

Bachelor's thesis

Business Administration | BusinessAcademy

2018

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PLANNING AND RUNNING AN INTERNET MARKETING CAMPAIGN

– case SockAdore.com



BACHELOR'S THESIS | ABSTRACT

TURKU UNIVERSITY OF APPLIED SCIENCES

Business Administration | BusinessAcademy

2018 | 45 pages

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- case SockAdore.com

SockAdore.com is an online sock store founded in February 2018. It sells different socks to women. Despite the specialty of the socks and low prices, the customers have not found the store. Marketing has been implemented mainly in social medias without fully comprehending to whom marketing should be directed to and how to get more online store visitors.

The thesis starts with an evaluation of different internet marketing means and choosing the most suitable ones for promoting an online store. The goal is to plan and run an internet marketing campaign, analyze the data and propose for changes and improvements. The internet marketing means used in this thesis are Google Adwords and Facebook advertising due to their targeting methods. In addition, both Google Adwords and Facebook have in-built analyzing tools, thus no additional analyzing services are necessary.

During the project, two phased marketing campaign was ran with Google Adwords and Facebook. Although the main goal of the campaign was to increase sales, new orders were not processed during the campaign. However, the amount of visitors in SockAdore.com increased and click through rate improved as the campaign made progress. Campaign gave information how different ads succeed as well as potential target groups and clicking behavior. The data produced by the marketing campaign will be used as a base to future marketing campaigns of SockAdore.com.

KEYWORDS:

digital marketing, Facebook advertising, Google Adwords

Anna-Aleksandra Ruohonen

INTERNET-MARKKINOINTIKAMPANJAN SUUNNITTELU JA TOTEUTUS

- case SockAdore.com

SockAdore.com on helmikuussa 2018 perustettu online-sukkakauppa, joka myy erilaisia sukkiä naisille. Sukkien erityisyydestä ja matalista hinnoista huolimatta asiakkaat eivät ole löytäneet verkkokauppaan. Markkinointia on tehty aiemmin muun muassa sosiaalisessa mediassa ymmärtämättä kuitenkaan täysin kenelle markkinointi tulisi suunnata, tai minkälainen markkinointi saa kuluttajat vierailemaan verkkokaupassa.

Opinnäytetyö alkaa erilaisten internet-markkinointikeinojen arvionnilla, joista sopivimmat valitaan verkkokaupan markkinointiin. Tavoitteena on suunnitella ja toteuttaa markkinointikampanja SockAdore.com:lle ja analysoida kampanjan tuloksia sekä ehdottaa parannuksia ja muutoksia. Markkinointikeinoiksi valikoituivat Facebook- ja Google-mainonta niiden kohdentamistyökalujen takia. Google ja Facebook tarjoavat myös analysointityökalut, jotka helpottavat markkinointikampanjan tiedon käsittelyä eikä täten muita analysointipalveluja tarvita.

Opinnäytetyöprojektissa toteutettiin kaksivaiheinen internet-markkinointikampanja Googlessa ja Facebookissa. Vaikka markkinointikampanjan tavoitteena oli verkkokaupan myynnin lisääminen, uusia tilauksia ei kampanjan aikana tullut. Verkkokaupan kävijämäärä kuitenkin lisääntyi kampanjan aikana ja mainosten klikkausprosentti parani kampanjan edetessä. Kampanja tuotti paljon informaatiota erilaisten mainosten menestymisestä kummallakin markkinointikanavalla ja lisäksi tietoa muun muassa potentiaalisista kohderyhmistä ja klikkauskäyttäytymisestä. Kampanjan tuottamaa tietoa ja tuloksia tullaan käyttämään SockAdore.com:n tulevien markkinointikampanjoiden perustana.

ASIASANAT:

digitaalinen markkinointi, Facebook-mainonta, Google-mainonta

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1 INTRODUCTION

The Internet is growing larger and larger as a platform for marketers, which makes it difficult for a small company to stand out or reach the customers who will most likely convert. There is always someone with bigger budget, wider experience or deeper knowledge of their target audience. Is there any possibilities for a one man company to compete in the field of internet marketing and turn the visits into conversions?

As if being an entrepreneur in itself would not be hard enough, an entrepreneur has to market herself in order to succeed. Hence, an entrepreneur should be always an expert in marketing as well as in her own field. It is a lot to cover for a single person. However, Internet is bringing all knowledge closer to us and it is not necessary to leave our houses or go to universities to learn marketing. In addition, internet marketing can be started with as little as \$1 so it will not drive entrepreneurs to bankruptcies if the campaign fails. Comparing to traditional ways of marketing such as TV, radio and news papers the price of internet marketing is very little.

Although an entrepreneur might get enthusiastic about the prices of internet marketing, it is hard to decide which kind of means and tools suit certain business models or company types. There are hundreds of possibilities from shoutouts on Instagram to search engine optimization. And even if the form of marketing was suitable for the business, how to create ads that stand out?

In this thesis the differences between internet marketing platforms will be examined and the most suitable ones will be chosen for marketing SockAdore.com. The goal of the thesis is to plan and run an internet marketing campaign, analyze the data and propose for changes and improvements. The suitability of the internet marketing means will be rated based on their ability to target consumers.

The data of this thesis is limited, as www.sockadore.com started selling goods on the 23rd of March 2018, thus the data cannot be compared to data collected earlier than that. The geographical area of the target audience is the United States and for this marketing campaign women between 21 to 40 years were targeted. In addition, the marketing of the campaign limits to only advertising. Although the lack of conversions might depend on bad design of landing pages or failures at checking out, it is assumed that the conversions are due to the advertisements.

The main marketing tools used in this thesis are Google Adwords and Facebook Advertising. They are chosen for their accurate ways of targeting potential customers and in addition, both of those have in-built analyzing tools, thus no additional analyzing services will be needed. Canva is an online design tool that is used to create the Facebook ads in the thesis. 3x3 method is a Facebook advertising method brought up by Fred Lam. Basically in 3x3 method three different ads are created for three different target audiences, thus the ads or target groups that perform the best among the others can be used in future or the worse performing ones can be modified.

2 INTERNET MARKETING OPTIONS

2.1 Options

When it comes to internet marketing, Facebook advertising pops up rather frequently due to its targeting accuracy. Although Facebook is not very optimal marketing platform, because it is used for social purposes, its targeting possibilities are impressive. The target audience's features can be chosen from different attributes such as incomes, religion, sex, region or interests.

Google Adwords is a marketing tool powered by Google and it shows a user ads of products or services he or she is looking for. By using Google Adwords, a promoter is able to show ads on top of the organic Google results. With Google Adwords it is possible to deliver ads all over the world in any language as well as exclude or include certain target groups (Google, 2017).

Instagram is a social networking app for sharing videos and pictures. It has an active user group and it is a great advertising tool especially for a marketer who has an eye for aesthetics. However, it is most popular among people between 18-34 years old, thus it is not possible to reach people of all ages with Instagram (Statista, 2018; Lifewire, 2018).

Blog is usually a free marketing tool, which intrigues a lot of entrepreneurs. Although it might feel easy to run a blog, it is hard to make it an effective marketing tool for an enterprise as there is a minimum word count to follow as well as links and pictures that should be attached to each post in order to rank in search engines (Juslén, 2009).

Email marketing is a good way to inform or to stay in touch with a customer who already knows the enterprise because of its trust building effect. If customer receives an email telling that his purchase has been confirmed and shipped, customer gets a trustworthy image of the company (Juslén, 2009).

