavat joka päivä klo 05-23! + kuukauden kilpailu
4	Monday Motivation		Terveellinen välipalaresepti + kuukauden kilpailu	Esittelyssä avustava leuanveto -laitteen monet käyttövariaatiot (video)		Kuukauden kilpailu: sivusta tykänneiden kesken arvotaan ilmainen 1kk jäsenyys - kilpailu päättyy huomenna!	Kilpailun voittajan julkistus

## Lokakuu

Lokakuussa ilmat alkavat kylmetä ja päivät pimetä, mutta onneksi syksyn kauniit lehdet piristävät. Energisoivien jumppatuntien mainostaminen on ajankohtaista tähän aikaan vuodesta, joten ihmisiä kannattaa muistuttaa, että sohvalle ei kannata jäämään makamaan, vaan liikunnasta saa paljon iloa ja energiaa irti! Lokakuussa järjestetään myös kampanja, jonka tarkoituksena on houkutella tykkääjiä Ladies Gym:n Facebook –sivuille. Kampanjaan kuuluvat postaukset on merkitty aikatauluun sinisellä pohjalla, ja näistä postauksista voi halutessaan muokata myös maksetun mainoksen.

Viikko	Maanantai	Tiistai	Keskiviikko	Torstai	Perjantai	Lauantai	Sunnuntai
1	Tuo ystäväsi tutustumaan salille, saatte molemmat ilmaisen kehonkoostumusmittauksen! Voimassa marraskuun ajan		Jaettu artikkeli		Ennen viikonloppua on mukava rentoutua; tervetuloa rauhalliselle (esim pilates) tunnille irtautumaan arjesta!		Näin kyykkäät oikein - takakyyky (video)
2	Monday Motivation - Tuo ystäväsi tutustumaan salille, saatte molemmat ilmaisen kehonkoostumusmittauksen! Voimassa marraskuun ajan		Tiesisthän että Ladies Gym:n asiakkaana pääset treenaamaan myös Korso Gym:lle!		Pikkujoulukausi käy kuumimmillaan, älä kuitenkaan unohda omasta hyvinvoinnista huolehtimista. Ladies Gym:llä voit tehdä myös pikaisen kehonpainotreenin! + ohje	Asiakasesittely, jossa kerrotaan esim asiakkaan saavuttamista tavoitteista tai lempitunnista	
3	Meillä treenataan energisessä naisporukassa, iästä, koosta ja tavoitteista riippumatta!		Henkilökunnan esittelypostaus	Tuo ystäväsi tutustumaan salille, saatte molemmat ilmaisen kehonkoostumusmittauksen! Voimassa marraskuun ajan	Yhteistyöpostaus PT:n kanssa	Jaettu artikkeli	
4	Monday Motivation		Postaus lisäravinteista		Eikö energia riitä enää rehkimiseen? Tule rauhalliselle joogatunnille, jonka jälkeen sekä keho että mieli kiittävät	Tuo ystäväsi tutustumaan salille, saatte molemmat ilmaisen kehonkoostumusmittauksen! Voimassa marraskuun ajan	

## Marraskuu

Marraskuu on vuoden pimein kuukausi, ja ihmiset ovat usein menettäneet treni-intonsa, sillä "kohta on jo joulukin". Kannattaa siis mainostaa palveluja, joiden avulla energiaa saa kerättyä ja samalla pystyy rentoutumaan. Marraskuussa järjestetään myös "tuo ystäväsi tutustumaan salille" –kampanja.

# Facebook-kilpailun järjestäminen

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Ladies Gym

Just now · 🌐

Arvomme kaikkien Ladies Gym:n sivusta ja tästä kuvasta tykkänneiden kesken ilmaisen saliohjelman, joka suunnitellaan yhdessä personal trainerin kanssa tavoitteidesi mukaiseksi! Kilpailu päättyy 31.7. Täggää myös treenikaverisi!



Esimerkki kilpailupostauksesta. Kuvaksi sopii lähes mikä tahansa kuva, joka tukee tekstiä. Personal traineria koskevaan kilpailuun paras kuva olisi personal trainer –tapaamisesta, jossa PT on yhdessä asiakkaan kanssa. Jos kilpailussa on jokin fyysinen palkinto, kuvassa tulisi olla kuva itse palkinnosta. Kuvan sijaan voi julkaista myös asiaan liittyvän videon.

