

Digital Marketing Plan for Vaatepuu Oy

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Bachelor's Thesis
Degree Programme in
International Business
2021



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| Degree programme International Business | |
| Report/thesis title Digital Marketing Plan for Vaatepuu Oy | Number of pages and attachment pages 47 + 26 |
| <p>This is a project-based thesis for a Finnish-based clothing rental company, Vaatepuu Oy. The project objective was to improve their current online presence, and present different ways to optimise their current digital marketing practices. This digital marketing plan's ultimate goal is to increase brand awareness and loyalty, generate sales and website traffic, and build online presence and engagement.</p> <p>The theory is constructed by introducing the reader to the interconnectedness of digital marketing to content marketing-, search engine and social media marketing. SOSTAC® planning model was used to create a comprehensive structure for the final project and presentation. Theoretical framework outcome is based on online academic literature findings, from online resources, E-books and commissioning company interviews. The research was expanded through a semi-structured qualitative interview with the CEO of Vaatepuu Oy, Soile-Mari Linnemäki.</p> <p>The theories introduced above were further analysed throughout the thesis in the form of five project tasks. In addition to the theory, the author conducted a competitor analysis of two other international companies providing similar services by using a SWOT analysis. All of the above-mentioned factors created the final digital marketing plan.</p> <p>The project result was a detailed digital marketing plan that supports current and future digital marketing practices of Vaatepuu Oy. The digital marketing plan will not be implemented by the author; therefore, initial implementation success and results will be solely left for the commissioning company.</p> | |
| Keywords Digital Marketing, Content Marketing, Search Engine Marketing, Search Engine Optimisation, Social Media Marketing | |

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1 Introduction

This is a commissioned project-type of a bachelor's thesis for the Degree Programme in International Business specialising in the major Customer Relationship Management (CRM) and communication, taught at Haaga-Helia University of Applied Sciences. This chapter will introduce the thesis purpose, project objectives and tasks, risks, key concepts, benefits, and commissioning company.

1.1 Background

As the world evolves, digital and technological advances are being made on a daily basis. Even relatively new concepts such as, 3D printing have been rapidly embraced by construction, pharmaceutical, and manufacturing industries (Gossett 2019). In today's modern competitive business world, having an online presence is critical to stay afloat and reach online customers. Digital marketing has overtaken traditional offline marketing methods. Therefore, it is essential to establish a digital marketing presence to gauge where a company stands in today's competitive market. As most businesses are transitioning to digital marketing methods, marketing is expected to play a crucial role in how well an audience is made aware of a company. (Razman & Syed 2020.)

As an upcoming marketing professional, the author is keen on learning about the marketing field's rapid changes. One of the most recent and impactful changes has been the shift from traditional marketing to digital marketing methods. The increase in accessibility to technology and the internet, followed by the rise of social media, has led to the exponential growth of digital devices and targeted digital advertisement. (Morris 2019.)

The case company Vaatepuu has recently adapted digitalisation as its primary marketing method. The company has prioritised the need to optimise its existing marketing practises, such as, search engine marketing and social media marketing. Currently, the company has no dedicated marketing budget; however, it recognises the need for one. According to their wishes, the thesis will dive into these channels to introduce new potential methods. Vaatepuu will be able to use this research in order to gain up-to-date knowledge of how their marketing is designed to reinforce their marketing goals.

1.2 Project Objective and Project Tasks

The project objective is to design a digital marketing plan for a Finnish based clothing rental company, Vaatepuu. The plan will explain in detail how to improve their current online presence and present different ways to optimise their current digital marketing practices. This digital marketing plan's ultimate goal is to increase brand awareness and loyalty, generate sales and website traffic, and build online presence and engagement.

Project Objective (PO): **Designing a Digital Marketing Plan for Vaatepuu Oy**

Project Tasks (PT):

PT1: Designing the theoretical framework

PT2: Establishing the current status of the company's digital marketing activities and performance

PT3: Collecting data for the digital marketing plan

PT4: Benchmarking digital marketing practices regarding two foreign companies offering similar services

PT5: Creating the digital marketing plan for Vaatepuu Oy

PT6: Evaluation of overall project, including case company's feedback

Table 1 below presents the theoretical framework, project management methods and outcomes for each project task.

Table 1. Overlay matrix

| Project Task | Theoretical Framework | Project Management Methods | Outcomes |
|-----------------------------|---|--|-----------------------|
| 1. Digital marketing theory | Digital marketing theory, Social media marketing, Content marketing, Search engine marketing (SEM), | Desktop Study, reading and analysing academic literature | Theoretical framework |

| | | | |
|--|--|--|--|
| 2. Case company's current digital marketing analysis | Collecting information from the case company's website, inter-view and online data | Desktop Study, Company interview, analyse the website with performance measuring tools | The current state of company analysis |
| 3. Benchmarking digital marketing practises of two companies offering similar services | Case company's current digital marketing situation, competitive analysis, SWOT | Desktop Study, Company interview | Current status of company social media presence |
| 4. Collecting required data. | Online, theoretical literature and analysis tools. | Desktop Study, Company interview | Planning model |
| 5. Digital marketing plan | Utilise information from PT1-4. | Desktop study | Improved and up-to-date digital marketing plan |
| 6. Evaluating the project | Gaining feedback from the case company | Feedback | Evaluation of project management, outcomes and possible improvements |

1.3 Project Scope

Using the demarcation criteria, this project will improve the case company's brand awareness and website traffic by utilising their preferred online marketing channels. The improvements will be constructed from a social media and search engine focused viewpoint. Moreover, as the company operates in the clothing industry, other industries and business forms will be excluded. The digital marketing plan's implementation will not be performed and assessed by the author, as it falls under the company's responsibility and decision.