The marketing options that suit well this research's means are Facebook Advertising and Google Adwords. Both of them share very unique way of targeting the users or showing ads to them. In Facebook it is possible to find people who are already interested in similar products or people who are engaged buyers by their behavior. It is even possible to find people interested in certain brands and show ads to them. However, Google Adwords shows ads only when someone uses Google in order to find something. It might be

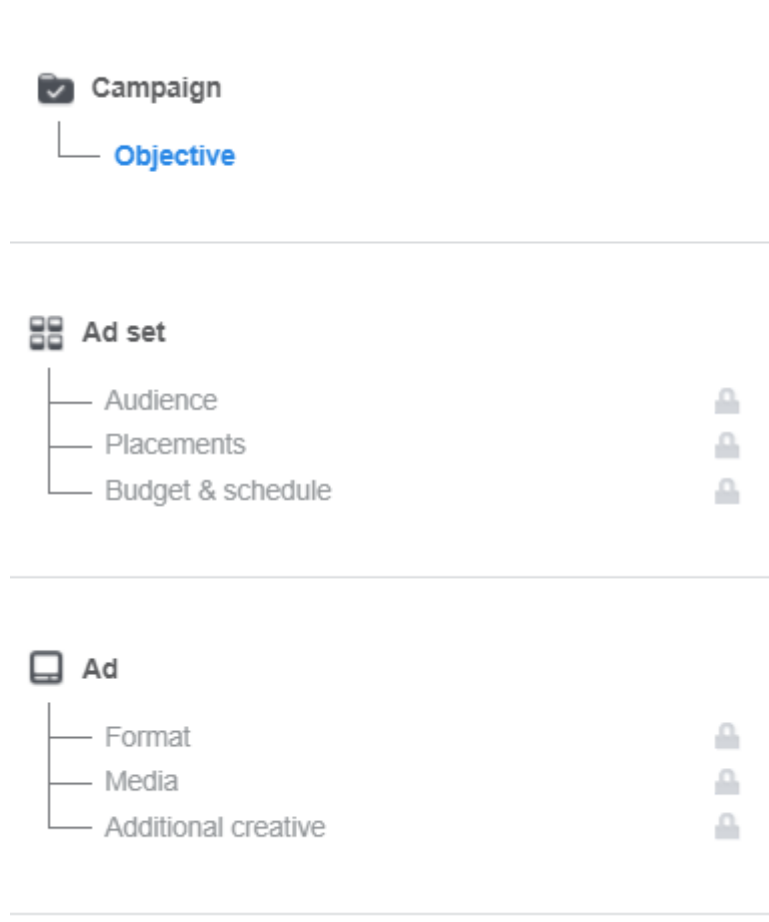
products or services, and if they happen to match keywords set by the marketer, the Google user will also see the ads.

Out of these two Google Adwords is the most optimal one, as the ads would not disturb the user. The user is already looking for information about the services or products whereas Facebook is mainly used for social purposes so the ads might be seen disturbing. However, Facebook's various targeting features lets the marketer to show the ads to the people that match the wanted audience.

2.2 Facebook Advertising

Facebook has 2 million users every month and it offers every marketer a tool – Facebook Ads Manager, which can reach users based on demographics, locations, interests or behaviors. In order to be able to use Facebook Ads Manager, the company or online store has to have its own Facebook fan page, where the potential customers can be directed, if needed.

When creating a campaign with Facebook Ads Manager, there is a to-do list on the left side, as it is shown in Picture 1. On the to-do list it is possible to follow the ad creating process. It consists of Campaign, Ad Set and Ad, all of which have a few sub tasks below them. There is a lock icon next to every sub task yet unfulfilled. Check marks will appear after the sub task has been executed.



Picture 1. Facebook Ad Manager's "to-do list"

2.2.1 Creating a campaign

When creating an advertising campaign with Facebook Ads Manager, the first thing to choose is marketing objectives from the categories of awareness, consideration or conversions as shown in Picture 2. Each of these categories have various marketing objectives. Under awareness there are two objectives: brand awareness and reach. Brand awareness aims for high ad recall when reach aims to connect with people nearby business locations and find interested customers based on connections and demographics (Facebook Business 2018a, 2018b).

What's your marketing objective? [Help: Choosing an objective](#)

Awareness	Consideration	Conversion
Brand Awareness	Traffic	Conversions
Reach	Engagement	Catalogue Sales
	App Installs	Store Visits
	Video Views	
	Lead Generation	
	Messages	

Picture 2. *Choosing the marketing objective*

Consideration as a marketing objective makes the users think about the business and look more information about it. Consideration contains following marketing objectives: traffic, engagement, video views, app installs, lead generation and messages. Choosing traffic as an objective will drive more clicks to the web page. Engagement encourages users to engage with the company's Facebook fan page. Video views and app installs have basically a same goal: optimizing the amount of video views and app installations or other app related objectives, such as reaching a new level in a game or making a purchase. Lead generation allows collecting contacts or other information from people who click the ad. Choosing message as an objective will make the ad end up showing in Facebook Messenger thereby encouraging user to contact the company (Facebook Business 2018c, 2018d, 2018e, 2018f).

Conversions include three objectives: conversions, catalog sales and store visits. Conversions as a subgoal drives valuable actions defined by the marketer. Catalog sales uses dynamic ads, which means that by creating an ad template, images and details are automatically used to create ads. Ads are shown to people who already show interest to the company. Store visits goal creates dynamic local ads for multiple store locations encouraging people for store visits and in-store sales (Facebook Business 2018g, 2018h).

After choosing the marketing objective, the campaign must be given a name. If however the chosen sub goal is conversions, there needs to be a key result chosen. Key result can be purchases, leads, registrations, custom conversions or none of the fore mentioned.

Creating a campaign is mainly just choosing the objective for the campaign from three different categories: awareness, consideration and conversions. After choosing the objective, the next step is to create an ad set.

2.2.2 Creating an ad set

When starting to create an ad set, it is possible to create just one or multiple ad sets at the same time. If the marketer is familiar with Facebook Ads Manager and its tool Power Editor, it is possible to switch to Quick Create, but in this theory Quick Create will not be examined further. The first step is to name the ad set and after that the conversion event must be chosen from the drop down list. Possibilities for the conversion event are view content, add to basket, purchase, search, add to wishlist, initiate checkout, add payment info, lead and registration (Facebook Business 2018i).

It is possible to add an offer to the ad set, which can be used both in online store and brick and mortar store. If the offer is for an online store, a user who saved it will get up to three reminders to use it based on their personal notification preferences. If the offer is for the brick and mortar store, it can be utilized like a normal coupon (Facebook 2018j).

The next step is choosing the audience. If this is not the first campaign created with Facebook Ads Manager, the marketer can use audiences that were used in previous campaigns or create a new one. When creating a new audience, there is a possibility to use custom audiences, which are either lookalike audiences or custom audiences. Lookalike audience are possible to create, if the business already has customers. Facebook's algorithm picks users who are similar to the existing customer base to create a lookalike audience. Custom audience consists of users who already have relationship with the business. They could be engaged with the business' Facebook or Instagram account, users who already have visited the web page or people on the customer file. Custom audience can also consist of people who even have added products to the cart or completed a checkout (Facebook Business 2018k).

When choosing the audience's location, it is possible to include everyone in the location, people living in location, people recently in location or people that are travelling to the

location. Using locations, it is possible to target worldwide, country group or geographic region, free trade areas, sub-regions within the country and other features, such as emerging countries or iTunes App Store Countries.

The next step is to choose age, gender and language of the audience. However, language can be left blank if the target audience supposedly speak the common language of the area. In detailed targeting it is possible to target people based on the demographics, interests and behaviors. After that, the audience can be narrowed down by adding another feature or excluding people of the fore mentioned detailed targeting.

When choosing connections it is possible to include or exclude those who already have a connection with the business. They can be for example users who already like the business' Facebook fan page or users attending an event on the business' Facebook fan page as well as someone who used a promoted app or someone whose friend uses it (Facebook Business 2018l).

There is a meter on the right side of the page that changes when making adjustments to the audience's features. The meter shows the potential reach, which is an estimation of how many users are in ad set's target audience. Under the meter is another tool: estimated daily results. It estimates how many users it is possible to reach daily based on budget, bid strategy, past performance data, market data and characteristics of the target audience (Facebook Business 2018m, 2018n).

Placement of the ad sets can be automated, meaning that the ads are shown in places they perform the best. If the placements are customized, it is possible to choose where the ads appear. These places are for example right column of Facebook, Facebook feed, instant articles of Facebook or Instagram feed and stories.

The next step is budget and schedule. The budget can be set as daily budget, however, the amount of money will only be an average. The amount spent daily may vary but in a calendar week the charges will be averaged out. Another option is a lifetime budget, which goal is also to be spent evenly, but as Facebook optimizes the bid and opportunities, the amount spent daily might vary a lot. When setting the campaign dates in the calendar, the costs will be calculated automatically (Facebook Business 2018o, 2018p).

Advanced options offer a variety of settings. For example optimization for ad delivery can be changed from conversions to impressions or link clicks, thus Facebook will then place

ad so that it is seen by many or show the ad to users that are more likely to click the link. The bid strategy is set to the lowest cost by default. When setting target cost as bidding strategy, the goal is to get as close to the target cost as possible (Facebook Business 2018q).

The delivery type can be either standard or accelerated. Accelerated delivery is useful option for time-sensitive promotions, but it is good to note that there should be a bid cap set if choosing this option. Otherwise all of the budget can be spent very quickly. However, standard delivery uses pacing to control the spend, so that the costs will be spread evenly throughout the day (Facebook Business 2018r).

Creating an ad set consists of many steps. Firstly, the audience has to be defined. An audience can be customized, already existing customer base or a lookalike version of it. Customized audiences can be set up by Facebook's users personal features, such as age, interests or locations. Secondly, the ads placement has to be chosen. Facebook recommends automated placements but it is up to marketer to choose, in which placements the ads will be shown. Thirdly, the budget and schedule will be set. It is possible to have a daily budget that is consumed evenly or a campaign lifetime budget, which will be consumed whenever the bids and opportunities meet. Lastly, there are some advanced settings, which can be either left on default or customized. After creating an ad set it is possible to move on to creating an ad.