Oheistekstissä tulee kertoa mitä tulee tehdä osallistuakseen (esim. tykkää ja jaa tämä kuva, tykkää sivustamme, tai kommentoi osallistuaksesi). Myös kilpailun päättymispäivä täytyy ilmoittaa. Kilpailun päättyttyä on hyvä julkistaa voittajan nimi, jotta uskottavuus säilyy: ei ole ollenkaan itsestään selvää, että arvonnat oikeasti toteutetaan. Lisäksi voittajalle tulee ilmoittaa henkilökohtaisesti yksityisviestin avulla.

Tämän kilpailun ehtona on myös kuvasta tykkääminen, sillä kun henkilö tykkää kuvasta, se näkyy myös hänen kavereilleen. Tässä on kehoitettu ihmisiä myös tægäämään (=merkitsemään) treenikavereitaan, jotta kuva saisi enemmän näkyvyyttä kommenttien avulla.

Kilpailupostausta kannattaa itsekin jakaa muutaman kerran viikossa, jottei se pääse hukkaan ihmisten uutisvirtaan. Kilpailusta voi muistuttaa myös muiden postausten lomassa (ks. Lokakuun esimerkkikuukausi, johon on suunniteltu kilpailu.)

#### Aiheita kilpailuihin

- Kuvasta tykänneiden ja sen jakaneiden kesken arvotaan ilmainen treenikuukausi Ladies Gym:llä
- Kommentoi, mikä on mielestäsi paras lisäravinne ja voita tämä lisäravinnepaketti omaksesi (kuva setistä johon koottu paljon erilaisia lisäravinteita)
- Kuvaan kommentoineiden kesken arvotaan ilmainen kehonkoostumusmittaus
- Kauteen liittyviä kilpailuita, jotka järjestetään salilla, mutta niitä voi mainostaa myös Facebookissa; esim. pääsiäisenä/jouluna/halloweenina ympäri salia piilotetaan aiheeseen liittyviä pikkutavaroita/kuvia, ja ne löytäessään saa palkinnon (kuten proteiinipatukka)
- Kuukauden aikana itsensä Ladies Gym:lle tägänneiden kesken arvotaan esim. ilmainen ruokavalio

# Esimerkkipostaukset

 Ladies Gym  
Just now · 🌐

Treenin jälkeen on ihana rentoutua infrapunasaunassa. Mikä saa sinut rauhoittumaan?



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Tämä postaus esittelee infrapunasaunaa kertomalla ohimennen sen rentouttavasta vaikutuksesta. Myös teknisiä tietoja voi halutessaan kertoa. Perässä on kysymys, jonka toivotaan herättävän seuraajissa ajatuksia, ja sen, että he kommentoisivat kuvaa.

 Ladies Gym  
Just now · 🌐


Jaksaa jaksaa! Me treenataan tänään olkapäitä, mikä on sun lempparitreeni?



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Tässä esimerkki inspiraatiopostauksesta. Näytetään tekemisen meininkiä salilta, johon lisätään ajankohtainen teksti. Samalla kysytään seuraajan mielipidettä, joka saattaa saada hänet kommentoimaan tai tulemaan treenaamaan.

 Ladies Gym 🍀 feeling lucky.  
Just now · 🌐


Unohtuiko palautusjuoma? Ei hätää, meillä on myynnissä valikoima treenijuomia.



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Facebookissa on mahdollisuus lisätä postauksiin myös tunnetiloja. Niitä kannattaa hyödyntää silloin tällöin, jotta postauksista tulee monipuolisia ja persoonallisia. Tässä postauksessa kerrotaan Ladies Gym:n myymistä oheistuotteista. Samankaltaisia postauksia voisi tehdä myös myytävistä Ladies Gym –vaatteista.

 Ladies Gym  
Just now · 🌐

Meiltä löydät kaiken mitä tarvitset! Salillamme on käytössä laadukas valikoima painoja ja laitteita, jotka on tarkoin valittu naisten tarpeita ajatellen.



