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DIGITAL MARKETING PLAN FOR PROJECT X

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Project X is established to support high skilled immigrants living in Turku region to integrate into the Finnish labour market through networking and mentoring programmes. The project aspires to works with the international partners to develop a course of action for networking and forge more efficient encountering between employers and employees. Therefore, the focus of this digital marketing plan is to develop the most suitable strategy that would augment the mission of the Project.

This digital marketing plan would enhance efforts to ensure a viable means of communication with broad audience. The purpose of a digital marketing plan is to ensure seamless campaigns across all digital platforms to succeed the strategic goals of the Project. To this effect, the most suitable digital marketing methods, promotional objectives and strategies were identified based on review of theoretical literatures, personal observations and discussions.

The thesis explores different digital marketing tools to formulate a viable digital marketing plan for the Project. Recognizing the importance of all digital marketing tools, this plan chose six digital marketing methods which are prominently used by many organisations. These methods are Search Engine Optimization SEO), Search Engine Marketing (SEM), Content Marketing, Social Media marketing, Email Marketing and paid Advertisement and Campaign.

The thesis uses the SOSTAC Planning model to formulate a digital marketing strategy for Project X. The name of the model is an acronym which becomes from the steps that the model presents. These steps are Situation analysis, Objectives, Strategy, Tactics, Actions and Control. The goal of of this thesis is to develop effective and efficient digital marketing plan for the Project in line with SOSTAC steps.

The thesis recommends a course of actions for Project needs to employ in its digital marketing activities. The digital marketing plan is also developed to meet the needs of the project. The plan could entices customers using a mix of digital marketing tools. The plan provides guidelines for successful digital marketing engagements enhancing project's online presence and publicise its services.

KEYWORDS:

Digital Marketing, Search Engine Optimisation, Search Engine Marketing, Content Marketing, Email Marketing, SOSTAC

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DIGITAALINEN MARKKINOINTISUUNNITELMA CASE: HANKE X

Projekti x on perustettu tukemaan turun seudulla asuvia korkeasti koulutettuja maahanmuuttajia integroitumaan suomen työmarkkinoille verkostoitumis- ja mentorointiohjelmien avulla. Hankkeen tavoitteena on työskennellä kansainvälisten kumppaneiden kanssa verkostoitumisen kehittämiseksi ja työnantajien ja työntekijöiden tehokkaamman kohtaamisen aikaansaamiseksi. Siksi tämän digitaalisen markkinointisuunnitelman painopiste on kehittää sopivin strategia, joka lisäisi projektin tehtävää.

Tämä digitaalinen markkinointisuunnitelma lisäisi pyrkimyksiä varmistaa elinkelpoinen viestintäväline laajalle yleisölle. Digitaalisen markkinointisuunnitelman tarkoituksena on varmistaa saumaton kampanja kaikissa digitaalisissa alustoissa, jotta hankkeen strategiset tavoitteet onnistuvat. Tätä varten tunnistettiin teoreettisten kirjallisuuksien, henkilökohtaisten havaintojen ja keskustelujen perusteella sopivimmat digitaaliset markkinointimenetelmät, myynninedistämistavoitteet ja -strategiat.

Opinnäytetyössä tutkitaan erilaisia digitaalisia markkinointivälineitä, joilla voidaan laatia elinkelpoinen digitaalinen markkinointisuunnitelma hankkeelle. Tunnustamalla kaikkien digitaalisten markkinointivälineiden merkityksen, tämä suunnitelma valitsi kuusi digitaalista markkinointimenetelmää, joita monet organisaatiot käyttävät selvästi. Nämä menetelmät ovat hakukoneoptimoinnin SEO), hakukoneen markkinointi (SEM), sisältömarkkinointi, sosiaalisen median markkinointi, sähköpostimainonta ja maksettu mainos ja kampanja.

Opinnäytetyössä käytetään SOSTAC-suunnittelumallia hankkeen X digitaalisen markkinointistrategian laatimiseksi. Mallin nimi on lyhenne, joka tulee mallin esittelemistä vaiheista. Nämä vaiheet ovat Tilanneanalyysi, Tavoitteet, Strategia, Taktiikka, Toimet ja Ohjaus. Opinnäytetyön tavoitteena on kehittää projektin tehokas ja tehokas digitaalinen markkinointisuunnitelma SOSTAC-vaiheiden mukaisesti.

Opinnäytetyössä suositellaan, että hanke tarvitsee toimia digitaalisen markkinoinnin yhteydessä. Digitaalinen markkinointisuunnitelma on myös kehitetty vastaamaan hankkeen tarpeita. Suunnitelma voisi houkutella asiakkaita käyttämällä digitaalisia markkinointivälineitä. Suunnitelma antaa suuntaviivat onnistuneille digitaalisen markkinoinnin toimeksiannoille, jotka parantavat projektin läsnäoloa verkossa ja julkistavat sen palvelut.

ASIASANAT:

Digitaalinen markkinointi, sosiaalinen media, SOSTAC®-suunnittelumalli.

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KEYWORDS

CPC = Cost per click

KPI = Key performance indicator is a marketing metric that measures how well the organizations business objectives are reached.

PPC = Pay per click. Also known as cost per click. Advertising pricing model according to which the advertisers pay for agencies or media companies.

Search Engine Marketing (SEM) = Form of Internet marketing where webpages increase their visibility online with paid advertising. SEM may incorporate search engine optimization.

Search Engine Optimization (SEO) = Tactics that aims to improve visibility and higher ranking in search results pages in one or more search engines by utilizing proper keywords, content, code, and links.

SERP = Search engine results page. It is the webpage users see after searching with a keyword or key phrase and it is sorted by the relevance of the content.

5Ss = Sell, Serve, Speak, Save and Sizzle

1 INTRODUCTION

1.1 Objectivies

The primary goal of this thesis is to establish a digital marketing strategy for Project X which sets to support high skilled immigrants through mentoring and networking. Given the project aims to achieve effective communication with its customers and stakeholders with viable marketing strategy, the thesis explores different digital marketing tools to formulate a digital marketing strategy for the Project, which primarily set to provide network and mentoring programme for skilled immigrants.

Mentoring is believed to an effective way to help mentees (immigrants, youth, etc.) transition to skills-appropriate employment, as well as provide an opportunity for individuals (mentors) already successful in their fields to develop cross-cultural awareness. Supporting skilled immigrants to integrate into the Finnish labour market is one of the main objectives of the Project. To this end, the project aims to implement effective mentoring and networking programmes. It also aims to systematize mentoring and utilization of networks. In addition, the project aspires to works with the international partners to develop a course of action for networking and forge more efficient encountering between employers and employees. Therefore, the main focus of the study was set to find the most suitable digital media strategy that would augment the mission of the project.

The thesis addresses the general the research question: "How to effectively employ digital media to succeed the establishing missions of the project?" Besides, the thesis would address the following research questions;

- What are the benefits of digital marketing?
- What are the basics (characteristics, thumbnails, and issues for consideration) for successful digital marketing?
- How can digital marketing tools be effectively used?
- How can customers and stakeholders benefit from digital marketing services?
- How can a higher number of potential customers be reached?

The final outcome of this thesis is to formulate a viable digital marketing plan exploring various digital marketing literature and theoretical frameworks. The assumption is to

meet the need of the project enhancing effective communication with customers and stakeholders. It is worth to note that the project indicated its intent to make sure effective communication with its customers and stakeholders with effective digitalization of its programme. Therefore, the main focus of the study was set to find the most suitable digital median plan that would fit the mission of the project.

1.2 Methodology and limitation

The primary goal of this thesis is to establish a well-balanced digital marketing strategy for Project X and, henceforth, identifying some important elements that can bring success in a digital marketing campaign. To this effect, relevant theoretical data were gathered from reliable sources as the basis to come up with a viable strategy. The theoretical was developed to generate a list of suggestions in the digital marketing plan of the project.

The thesis uses the SOSTAC Planning model to formulate a digital marketing strategy for Project X. SOSTAC stands for Situation analysis, Objectives, and Strategy, Tactics, Action and Control It is a planning system used by thousands of professionals to produce all kinds of plans including marketing plans, corporate plans, advertising plans and digital marketing plans (Chaffey & Smith 2017; Smith, 1996).

According to Chaffey & Smith (2017), the model allows researchers to use the collected information and analyse it gradually in order to create a simple and effective digital marketing plan. Therefore, this thesis built theoretical frameworks and collect background information to induce a viable digital marketing plan. The method used for this thesis is briefly explained in chapter five.

Limitation

This thesis does not use benchmarking or analysis its competitors to build the digital marketing plan. This is mainly the the Project doesn't enter into its implementation stage at the time this thesis was developed. However, document analysis and discussions were conducted with project coordinators to get a better understanding of the goals and needs of the Project. In addition, due to the shortage of time and scope of this thesis, all digital marketing tools were not included such as affiliated marketing, game marketing etc. Therefore, the Project can decide on the importance of each digital marketing tools according to its needs.

It worth to note that the importance of digital channels (Facebook, Twitter, etc.) and technologies are dependent on the needs and capacity of a given organization. Therefore, this thesis suggests major digital platforms which may help to achieve Project's objectives.

1.3 Mentoring in the digital age

The word mentor comes from the Latin/Greek word 'mens – a mind', and its derivative 'mentor – a thinker'. (Compare the slightly colloquial term 'minder'!) So literally a mentor is a thinker and, in the relationship to be considered in this book, helps another person also to think. This chain of thought leads to the following definition: A mentor is a person who helps another to think things through (Pask 2004).

Mentoring implies relationships developed to ensure the passing of knowledge and skills. Knowres (2012) defines mentoring as a developmental relationship with a more experienced "expert" and a less experienced (and usually younger) protégé. The core process goals are to transfer skills and knowledge pertain in a given context. The appeal of this concept with regard to new firm formation is the added value that this type of mentor brings to the relationship, including providing the entrepreneur with access to the mentor's network (Megginson, David & Bob Garvey 2002).

