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ONLINE PRESENCE OF PHYSIOTHERAPY PIRJO LUJALA

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<p data-bbox="312 701 424 730">Abstract</p> <p data-bbox="312 775 1449 913">The purpose of this thesis was to find out what are the features of a good website. Based on that information, improve the website of Physiotherapy Pirjo Lujala. The objective was to create more value to the company with the more elegant and attractive website.</p> <p data-bbox="312 994 1449 1301">Physiotherapy Pirjo Lujala provides services and therefore the theoretical part of the thesis handled marketing communication, included information of direct and digital marketing, online marketing, social media, mobile marketing, and websites. The website of the company was made with Weebly, and therefore it is also handled more in the thesis. The second chapter of theoretical part is marketing of services. The flower of service and 7 P's of service marketing were included in this topic.</p> <p data-bbox="312 1382 1449 1688">The thesis was project based with the outcome of an improved website. The main problem with the website was old information the website contained. In the empirical part the before and after improvements were illustrated. The website got a background color, new pictures, more information and clearer structure. The project was implanted in the end of 2020 and the beginning of 2021. The result of the project was as expected. The website became more professional, elegant and attractive than before.</p>		
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1 INTRODUCTION

The purpose of this thesis is to improve the website of Physiotherapy Pirjo Lujala. The website was created in 2018. Online presence of a company is important because it affects to the company's image. The improved website would bring more value to Physiotherapy Pirjo Lujala. After the improvements, the website is clearer and overall, more tempting.

Physiotherapy Pirjo Lujala provides services, such as physiotherapy, acupuncture, lymphatic touch and hot stone massage. It is located in Riekkopolku 6 A 4, Rauma and it was founded in 2002. The customers are from all age groups, men and women. Rauma has a lot of physiotherapists and massagers, so the competition is tough. Despite of the competition, Pirjo has been able to create reliable customer base.

The thesis is project based. It begins with purpose, objectives and implementation and continues with theoretical part. The theoretical part includes marketing of services and marketing communication. 7P and forms of marketing communication are handled in this thesis, but the focus is on online marketing and websites. Therefore, this thesis describes the features of a good website. The empirical part includes the process of improving the website.

The website of the company is originally made with Weebly. Instead of making a totally new website, the same platform remains, and the changes are made to already existing website. The main problems of the website are old information and unattractiveness. After the improvements, the aim is that the website is more elegant, and all the information is updated. A schedule is made for the project, where each week has different tasks. When the project starts and proceeds, every step is written down. The final point of this thesis is the improved website. Following the functionality of the improved website is not included in this thesis.

2 PURPOSE, OBJECTIVES, CONCEPTUAL FRAMEWORK, AND IMPLEMENTATION

The purpose of this thesis is to find out what elements a good website contain and improve the already existing website of Physiotherapy of Pirjo Lujala. The website of the case company was created in 2018 and no changes have been made after that. Before the improvements, the website of the company contained old information, which was the biggest issue. The website was also quite plain, so the aim was also to make it more attractive. Online presence is important, and it creates a certain image to a customer. That is why we make the improvements to the website.

The objectives of this thesis are to improve the existing website and make the general appearance more fascinating. By adding new pictures and fixing the layout, the appearance will become much more attractive. Pirjo has taken a lot of courses concerning her career, so she deserves a small presentation to herself. This way the visitor of the website knows she is professional and talented. The company provides plenty of treatments in addition to physiotherapy. These treatments should be mentioned on the website, so the visitor can form a right kind of image of the company. The company also moved some time ago, so the website has the old address, which needs to be updated.

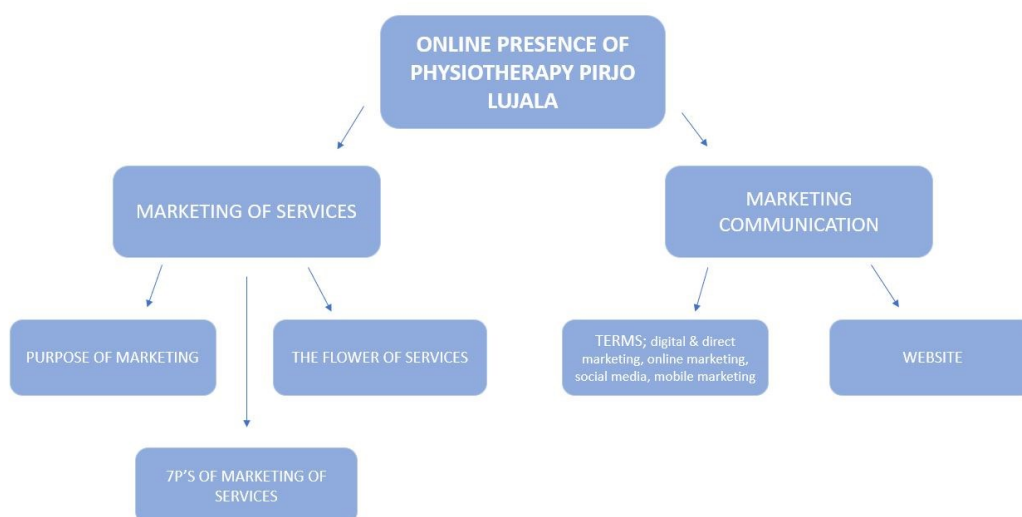


Figure 1. Conceptual framework for the thesis

There are two theory chapters in this thesis. The first chapter describes the theory of marketing of services. It includes the purpose of marketing, 7p's of marketing of services and the flower of service. The second theory chapter is marketing communication. In that chapter, important terms are explained concerning to the topic, such as digital and direct marketing, online marketing, social media, and mobile marketing.