2.2.3 Creating an ad

After the campaign and ad set have been set up, it is time to create the ad. At first, the ad identity needs to be defined, meaning that the Facebook fan page and Instagram account for which the ad is done, have to be linked. Facebook offers five different ad formats: carousel, single image, single video, slide show and collection. Carousel is an ad with two or more scrollable videos or images whereas single image and videos have only one image or video. Slide show is a looping video ad with up to ten images. Collection, however, is a new ad format that makes it easier for the people discover, browse and makes purchases quickly without leaving Facebook.

On the right hand side there are all the features that an ad contains while on the left hand side the ad can be seen the entire time. It depends a lot on the format how the ad ends up looking like and which features are allowed. Mainly an ad consists of text, image,

headline, URL and call to action. The image should be file type of jpg or png and have at least 1200x628 resolution. If the image contains more than 20% text it may reduce the delivery of the ad. The character prohibitions are in headline 25 and in the text 125. There are plenty of choice for call to action button such as: watch more, shop now, contact us or having no button at all. After setting all these up the ad gets sent for approval and creating the campaign is ready. (Facebook Business 2018s, 2018t).

3x3 Method

3x3 Method is an advertising method used by several marketers in Facebook. It was created by E-commerce marketing guru Fred Lam. The idea behind the method is to modify advertisements for different audiences in order to see which advertisement works best in each of those audiences. By creating three advertisements to three different audiences it is possible to reach nine different markets. As Facebook Ads Manager is optimized to show the best converting ads by default, it can be quickly seen which audiences respond the best. Thus, these audiences can then be invested in while the least performing audiences can be discarded (Fred Lam, 2017).


3x3 Method is especially created for Facebook because it is possible to reach different kind of users for one product. For example, a flashlight can be used in hunting, camping, fishing and in many other outdoor activities. Thus, instead of promoting the flashlight suitable for all outdoor activities, the ads can target more accurately fishers, campers and hunters.

2.3 Google Adwords

Google Adwords gives a marketer a tool to create search ads. Search ads appear whenever someone makes a search with Google. Ads appear above, below and beside the organic search results. The placement of the ad depends on its quality ranking as well as how much the marketer is willing to pay for displaying the advertisement (Google, 2017).

The text ads consist of title, URL and description. As the Picture 3 shows, ads have boxed Ad in front of URL in them, so that it is easy for the user to tell the difference between the ad and organic search result.

ACME Electronics – Competitive pricing

 www.example.com

Shop at ACME Electronics for laptops, smartphones, video games and more.

Picture 3. *Google Ad*

Adwords ads can be displayed in Google's search network or in Google's display network or both of them. Google's search network consists of Google search and other search engines maintained by Google. Display network consists of other internet services by Google such as Blogger and Youtube. The main difference of advertising in Google's display network or search network is that in display network pictures can be displayed (Google 2018a).

2.3.1 Creating a campaign

In order to advertise in Google Adwords a marketer needs Google Adwords account. It is quick and free to set up and requires a credit card. Creating an Adwords campaign starts with giving the campaign a name. The name does not show to customers but with a relevant name it is easier to find the campaign afterwards.

At the moment Google Adwords offers 5 different types for a campaign. Search campaign is for text ads only whereas in display campaign ads can consist of pictures also. Shopping campaign gives the user a possibility to shop straight on Google when the ad is shown. The customer does not even have to visit the online store to buy from Google shopping ads. In order to be able to create shopping campaigns, the entrepreneur should set up a Google Merchant account and type in the information of the products. Video campaigns are for video ads whereas universal app campaigns are to promote apps (Google 2018b).

In this theory the further examined campaign type is search campaign. After choosing the campaign type, the next step is to choose a goal, which can be sales, leads or website's traffic. Choosing a relevant goal will guide the marketer to use features that are useful for the campaign. Goal can also be left empty, which means that Google's recommendations are not shown. Sales is an optimal goal when the marketer wants to increase sales and conversions online, on phone, on app or in the brick and mortar store. It can be used when customers have already contacted you or are close to making the

purchase decision. The purpose of leads goal is to encourage the customers to show their interest in the promoted product or company by leaving their contact information or subscribing a newsletter. Website's traffic goal directs more users to the promoted website. Depending on the chosen goal, Google Adwords recommends features such as bid strategies, extensions and visually impressive advertisements (Google 2018c).

The next step is to choose where the campaign will take place. The options are Google search networks, Google display networks or both of them. If the Google display network is chosen, the ads will be nevertheless mainly shown in search networks and but if the budget allows, they will also be shown in display networks.

The benefits to Google display network are that it increases the amount of possible customers as the Google display networks consists of 2 million different web sites. The marketer is also able to reach out to user in an early state of purchase process, as the user is looking for a service or product on Google. The Google display extension is completely automatized thus the ads are optimized to the target group without any extra settings (Google 2018d).

The next step in the campaign is choosing the locations in which the ads will be shown. There can be multiple locations, such as countries, cities or zip codes. Locations can also be excluded. The Google Adwords tool shows the estimated coverage of the chosen location. Usually Google Adwords has the language clients speak in the area chosen by default and if the area is bilingual or there are a lot of speakers of another language, Adwords proposes to these languages.

Pricing and budget are chosen in the following steps. Budget is the amount of money planned to spend daily. Nonetheless, the amount of money spent daily might not be fixed but Google Adwords will make sure that the daily budget and the campaign duration meets. However, it can be chosen that the budget will be used little by little evenly or fastened, so that the campaign may end earlier due to lack of budget.

When it comes to pricing, the marketer can choose to focus on conversions, value or clicks. Google Adwords has a tool called Smart Bidding which is a group of automatic bid strategies that optimize conversions and conversion values based on auction in question. Smart Bidding strategies for conversions are CPA goal (Cost Per Action), in which the amount of conversions is optimized; targeted ad revenue, in which the the optimization is based on conversion value; maximizing conversions, when the amount of conversions is optimized but all the budget will be used or enhanced CPC (Cost Per

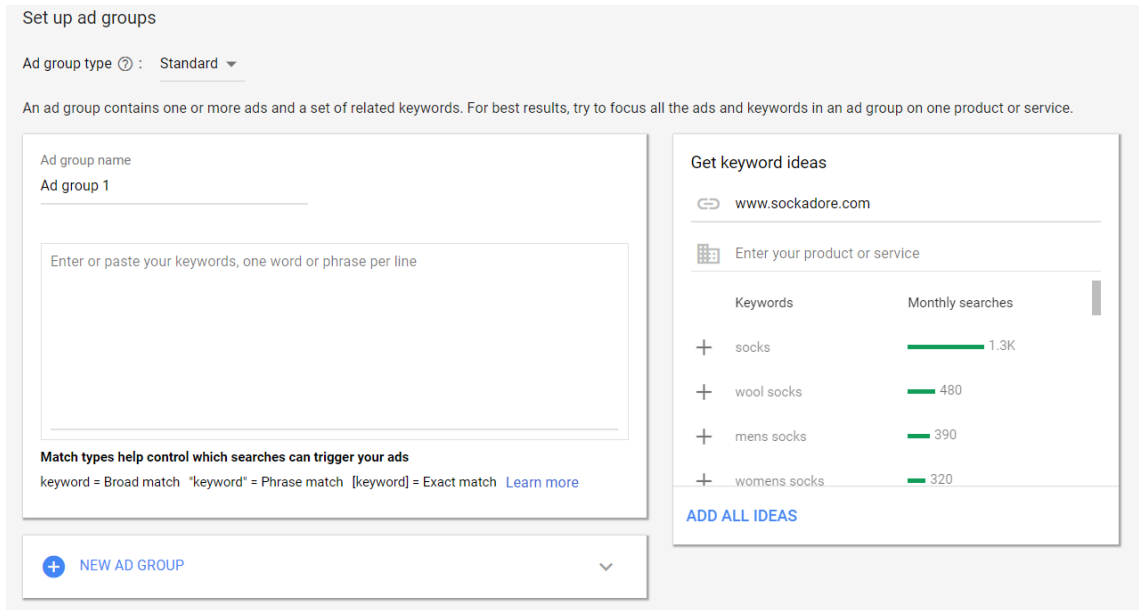
Click) in which the amount of conversions is maximized by adjusting manual bids automatically (Google 2018e).

At the bottom of the page lies various options and features such as campaign dates and audiences. When your campaign contains more than just one ad, it is possible for Google Adwords to optimize the ads, so that the best performing will be shown more often. The ad showing times can be chosen, for example B2B ads would more likely get clicks in working hours excluding weekends rather than around the clock weekends included. As we already picked the location for the ad, it can be adjusted if people who see the ad are in the location or if they are showing interest in the location. Other things that can be added in the bottom of the page are prices, offers, text message and call extensions.