Mentoring had been a face-to-face interaction, but these days mentoring approach combined face-to-face and electronic methods. Providing greater flexibility in regards to time and place, E-Mentoring or Virtual mentoring becomes a viable mode of communication between mentor and mentee is through the use of various digital platforms. Electronic mentoring approaches have been adopted in order to overcome barriers to traditional face-to-face mentoring including lack of access due to geographical and professional isolation, time constraints, unavailability of a suitable mentor, lack institutional support as well as limited knowledge of mentoring (Stewart & Wootton 2005).

There are plenty of digital platforms where E-mentoring can be conducted. According to Durgin (2007), current virtual mentoring practice tends to use both synchronous tools (e.g. webinars, Voice Over Internet Protocol - such as Skype, and text chat), and asynchronous tools (emails, discussion forums, blog posts, and comments on posts).

It is evidently clear that digital media have reshaped every aspect of communication and how businesses operate. To adopt the pace of evolving digital technology requires

careful planning, coordination, adaptation, and selection of various platforms digital channels for better success. It would have been ideal to study the perceived influence of digital media on the quality of mentoring programmes. However, the focus of this thesis is not to evaluate the use of E-mentoring or induce a strategy for virtual mentoring rather to present a digital marketing plan which can be used to attract potential customers (mentees, mentor alike) and stakeholder to the project's mentoring programme. The digital marketing plan addresses customer (mentors, mentees or anyone targeted for participating in the programme) acquisition and retention using digital tools. The focus of this thesis is to find a viable digital marketing plan that would augment the overall goals of Project X.

2 DIGITAL MARKETING

The term digital maeketing is also interchangeably used with internet marketing, online marketing, E-marketing. However, nowadays more authors and academics incline using the term digital marketing for is the application of the internet and related digital technologies to achieve marketing objectives. Chaffey (2012 further defined digital marketing as;

> "—achieving marketing objectives through applying digital technologies. Therefore, the management of any form of online presence and the usage of online communication techniques are considered digital marketing activities. Digital marketing is implemented in conjunction with other activities of an organization to achieve its goals," (Chaffey 2012, 10.)

According to Chaffey & Smith (2017) digital marketing is used to get customers closer and understanding them better, adding value to products, widening distribution channels and boosting sales through running digital marketing campaigns using digital media channels such as search marketing, online advertising and affiliate marketing and It also includes using the website to facilitate customer leads, sales and managing after-sales services.

Concerning the digital marketing strategy, Wynne (2011) noted that digital marketing strategy is part of the process of planning, implementing and evaluating your vision and aspirations for owned business or website. "Elements that make up a full strategy will arise from your business or marketing plan or your online blueprint," (Wynne 2011).

Digital marketing plan describes what will be done, to whom will it be done, why it will be done, how will it be done, when will it be done and what will be left out. The plan defines how the set objectives will be reached and what kind of tactics are required. Ultimately it will answer to question "How do we get there?" Strategic planning gives organizations direction, sense of being in control, ability to measure the progress and it reduces stress (Chaffey & Smith 2017; Kananen 2017).

3 DIGITAL MARKETING TOOLS

It is worth to mention that digital marketing includes several methods such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, Social Media Marketing, Influencer marketing, Campaign marketing, Data-driven Marketing, E-commerce Marketing, E-mail Marketing, Display advertising. Therefore, the selection of a particular method depends on the needs of the organization to achieve its strategic goals. For example, social media marketing is an ideal option, if an organization or a company needs to interact with customers and build cordial relationships with online communities. Given the importance of utilizing all digital marketing methods, this thesis would prefer to use some prominent methods such as Search Engine Optimisation (SEO), Search Engine Marketing (SEM), Content Marketing, Social Media Marketing, E-mail marketing and Paid Advertisement and Campaign for sake of simplicity and clarity.

3.1 SEARCH Engine Optimisation (SEO)

One of the most challenging experiences in digital marketing is to be visible in internet searches. It is highly competitive and crowded for service providers to appear in search results. Providing these challenges, Search Engine Optimization (SEO) is the ultimate solution suggested by many experts now a day. Generally, Search Engine Optimization (SEO) would help to increase visibility, competitiveness, and differentiation among several similar business providers. According to Chaffey & Smith (2017), SEO is a process to increase the websites online visibility and build traffic to the website. SEO "involves achieving the highest position or ranking practical in the natural or organic listings on the search engine results pages after a specific combination of keywords (or keyphrases) has been typed in," (Chaffey & Smith 2017, 369).

There are two basic SEO techniques identified by Wynne (2011); on page optimization and off page optimization. Accordingly, the On Page Optimisation deals with all the content on the page and how it is used to optimise the keywords for that particular page. Whereas, Off Page Optimisation is all about building links back to that particular page or to the home page. This is done via swapping links with other relevant sites that Google considers to be trustworthy (Wynne 2011). A brief description of the two techniques is provided hereunder.

3.1.1 On Page Optimisation

The On Page Optimisation deals with all the content on your page and how to optimise the keywords for that particular page. The information provided about certain item's content by metadata. According to Wynne (2011), a website page metadata is telling Google what the site contains, such as the page title, description, alt tags and keywords of each page. "Metadata is added to 'Page Source'. In most cases, you can insert this yourself via your admin. Google 'reads' your pages through HTML code and MATCHES your page content to give a browser relevant search results." (Wynne 2011). The following screenshot shows the three essential metadata found in search results:
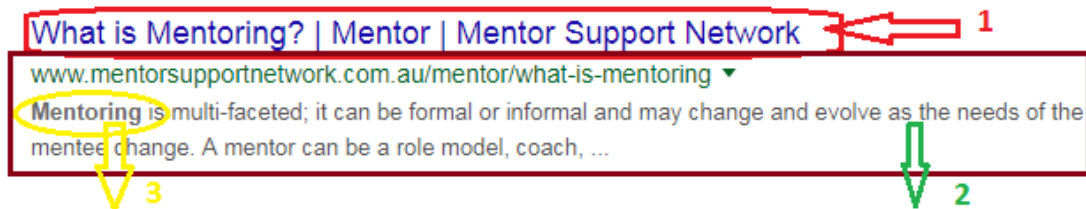
Picture 1. The three essential metadata (google.fl).

1. Meta Title: title tags
2. Meta Description : keyword-rich content description tags
3. Meta Keywords : keywords or phrases relevant to the page

When a word typed in search engines use this Meta tag coding to find a website. The three types of Meta data that would be visible in a search result (figure 1). Wynne (2011) called the metadata in the website (Meta Title, Meta Description, Meta Keywords) as the THREE KINGS of SEO. "Every page on your site MUST have these three kings specially selected and targeted from your list of keywords, but also choose them with specific relevance to your page," (Wynne 2011).

Meta Title

Keywords are useful to describe the page title. Some experts suggest this is the most important metadata for ranking, while others say it is the only metadata used in ranking today. "It is the first piece of information about your website that someone sees in the search results. The title tag should be unique to each page and should consist of your primary keywords, as close to the start of the tag as possible," (Wynne 2011)

Meta Description

The Meta description is a brief keyword-rich sentence or two about the website. It confirms the phrase used in the Meta Title. "It gives potential visitors a quick snapshot to see if the website is the right one. People will often read the description tag shown in the results page and if it's not what they're looking for, they won't bother clicking through to the site. So you must ensure your description is a synopsis of the page and, by being relevant and specific, you will receive targeted customers," (Wynne 2011).

Meta Keywords

These are the primary and secondary keywords that will be featured on a specific page. They emphasize the key message, to the search engines, about the page content's relevancy and specifics (Wynne 2011). The Meta keyword is just like the earlier screenshot (picture 1) features the keywords searched, 'Mentoring' in bold.

3.1.2 Off Page Optimisation

According to Wynne (2011), Off Page Optimisation is another phrase for link building, which can be achieved in many different ways. "Building links with other sites and finding creative ways to link back to your site with articles, news and forum posts will enhance your On Page Optimisation (Wynne 2011). The inbound and outbound technics are used to enhance Off Page optimization. "One link comes into your site and another leaves your site," (Wynne 2011).

Inbound links are fuel to a website because search engines see this as a vote of confidence from the other website owner. The links coming in bring the other site's traffic to your site so they will want a reciprocal link. This is the easiest and quickest way to build links with other websites. The other option is to utilise Google's 'Free Directory Listing' or submitting the web address to some directory listing providers such as Yell, www.yell.com (Wynne 2011). In Finland, there are directory listing companies that register company names and addresses for free such as. www.finder.fi , www.asiakastietieo.fi, www.fonecta.fi , etc.

3.2 Search engine marketing (SEM)

Search engine marketing (SEM) is the combination of Search engine optimisation (SEO) and Pay Per Click (PPC) advertising. SEO is the process of improving ranking in search engine results by making optimisation changes to your website (Wynne 2011). PPC, on the other hand, is an online advertising tool in which advertisers pay their host in advance. It is possible to be top of the ranking immediately with 'paid for advertising'. However, to achieve this and to remain on top of the list can become costly (Wynne 2011).

A website can be found by search engines in several ways: by submission to the search engines and link building and getting search engines to find you through optimisation and social media links (Wynne 2011). SEM is now the fastest growing form of advertising, and because of the complexities, many companies rely on agencies to manage their search marketing. The largest providers are Google, Yahoo! Search Marketing and Microsoft's Adcentre, (Wynne 2011).

There are two options in SEM; organic and paid. There are several benefits to being listed in the organic results on Google, which is the left-hand side of the search results, (as highlighted yellow in picture 2 below). "The most important benefits are: No cost – your hard work is all it costs for being highly ranked more traffic – most people know the difference between the paid results on the right and the organic links on the left and will invariably click those first Traffic jam – because search spiders crawl your site regularly they check and maintain your rank, which allows more people to find you before your competitors" (Wynne 2011).