In this thesis the website before and after improvement is illustrated. The schedule for the practical improvement project contains different tasks for every week. As the project goes on, each step is described, what is done and when. After the project is completed, the finished website is in the end of the thesis.

3 MARKETING OF SERVICES

3.1 Definition of services

Services are intangible, inseparable, variable, and perishable. Service is intangible when customer cannot see, taste, feel, hear, or smell the service before purchase. For instance, the customer cannot see the result of a new hair cut before. (Kotler & Armstrong, 258, 2018) Service inseparability means that services are provide and consumed at the same time. Therefore, service cannot be separated from the provider. Depending on who provides the service, when, where and how effects on the quality, which makes services variable. Service is also perishable. This means customers cannot store service for later use. Because of this, during busier periods of time, companies can hire extra employees so that demand and supply are in balance. (Kotler & Armstrong, 259, 2018)

Services can be divided into four categories. These categories are people, possession, mental stimulus, and information processing services. People processing is a service that is directed to customers' body. For instance, hairdresser, and health care are people processing services. To receive these services, customers usually must enter the physical location, where the service providers are working. At some cases service providers are willing to go to the customers' preferred location. Activate cooperation is

needed in people processing service. For instance, for a haircut, you need to tell the hairdresser what you want and sit still while getting the haircut. (Lovelock & Wirtz, 2018, 15)

Possession processing are services that can be directed at physical possession. Laundry and dry cleaning are examples of possession processing services. Customers are less involved in these services. At laundry and dry-cleaning services, customers drop off or pick up their clothes. Production and consumption are not necessarily simultaneous, which gives the firm more flexibility in designing services for cost-efficiency. (Lovelock & Wirtz, 2018, 16)

Mental stimulus processing includes education, news, information, and psychotherapy. Services in this category are directed at people's minds. Customers do not need to be physically present. You can have an online lecture that you can follow from your laptop. People need to invest their time and put mental effort to receive the full benefit of the service. (Lovelock & Wirtz, 2018, 16)

Services that are directed at intangible assets are called information processing service. For instance, accounting and banking belong to this category. Information is intangible form of service, but it can be transformed into permanent and tangible forms. Letters, books, reports, or files are examples of this kind of tangible goods. At some cases it might be difficult to tell the difference between information and mental stimulus processing services. (Lovelock & Wirtz, 2018, 17)

3.2 Purpose of marketing

The aim of marketing is to attract new customers and grow current customers segmentation by promising and delivering value and satisfaction. (Kotler & Armstrong, 2018, 28) Marketing is all around us. Old tradition marketing, such as magazines or catalogs, but also new forms - websites videos and social media. The new marketing approaches have become more and more popular. They reach people directly and personally. With good marketing you can make selling unnecessary. If the marketer engages customers

effectively, understands their needs and develops products to satisfy the needs, the product will sell easily. (Kotler & Armstrong, 2018, 29)

3.3 The flower of service

The flower of the service describes well the whole service. The core of the service is in the middle of the flower and the supplementary services are the petals. The supplementary services are divided into eight segments. They are either facilitating or enhancing. Facilitating supplementary services are service delivery or aid in the use of the core product. Enhancing supplementary services create extra value for the company and appeal for the customer. For instance, hospitality and consultation belong to enhancing services. (Lovelock & Wirtz, 2018, 95)



Figure 2. Flower of service (Wirtz & Lovelock, 2018, 95)

One of the eight clusters is information. Customers need certain information of the service. Information includes service hours, price information, terms and conditions of service and advices on how to get maximum value from a service, confirmation of

reservation, receipts and tickets and notification of changes. Company can provide information via website, mobile apps, and signs. (Lovelock & Wirtz, 2018, 95-96)

Order taking supplementary comes when customer is ready to make a purchase. It includes order entry, reservation or check-ins and applications. Order taking should be fast, easy, and polite. Customers should not waste their time or bear unnecessary physical or mental effort. Technology can be used reservation. It can make order-taking easier not only for customer but also for supplier. (Lovelock & Wirtz, 2018, 96-97)

Bills should be clear, informative, and itemized. It makes the buying process easier to customer. Self-billing method is probably the simplest. The customer sums up the amount of an order and then authorizes a card payment. Billing can be periodic statement of account activity, invoices for individual transaction, verbal statements of amount due or online or machine display of amount due for self-payment transaction. (Lovelock & Wirtz, 2018, 97)