When creating an campaign with Google Adwords the first step is to choose the type of campaign. There are five types of campaign: search campaign, display campaign, shopping campaign, video campaign and universal ad campaign. After the type is chosen, the goal needs to be set up. It can be for example leads, sales or traffic. The campaign can be shown only in Google's search network or also in Google's display network as well as the campaign can be shown world wide or just in locations chosen. The budget is a daily budget and pricing can be done with Google's tool Smart Bids. After putting all this together, an ad group needs to be created.

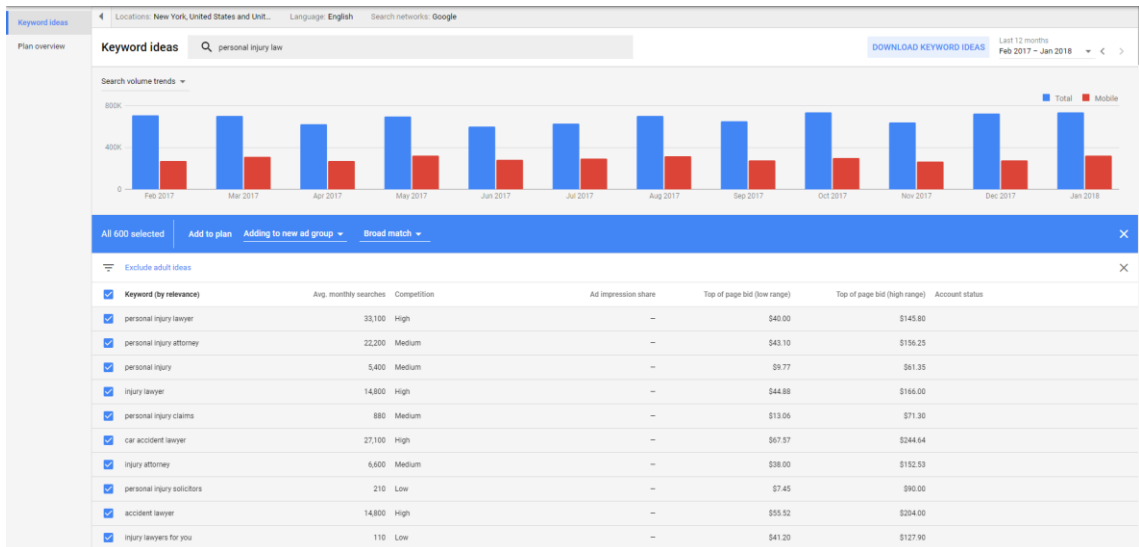
2.3.2 Creating an ad group

An ad group can contain one or multiple ads and key words relating to the topic. The best results will be achieved when all ads in one ad group concentrate on the same product or service. On the left of the site is place for the name of the ad group as well as the key words related to the ad group as shown in the Picture 4. On the right side there are key word ideas provided by Google Adwords. Google Adwords proposes to key word ideas based on URL and the name of the product or service.



Picture 4. Ad group's settings

However, if there is not suitable key word ideas provided, Google Adwords has another tool called Keyword Planner (Picture 5), where the URL is typed in as well as potential maximum three key words.



Picture 5. Keyword planner

The diagram shows automatically the search volume trends from the past year. The red bar shows the searches made only on mobile and the blue combines mobile and other devices. It is also possible to arrange the search based on location they were made in or the device that was used for the search. In the upper left corner there are three

different variants that are automatically set up. Those are location, language and search networks. There are two options for the search networks: Google and Google and search networks. When comparing these two it can be seen that in Google keywords “funny socks”, “crazy socks” and “cool socks” got around 900 000 searches monthly but in Google and search networks the amount is around 7 000 000.

Below the diagram the key words arranged by their relevancy. In the first column are key words and the second column shows how many monthly searches there are on average. The third column indicates the competition around this key word. It can be high, medium or low. The fourth column shows the percentage of ad impressions which gives advice how many clicks or impressions the ad might get. The next two columns indicate the highest and the lowest bids for placement on the top of the search page. The last column expresses if the key word is already saved on your account or plan.

Based on this information, the key words can be added to the ad group. However, there are four different keyword match types. If the keyword match type is broad it will be shown to a large audience, which can create traffic whereas by using narrow match type the keyword reaches smaller audience but usually the ads are relevant to user’s search.

Broad Match

A key word written without any special character falls into the gap of broad matches. The ads can be shown over searches containing typos, synonyms, other searches alike or variations. However, the broad match can be focused by adding + in front of the keyword (+keyword). Ads can be then shown in searches that contain modified broad match keywords or their variations but not synonyms.

Sentence Match

A sentence match is indicated with quotes (“keyword”). Ads containing sentence match key words will be shown, when the search is equivalent to the sentence or are close variations of the sentence. Variations can contain words before or after the sentence, but if there are additional words in middle of the sentence or the words are in different order, ads will not be shown.

Exact Match

Ads can be shown when searching exactly the term or are close variations to the term. The words can be in different order as long as the signification does not change. Exact matches are indicated with square brackets ([keyword]).

Negative Match

Sometimes ads can be shown even when the search does not contain any of the keywords. To prevent this, negative keywords can be added. For example, if there is a hat store which does not sell caps, “cap” can be added as a negative match, so that no one searching for caps gets directed to this certain hat store’s site. Negative match is indicated with minus (-keyword) (Google 2018f).

2.3.3 Creating ads

After the key words and their match types have been defined, it is possible to move on to creating ads. Google Adwords recommends creating at least 3 ads for each ad group. One text ad consists of URL, two titles and description as shown in Picture 6. The user is directed to the URL shown in the ad after clicking it. The reason behind two titles is that Google optimizes the appearance of the ad regarding in which search network the ad will be shown. Both of the titles can have maximum 30 characters. In the description it is allowed to have 80 characters. The prohibitions to the ads are: typos, ununderstandable text or text that exhorts user to “click this”. Besides, use of special characters is limited as well as capital letter (Google 2018g).

Cheap Socks | Free Shipping Included
Mainos www.sockadore.com
Buy Your Cheap Socks At SockAdore! Less Than \$2

Picture 6. *SockAdore’s Google Ad*

The last step is to correct and confirm the campaign and it gets sent to Google for acception.

Creating a Google Adwords campaign is not a long project although thorough research on key words has to be done. The first step is to define the type of campaign and other

details of the campaign such as budget, dates and locations. After that, it is possible to create one or multiple ad sets. Key words need to be defined for each ad set. Key word ideas can be found from Google Adwords' tool Keyword Planner. There are 4 different kind of key word types: broad match, sentence match, exact match and negative match. Key word type defines to whom the ad will be shown to. When the key words are set, ads can be created under each ad group. After the ads have been created the campaign is ready for running.

2.3.4 Remarketing

After completing the first campaign with Google Adwords, it is possible to remarket to those who already converted or visited the website. The source of audience can be edited in Google Adwords' Audience Management. A part of code will be received that should be added to the website, which the users already have visited (Google 2018h).

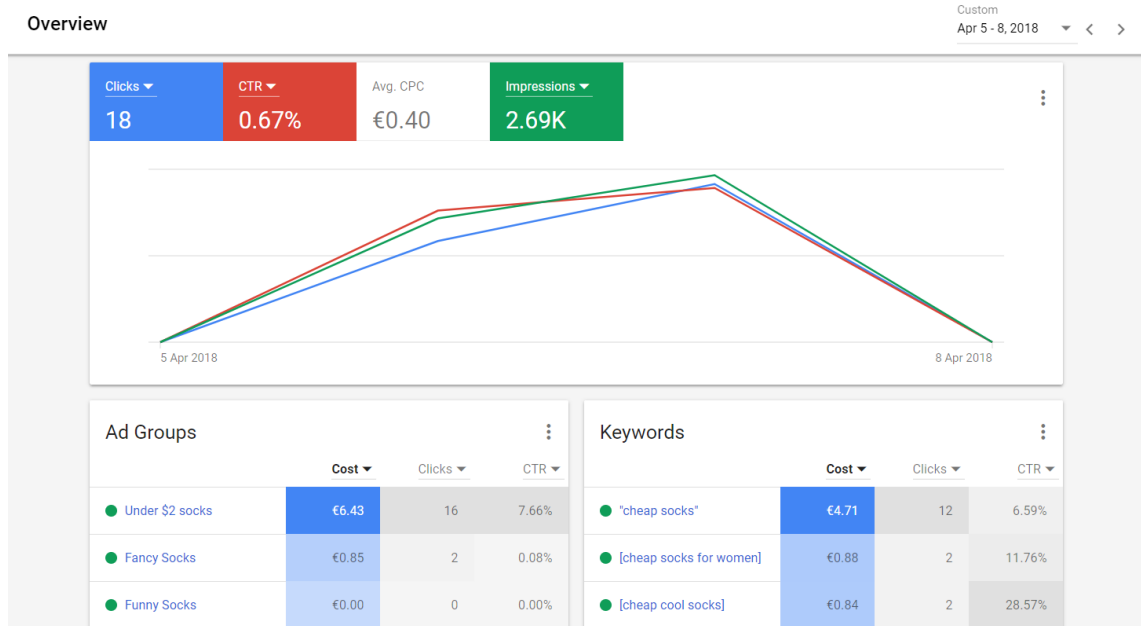
After the code is added into the web page, the campaign can be created normally except that Google Adwords has automatically added an audience that consists of users who have visited the site already. It is possible to choose an audience that visited the site or an audience that has converted.