Ads on search engines are typically separated from the non-paid, organic, search results, usually located at the top of the list. The basic ads consist of the title, the display URL and the main copy text. Often there are additional, optional, parts in a SEM ad like called "ad extensions". There are various ad extensions like location extension, call extensions (direct phone call), seller ratings, additional sitelinks, offers and image extensions (Wynne 2011).

Picture 2. Search Engine Optimized paid search result highlighted in yellow

Like when doing Search engine optimisation, it is important to do initial keyword research before creating the search engine adverts as SEM works based on keywords selected by the marketers (Wynne 2017). Search search engine also takes into various metrics an advert has, like the average clickthrough-rate (the percentage of people clicking through the ad that is calculated by dividing the amount of clicks by the amount of ad impressions), the average bounce rate the ad has, the SEO score and other undisclosed metrics (Stokes 2013).

3.3 Content marketing

Content marketing brings content and marketing together— creating and distributing online content so that users develop an awareness of your brand, Leibtag (2013). Content marketing helps to enlighten customers and create a good level of rapport with them.

Content marketing is a fuel for all the core digital marketing activities to engage and persuade the audience (Chaffey & Smith 2017; Smart Insights 2016a). Content is the

glue that links digital media for content distribution with the digital platforms where it is consumed across the customer path-to-purchase. Leading businesses develop a more strategic approach to content creation, repurposing, advertising and outreach (Chaffey & Smith 2017).

The benefit of content marketing further defined by Leibtag (2013) as;

> "Great content marketers understand how to have artful, thoughtful conversations. Once the consumer is aware of your brand and trusts your content, you have achieved two vital things: You've become a trusted resource People will buy from you (or donate money or rave to their friends about you) Consumers will seek your content for information they trust and their social interactions online will work to create a coveted brand audience." (Leibtag, 2013. 28).

Content strategy is required to create effective sites for marketing, since there is the challenge of delivering so many different types of content, in different forms, to different places, and on different access platforms. Chaffey & Smith (2017) defined content strategy as;

> "The management of text, rich media, audio and video content aimed at engaging customers and prospects to meet business goals published through print and digital media including web and mobile platforms which is repurposed and syndicated to different forms of web presence such as publisher sites, blogs, social media and comparison sites." (Chaffey & Smith 2017).

There are five elements of content management that need to be planned and managed, according to Chaffey & Smith (2017):

1. Content engagement value. Which types of content will engage the audience – is it simple product or services information, a guide to buying product, or a game to engage your audience?
2. Content media. These include plain text, rich media such as Flash or Rich Internet Applications or mobile apps, audio (podcasts) and hosted and streamed video. Even plain text offers different format options from HTML text to e-book formats and PDFs.
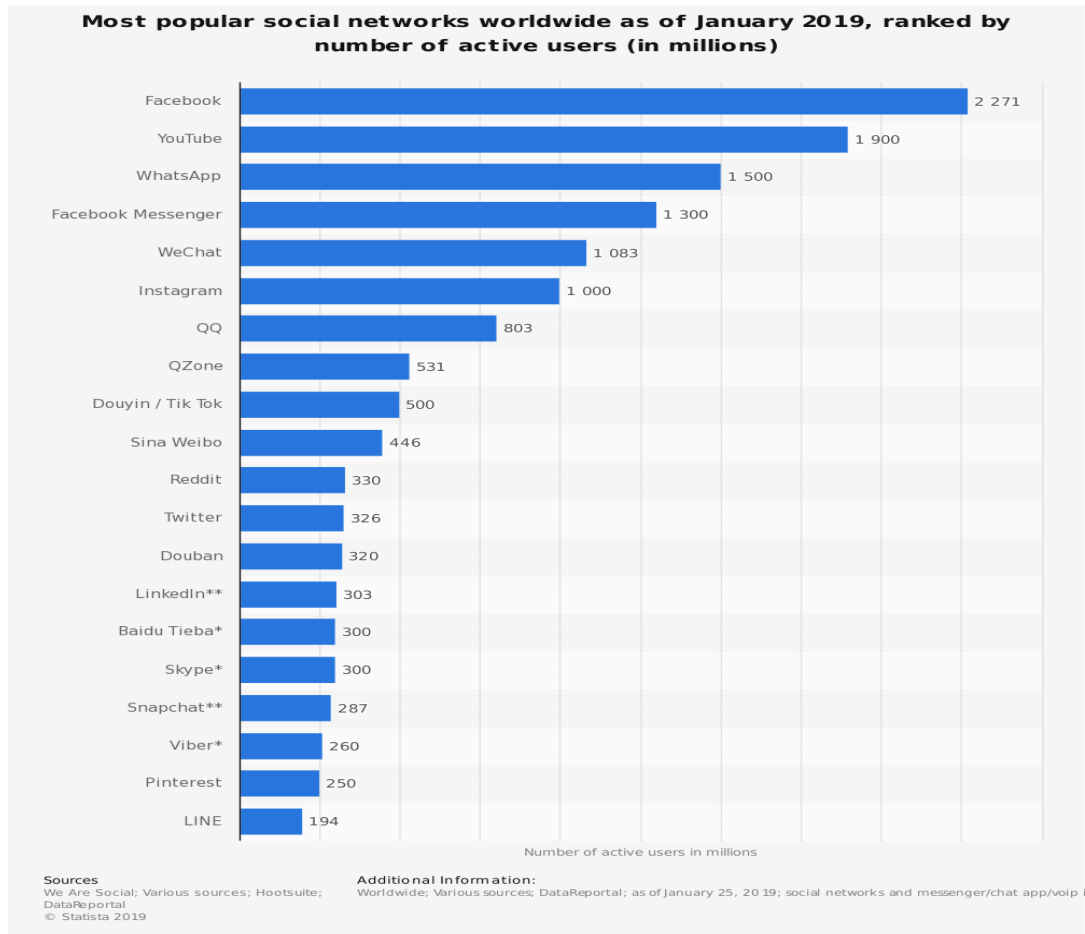
3. Content syndication. Content can be syndicated to different types of sites through feeds, APIs, microformats or direct submission by email. Content can be embedded in sites through widgets displaying information delivered by a feed.

4. Content participation. Effective content today is not simply delivered for static consumption; it should enable commenting, ratings and reviews. These also need to be monitored and managed, both in the original location and where they are discussed elsewhere.

5. Content access platform. There are various digital access platforms such as desktops and laptops of different screen resolution and mobile devices. Paper is also a content access platform for print media.

Chaffey & Smith (2017); Halvorson (2010) noted that managing the creation of quality content is part of a broader customer engagement strategy which looks at delivering effective content across the whole customer lifecycle. It is also an important marketing activity affecting conversion optimization, social media engagement and SEO, so increasing attention is now directed at content strategy (Chaffey & Smith 2017).

3.4 Social media marketing

Social media refers to websites and application that enable people to interact and share information- basically social media are communication channel. Evans (2012) noted that social media, simply, is text, words, pictures, video, and the like created with the intention of sharing. In the context of a marketplace, it is the thoughts and experiences of participants— for example, consumers— that relate to their experiences with brands, products, or services (Evans 2012).

Common features of social media are personal user profiles, pages, personalisation, a news feed, comment and reaction section, 'like, angry, etc.' Some of the most commonly known social media platforms in the Western world are Facebook, YouTube, WhatsApp, Instagram, Twitter, LinkedIn and Snapchat (Statista 2018).

Most popular social networks worldwide as of January 2019, ranked by number of active users (in millions)

Platform	Number of active users in millions
Facebook	2 271
YouTube	1 900
WhatsApp	1 500
Facebook Messenger	1 300
WeChat	1 083
Instagram	1 000
QQ	803
QZone	531
Douyin / Tik Tok	500
Sina Weibo	446
Reddit	330
Twitter	326
Douban	320
LinkedIn**	303
Baidu Tieba*	300
Skype*	300
Snapchat**	287
Viber*	260
Pinterest	250
LINE	194

Number of active users in millions

Sources
We Are Social; Various sources; Hootsuite;
DataReportal
© Statista 2019

Additional Information:
Worldwide; Various sources; DataReportal; as of January 25, 2019; social networks and messenger/chat app/voip

Picture 3. Social media users worldwide in April 2019 (Statista 2019).

According to Evans (2012), social media marketing infers to the social media platform used for natural, genuine conversation between people about something of mutual interest, and that, as applied to business, that conversation is relevant to a specific marketplace.

Social media marketing has to be focused on using these media to help achieve your marketing objectives – both protecting and expanding your brand: 'Monitoring and facilitating customer– customer interaction, participation and sharing through digital media to encourage positive engagement with a company and its brands leading to commercial value. Interactions may occur on a company site, social networks and other third-party sites' (Chaffey & Smith 2017); Smith CIPR, 2011).

Social Media Campaign Design Similar to the larger social media strategic plan, each individual campaign will have similar pieces. A social media campaign allows an organization to strategically design a shorter-term engagement plan around specific

topics on social media. According to Kim (2016), the creation of a social media strategic plan will be the unifying and guiding parameter for all campaigns that are produced by an organization.

Evan (2012) identified two essential marketing elements in social media: First, social media involves a diverse set of activities— photo sharing, blogging, and so on. Second, the effective use of social media depends in part on the activities selected and the mix of the social and traditional channels that your audience is interested in or to which it is receptive. In other words, the effective use of social media— technology, control, and a few details aside— is essentially an integration problem (Evans 2012).

In most cases, social media goals are crafted in line with the organization's overall mission or vision statement. Kim (2016) noted that a social media goal should directly relate to the purpose or mission of the brand, extending or enhancing the likelihood that the organization's overall vision will be accomplished. Once the goal is established, move into specific social media platform plans (Kim 2016).

In order to ensure that choosing social media as one of the key strategies in the plan is the right decision, analysing the benefits of social media marketing to an organization is an essential action. Taneja & Toombs (2014) identified three major benefits of social media marketing as increasing visibility, viability/capability, and sustainability.