There are different options of payment, self-service, direct to payee or intermediary and automatic deduction from financial deposits. Self-service includes card and cash payments and transferring money electronically. Direct to payee or intermediary methods are for instance cash, check, and credit and debit card handling. Automatic deduction from financial deposit can be automated system. An example of automated system is machine-readable tickets that operate entry gates in a parking hall. (Lovelock & Wirtz, 2018, 98)

Advices from a knowledgeable service person is consultation. Customized advices, personal counseling, tutoring in service use and technical consulting are all consultation. Being able to understand customers situation and need and giving personal advices is effective consultation. (Lovelock & Wirtz, 2018, 98-99)

Hospitality includes greeting. It is important to greet old customer, but also having pleasure to welcome new ones. Food and beverages, toilets, waiting area and transport are part of hospitality supplementary. Hospitality has an important role in customer satisfaction. Feeling welcomed and having comfortable feeling is important part of customer experience. (Lovelock & Wirtz, 2018, 99-100)

Safekeeping includes child/pet care, coat room, baggage handling, safe deposit boxes, security personnel and parking for vehicles. Customers want their possession to be safe during the visit. (Lovelock & Wirtz, 2018, 100)

Services that are outside of the routine service delivery are exception supplementary services. For exceptions, business should have guidelines how to manage these situations. This way, when a customer asks for special assistance, the employees will know how to handle the situation. Exceptions can be special request, problem solving, handling of complaints/ suggestions/compliments or restitution. Special request is when customer asks for services that is specialized for his/hers needs. These requests can relate to personal or medical needs, religious observance, or disabilities. Normal service delivery might face problems, for instance delay or equipment failure. In these kinds of situation, it is about problem solving. When service provider is handling complaints or suggestion, he/she should be able to give the customer appropriate and quick answer. Customers usually expects to be compensated if they face performance failure. Repairs under warranty, refunds and offering for a free service are forms of restitution. (Lovelock & Wirtz, 2018, 101)

3.4 The 7 P's of service marketing



Figure 3. 7P's of marketing

When marketers develop strategies to their products, they use 4 P's model. This model includes four elements. These elements are product, place, price, and promotion. When marketing services, the 4 P's are not enough because it fails to cover the customers interface, so the 4 P's need to be extended. By adding process, physical environment, and people, we get 7P's model that fits for service marketing. (Wirtz & Lovelock 2018, 18)

Product has the most important value of firm's marketing strategy. If the product is well designed, it will create meaningful value for the customers. Therefore, it is important to create a product that meets the value and need of the customers and satisfy their need preferable than the competing alternatives. (Wirtz & Lovelock 2018, 18)

Promotion means every action that aims to increase sell. When the service is intangible and the customers cannot smell, taste, hear or touch anything, it might be difficult to evaluate important service features or the quality before purchase. That is why it is important that companies tell their customers about the benefits of their service, when and where to reach it and how to participate and get the most out of the service. (Wirtz & Lovelock 2018, 22)

How a company does things is as important as what it does. Poorly designed service can lead to ineffective service delivery and unpleasant experiences for customers. Therefore, creating an effective process for the service delivery has a major role. (Wirtz & Lovelock 2018, 22)

Companies need to decide when and where they deliver their services. Depending on the service, it can be distributed through physical or electronic channels or both. You can visit the company, do businesses by phone or online or use app in your smartphone. Some companies also deliver their services directly to their customers. (Wirtz & Lovelock 2018, 19)

If the service requires the customers physically enter to the store, it is important to think of the location of the facility. The location and building affect to the quality of the service. Also, all the equipment, staff member's uniforms and furniture have an impact of the customer experience. (Wirtz & Lovelock 2018, 24)

Most of the time services need directly interact between customers and employees. Customers are the key element of every company. In service field it is important to offer the best service experience to the customers. People tend to buy services from the people they like, so behavior, skills and appearance need to be excellent. In service field, people have an important role, so it is important to train the staff to act the best way they can. (Wirtz & Lovelock 2018, 24)

The pricing strategy affects directly to income and is often highly dynamic. Price levels are adjusted over time according to different factors such as customer segment, time and place of delivery, level of demand, and available capacity. When setting a price, companies must think how much customers are willing to pay for the service,

but also understand the other costs that occur the customer in the using of service. These may include other financial costs, time spent and unwanted mental or physical effort. (Wirtz & Lovelock, 2018, 21) Pricing can be cost-based, value-based or competition-based. (Wirtz & Lovelock, 2018, 157)