2.4 Measuring the success of the campaign

When creating a campaign to multiple target audiences with multiple ads provided by different advertising tools, it is important to track the data. Luckily, Google Adwords and Facebook Advertising have their own analytics tools, thus the information does not get mixed during the campaign.

2.4.1 Google Adwords

Google Adwords provides its own analytics tool, where it is possible to search and analyse all the data gathered during the campaign. In the overview, as picture 7 shows, it is possible to quickly scan the status of the campaign.



Picture 7. Google Adwords Campaign's Overview

It is possible to break down the data between ad groups, ads and even keywords. Google Adwords is also able to give information about users' locations and demographics such as age, gender and household income. This gives the promoter interesting information about the people who should be targeted. In addition, it is easy to track which days or even which hours of the day the ads were mostly clicked or viewed.

2.4.2 Facebook Ads Manager

Like Google Adwords, Facebook provides an analytics tool of its own. Depending on the matter of analyzing, the rows consist of campaigns, ad sets or ads. In the picture 8, the rows consist different ad sets used in a campaign. The columns can be customized or

chosen from a variety of different defaults such as performance, delivery and engagement.

The screenshot displays the Facebook Ad Manager interface. At the top, there are navigation tabs: 'Account overview', 'Campaigns' (with '1 selected'), 'Ad sets for 1 Campaign', and 'Ads for 1 Campaign'. Below the tabs is a toolbar with buttons for '+ Create', 'Duplicate', 'Edit', and 'Rules'. The main content is a table with the following columns: Ad set name, Delivery, Results, Reach, Impressions, Cost per result, Ends, and Schedule. The table lists four ad sets: 'US - 21-40 vans', 'US - 21-40 nike', 'US - 21-40 converse', and 'US - 21-40 collection'. Each row shows a 'Completed' status, a 'Purchase' result type, and specific values for Reach and Impressions. A summary row at the bottom shows 'Results from 4 ad sets' with a total of 2,198 People and 2,590 Total Impressions.

	Ad set name	Delivery	Results	Reach	Impressions	Cost per result	Ends	Schedule
<input type="checkbox"/>	US - 21-40 vans	Completed	Purchase	668	751	Per Purchase	14 April 2018	13 April 2018–14 April 2018 1 day
<input type="checkbox"/>	US - 21-40 nike	Completed	Purchase	736	810	Per Purchase	14 April 2018	13 April 2018–14 April 2018 1 day
<input type="checkbox"/>	US - 21-40 converse	Completed	Purchase	597	637	Per Purchase	14 April 2018	13 April 2018–14 April 2018 1 day
<input type="checkbox"/>	US - 21-40 collection	Completed	Purchase	304	392	Per Purchase	14 April 2018	13 April 2018–14 April 2018 1 day
Results from 4 ad sets			Purchase	2,198 People	2,590 Total	Per Purchase		

Picture 8. Facebook Ad Manager's Analytics Tool

The Facebook users who clicked or saw the ad, can be broke down depending on their location, demographics and devices.

3 INTERNET MARKETING CAMPAIGN FOR SOCKADORE

3.1 SockAdore.com

SockAdore.com is an online sock store started in February 2018. The store sells funny and fancy socks for women at affordable prices. SockAdore has a Facebook fan page, Instagram account and a blog, but there has been zero purchases through them at the moment. SockAdore has almost 100 products at the moment in three different categories: Funny, Fancy and Under \$2.

As the entrepreneur is new in the field of e-commerce, this campaign was ran in order to introduce her to the internet marketing means and analyzing the information. If SockAdore does not advertise anywhere, it hardly gets any sales. As the store is rather new with long delivery times, all of the customers are new.

SockAdore's customers have so far been mostly girls in their twenties. The customers come from all over the world but the most customers are from the United States. There is no other data of these customers.

3.2 Methods

The chosen methods for this internet marketing campaign are Google Adwords and Facebook Ads. Google Adwords is a great tool to reach customers right when they are in need of the promoted product or service. It is easy to jump in in the early stage of the purchase process. Facebook Advertising has larger variety of means of targeting audience. In Facebook, it is possible to target people who are interested in the product or the product category already or people who are engaged customers by their behavior.

3.3 Internet marketing campaign

According to Tomi Pyyhtiä, online stores main goals can be defined with Key Performance Indicators such as how many web page users converted or how much the average purchase has grown.

The primary goal of the campaign is to increase sales overall. Currently SockAdore receives 0-2 orders per day, each order's value has been between 1,99\$ and 40,99\$. The secondary goals of the campaign is to find new target audiences.

The campaign consists of two phases: First Impressions and Retargeting/Remarketing. In other words, in the first phase of the campaign the ads are shown to everyone who belongs in the target group. In the second phase of the campaign the ads will be shown to those who already showed interest in the ads of the first phase by clicking them and to people who has already visited SockAdore.com.

3.3.1 Facebook Campaign

First Impressions

Facebook campaign started on the 13th of April and ended on the 14th. Campaign's objective was to drive conversions. Four ad sets were created, all of which had following audience features in common: 21-40 year old females living in United States who are interested in socks.



Picture 9. SockAdore's "First impressions" Facebook Ad 1

One ad set was created in order to test the new ad format called Collections. In collections format, it is possible to attach 4-8 products with prices to the ad and people can purchase them never leaving Facebook. This opportunity was used to promote Under \$2 Socks category and four products were attached to the ad. The audience was narrowed down to people who have discount apparel and accessories as behavior, in

other words the people who buy low ticket female apparel and/or accessories. Approximate audience size was 200 000 while reach was 570-2 500 users.

Three ad sets were created following the 3x3 Method by Fred Lam. The differentiating feature in the audiences were their interests. All of the audiences were interested in socks, but when narrowed down, the audiences had three different interests in addition: Vans, Nikes and Converse shoes. These all had the estimated audience of 57 000 000 and the reach from minimum of 640 to the maximum of 3 800 users.

The pictures 9, 10 and 11 were the ad pictures used in the campaign. These pictures were chosen because of their good quality and resolution. The modifications and editing was done by web editor Canva.



Picture 10. SockAdore's "First impressions" Facebook Ad 2

According to Tom Joseph Law, adding a logo reassures the consumer. It might give an impression that the company is established although it is just starting out like SockAdore (Law, 2018).

Scarcity is another element that increases sales and according to Sumo a seasonal sale not only increases spur purchases but they also produce higher average order size. There was elements of scarcity added in all of the advertisement such as "Spring Sale" and "While Stocks Last". All of the ads had a call to action button with the text "Shop Now".



Picture 11. SockAdore's "First impressions" Facebook Ad 3

Retargeting

Another Facebook Advertising campaign was conducted on 17th of April and it ended on 19th of April. The objective of the campaign was conversions as in the previous one. When creating an ad set, an offer was added: receiving a discount when using a code on the check out page. The offer title could contain up to 50 characters and details 250 characters. In the details was used elements of scarcity such as "Get Yours Quickly, Offer Ends On Friday" and advices to "Update Your Sock Drawer". The ending date and time had to be added within one year. It is possible to choose in offer redemption whether or not users can redeem the offer online or also in-store. Type of promo code could be no code, one code or unique codes. For SockAdore there will be one code that all users can use.

When choosing a target audience, a new audience needs to be created in Audiences tab. It is possible to create a custom audience, lookalike audience or saved audience. For this campaign a custom audience was created based on web site traffic. Other options are customer file, app activity, offline activity and engagement. It is possible to further define the audience, whether the audience should have visited a specific site or spent a specific amount of time on the site. In addition the period of time can be defined. Certain users can be excluded, for example those who already purchased.


After the custom audience is created, it can be chosen for the ad set. If the aim is to target all people who visited the web site, it is important to uncheck all other variants, such as location, age or gender.

Three ads were created, with the same pictures as in First Impressions but with different texts. Texts implied the discount.