Visibility: In other words, social media help an organization getting known by its audience. By focusing on online presence, an organization is able to maximize the opportunity to be remembered by its audience. Moreover, social media help an organization to differentiate itself from competitors. Topic, message and tone-of-voice are crucial aspects to define the uniqueness of an organization (Taneja & Toombs 2014)

Viability/capability: Everyone in the organization needs to learn and develop through the process of managing social media. They have to actively connect, cooperate with colleagues, community, and market. Not only learning about other competitors' behaviours and activities, but marketers also learn about themselves, about their strength and weakness, their businesses and their organization. Social media push marketers to constantly develop their capability (Taneja & Toombs 2014).

Sustainability: Social media have changed completely the structure, the delivery and receiving process of information. Organization leaders do not spend hours in front of a computer to do tasks. Instead, social media help them to create the long-term procedure

of educating, entertaining and engaging people. Therefore, social media ensure the sustainability of marketing strategies (Taneja & Toombs 2014).
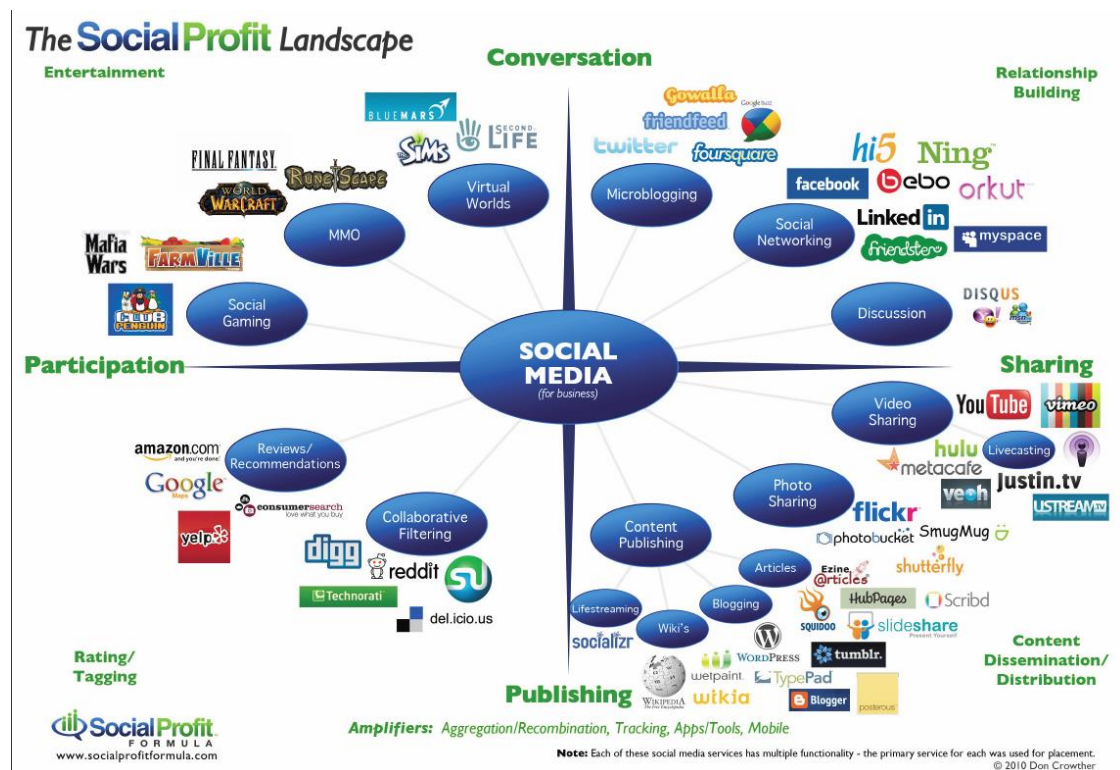
Picture 4. Social media users worldwide Social Channels and grouping (Crowther 2012)

There are several advantages of using social media as marketing platforms. Compared to traditional marketing, social media marketing is affordable and helpful to attain different business goals within short period of time. It also has huge number of audiences across the world and getting feedback is much easier. All in all, there are enormous advantages of using social media in marketing strategies either for short-term or long-term, social media is considered worthy to invest time and resources

3.5 Email marketing

Email marketing is marketing through email and a way to deliver targeted marketing messages to potential or existing customers. Email marketing is a marketing tactic that is commonly used as a prospect conversion and customer retention tool. The marketing emails are sent to prospects and customers that have given permission and effective

email campaigns require a strategy for content and sending frequency (Chaffey & Smith 2017)

E-mail marketing can be integrated with other platforms of digital marketing quite easily. We can include icons on our e-mails pointing customers to social media or back to our websites. Including social media connection information and forwarding capabilities on e-mails can also increase the reach of communications (Zahay 2015). The email marketing plan will give the organization a throughout process of sending an email newsletter and provides detailed tactics in each element (Chaffey & Smith 2017).

One of the key benefits of email marketing is that it is highly measurable, and hence it is possible to determine a return on investment fairly, accurately and precisely, (Chaffey & Smith 2017; Richard C., et al 2015). The benefits of email marketing are relatively low cost, direct response medium encourages immediate action, faster campaign deployment, ease of personalization, options for testing and integration possibilities. Though excellent email marketing program requires effective outbound email campaigns and managing inbound emails to ensure customer satisfaction, and in this marketing automation systems can be helpful (Chaffey & Smith 2017).

Email is most widely used as a prospect conversion and customer retention tool, using an opt-in house list of prospects and customers who have given permission to a company to contact them. Successful email marketers adopt a strategic approach to email and develop a contact or touch strategy that plans the frequency and content of email -communications. Chaffey & Smith (2017) gave six benefits of email marketing as hereunder follows;

1. Relatively low cost of fulfilment. The physical costs of email are substantially less than those of direct mail.
2. Direct response medium encourages immediate action. Email marketing encourages clickthrough to a web site where the offer can be redeemed immediately; this increases the likelihood of an immediate, impulsive response.
3. Faster campaign deployment. Lead times for producing creative and the whole campaign lifecycle tend to be shorter than for traditional media.
4. Ease of personalization. It is easier and cheaper to personalize email than for physical media or a web site.
5. Options for testing. It is relatively easy and cost-effective to test different email creative and messaging.

6. Integration. Through combining email marketing with other direct media which can be personalized such as direct mail, mobile messaging or web personalization, campaign response can be increased as the message is reinforced by different media.

There are a number of other ways to make sure e-mail campaigns are integrated with digital media platforms. Zahay (2015) noted that it is possible to ask customers to give us their contact information in exchange for some specific offers in many other digital platforms such as social media. "It is a good practice to use e-mail to send out social media updates and solicit permission e-mail addresses from customers not only on your website but on social media. Once people are on the site, collect customer e-mail addresses and continue to communicate with them effectively," (Zahay 2015).
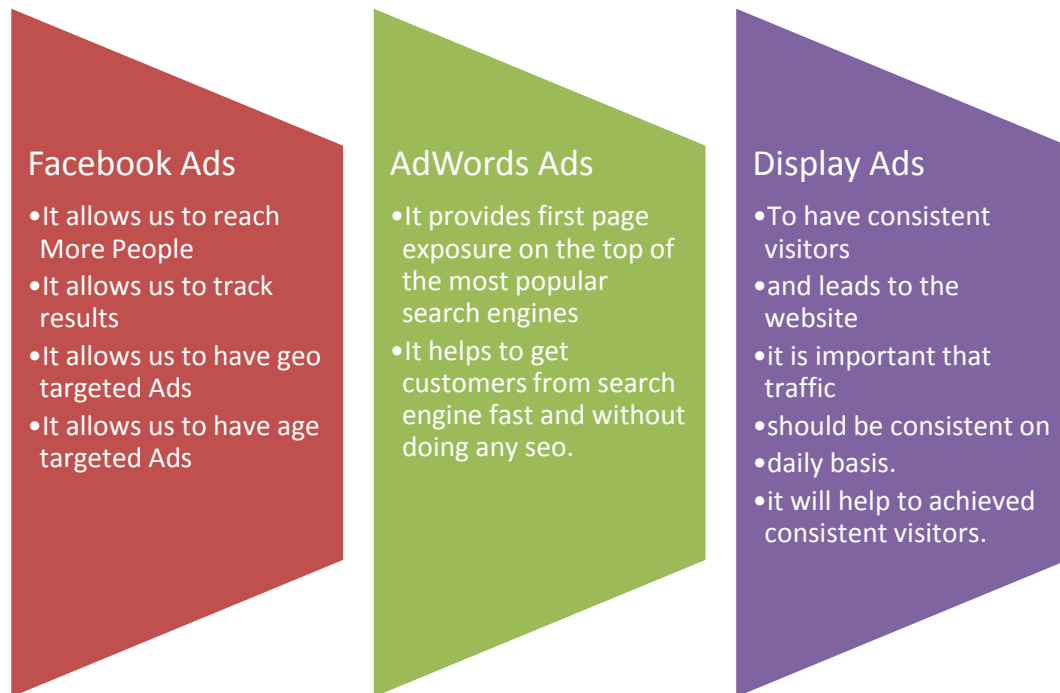
3.6 Paid Advertisement and Campaign

Paid advertising, also known as display advertising, consist of any type of paid-for ads, such as banner ads, Pay Per Click ads, search ads, promoted posts and promoted tweets. Display advertising is similar to conventional ads. There are texts and images with a link to the organizations webpage and the visitor will see the advertisement after typing a specific search phrase to a search engine (Chaffey & Smith 2017).

There are two characteristics with pay per clicks (PPC): 1) the advertiser pays only when the customer clicks the advertisement and is directed to the advertiser's website and 2) pay per click advertising is highly targeted. The advertisement is shown to the visitor only when a specific keyword phrase is typed and then the user is already interested in the topic and searching for more information (Chaffey & Smith 2017).