4 MARKETING COMMUNICATION

4.1 Definition

The aim of marketing communication is to create understanding between the sender of the messenger and the receiver. Understatement of products, organization, or actions. Requirement for this is that the sender is understood correctly. (Vuokko, 2002, 12-13) Communication involves nine elements. These elements are sender, encoding, message, media, decoding, receiver, response, feedback, and noise. To develop effective communication, the target audience needs to be identified. (Kotler, Armstrong, 2018, 430) The best way to get to know the target groups is through experience. When the company knows who their shareholders are, it is easier to create a message for them. The core thing when creating marketing communication strategy is to know the target group. (Vuokko, 2002, 14-15)

Marketing communication can be shared into six different segments. Advertising, promotion, public relation, direct marketing, personal selling, and online marketing. Companies use these forms to communicate and build relationships with customers. (Kotler & Armstrong, 2018, 425)

We can see advertising everywhere. On TV and radio, different websites, magazines. Advertising is the most visible form of marketing and it is difficult to avoid it. The aim of advertising is to target as many people as possible and therefor it is usually impersonal. (Vuokko 2002, 193) With advertising, companies want to make their products or services known, create a better image of their company, create buying decisions or effect on peoples' attitudes. (Vuokko 2002, 195)

Sales promotion includes all the ways that increase sales, create interest, or create brand loyalty. During purchasing, a discount 'buy 2 get 3' is a form of sales promotion. Promotion offers ways to increase sales. When a product or service has a specific price and making the product or service cheaper or offering something extra when making the purchase, it effects on buying decision. (Vuokko 2002, 247)

Public relation is about reputation. Companies try to earn understanding and support. With positive reputation, it is easier to develop collaboration between the company and its stakeholders. (Chaffey, Ellis-Chadwick, 2019, 420) Public relation is relevant for businesses of all sizes. Online public relation is suitable for small businesses and start-ups, since it is cost-effective. Company's appearance on the internet can make a big impact to the company's reputation. (Chaffey, Ellis-Chadwick, 2019, 419)

Channels that market services or products directly to customers are called direct marketing. Catalog marketing, telemarketing, the internet are forms of direct marketing. Aim is to create direct connection between marketing people and target group. (Kotler, Armstrong, Harris & Piercy, 2013, 419)

Personal selling is interaction between seller and customer. It can be face to face or via phone. Personal selling is always customer specific and the message usually develops during the conversation based on the customer's reactions and answers. Target can be one or a few people at the same time. (Vuokko 2002, 169)

4.2 Direct & digital, online marketing, social media, and mobile marketing

Direct and digital marketing directly engages consumers, not only obtain immediate response, but also built lasting relationships. Direct marketing is useful since the companies can tailor their offers and messages of narrowly defined segments or individual buyers. For instance, a company can interact directly with its customers via its websites or mobile app. They can help customers to find and buy almost anything online. From the customers' side, direct and digital marketing are easy and convenient. Customers have almost unlimited access almost anytime and anywhere to a selection of goods.

Direct and digital marketing have developed a lot during the past years. Before it included only traditional ways, such as face-to-face selling, catalog marketing and telemarketing. Nowadays it has created new forms. For instance, social media and mobile marketing. (Armstrong, Kotler, 2018, 512)



Figure 4. Forms of direct and digital marketing (Kotler& Armstrong, 2018, 515)

Online marketing is marketing that happens via internet using company's website, online advertising and promotions, email marketing, online videos, and blogs. (Armstrong, Kotler, 2018, 516) Internet is one of the most important database and internal communication form. Internet has brought new types of marketing and online marketing is one of the six segments of marketing communication. Online marketing is efficient and one of the most used form of marketing. Almost everyone uses internet every day. Consumers take care of their everyday issues easily online and they spend more and more time on internet. People can easily search and compare information online, buy clothes and other goods or reserve a trip. (Kananen, 2018, 15) It is important to choose the right channel for the company. Companies must think what channel people in their customer base use the most. Every channel is different, and it is important to find the right one for the company. In Finland, companies use half of their marketing budget to digital marketing, approximately 37%. In October 2019 according to Fonecta's survey 62% of the companies are going to increase the amount. This means that digital marketing is getting more and more important. (Alkula 2020)

Social media is online network where people socialize with each other, share pictures, opinions, pictures, videos, and other content. Nowadays it seems that everyone is in social media. Making friends on Facebook, sharing photos with Instagram and Snapchat, writing Tweets and watching videos on YouTube. (Armstrong, Kotler, 2018, 521) Social media marketing has a lot of good qualities. It can be personal and targeted,

interactive, immediate, timely, real-time marketing and cost-effective. Engaging and sharing capabilities is still probably the biggest advantage. Even though most of the companies claim that social media marketing has an important role in their company's business, social media also has its downsides. (Armstrong & Kotler, 2018, 523) Many companies are still trying to learn how to use social media effectively and measuring results might be difficult. Consumers have much control in social media. Sometimes a campaign that seems to be harmless can backfire. (Armstrong & Kotler, 2018, 524)

Mobile marketing includes marketing messages, promotions, and other marketing content through consumers mobile devices. Mobile market is efficient way for companies to market their products and services. Consumers can use smartphones for shopping. It is useful way to compare prices, find information of the product and read reviews from other consumers. Companies are now investing in more money on mobile marketing. Mobile marketing can be used to stimulate immediate buying, make shopping easier and enrich the brand experience. (Armstrong, Kotler, 2018, 525)