3.3.2 Google Adwords Campaign


First impression

Google Adwords campaign started on the 6th of April and ended on the 7th. The campaign consisted of three different ad groups which all contained three different ads. Three ad groups were presenting SockAdore's three sock categories: Funny, Fancy and Under 2 dollars.

Cheap Socks | Free Shipping Included
 www.sockadore.com
Buy Your Cheap Socks At SockAdore! Less Than \$2

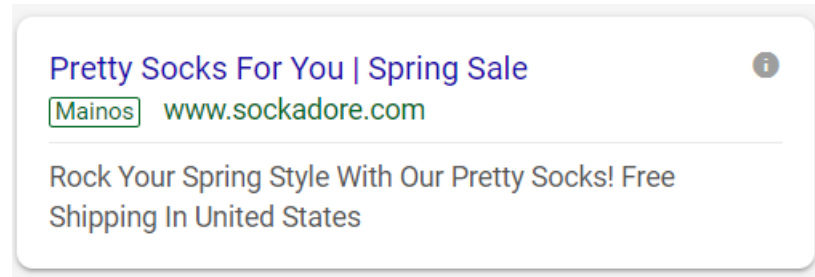
Picture 12. SockAdore's "First impressions" Google Ad for Under 2 Socks

The chosen key words were words that would most likely describe the sock category. For Fancy sock category the key words chosen were: ladies socks, cute socks, girls socks and cute socks for women (Picture 14). Funny category had the following keywords: crazy socks for women, cool socks for women, fun socks for women and women's colorful socks (Picture 13). For Under 2 dollars socks the chosen key words were: cheap socks, cheap fun socks, cheap cool socks and cheap socks for women (Picture 12). All the keywords had either square brackets indicating exact match or quotes indicating sentence match. All male related words were added to negative key words, in order to not show ads for people who are looking for socks for men.

Get Your Funny Socks Now | Free Shipping
 www.sockadore.com
Rock Your Spring Look With Our Funny Socks! Spring Sale On Now

Picture 13. SockAdore's "First impressions" Google Ad 2

All the ads included the phrase “Free Shipping” in some form either in the title or in the text. Some of the ads mentioned that there was a “Spring Sale” going on as well. Some ads encouraged the users with phrases like “Buy Yours Now” or “Get Yours Now”.



Picture 14. SockAdore’s “First impressions” Google Ad 3

Remarketing

Another Google Adword’s campaign was conducted on 17th and 18th of April. The campaign promoted Under \$2 Socks category as it performed the best in the First Impressions phase. The key words that scored the best CTR (Click Through Rate) in the previous campaign were chosen: cheap socks, cheap cool socks and cheap socks for women. The negative key words were all male related words. The campaign was created like the former one, but this time a piece of code provided by Google Adwords was added to SockAdore’s website. Hence, Google Adwords was able to create an audience of the users that already had visited the website.

The only big exception used in this phase of the campaign to the previous one was callout extension. It is possible to create from 2-6 callouts for one ad. A good rule of thumb for a callout is to provide general information about the ad provider or providing more information. For the specific campaign two callouts were used: Free Shipping – Best Prices (Google 2018i).

3.4 Results

3.4.1 Facebook Campaign

First Impressions

Facebook Advertising campaign received 22 clicks and 2 590 impressions and the ads reached 2 198 users. Average CPC (Cost Per Click) was 0,91€ and CTR (Click Through Rate) 0,85%. The campaign did not result into conversions. Clicks and impressions were divided between ad sets Vans, Nikes, Converse and Collection as shown in Figure 1.

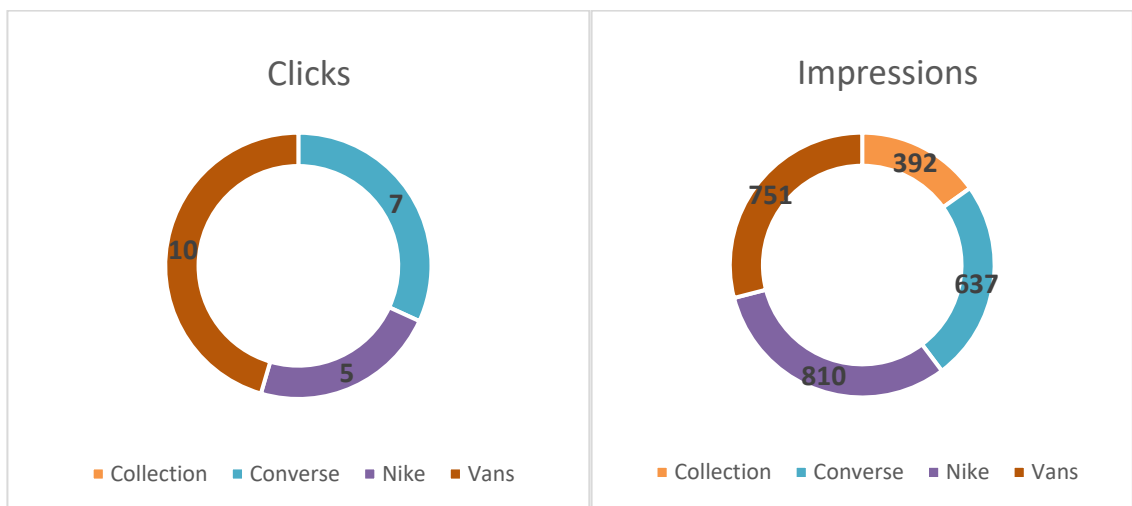


Figure 1. *First impression - campaigns ad clicks and impressions*

Collection, Facebook's new ad format, got 392 impressions but did not receive any clicks. The ad set Nike received most impressions but resulted for just 5 clicks. It is possible, that the targeted audience is not highly interested in Nike's shoes as Nike has many other clothes lines as well. Converse ad set received 637 impressions and 7 clicks whereas Vans received 751 impressions and 10 clicks making its CTR 1,33% the highest among other ad sets.

If the ads are further analyzed it can be seen that the Ad 1 received 8 clicks in total, of which 6 came from audience that is interested in Vans. That makes its CTR 2,05% in audience that is interested in Vans.



Picture 15. SockAdore's "First impressions" Facebook Ad 1

Also Ad 2 received 8 clicks, 4 of which came from audience that has interest in Converse and the rest 4 clicks were divided evenly among Vans and Nike audiences. CTR scored 1,59% among the Converse audience.



Picture 16. SockAdore's "First impressions" Facebook Ad 2

Ad 3 received 6 clicks, which were all evenly divided among the audiences. In addition, Ad 3 received the least impressions of all ads, thus its CTR was 1,04% in Converse audience, which makes it the 3rd most clicked ad.



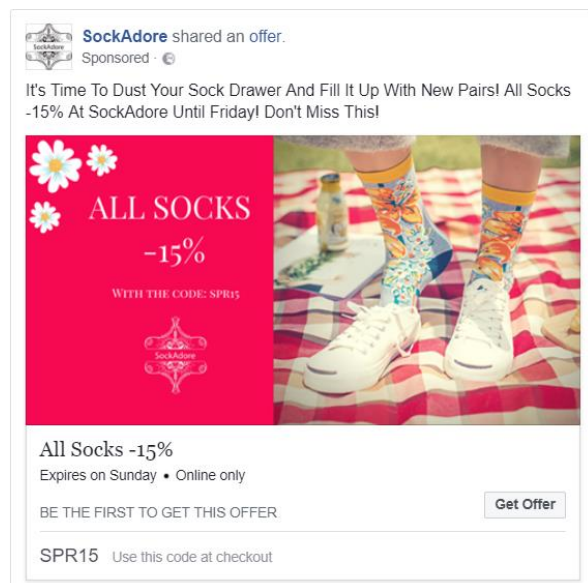
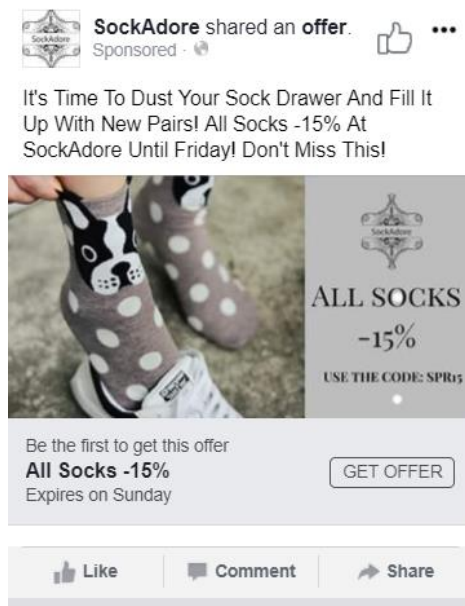
Picture 17. SockAdore's "First impressions" Facebook Ad 3

In conclusion, all ads scored above campaign average 0,85% CTR in some audiences.