According to Wynne (2017), the most prominent SEM providers are Google Adwords, Yahoo! Search Marketing and Microsoft Adcentre. Google is the dominant AdWords serving search engine there are alternative servers. Yahoo (takes around 10%) and Bing (formerly MSN, takes 5%) are Google's main competitors, though neither has a particularly large market share. Keyword bidding is usually cheaper on these platforms because there is less competition from marketers on Yahoo and MSN (Wynne 2017).

Table 1 Paid campaigns three major platforms

Facebook Ads
- It allows us to reach More People
- It allows us to track results
- It allows us to have geo targeted Ads
- It allows us to have age targeted Ads

AdWords Ads
- It provides first page exposure on the top of the most popular search engines
- It helps to get customers from search engine fast and without doing any seo.

Display Ads
- To have consistent visitors
- and leads to the website
- it is important that traffic
- should be consistent on
- daily basis.
- it will help to achieved consistent visitors.

PPC is an online advertising model whereby an advertiser will only pay for an advertisement when a user clicks on their ad. Whether this advert appears a thousand times or just once, the cost depends only on the number of times the advert is clicked through (Wynne 2017). Pay Per Click advertises your site, products or services in the 'Sponsored Links' or 'Paid Listings' of search engine results (Wynne 2017).

The amount that an advertiser stipulates as their maximum cost per click is not always the amount that is paid – the Google AdWords Discounter intelligently monitors the competition for each keyword and automatically reduces the actual cost per click to the lowest possible price per position on the page. Google AdWords allows an individual or business to promote themselves, their products and services with Pay Per Click (PPC) and site targeting services for both text and content media advertisements, (Wynne 2011).

Facebook Ads Facebook also offers Pay Per Click advertising. "You can target your ad by location, gender, age, keyword, relationship status, job title, workplace, or college. As you select each targeting criteria, a nifty little box pops up on the side and displays the approximate number of users that your targeting encompasses." (Wynne 2017).

PPC advertising is said to be one of the greatest and most cost-effective ways to bring new visitors to your site. Advertise marketers spend billions in digital advertising. As a result, SEM is now the fastest growing form of advertising and, because of the complexities, many companies rely on agencies to manage their search marketing (Wynne 2017).

4 MONITORING AND MEASURING ACTIVISTS

One of the many advantages of using digital marketing is the fact it is measurable. With right metrics it is possible to measure how the digital marketing strategy is performing, receive the statistic while the campaigns are running and make appropriate changes according to the analytics and received data, which is faster than in traditional methods where the data will be received after the campaigns (Chaffey & Smith 2017; Giannetto 2014). The key online metrics are e.g. duration of the visit, the number of visitors, enquiries, sales and conversion rates. The responsible persons and frequency of reporting are included into the final step (Chaffey & Smith 2017).

Measuring digital marketing requires valid and reliable indicators that are in line with the digital marketing plan. Digital marketing strategy's objectives determine the right metrics and key performance indicators (KPIs) that are needed to measure the effectiveness of digital marketing. Without proper and clear objectives, it is difficult to measure the return or effectiveness of marketing actions (Florès 2014). Developing a good system of digital analytics (formerly web analytics) is vital for controlling digital communications. "Using digital analytics means applying tools like Google Analytics to help you check whether your objectives are being achieved; it should also be used for ongoing improvements" (Chaffey & Smith 2017).

It is not that much easier to measure the digital environment. There are complex issues need to be considered. "It is challenging to allocate received marketing and sales leads to one exact marketing action and the results from marketing tactics can be visible after several months or even years. It is easy to count in online surrounding, but it is not equivalent to measuring" (Florès 2014) It is easy to count e.g. the number of visitors and visits, time spent, the number of impressions etc, but it is much harder to measure, which means: "establishing clear marketing objectives, identifying the most appropriate metrics, assessing the achievement of these objectives, and setting up the most pertinent measurement system" (Florès 2014). It requires measuring, analysing and making changes according to the data in order to increase the effectiveness of the marketing campaign. Though the measuring might be challenging, but even an estimation of the results can help to direct the actions (Chaffey & Smith 2017; Florès 2014).

There are two kinds of metrics: quantitative and qualitative metrics. Quantitative metrics count e.g. the total audience of the campaign, number of clicks generated or a number

of products sold. Qualitative metrics, on the other hand, are more complex to measure, such as changing the perception of brand image or indirect measurements effects of the campaign (Chaffey & Smith 2017; Florès 2014).

Digital analytics also provide tactical insights such as the opportunity of seeing what the most popular pages are (i.e. what's of interest to customers) and how long they spend on specific pages. Comparing enquiries (visitors) to sales (customers) reveals conversion ratios. How good are you at converting an enquiry into a sale or a sample? This ratio is important and should be watched carefully. High traffic (visitors) and low sales give a low conversion ratio and suggest that the web site needs to be improved, whereas low traffic and high sales give a high conversion ratio which suggests that the web site design is fine, but perhaps more resources need to be spent on generating traffic (Chaffey and Smith 2017).

In any campaign, goal setting is important to measure successes, track progress toward those goals, and evaluate strategies and tactics that worked and those that didn't (Wynne 2017). Sample Measurements of Success;

- One-to-one interactions at events
- Phone calls from people seeking information
- Website traffic
- New volunteers from the Mentoring Connector
- Donations
- Sign-ups for email list
- New fans and followers on social media platforms
- Earned Media impressions
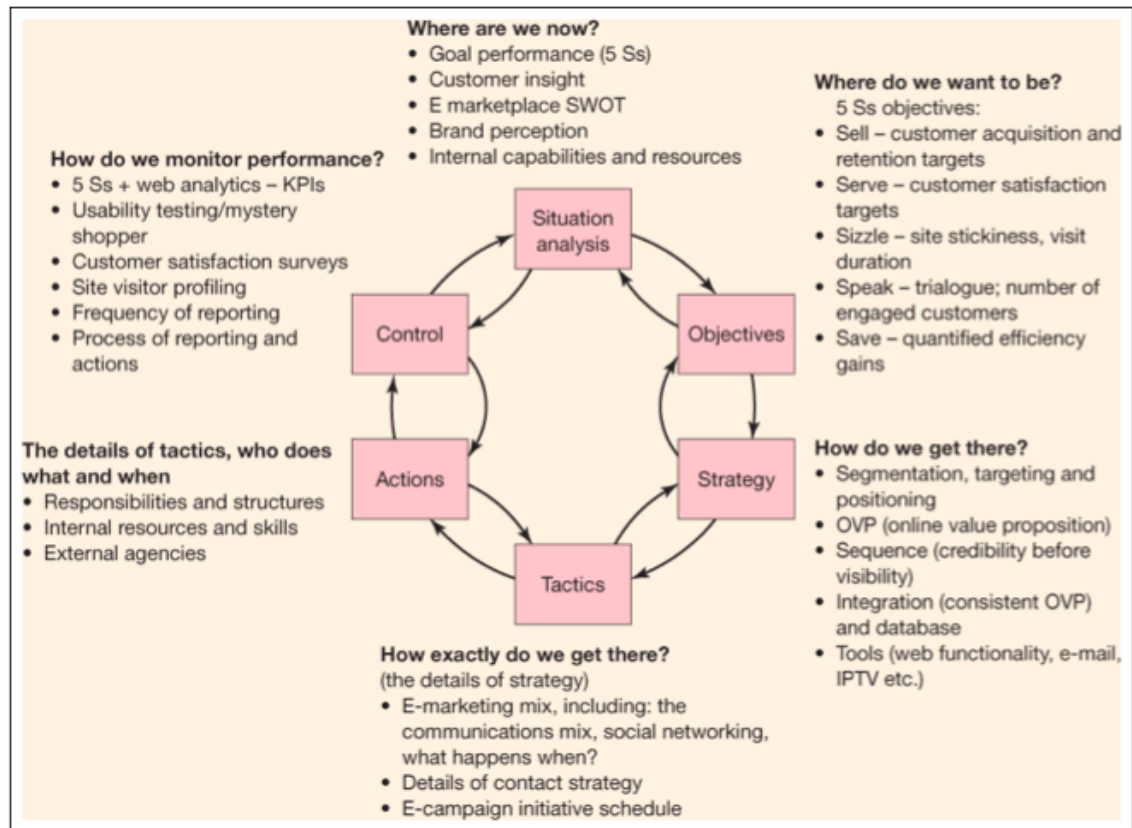- Number of elected officials demonstrating public support for mentoring

Monitoring and analysing digital marketing activities are handy by recording milestones on a weekly basis and writing a brief analysis of the results. These help to refine efforts year to-year for maximum effectiveness. Creating analytics account such as Google Analytics, TweetDeck, or Buffer are free and very useful to track online successes (Wynne 2017).

5 DIGITAL MARKETING PLAN

Digital marketing planning involves marketing planning within the context of the online business environment. It is evidently clear that successful digital marketing plan is based on an integrated with traditional marketing disciplines and planning techniques, adapted for the digital media environment and then mixed with new digital marketing communications techniques that include listing and talking (Chaffey and Smith 2017).

The purpose of a digital marketing plan is to ensure seamless campaigns across all digital platforms workflow to attain the strategic goals of the project. "For example, the website should be optimized for organic search in terms of the title tag and appropriate keywords and point the user to sites for social interaction. In turn, search and social media should work together also. One way to ensure they are integrated is to monitor social media channels to understand how to optimize paid and organic search," (Zahay 2015).

SOSTAC Planning system is one of the most prominent and well-established digital marketing planning tools (Chaffey & Smith 2017; Smith, 1996). SOSTAC is a marketing planning model designed by P.R Smith. The model consists of six phases that support one another in the planning phase. The popularity of this model is based on its simplicity and the fact that it can be applied to any industry (see Figure 3). The name of the model is an acronym which becomes from the steps that the model presents. These steps are Situation analysis, Objectives, Strategy, Tactics, Actions and Control (SOSTAC).