4.2.1 Website

Usually, the first step of online marketing is to create a website. Companies websites offer a lot of information for different stakeholders' needs. The purpose of a website is to give an idea of what the company offers. Website should be easy to find when searching alternatives. When the websites are easy to find, new potential customers most likely end up visiting the website (Isohookana, 2007, 263)

When designing a website, it is important to think who the visitors of the website are, why they come to the sites and what kind of information they are looking for. When a person enters to a website, he/she decides quite fast if he/she will stay at the site. That is why it is important to make the websites tempting. There could be an element that awakes interest, such as video. Users also appreciate if the website is clear and easy to use. (Isohookana, 2007, 273-275)

Websites can be marketing websites or brand community websites. The aim or marketing website is to make customers closer to a direct purchase or other marketing

outcome. Brand community websites are more presentive. The main purpose is to present the brand and engage customers. These kinds of websites usually offer information of the brand, videos, blogs and other features that built customer relationships. (Armstrong, Kotler, 2018, 516)

4.2.2 Weebly

The website of Physiotherapy Pirjo Lujala is made with Weebly and therefore this thesis study Weebly more. Weebly is a website building program. The service was launched in 2007, and ever since individuals and businesses have used it to create websites. With Weebly's drag-and-drop feature, nonprofessionals with little or no technical expertise can create websites quickly. It is also easy to use since there is no need to install additional software. Weebly has different elements including text boxes, photos, maps, video, and audio. By using these elements, it is possible to create a unique website. It is also available in 11 languages. (Pelter-Davis, C, 2015, 282)

Weebly's free version offers all the basic elements for the user. Starter, Pro, and Business offer features that are not available on the free version, for instance customized domain name. Weebly also creates a mobile version of each website. When accessing to a website from smartphone or other mobile device, the content is optimized for a mobile view. (Pelter-Davis, C, 2015, 282)

4.2.3 What is a good website like?

The first impression is important. When creating website, the focus should be at the content but also at external aspects. Visitor of the website can almost right away see if the website is for him/her. That is why it is important to think of the target group and design the layout based on that. Because the first impression is important, it is also important to see right away from the website what the company offers to customers. (Kananen, 2018, 56)

Usually, the basic elements such as logo and home-button are at the top left corner. Navigation-button is at the top right corner or in the middle. Other element, such as

the message, is in the middle of the front page. (Kananen, 2018, 57) Visualization is important. If the website has pictures, they should be related to the topic. Pictures could be about the products or service. If videos are used, they should also be related to the products or services. Arial and Helvetica fonts are recommended, and the font size should be 10-12. The text should be even out. It makes it look professional. Caps Lock is not recommended because it slows reading and understanding and perception might be difficult. (Kananen, 2018, 60)

Content should be expressed shortly and clearly so the visitor finds easily what he/she is looking for. What the text itself contains depends on the company and its products or service and target group. (Kananen, 2018, 62) The front page could have a few sentences that tell more than the heading and leads the reader. The text should express the main point. After reading the lead, the reader should have a general idea what the company offers. It could be written with a different font or using italics. (Kananen, 2018, 63)

Colors and shapes are important. They arise the viewer's interest. Every color has its own meaning. For instance, color yellow means happiness, energy, and freshness. Shapes can be divided into two different groups: circle and angular. Circles and curved shapes are for friendship, community, and love. Angular shapes are for trust, order, and stability. (Kananen, 2018, 63-67)

According to the website of Markkinointi&Mainonta Finnish Web Awards awarded the best websites in Finland. Website of Ruokangas.com won the contest. (Palokangas 2020) When you enter to the website, a high-quality video starts to play. On the top left corner is logo 'Guitar creator' and on the right corner is the navigation button. From the navigation button the visitor can search different guitar models and materials. (Website of Ruokangas 2020)

The audience voted puhti.fi for the best website. Like Ruokangas.com, puhti.fi has the same structure at their website. Logo is on the left corner and search button on the right. On the website, Puhti has a lead text, where they say they want to improve your wellbeing and help you to achieve a better life. Puhti tells how your body is doing and how you can improve your own wellbeing. (Website of Puhti 2020)

5 EMPIRICAL PROCESS

5.1 Current situation of the website

The website of Physiotherapy Pirjo Lujala was made in 2018. The website tells what kind of services the company offers. When you enter to the website, the home page opens first. In the middle you can see the name of the company. On the top are navigation buttons and by clicking them you can find more information behind each tab. The main problem is that the website has old information. The prices and address have changed recently. Pirjo takes care of the website by herself and since she is busy with work, she does not have time to update the website.