If broken down by demographics, it can be seen that the people who clicked the links were aged 35-44. This age group's CTR was 1,56%. This is remarkable because the targeted audience was between 21 and 40 years old.

Retargeting

Retargeting campaign received only 87 impressions and it reached 23 users. Links were clicked 3 times. The campaign did not result into conversions. However, campaign was designed to reach people who already visited SockAdore's website and both females and males were reached. Only females clicked the ad and 2 of the 3 clicks came from females from 35 to 44 years old. Another click was made by female in age group 25-34. Although the target region for SockAdore lies in United States, retargeting ads were shown to people from all over the world. The link was clicked twice by South Africans and once by an Indian.



Picture 18. SockAdore's "Retargeting" Facebook Ad – Mobile View and Desktop View

The ad above on the left of picture 18 was clicked 2 times. It reached 18 users and received 50 impressions. Its CTR was 6.00% This is the mobile view of the ad. If broken down to devices, the ads above received the clicks on smart phones. They also received impressions on desktops, but no clicks.

3.4.2 Google Adwords Campaign

First Impressions

Google Adwords campaign scored 18 clicks and 2693 impressions in total. Average CPC (Cost Per Click) was 0,40€ and CTR (Click Through Rate) 0,67%. The campaign did not result into conversions. The clicks and impressions were divided by the ad group as shown in Figure 2.

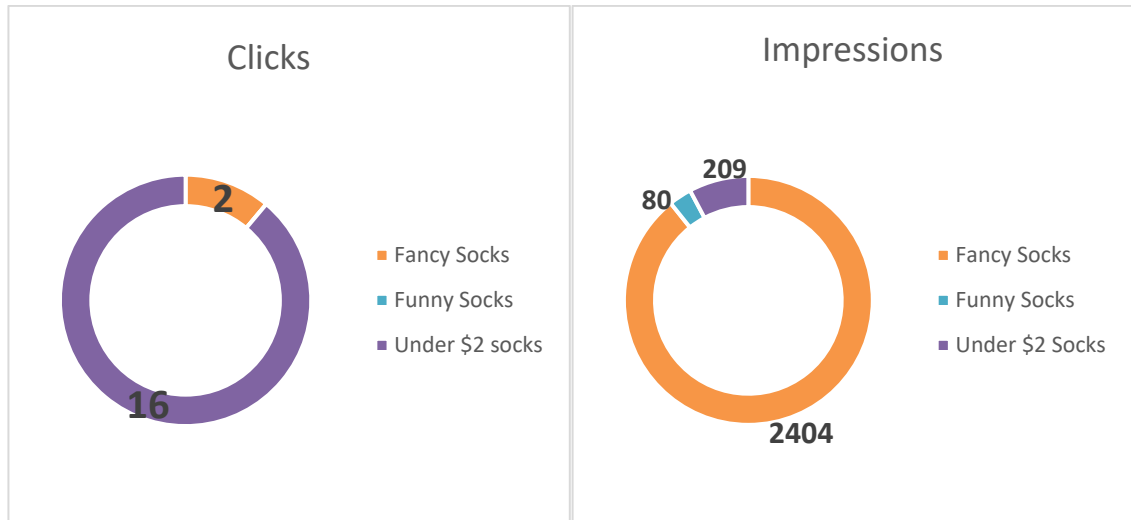
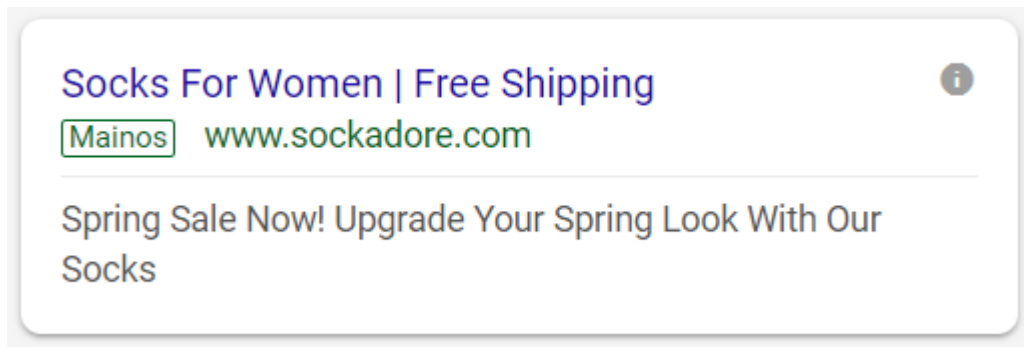


Figure 2. First impressions – campaign’s ad clicks and impressions

Although Fancy Socks got 2404 impressions, the ads were clicked only twice. Funny socks got 80 impressions but the ads were never clicked. Under \$2 socks got 209 impressions but got 16 clicks, which makes its CTR the biggest among the ad groups. If the key words of Fancy and Under \$2 Socks are further analyzed, following information will be discovered.



Picture 19. SockAdore’s Google Ad for Fancy Socks

Although the ad (shown in Picture 19) received the least impressions of Fancy Socks ad group (667), it got 2 clicks. Other ads in the ad group did not receive any clicks. Considering the impressions of key words, socks for women are highly searched. Keyword “girls socks” made 981 impressions whereas [girls socks] made 456 impressions and [ladies socks] 745. It is possible that although the amount of impressions is pretty high, the CTR remained small because of misunderstandings. People using girls socks as keyword might be searching socks for kids and unfortunately

SockAdore is not selling socks for children at the moment. However, the clicks were more evenly divided in the Under \$2 Socks ad group.

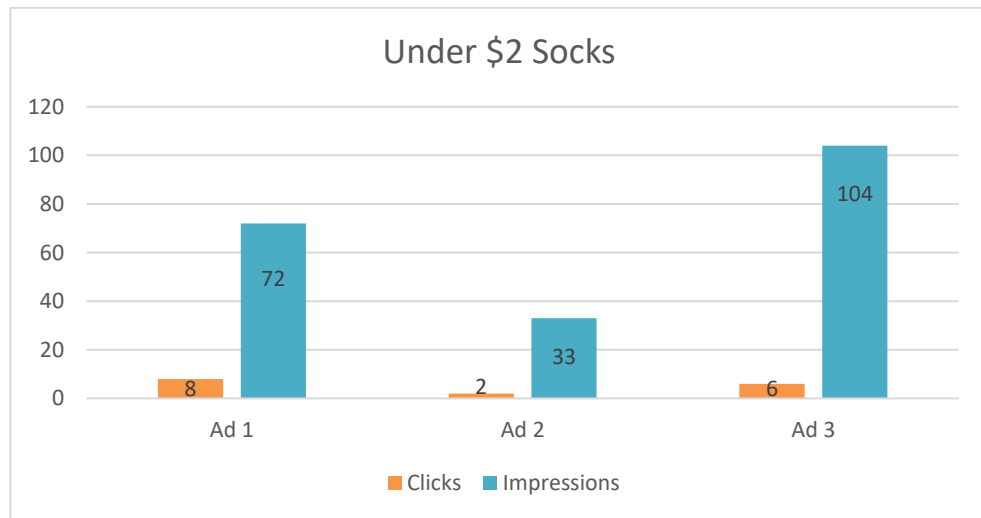
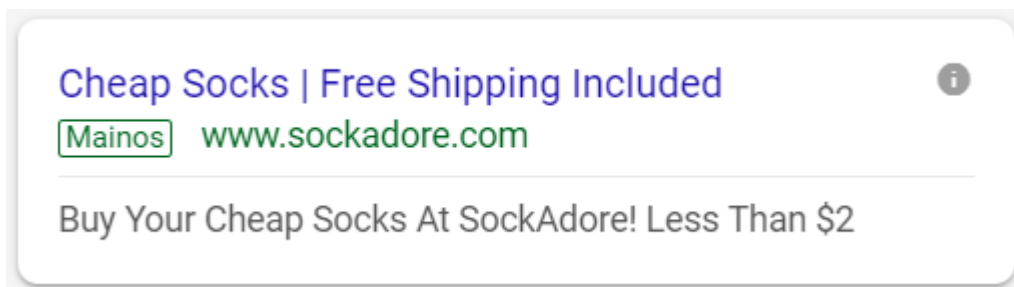


Figure 3. *Clicks and Impressions for Under \$2 Socks -ad group*

It is noteworthy that 16 of the campaign's total 18 clicks were received in Under \$2 Socks, although the amount of impressions was only 209. If further analyzed, it can be seen that the Ad 1 (Picture 20) was most successful with CTR 11,11%.