Where are we now?
- Goal performance (5 Ss)
- Customer insight
- E marketplace SWOT
- Brand perception
- Internal capabilities and resources

Where do we want to be?
5 Ss objectives:
- Sell – customer acquisition and retention targets
- Serve – customer satisfaction targets
- Sizzle – site stickiness, visit duration
- Speak – trialogue; number of engaged customers
- Save – quantified efficiency gains

How do we monitor performance?
- 5 Ss + web analytics – KPIs
- Usability testing/mystery shopper
- Customer satisfaction surveys
- Site visitor profiling
- Frequency of reporting
- Process of reporting and actions

How do we get there?
- Segmentation, targeting and positioning
- OVP (online value proposition)
- Sequence (credibility before visibility)
- Integration (consistent OVP) and database
- Tools (web functionality, e-mail, IPTV etc.)

The details of tactics, who does what and when
- Responsibilities and structures
- Internal resources and skills
- External agencies

How exactly do we get there?
(the details of strategy)
- E-marketing mix, including: the communications mix, social networking, what happens when?
- Details of contact strategy
- E-campaign initiative schedule

[Diagram cycle: Situation analysis → Objectives → Strategy → Tactics → Actions → Control → Situation analysis]

Picture 5 SOSTAC ® planning framework. SOSTAC Source: www.sostac.org

The objective of digital marketing strategy is based and in line with the project's established goals, as it was stated earlier digital marketing planning should be in line with marketing strategy and the marketing strategy should be based in the organizations business strategy (Chaffey & Smith 2017). Hereunder the six tools recommended for digital marketing plan discussed briefly.

The plan is created by using theories, models as the knowledge base and combined with personal experience. The plan serves its purpose of providing suggestions on how the organization should work and focus its effort on different digital platforms. Not only providing the suggestions on existing platforms but the plan also recommends the organization to implement its activities on promising new channels.

5.1 Situation analysis

Situation analysis is the first part of the digital marketing plan. It answers the question 'Where are we now?' Situation analysis means 'Where are we now?' For multi-channel

marketers, how many of your customers are buying or influenced online? Full customer analysis answers the questions, 'Who, Why and How' (there's more on these later). What is the growth forecast? What are your competitors doing? What is the impact of the new intermediaries? What's working for them? What seems to work online and offline and what seems not to? How have you performed online? What's changing in the online world? Half of your plan needs to be devoted to this section as it helps you to make more informed important decisions later (Chaffey & Smith 2017).

For the purpose of analysing the current status of the Project SWOT analysis was used. It would help to identify the project's strengths and weaknesses as well as the opportunities and threats from both inside and outside.

Table 2 SWOT analysis

Strengthen	Weakness
- has wide network with similar service providers - access to academic community - has well qualified project personals	- Lack of direction and planning in digital marketing activities. - do not have website - do not have functional social media channels
Opportunities	**Threats**
- High demand for mentoring and mentoring services - Digital marketing can be very cost effective - Access to high skilled immigrants	- lack of experience - competitive market - dependency on old channels of communication

In general, the Project poses in a good situation. There are ample opportunities and solid strengthen. However, there are apparent weakness and threats that should be addressed. To attain sound success, it requires solidifying strengths while taping opportunities. It is also important to address weakness and lookout threats. However, there is no specific marketing plan designed for the project. When it is done though, it is important to incorporate it with the general guideline of the marketing plan. Zahay (2015)

noted that the marketing plan and a digital marketing plan should have the same objectives as the company has in their business plan.

The project does not have a marketing plan yet. For that reason, it is difficult to integrate the digital marketing strategy with the overall marketing strategy of the project as there is not any unified and clear plan. The offline approaches can be an ideal option to promote the Project's activity at the moment. For example, events such as job-fair, seminars and conferences can be used to attract customers and potential partners.

Currently, the project also does not have a digital marketing strategy and own a website. It can be said that so far the project does not take the full advantages of digital marketing. The project deoesn not have enough social media presence in most popular social media platforms such as Instagram, Facebook, YouTube, LinkedIn and Twitter.

5.2 Objectives

Objectives mean 'Where are we going?' or 'Where do we want to be?' Why go online? What are the benefits, what is the purpose of going to all of this effort? Remember the 5Ss (Sell, Serve, Speak, Save and Sizzle)? Plus we can add the key performance indicator (KPI) pyramid (from return on investment (ROI) to market share, to sales, to enquiries, to visitors etc.). Good objectives are quantified and also contain strict timescales (Chaffey & Smith 2017).

The project does not clear digital marketing objective to attract target customers or partners. A clear objective would help to solidify a presence in the market and build brand visibility. One of the major steps to brading the project as the place for bulding networks and source of information about employment and work life. It can be a hub for expertise advises on job hunting and carrier advice for expat living in Turku area.

5.3 Strategy

Strategy means 'How do we get there?' Strategy summarizes how to fulfil the objectives. It is the shortest part of the plan, but arguably, the most important, as it gives direction to all the subsequent tactics. How will sales be delivered? Which trends are we responding to? What positioning will be chosen? Which segments will be targeted with which propositions? What communications strategies will be used to support customer

acquisition, conversion, and retention? Which media mix will be used to acquire new customers, and which contact strategy will be used for customer retention and 'share of wallet' growth? (Chaffey & Smith 2017).

It is worth to note that a well-functional and user-friendly webpage can play central role in communication strategy. With well-designed webpage, it is much easier to target current and potential customers through search engine optimisation. To this end, creating key messages has paramount importance. According to Kim (2016), creating key messages must be based on the individual audiences to which the brand will be communicating.

A key message is the core concept or elevator pitch that is used to develop other communication pieces. "When developing a key message, consider the following: What does the audience value? What unique benefit does this brand, cause, product, service, or event offer in relation to the audience's need? Which keywords or topics capture this issue?" (Kim 2016).

5.4 Tactics

Tactics are the details of strategy (the marketing mix, communications mix and channel mix are the tactical tools) and here we add more detail. Highlighting on, say, a Gantt chart, exactly which tactics occur when there is, for example, the execution of Pay Per Click ads or a series of opt-in emails. What level of integration is there between tools, database and e-CRM? Tactics explain how to implement the strategy. (Chaffey & Smith 2017).

Tactics are detailed and specific tasks that would help to attain the strategy. Listing all specific course of action is important in all aspects of communicating with potential customers. To effectively execute, for example, a campaign needs to have specific rules and specific platform. Keywords need to be optimised in search engines.

The tactics of the social media plan are created according to different functions and applications of social media in the marketing strategy. Social media platforms are acting as a tool to maintain member relationships. Moreover, the platforms act as a community for members and potential members to connect and network. As one of the main activities of the organization is organizing business events, social media platforms are operated to support the promotion of these events (Teneja & Toombs 2014.)

5.5 Action

Action is the detailed working out of tactics. Who does what, when and how? What processes are required to make things happen? Each tactical e-tool is a mini project that needs to be managed. What actions have to be taken to create and optimize a web site, to develop a Pay-Per-Click campaign, an opt-in email campaign? Everything degenerates into work! Arguably, this is the weakest part of the planning process for most companies (Chaffey & Smith 2017; Bossiddy and Charan, 2004).

The project needs to assign a focal person to manage the digital marketing activities. The designated would make sure the proper implementation of the digital marketing plan. Once the basics have been set to the demanded level, digital marketing activities can be further expanded.

5.6 Control

Control identifies what you need to measure (metrics), when and what happens when you see a blip. The control section of the plan ensures you know whether you are succeeding or failing – before it is too late. This is where analytics systems measure and monitor regularly the key online measurables – visitors, durations, enquiries, subscriptions, sales, conversion rates, churn rates, loyalty levels and more. Control needs to be built into a plan; i.e. who reports on specific control criteria (e.g. usability testing, web statistics analysis and external trend spotting) and how frequently (Chaffey & Smith 2017).

There are several digital marketing metrics and KPLs to measure and track the performance of the digital marketing plan. For example, Google Analytics a handy tool get invaluable information about webpage visitors, sessions, and other customer behaviour and data. There are also free tracking tools such as Google ads manager tool, Facebook ads manager, Alexa webpages ranking, etc. would help to track performances. It is important to use KPIs to analyse the level of successes and shortcomings.

6 CONCLUSION AND RECOMMENDATION

In ever-growing digitalized world, organizations and companies have been able to maximize their outreach and benefits massively in tactful implementation of digital marketing tool. The secret behind the success of many prominent companies of these days is on how they engage customers in their strategies; customer acquisition and retention.

Chaffey and Smith (2017) noted that digital marketing plan addresses customer acquisition and retention using digital tools, though the digital plan must support the overall goals and direction given by the overall marketing plan, which in turn, must support the goals and direction given by the overall business plan (which can include plans for growth including business acquisitions, product extensions, product withdrawals, etc.). "The most effective digital marketing plans are integrated with offline marketing methods and online channels should support the entire customer journey and buying process with continuous development:" (Chaffey & Smith 2017).

It is recommended for the project to employ a digital marketing plan that could entices customers (mentors, mentees or anyone targeted for participating in the programme) using a mix of digital marketing tools. The focus of this thesis is to find a viable digital marketing strategy that supports the overall goals of the project.

The primary goal of this thesis is to establish a digital marketing plan. Given Project X aims to achieve effective communication with its customers and stakeholders with effective digital marketing strategy, the thesis explores different digital marketing tools to formulate a digital marketing strategy for effective execution of project's programmes. Hereunder follows a recommendation that the project needs to incorporate in its digital marketing methods for enhancement of its services and engagement of potential customers.

Starting a website: For customer acquisition online presence is one of the most important channels. Customers seek information online and make buying decisions based on the information available in different digital channels. Website is the centre of digital marketing tactics and the other channels, such as social media channels, should direct the customer to the website for more information (Chaffey & Smith 2017, 368.)

"Effective web design is the central element of digital marketing, from which we develop strategies for other delivery platforms, which include search, social, mobile and e-mail

marketing." (Zahay 2015, 27.) This shows how a website plays important role in digital marketing. The website should be used as a core for all the other digital marketing channels and it needs to be done first in order to have a coherent digital marketing experience.