Picture 1. Home page of Fysioterapia Pirjo Lujala. (Website of Fysioterapia Pirjo Lujala 2020)

In the picture 1, you can see the view when entering the website of Physiotherapy Pirjo Lujala. This is how the website looks before any improvements. The website is simple, and it is easy to use. The name of the company tells right away what service the company offers, but on the front page you can also see other treatments the company provides in addition to physiotherapy. When looking the top navigation bar, you can find more information of some of the treatments behind the tabs. In addition to those treatments, the company offers other treatments as well, but they are not mentioned on the website. The home page also has a picture of Pirjo.



Picture 2. Physiotherapy treatment page (Website of Fysioterapia Pirjo Lujala 2020)

In the picture 2 you can see how one of the treatment pages looks. There is a text about the treatment and a picture next to it. The text is short and not very informative. Other treatment tabs look quite the same. Each of them contains text and a picture.



Picture 3. Price page (Website of Fysioterapia Pirjo Lujala 2020)



Picture 4. Address page (Website of Fysioterapia Pirjo Lujala 2020)

The main problem is the old information the website contains. It is important to update old information first. In the pictures 2 and 3 you can see how the price and address pages look on the website. The address you can see in the picture 4, is old. Riekkopolku is the current address.

5.2 Flower of service in the case company



Figure 5. Flower of service in the case company (Wirtz & Lovelock, 2018, 95)

Information of the company can be found on the company's website, for instance, the phone number. When providing the service, Pirjo usually tells how the treatment helps. She often gives advices to her customers after an appointment, too. In a case where a customer comes for rehabilitation, she can give exercises to do at home to speed up the healing process.

Customers need to call Pirjo to make a reservation. This is one issue that could be developed. It would save Pirjo's time if she had an online reservation system. On the other hand, after an appointment the customers usually book the next appointment.

The door is always locked, so Pirjo opens the door every time when a customer rings the doorbell. This is safe, since this way Pirjo knows who she lets in, and no uninvited guests can come inside. There is maximum one person in the waiting area. The waiting area can be found right after entering. There is a chair, water, and a toilet. Customers

usually leave shoes and coats to the waiting area since there is a place for them. Important belongings are often taken to the same room where the service is provided.

Because Pirjo is the only employee of the company, if she gets ill, there is no one who could do her job. In case of illness, she must reschedule appointments. In case where a customer has any special requests, Pirjo respects them and if she needs, she will adjust the treatment based on the requests.

Pirjo has different ways of billing. One way is to give a customer an invoice. If Kela is involved, Pirjo uses Kela's forms, which means she can receive the customer's Kela compensation on behalf of the customer. If the customer receives an invoice, it can be paid with cash or money transfer. There is no payment terminal, so credit cards are not acceptable.

5.3 7P's of service marketing

7Ps are used in service marketing. Physiotherapy Pirjo Lujala provides services, so 7P's can be used in this company. The company offers a lot of different treatments, such as traditional physiotherapy, acupuncture and lymphatic touch. Since the company offers plenty different treatment options in addition to physiotherapy, it is convenient for the customers, because there is a suitable way to treat everyone.

The company has an advertisement on the local newspaper every week. Pirjo always tries to find the best way to treat her customers. She has many satisfied customers, which means she does excellent job. These customers promote the company. They tell their friends about their positive experience and this way new potential customers can possibly find their way to Pirjo's office. The website of the company needs to be improved since it has effect on company's image. If someone is looking for a physiotherapist from online, well done website can affect on the decision.

Customers go physically to Pirjo's office to get the service. Opening hours are from Monday to Friday. Physiotherapy Pirjo Lujala is located in Rauma. It is in downtown,

and passage to the building is unobstructed. It is easy to enter with a rollator, for instance. Pirjo works from home. She has an extra room, where all her physiotherapy equipments are. Customers have often given compliments of the place. They say there is a calm atmosphere. It is important that the customers have a warm and welcomed feeling when they arrive.

Pirjo is a warm and kind person and it is easy to get along with her. That is one reason why people like to get the services from her. As mentioned earlier, Pirjo has participated on different courses. Her knowledge impresses customers and they can tell based on her treatments, that she is very talented.

When Pirjo has set up the prices for the services she provides, she has been thinking of other companies' prices. This way she does not set up the price too high, or too low. Pirjo has done physiotherapy for many years and participated on different courses to increase her knowledge and skills. When setting up the prices this should be taken into consideration.

5.4 Implementation

A schedule was made for the plan. It was made on a weekly basis. Each week had its own tasks that needed to be completed. The schedule made it easier to stay on time. It started from the week 51 and ended on the week 2. At the end of week 2, the website was finished and published.

WEEK	
51	Discussion with Pirjo about the improvements we want to do, planning the texts on the website and what kind of pictures we want
52	Finish the texts
53	Update old information the website has and start making <u>other</u> improvements also
1	Have a meeting with Pirjo and show her what is done so far and take pictures to the website
2	Make improvements and finish the website

Table 1. Schedule for the project

Pirjo and I met in the end of the week 50, which was sooner than planned. In the meeting I told her my ideas for the website, and she approved them. I told about the structure suggestion and how new pictures would make the website more fascinating. We also discussed about the color of the website. After discussion, we ended up choosing beige, because we both thought it fits to the website and makes a calm pression.