Due to the commissioning company wishes, the social media marketing strategy will be conducted mainly on one social media platform: Instagram, however this will not exclude other social media platforms. The commissioning company operates in a B2C and B2B environment; therefore, this study will not be favouring one of the previously mentioned customer segments.

Furthermore, as there are bountiful search engines, the following SE will be excluded: Bing, Yahoo!, DuckDuckGo, Baidu, and many others. This thesis will only look at the company's search engine optimisation for the search engine Google since it is the most widely used search engine globally and accounts for the majority of searches worldwide. The thesis will include two other international businesses doing similar practises as the commissioning company for benchmarking purposes on geographical scope. Lastly, other

marketing methods included in this project are content marketing and Instagram marketing.

1.4 International Aspect

Vaatepuu is a Finnish based clothing rental company operating in Helsinki, Järvenpää, Turku, Tampere and Jyväskylä. The websites and digital marketing channels use Finnish as their service language, operating mainly for Finnish speaking customers. (Vaatepuu 2020.)

In order to fulfil GLOBBA Degree Programme guidelines regarding internationalisation, the author will be benchmarking the good practises of two other international companies offering similar clothing rental services. The outcome will bring added value by showcasing cultural differences regarding digital marketing practises in different countries. Benchmarking will bring diversification by providing foreign insight into this study.

1.5 Benefits

The commissioning company will benefit from this project study as they do not have the current resources to invest in a digital marketing plan. This study will provide the company with educational and up-to-date academic literature regarding content marketing, social media marketing and search engine marketing. This information will allow the case company to produce the right content to relevant channels to gain visibility, higher customer traffic and increased profit margin. Moreover, as the commissioning company's core values are related to ethical consumption, visibility will bring added value by creating and promoting sustainability through improved brand awareness.

This project can benefit small to medium-sized companies to utilise digital marketing practices in their marketing strategy. Furthermore, it provides a theoretical structure for upcoming graduates with similar digital marketing projects.

Lastly, the author will benefit by improving academic writing, data collection methods and critical thinking abilities. To elaborate, it will showcase digital marketing knowledge for future career development. This project will allow her to gain more profound knowledge and understanding of digital marketing theory and methods. The topic is highly relevant and timely as we live under COVID-19 circumstances, and most business practises are conducted remotely through digital advancements.

1.6 Risks

As the author is working full-time, work-related time management must be controlled and scheduled to complete the thesis. Due to COVID-19 related circumstances, public study areas and libraries have been closed, making it challenging to find literature sources. The author will be mainly utilising online academic literature due to the reasons mentioned above.

The commissioning company has been highly cooperative and easy to reach, making it a pleasure to work for them. However, as the COVID-19 pandemic has affected companies and economies on a larger scale, many companies are going bankrupt or suffering economically to stay afloat. The project is directly based on the commissioning company; therefore, business failure would not allow for the implementation of this project.

Digital marketing is a relatively new topic; therefore, academic literature can be limited. Articles online can be written by any author who has internet access, thus checking the validity of the resources is crucial. Lastly, the timely relevance of the articles can take away or bring added value.

1.7 Key Concepts

"Digital Marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as, search engines, social media, email, and other websites to connect with current and prospective customers" (Alexander 2020).

"Content Marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action" (Content Marketing Institute 2020).

Search engine marketing alludes to the digital marketing practice of using paid advertising to increase visibility and ranking on search engine result pages using specific keywords (WordStream 2021).

Search Engine Optimisation (SEO): The organic process of improving the brand website to generate visibility for relevant searches and keywords (Search Engine Land 2021).

Social media marketing refers to the utilisation of social media platforms to connect with the target audience in order to build brand image, increase sales and drive website traffic (Lua 2019).

1.8 Case Company

Vaatepuu is a Finnish based clothing rental company with deeply rooted values in sustainability and ethical consumption. Vaatepuu was established by Soile-Maria Susanna Linnemäki in 2013 and currently employs around ten staff members. The brand operates in 5 major cities in Finland, which are Helsinki, Tampere, Turku, Järvenpää, and Jyväskylä. The brand's vision is to promote sustainability and reduce fast fashion caused carbon foot-print by offering rental clothing services. (Vaatepuu 2020.)

Vaatepuu products and services are marketed for both B2B and B2C customer, however, with a higher percentage of B2C clients. The latest established company records are given from the end of 2019. The reported turnover was approximately 0.2 million, with an operating income of 2% in 2019/20. (Fonecta 2021.)