According to Zahay (2015), the positioning and objectives of the company need to be established before the website is created because a website is a tool where those decisions are being mirrored to the users of the website. With example search engine optimization, page design and by improving user experience an organization can multiply the effectiveness and usefulness of their website (Chaffey & Smith 2017, 333- 336). "The most basic concept to keep in mind when designing a web page is that this is where people tend to look first for information about your company or organization" (Safko 2012).

It would be advisable for the project to own a multi-lingual website with appealing contents. This would enable users to find out about project's services and further information of interest. Interactive website enable visitors to communicate with service provides and build network e.g. post comments and inquire information form administrators in the area of interest. It can be also used to get email subscriptions.

Using Search Engine Optimization (SEO): According to Smith and Chaffey (2017, 368), search engine marketing is one of the most important digital marketing tools. One reason they give for this argument is that when someone is searching for a new product or a service, they are most likely to turn to Google and try through different searches to find a product or service that fits for their needs. Using search engines is likely when someone is already familiar with a product or service, and they want to find out more about it (Chaffey & Smith 2017, 368.) In other words, search engine optimization makes one visible and easier to find through different search engines. It is crucial for the website to appear on the top of the search, and especially on the first page of the search. This shows that SEO has paramount importance to bring visitors to the organization's website. The project can boost its presence by using SEO. It can maximise its visibility by optimizing its main service terms such "Mentoring for immigrants" Networking for immigrants in Turku"

Running Pay Per Click (PPC) Advertising: This advertisement is shown to the visitor only when a specific keyword phrase is typed and then the user is already interested in the topic and searching for more information (Chaffey & Smith 2017). Pay per click

advertising is a highly targeted because the advertisement is seen on the search only when certain keywords are typed into the search engine. This way of self-advertisement cannot be a wastage because advertisers only pay if there is a click through. Run targeted ads on the search network that will promote services of the project. It would be instrumental to incorporate SEO and PPC in the digital marketing plan.

Using Social Media Networking: People use social media to network, from both viewpoints of an organization and its members. This is especially important for project to attain its core mission in creating a forum for its members to network and connect. In addition, an organization connects to various business and other organizations to cooperate and build a common environment (Taneja & Toombs 2014).

Social media are instrumental to employ event based marketing. Social media platforms such as Facebook and Twitter help to promote own events to a large number of people located nearby places. It also important to create loyal fans and engage new members. These will make the project to stands out among its competitors. The project should create and actively engage users to interact in its social networks through sharing informative, timely, educative and entertaing contents. It is worth to note that social media platforms are useful to announce the latest blog publications, share similar posts, promote events, etc.

Employing Email marketing: As a strategic element of the digital marketing delivery mix, e-mail fits into the scheme of customer retention and service as well as acquisition (Zahay 2015). The Project can use E-mail marketing to recruit mentors and mentees, update stakeholders with current development and future intakes of the project.

Generally, digital marketing plan can be designed and used in accordance with the needs and the urgency of the project. There a lot of things to be done to improve and accommodate the interest of all stakeholders. It is worth to note that digital marketing plan guides the choice of target markets, positioning (and subsequent propositions) which in turn help to determine the optimum mix (website hub, opt-in email, e-sponsorship, social media and content marketing) in most cost effective ways.

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Guideline: Digital Marketing plan for project x

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June, 2019

Appendix

Contents

Introduction

Project X sets to support high skilled immigrants, in other words, international talents, to integrate into the Finnish labour market through network and mentoring programmes. The project aims to develop, experiment and distribute models and practices of labour market integration. It also sets to systematize mentoring and networks utilisation. In addition, the project aspires to works with the international partners to develop a course of action for networking and forge more efficient encountering between employers and employees. Therefore, the main focus of this digital marketing plan is to find the most suitable strategy that would augment the mission of the project.

Given the project aims to achieve effective communication with its customers and stakeholders with viable marketing strategy, all necessary theoretical frameworks and digital marketing methods were reviewed to design comprehensive digital marketing plan. Recognizing the importance of all digital marketing tools, this plan chose six digital marketing methods which are prominently used by many organizations. These methods are Search Engine Marketing (SEO), Search Engine Marketing (SEM), Content Marketing, Social Media marketing, Email Marketing and paid Advertisement and Campaign.

Vision and goals

Vision

The Project implements targeted marketing and communications campaigns that primarily focus on attracting high skilled immigrants, employers, mentors and other stakeholders and partners to participate in its services. This digital marketing plan would augment efforts to ensure a viable means of communication with broad audience. To this effect, the most suitable digital marketing methods, promotional objectives and strategies were identified on the basis of literature, personal observations and discussions.

Objectives

The general objective of this plan is to enhance the digital presence of the Project using various channels. Publicizing services provided by project , new customers, partners, and alike would be acquired and retained.

- Build an online forum and community for members to connect and network
- Increase communication with people on digital media platforms
- Improve the visibility of the project through search engine optimisation
- Build network with other organizations and partners to acquire more members
- Monitoring performances

Digital Marketing Planning framework

Situation analysis, Objectives and Strategy, Tactics, Action and Control (SOSTAC) planning model was used to formulate digital marketing strategy for Project X. SOSTAC is a planning system used by thousands of professionals to produce all kinds of plans (marketing plans, corporate plans, advertising plans and digital marketing plans). The model allows researchers to use the collected information and analyse it gradually in order to create a simple and effective digital marketing plan. Therefore, before this plan designed theoretical frameworks and background information were collected to induce a viable digital marketing plan.

SOSTAC Planning Model consists of six phases that support one another in the planning phase. The popularity of this model is based on its simplicity and the fact that it can be applied to any industry. The name of the model is an acronym which becomes from the steps that the model presents. The picture below briefly highlights six phases.
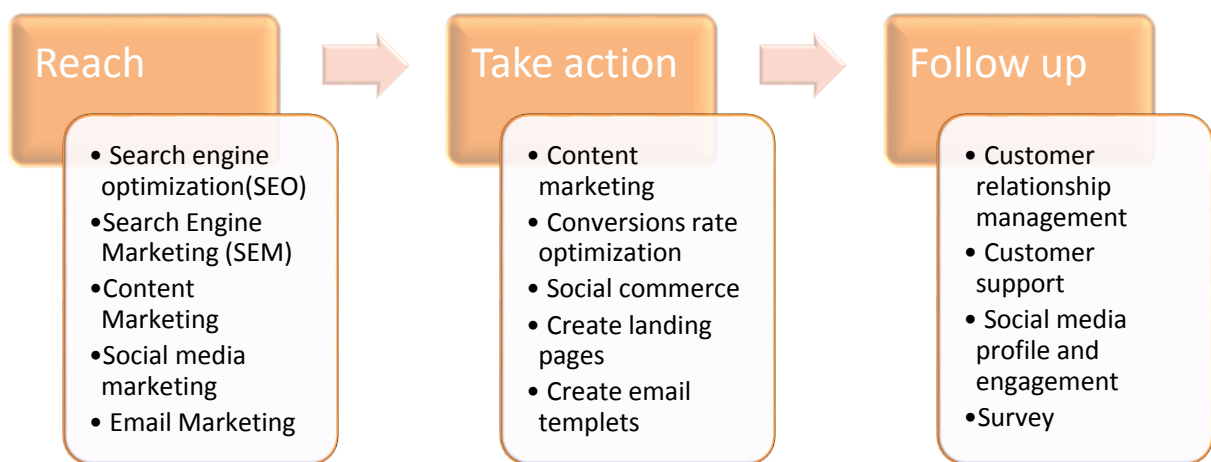
Picture 1. SOSTAC ® planning framework. SOSTAC Source: www.sostac.org

Digital Marketing methods

It is worth to mention that digital marketing includes several methods such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, Social Media Marketing, Influencer marketing, Campaign marketing, Data-driven Marketing, E-commerce Marketing, E-mail Marketing, Display advertising, etc. (Wikipedia 2019). Therefore, the selection of a particular method depends on the needs of the organization to achieve its strategic goals. For example, social media marketing is an ideal option, if an organization or a company needs to interact with customers and build cordial relationships with online

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communities. Given the importance of utilizing all digital marketing methods, this thesis would prefer to use some prominent methods such as Search Engine Marketing (SEO), Search Engine Marketing (SEM), Content Marketing, Social Media Marketing, E-mail marketing and Paid Advertisement and Campaign for sake of simplicity and clarity. This digital marketing plan induces a guideline to create viable digital marketing plan and a list of suggestion to incorporate for digital marketing undertakings. Hereunder follows the course of actions to be followed in the development of digital marketing strategy.

Reach

- Search engine optimization(SEO)
- Search Engine Marketing (SEM)
- Content Marketing
- Social media marketing
- Email Marketing

Take action

- Content marketing
- Conversions rate optimization
- Social commerce
- Create landing pages
- Create email templets

Follow up

- Customer relationship management
- Customer support
- Social media profile and engagement
- Survey

Search Engine Marketing (SEO)

Search engine marketing (SEM) is the combination of Search engine optimisation (SEO) and Pay Per Click (PPC) advertising. SEO is the process of improving ranking in search engine results by making optimisation changes to your website. PPC, on the other hand, is an online advertising tool in which advertisers pay their host in advance. It is possible to be top of the ranking immediately with 'paid for advertising'. However, to achieve this and to remain on top of the list can become costly. Wynne (2011).