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Kuva salilta esittelee siistää ja laadukasta ympäristöä, jossa kelpaa treenata. Samalla muistutetaan, kuinka sali on nimenomaan naisille. Tuodaan myös ilmi, kuinka kokonaisuus on rakennettu tunteella ja tarkasti harkiten.



Ladies Gym

4 mins · 🌐

Treenatessakin voi käyttää mielikuvitusta - katso mihin kaikkeen avustettua leuvanvetolaitetta voidaan käyttää! Keksitkö lisää käyttömahdollisuuksia?



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Tässä esimerkki siitä, miten videon voisi jakaa. Kuvatekstissä kerrotaan lyhyesti videon sisällöstä mielenkiintoisella tavalla sekä kehoitetaan katsomaan video. Ohessa myös kysymys, jolla houkutellaan seuraajia kommentoimaan.



Ladies Gym

Just now · 🌐

Tiesithän, että meillä on myös lapsiparkki, jossa pienokaiset viihtyvät treenisi ajan? Ethän kuitenkaan jätä lapsia vartioimatta esimerkiksi ryhmäliikuntatunnin ajaksi.



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Koska Ladies Gym:n asiakaskunta koostuu pelkästään naisista, joilla usein on myös lapsia huolehdittavanaan, aika ajoin on osuvaa tuoda esiin myös lapsiparkin olemassaoloa. Samalla voi muistuttaa myös asiaan kuuluvista säännöistä, kuitenkin olematta tily.



Ladies Gym

Just now · 🌐

Kahvakuula on tehokas ja monipuolinen treenimuoto. Tule huhkimaan porukassa kahvakuulatunnille tai treenaile itseksesi salilla!



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Tässä esitellään kahvakuulalla tehtävää treeniä. Postaus ottaa huomioon sekä salitreenaajat että jumppaajat ja kutsuu kaikki kokeilemaan hauskaa liikuntamuotoa.



Ladies Gym

Just now · 🌐

Kaipaatko terveellisempää vaihtoehtoa viikonlopun nautiskeluun? Ohessa ohje herkullisiin bataattiranskalaisiin:

Pese kokonainen bataatti ja pilko se ranskalaisten muotoisiin suikaleisiin. Laita ranskalaiset pussiin ja lourauta joukkoon oliiviyöljyä, sekoita. Näin saat öljyn leviämään tasaisesti. Kaada ranskalaiset pellille ja mausta mielesi mukaan (esim. suola pippuri, valkosipulirouhe, chili, paprika). Paista uunin keskitasolla 225 asteessa 30-40 min. Tarjoile itsetehdyn quacamolen kera.



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Tässä esimerkki ruokareseptipostauksesta. Ohje kannattaa pitää mahdollisimman lyhyenä, mutta helposti ymmärrettävänä. Kuten muutkin kuvat, myös ruokakuvat kannattaa ottaa hyvässä valossa ja asetelmaan kannattaa kiinnittää huomiota.



Ladies Gym 😊 feeling motivated.

Just now · 🌐

Work hard, train harder! Aloita viikko kunnon jalkatreenillä, niin sekä kroppa että mieli kiittää.



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Tämä postaus on osoitettu erityisesti rankempaa treeniä rakastaville. Postausten tulisikin ottaa huomioon kaikenlaiset treenaajat, joten siksi postausten tulisi olla mahdollisimman monipuolisia. Tällainen postaus toimii erinomaisesti esimerkiksi maanantain motivaatiopostauksena.





Ladies Gym

1 min · 🌐

Sunnuntai on hyvä päivä pyhittää kehonhuollolle. Putkirullalla saat avattua lihaskalvoja sekä hierottua lihaksiasi. Rullaile itsenäisesti salilla tai tule rullavenyttelytunnille! Lue lisää putkirullasta:  
<http://www.hs.fi/hyvinvointi/a1436324203939>



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Tässä kerrotaan putkirullan hyödyistä ja muistutetaan olemassa olevasta rullavenyttelytunnista. Samassa tuodaan esille, että rullaa voi kokeilla myös salilla. Ohessa myös muualta jaettu linkki aiheeseen liittyen.