In week 51 I started planning on the texts to the website. I needed to write texts for each treatment. I used the already existing texts from the website but edited each of them. I also started to write texts of the treatments the website did not have before. I wrote a lead text and a draft of Pirjo's presentation. This week I also got the username and password for the website.

Week 52 was short because of Christmas. During that week I finished the texts I started on the previous week. By this point I had the lead text to the front page, small information of each treatment and presentation of Pirjo. I sent all of them to Pirjo.

At the beginning of the week 53, I updated the address and the prices to the website. When I had written the right address and prices, I published it so the information would be correct right away. After that I started making other improvements to the website. I started by moving all the treatments under the same tab, and then inserted the texts I

had written. I also added one tab called 'Esittely', which was the one with Pirjo's presentation.

At the beginning of week 1, I kept making improvements to the website. I wanted to find the right layout and the right color for the website. I tried different tones of beige to see which one fits the best. I was not able to change the color of the top footer since the version the website has is free. It should be upgraded so that I would be able to customize it. I also tried different layouts to see which one is the best. We had scheduled the photoshoot on the first week of the year. I explained to the photographer what kind of pictures we needed and showed the website to her so she would know what we wanted. We were shooting approximately two hours.

On week 2, I received the pictures we took on the previous week. I started to insert the pictures to the website. The file contained a few black and white pictures. I tried one of them on the front page for fun, and it looked great. I got a new vision for the website. Instead of the beige color, the background could be dark. With the black and white picture on the home page, beige color would not fit. I told my new vision to Pirjo and she got excited and agreed it would look great. I changed the background color to all pages and added the pictures. The website was ready. I let Pirjo to check it before publishing it.

On week 3, we were able to check the website together. Pirjo did not want a lead text on the home page, so I removed it. We also changed some sentences from the texts to make them sound smoother, but otherwise we were both satisfied with the result. On week 3 we published the website.

5.5 After improvements

The website was originally made with Weebly. We wanted to keep the same program the website was originally made with. After the improvements, the website changed quite much. Before it was plain and did not contain enough information for the visitor of the website. After the improvements it became more attractive. The most important

change was that the old address was updated. Prices had also changed during the past years, so it was also updated.

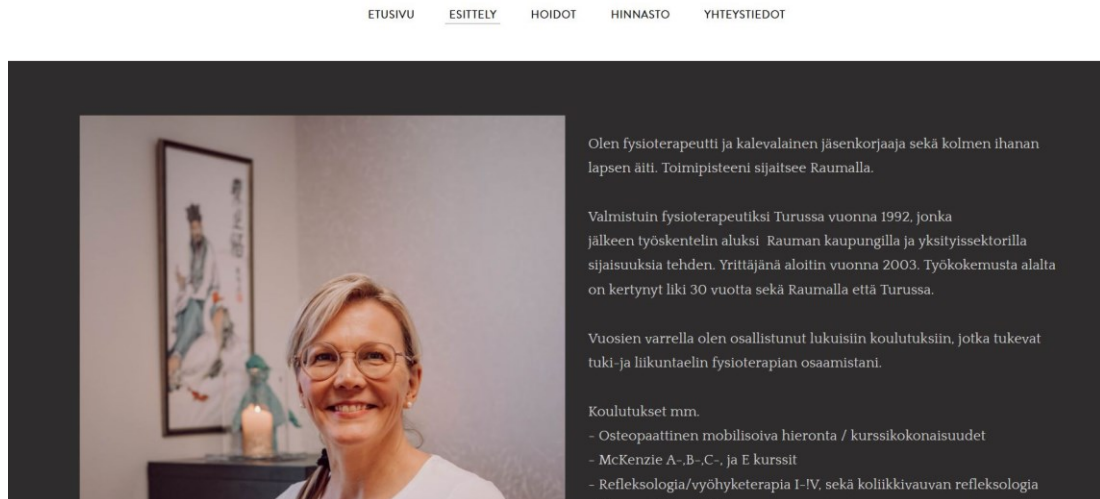
We took pictures of each treatment and a new profile picture of Pirjo. The pictures were great, and they fit perfectly to the website. Some changes were also made to the structure. All the treatments were moved under the same tab. It is clearer now when they are all at the same place comparing that each treatment has its own tab. Under the treatment tab, there is now small description of each treatment and a picture of how it looks when providing the treatment. New pictures create more value to visuality. One tab was also added. It is a presentation page of Pirjo. The page has a picture of Pirjo and small information text of her. With the presentation, the visitors of the webpage can get to know her and see that she is talented.

Originally the colors were blue and white. We ended up changing it to dark grey. With the background color, the website does not seem so plain and empty. The front page also got a totally new look. The front page looks now more tempting and elegant than before changes.