Digital media tools/ sites	Customers/ users	Communication strategy	Frequency	Person/Team responsible
Website (On Page)	new customers, partners	• Pick up targeted keyword for particular campaign. For eg.the main keyword can be ' mentoring for immigrant in Turku area' • Create XML Sitemap and submit to webmaster • Create robot.txt file and submit to webmaster • Check content quality and copyscape • Check keyword density within the content of each pages • Optimize Unique Title of every pages • Optimize Unique Description of every pages • Optimize Images of every pages • Optimize url, make it SEO friendly	*Once a month, twice a month*	
Other media platforms (Off Page)	New customers, partners	• Create contextual backlinks using relevant and authority websites. • Share image, articles and videos to other social media and websites • Directory submission, For E.g. to Fonecta, yelp or Google business	*Every week*	

Search Engine Marketing (SEM)

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Communication/engagement strategy

Social media tool/site	Customers/users	Communication strategy	Frequency	Person/Team responsible
Paid Ads provides Google AdWords. Bing Ads and Yahoo Search Ads	*New customers, partners*	*Use Google AdWords. Bing Ads and Yahoo Search Ads* *Conduct in-depth keyword research*		

Content Marketing

Content is the most important tool that can be used to provide information about the Project to the larger audience. Providing relevant and timely content, a webpage is very important for customer acquisition and online presence. It is one of the most important channels that can help the project can attract new customers and partners. The significance of this strategy is to offer quality content and be reliable source of information and expertise. The website can be used as platform for campaigns to acquire and retain new customers. It would be of great importance to launch multilingual website, Finnish, Swedish, English, Russian, Arabic, etc. According to Chaffey & Smith (2017), a website is the centre of digital marketing tactics and the other channels, such as social media channels, should direct the customer to the website for more information.

Communication/engagement strategy

Digital media tool/site	Customers/users	Communication strategy	Frequency	Person/Team responsible
blog, website, social media channels and email newsletter	*new customers, partners*	*Write unique, informative content related to the keyword* *Make a landing page related to the topic and keyword* *Use infographic, pictures to make the landing page and looks professional.* *Pick up targeted keyword for particular campaign* *Inspiration thoughts*	*Weekly, monthly*	*digital media team*

Social Media Marketing

There are several advantages of using social media as marketing platforms. Compared to traditional marketing, social media marketing is affordable and helpful to attain different business goals within short period of time. It also has huge number of audiences across the world and getting feedback is much easier.

Communication/engagement strategy

Social media tool/site	Customers/ users	Communication strategy	Frequency	Person/Team responsible
Facebook		Post informative content, share content and engage in posts Encourage people to interact by asking questions		
Twitter		Share posts from blog, retweet Use hashtag #Mentoring #networking for immigrants Follow other potential partners, organizations and members' accounts		
LinkedIn		Share job vacancies and blogs Information about different business events		
Instagram		Add pictures, videos to the post,		

E-mail marketing

Email marketing is marketing through email and a way to deliver targeted marketing messages to potential or existing customers. Email marketing is a marketing tactic that is commonly used as a prospect conversion and customer retention tool. The marketing emails are sent to prospects and customers that have given permission and effective email campaigns require a strategy for content and sending frequency (Chaffey & Smith 2017)

E-mail marketing can be integrated with other platforms of digital marketing quite easily. We can include icons on our e-mails pointing customers to social media or back to our websites. Including social media connection information and forwarding capabilities on e-mails can also increase the reach of communications (Zahay 2015). The email marketing plan will give the organization a throughout process of sending an email newsletter and provides detailed tactics in each element

Communication/engagement strategy

Digital media tool/site	Customers/users	Communication strategy	Frequency	Person/Team responsible
Email		*Create a subscribe form or call-to-action button in the landing page.* *Provide important, necessary and relevant information at the beginning* *• Include "Call-to-action" quote* *Create email templets*	*Daily, twice-weekly, or weekly*	

Paid Advertisement and Campaign

Paid advertising, also known as display advertising, consist of any type of paid-for ads, such as banner ads, Pay Per Click ads, search ads, promoted posts and promoted tweets. Display advertising is similar to conventional ads. There are texts and images with a link to the organizations webpage and the visitor will see the advertisement after typing a specific search phrase to a search engine (Chaffey & Smith 2017). There are several types of paid advertisement campaigns including Facebook Ads, AdWords Ads, and Display Ads. They are explained as hereunder follows;
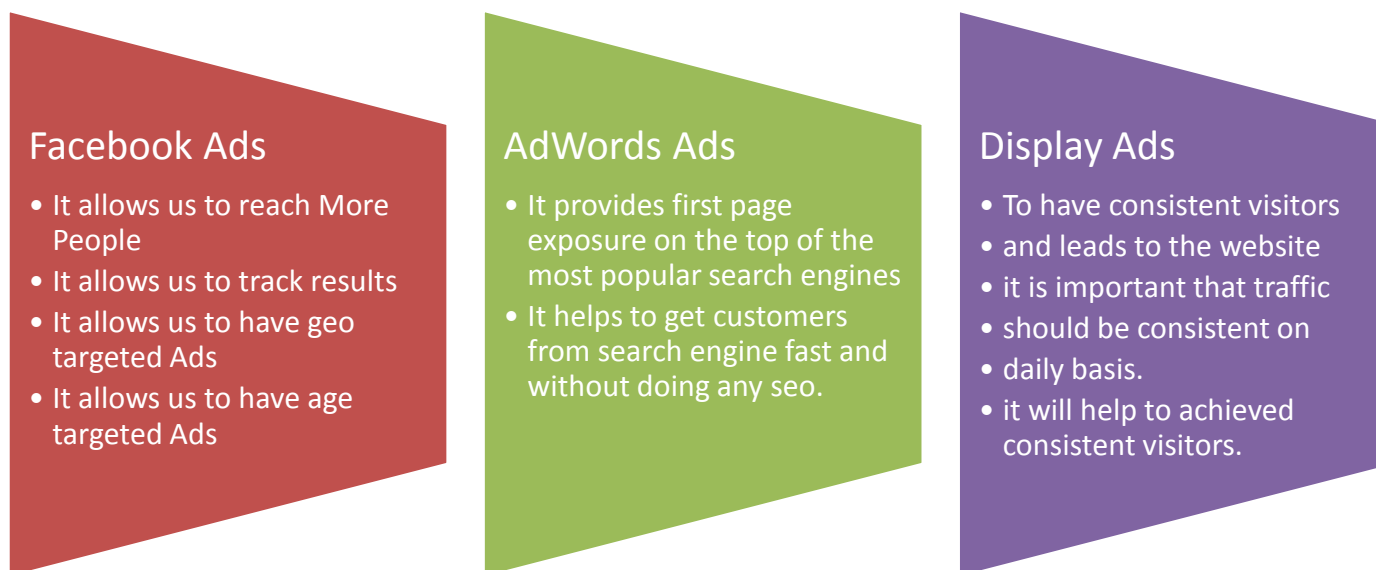
Facebook Ads
- It allows us to reach More People
- It allows us to track results
- It allows us to have geo targeted Ads
- It allows us to have age targeted Ads

AdWords Ads
- It provides first page exposure on the top of the most popular search engines
- It helps to get customers from search engine fast and without doing any seo.

Display Ads
- To have consistent visitors
- and leads to the website
- it is important that traffic
- should be consistent on
- daily basis.
- it will help to achieved consistent visitors.

Figure 1 Paid campaigns three major platforms

Communication/engagement strategy

Digital media tool/site	Customers/users	Communication strategy	Frequency	Person/Team responsible
Facebook Ads	*description of the users you will be targeting for each social media channels.*	*strategies will use to establish and maintain interactions with customers*		*media team*
AdWords Ads				
Display Ads				

Digital marketing policy

The digital marketing plan needs to establish a content management policy based on the project's core values and beliefs. The detail can be further explained in another document.

Policy details	Reason	Applicable digital media tool
include what can and cannot be published, tone of voice & language principles, privacy principles, non-disclosure principles and general customer service standards	*Include a reason why each policy is important to the project*	*[E.g. All]*

Digital marketing team

It is important to assign some team members to oversee the digital marketing tasks. If it is not possible to fill the post, it is recommended to outsource the tasks to professional marketing companies that are experienced in digital marketing.

Communication/engagement strategy

Roles	Details of responsibilities	% of time spent on social media	Person responsible
Digital marketing manager	▪ *Develop & implement social media strategies* ▪ *Develop & implement marketing campaigns* ▪ *Perform regular monitoring & measurement activities* ▪ *Manage social media team* ▪ *Networking.]*	*50%*	*[E.g. J. Smith, Marketing Manager]*
Digital media administrator	▪ *Monitoring daily and responding to comments/enquiries.* ▪ *Posting/updating twice weekly* ▪ *Approving/removing users* ▪ *Removing inappropriate content* ▪ *Networking.*	*50%*	*[E.g. M. Bloggs]*

Action plan

The focus of the action plan is to achieve milestones within the start of the digital marketing plan. The actions plan may need to prioritise urgent issues.

Communication/engagement strategy

Action/Milestone	Date of expected completion	Person responsible
Launch a website	Two month	
Create Twitter, Facebook, LinkedIn accounts	two months	

Course of action

The course of action further define the activities prioritized to implement and the analysis of their costs and performance.

Communication/engagement strategy

Activity/milestone	Person responsible	Date of expected completion	Cost ($)	Key Performance Indicators (KPIs)	Business goals
Increase website traffic, search engine optimisation					
networking, recruitment					
application development					
Advertising					

Monitoring/measurement activities

The control of the tactics planned to be used in this digital marketing plan, can be achieved utilising tools provided by the services for this matter such as Google ads manager tool, Alexa webpages ranking, Facebook ads manager. It is important to define the key performance indicator to follow periodically to analyse the level of success or understand the signs to realize the needed changes to optimize the channels. There are key Performance Indicators (KPI) such as SEO ranking, and social media followers.

Communication/engagement strategy

Digital media activity	Date of review	Monitoring methods	Review outcomes
SEO,	Weekly, monthly, yearly]	Website rank, source of traffic, conversion rate, using Google Analytics and other	Review performance after every campaign concluded
SEM, PPC		Keyword analysis and number of conversions Sign-ups for email list Website traffic	
Social media channels (Facebook, Twitter, LinkedIn, Instagram, etc.)		Likes, followers, comments, unlike, unfollow Using Facebook Ads Manager	