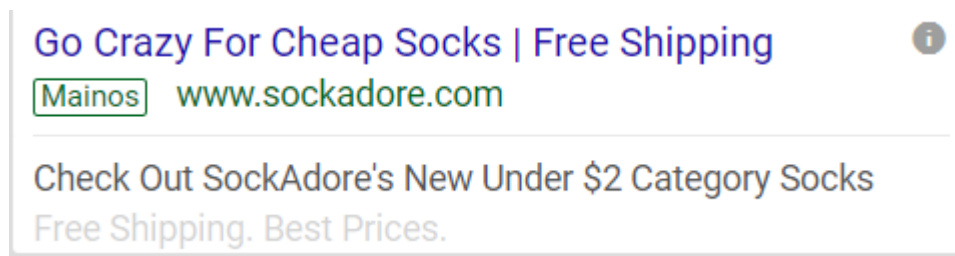
Picture 20. *The most succesful ad in Under \$2 Socks – ad group*

The keywords that got clicks in the ad group of Under \$2 Socks were “cheap socks”, [cheap cool socks] and [cheap socks for women].

Remarketing

In total, Remarketing campaign received 267 impressions, which is barely ten percent of the amount of impressions received in First Impressions. However, clicks scored 13 whereas the amount was 18 in First impressions, making the CTR as high as 4,87%. The campaign did not result into conversions.

Out of six keywords only “cheap socks” and [cheap socks] got clicked, out of 251 impressions. The other 16 impressions for other keywords did not result in clicks.



Picture 21. *The most successful Remarketing ad*

The ad in Picture 21 scored the highest CTR, 6,42% and received 7 out of total 13 clicks. The other two ads performed with CTRs 3,88% and 3,64%.

In remarketing campaign was also notable that men clicked ads often than women. That is interesting because SockAdore’s Facebook target group consists of women only. Another demographic detail that can be found in Google Adwords data, is that the CTR was highest among the 35-44. After that the most clicking audience was between 45 and 54 with CTR 8,70%. In Facebook, this audience age was fully ignored while concentrating on 21 to 40 year old people.

3.5 Overall campaign results

The goal of the campaign was to increase sales. There was new orders made on SockAdore.com during the campaign but they did not happen because of the campaign. Thus the goal of the campaign was not achieved. However, the campaign was successful in other ways, such as providing more information about buyers behavior and finding new target groups. There are a few factors explained below, that might have resulted into bad conversion rates.

First of all, the duration of campaign phases were short, lasting maximum two days, thus all days of the week were not covered. Facebook first impressions campaign was conducted from Wednesday to Thursday. The clicks were evenly divided between hours 12:00 and 18:00, receiving two clicks hourly. The impressions, however, got its peak between 7:00 and 8:00, reaching as much as 192 impressions. Although in total,

afternoon was busier than noon based on clicks, the best CTRs were received from 9:00 to 10:00 as well as 10:00 to 11:00.

Google Adword's first impressions campaign was conducted on Friday and Saturday. Saturday's CTR was bigger only by 0,1% but it had almost double the costs for the advertiser. Based on that, it is probable that weekends are more popular for advertising. Google Adword's does not provide a possibility to break down the hours of the day when the users clicked the ads.

Secondly, the target group for the campaign might have been completely wrong. The original target group was females 21-40 years living in United States. However, judging by the Google searches, males made a remarkable amount of searches and clicked links more often than women. In Facebook campaigns only women were targeted. Although Facebook campaign was aimed only for women between 21 and 40 years, in both first impressions as well as retargeting the group 35-44 years old scored highest CTR. In the first impressions in Google ads the age group between 45 to 54 received a CTR as high as 28,57% following by the group 34 to 45 with CTR 22,22%. The same groups scored the highest CTRs also in the remarketing phase.

3.6 Improvements

As the campaign received clicks and people were directed to SockAdore's website it cannot be said that the ads were completely ineffective. The landing page might have been faulty or unpleasant or the socks that were advertised were not interesting enough to buy. However, the brand SockAdore is not widely known and also this might cause distrust between the customer and the seller. SockAdore has its social media accounts but it has not been very active during the second quartal of this year. This might made potential customers think that SockAdore has ran out of business.

Therefore, SockAdore should put an input to its social medias, especially to Facebook and Instagram, which are also potential advertising platforms. Moreover, the blog should be paid more attention to, as it is the most convenient SEO tool and attracts engaged customers. Blog posts are also promotable on Facebook.

When it comes to SockAdore's internet marketing campaign, the target groups need to be redefined. There are potential customers who are young females but also potential buyers exist among male and older women. The ads should be designed accordingly to

each of these groups. For example, if an image ad includes any text, it should be written on bigger font for older users. Moreover, the calls and exhortions in ads that contain text should be adjusted for each of the target groups.

The ads for Facebook in general were not very professionally designed. As the amount of text in Facebook ads is strictly limited to 20%, the ads were designed so that there was little text in tiny font. Because Facebook offers a lot of characters for the ad's title and description, a big amount of text in an ad is useless. Most of the text that was included in the image could have been in the description in both First Impressions and Retargeting phases. Maybe even the SockAdore's logo would be enough in the ads.

Google's ads on the other hand were more about convincing the reader with words, which means that typos are crucial. The drafts should be proof-read as one of SockAdore's unsuccessful ad contained a typo. Also other Google Adword's extensions than callout should be tested. Under 2\$ socks category got the highest CTR and was used in remarketing. However, other keywords should also be searched for. Maybe even promoting should be expanded to certain socks, such as cat socks, dog socks or pokemon socks. On the other hand, in this campaign the key word types used were exact match and sentence match. The broad match could be also used when it comes to cheap socks or another more general category.

More targeted audience would be also interesting to try out in Facebook. For example, the collection form could be reused but to show certain socks such as cat socks. As it is easy to target people on Facebook who are interested in cats and in socks, it should be easy to find potential customers. As SockAdore has really specific socks for example Pokemon Socks, Totoro Socks, Spiderman Socks, the audiences should be targeted according to their interest in these products.

The campaign time should be increased. In Facebook Retargeting phase, not even 20 percent of the budget was used, thus the results were very weak (only 3 clicks). The campaigns should last longer, as in a short time it will only reach a few people and not use the budget that was planned. Besides, increasing campaign time to one week for example, it could be easier to discover which days and which times are most optimal to promote.

Although SockAdore targets mainly United States due to logistic reasons, also other countries should be targeted and encouraged to buy. For example SockAdore could advertise worldwide but add a shipping fee to countries excluding US.

In conclusion, SockAdore.com should put more in put to its social medias to show the potential customers that it is on business. Social medias might also attract free traffic and new customers. SockAdore.com should extend its view of the target audience, as at the moment it targets women 20-44 in United States, which leaves a great chunk of potential customers off. These new target groups should be defined and marketing planned accordingly. In addition, the campaign should be longer in order to observe if the buying and clicking behavior changes through the week.

4 SUMMARY

In this thesis the differences between internet marketing platforms was examined and the most suitable ones were picked for SockAdore.com's marketing campaign. The goal of the thesis was to plan and run an internet marketing campaign, analyze the data and propose for changes and improvements. The suitability of the internet marketing means was rated based on their ability to reach customers who will most likely convert. Overall, the research was very fruitful, a lot of different marketing platforms and ways to use them were found. The campaign was planned and ran, although the results of the campaign did not meet expectations nor reach set goals. The data analyzing part was highly interesting as it gave a lot of information about user behavior and revealed new potential target groups.

As mentioned before, the goal of the campaign was not reached. The goal was to increase sales but the internet marketing campaign did not result into any conversions. However, a lot of useful data was collected during the campaign and new possible target audiences were found. In addition, two big internet marketing platforms were examined thoroughly and other platforms were presented and found potential for future marketing campaigns.

In total the campaign was shown 5 637 times and clicked 56 times, which makes the total CTR for the campaign less than 0,1%. However, the CTR increased as the audience grew more targeted. In first impressions both, Facebook Advertising and Google Adwords campaigns, had a CTR below 1%. The Retargeting and Remarketing scored in both marketing platforms CTR higher than 4%. Nonetheless, this increase might not be endless, but there is a possibility that the CTR can be further increased by more detailed targeting.

Before continuing any campaigns, SockAdore should pull its marketing strategy together. SockAdore wants to identify itself as a goofy online store, thus inactive social media accounts will surely harm its brand. Google Adwords might be successful also without support of social media but other platforms such as Facebook and Instagram will get boosted by engaged followers. Also other forms of content marketing such as blog should be focused more on, because it can increase SockAdore's organic traffic for free.

The thesis has shown the potentiality that lies in internet marketing. Although Google Adwords and Facebook Advertising were examined thoroughly in the theory part, the campaign did not result as expected. This shows that the theoretical knowledge in marketing does not replace the experience. Hence, different kinds of campaigns in different platforms should be tried out as long as the best means and ways of marketing are found out. Relating to that, SockAdore ran another Google Adwords campaign based on the Google Adwords campaign ran for the thesis. The campaign converted four times, which it probably would not have done, if there had not been this thesis project.

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