Picture 5. Home page (Website of Fysioterapia Pirjo Lujala 2021)

The navigation buttons on the home page are on the top and the company's name is on the top of the picture. The navigation on the website is easy. You can find the information you are looking for easily.



Picture 6. Presentation page (Website of Fysioterapia Pirjo Lujala 2021)

On presentation tab we have a profile picture of Pirjo and small text about her. We also added the courses she has taken. Presentation gives warm and welcoming image. It is convenient to know something about the service provider before booking an appointment. Seeing and having information of her working background gives more reliable image.



Picture 7. Treatments (Website of Fysioterapia Pirjo Lujala 2021)



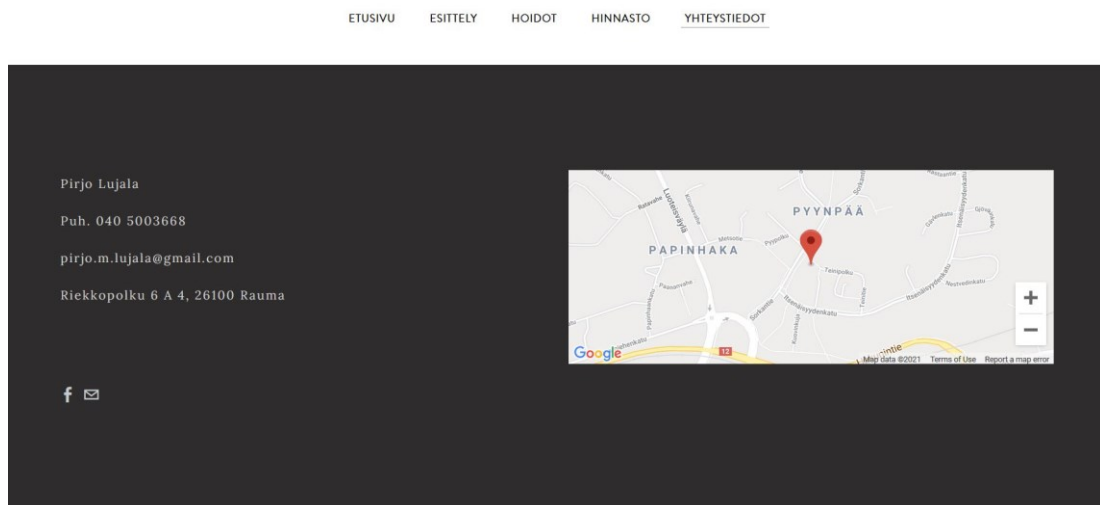
Picture 8. Treatments (Website of Fysioterapia Pirjo Lujala 2021)

Behind treatment tab, the visitor of the website can find all the treatments the company offers. There is physiotherapy, acupuncture, lymphatic touch, postural dizziness, Kalevala bone setting and hot stone massage. In the pictures 7 and 8 are only physiotherapy and acupuncture, but when you are at the website and scroll down you can find the rest. Each treatment has a short text of how it is done and what are the benefits. Next to each text is a picture related to the treatment.



Picture 9. Prices. (Website of Fysioterapia Pirjo Lujala 2021)

The price page did not change much. Before the website contained old prices, but now they are correct. We also added Kalevala bone setting.



Picture 10. Contact page (Website of Fysioterapia Pirjo Lujala 2021)

On the contact page we wrote the correct address. There is also a map that shows the location. The contact page is quite simple. We did not think it needs much. As before, there are also links to Facebook and email.

6 SUMMARY AND CONCLUSIONS

After this project, Physiotherapy Pirjo Lujala has improved, more attractive website, that would bring more value for the company. The whole process started with a meeting with Pirjo, where we discussed about the issues the website had and how we wanted the finished website to look after improvements. After our meeting I started to work with the website. The result is more elegant and attractive appearance. We took new pictures and added background color to increase the visibility, added more information and updated the old information the website contained. All the treatments were moved under the same tab to make the appearance clearer.

During the process, I learned how to improve an already existing website with Weebly. The whole project was fascinating since I have never improved a website before, so

everything was new for me. I am happy with the result. In the beginning, I had a different vision what the website would look in the end. The vision changed during the process but sometimes that happens, and the most important issue is that the website turned out great.

In the future it would be convenient to update the website more often than every two years. If there are any changes in the information, for instance the address changes, the new information should be transferred to the website. Concerning the website, one development target in the future could be online reservation. I believe it would be more convenient for Pirjo and the customers.

The website contains a link to the company's Facebook profile. Next rational development target would be Facebook. Now Facebook is the only social media channel the company has. Almost everyone has a Facebook account, so it would be convenient to gain more followers on Facebook. Getting more followers on Facebook also requires more effort. There should be posts more often to engage the followers. We took a lot of great pictures for the website, but they could also be used on Facebook posts. Another way to find next development issue is to create a survey and get feedback from the customers. Find out what they feel they need and what they value on social media channels. If one would want to make a marketing plan for this company, it could focus on Facebook and its marketing

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