Although clothing rental companies have been operating for quite some time in leading conceptual European countries such as, the Netherlands and Germany, the concept is a relatively new phenomenon in Finland. Vaatepuu has begun digitalisation as of the beginning of 2020 to enable customers to use their services effortlessly regardless of their place of residence. Their newly constructed website offers around 5000 different products ranging from vintage to trendy Finnish and Nordic clothing brands. (Vaatepuu 2020.)

The company offers one-time loans or membership packages for six months at a time. These membership packages range from small, basic, and extensive. The most affordable membership comes with 100 rental points, which retail for 150€. The higher tier membership packages allow customers to borrow higher-quality designer clothing, such as, one of-a-kind stand-out pieces and evening gowns. The point system has been heavily inspired and based on the Dutch clothing rental brand, Lena Fashion Library. (Vaatepuu 2020.)

2 Digital Marketing and the Importance of Content

This chapter introduces digital marketing theory to the reader with an outline designed to focus on the thesis objective. The theory is constructed with an assumption of unlimited budget and resources regardless of company size. In this part, the author will focus on the most relevant concepts and theories requested by the commissioning company, as shown in figure 1. The theory is constructed by studying digital marketing through the interconnectedness of content marketing, search engine and social media marketing.

As showcased in figure 1, content marketing has been illustrated at the top of the figure, as it's the foundation to the rest of the segments. According to Smith (2020), content marketing is necessary for any modern digital brand, in other words, content is king. Producing relevant and valuable content enables social media and search engine channels to utilise this data and connect with the brand audience.

Digital marketing can be explained in various ways depending on the objective outcome. In essence, digital marketing refers to promoting a product or a brand using digital media channels accessed by electronic devices. Companies have exploited digital media platforms in the current digital age to increase brand awareness and customer engagement. (Chaffey & Smith 2013.)

Search Marketing is divided into two segments, Search Engine Optimisation (SEO) and pay-per-click (PPC) or alternatively known as Paid Advertising. PPC utilises and boosts selected keywords, in return, the payment to the advertiser (Google) is made according to the number of times the advertisement has been opened from the provided source. SEO is an organic process of gaining an online presence by using unpaid tactics, such as, keywords. (Wordstream 2021.) Keywords create website traffic through various forms of the company's content. Company content usually refers to website, articles, blogs and alternative forms of sources (Patel 2021a).

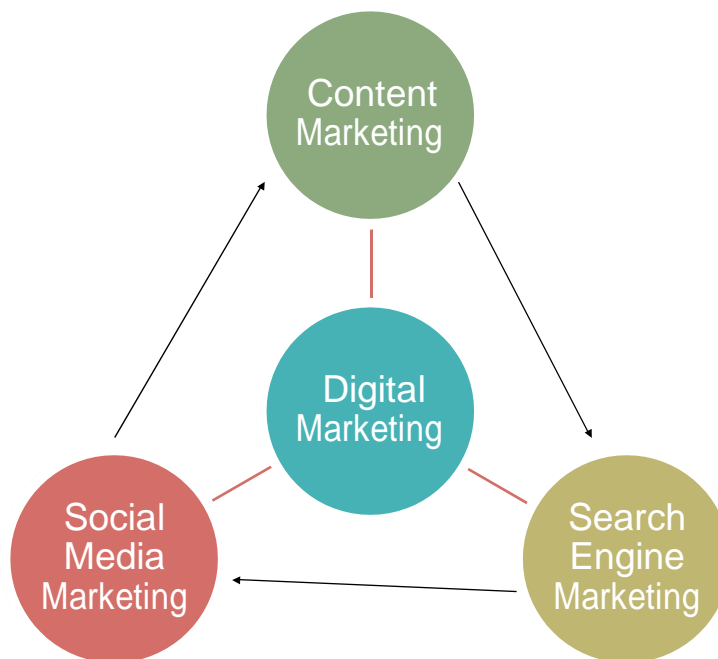


Figure 1. Theoretical framework for the digital marketing plan

2.1 Content Marketing

Content marketing focuses on creating, sharing and promoting valuable, relevant and dependable content. The aforementioned attracts and retains the target audience while driving profitable customer engagement. According to Patel (2021b), brands must create high-quality content on different platforms suitable for their target audience. This is a great way to establish content that supports overall brand loyalty and market brand message whilst creating conversation. Not to be mistaken, content marketing differs from inbound marketing. The main difference between the two is that content marketing focuses on the broad target audience, whereas inbound marketing reaches out to specific buyer personas. Content marketing focuses on distributing consistent content across various channels. (Soriano 2018.)

Content marketing is the essence of a successful marketing strategy. World-leading organisations such as, P&G, Microsoft and Cisco systems have exploited this concept to be-come leaders in their field (CMI 2020). Businesses need to build trust by establishing a positive brand reputation through content. Such an approach can be obtained by creatingengaging, educational and valuable content. In other words, solving the customers' needsand wants whilst providing unbiased educational information. The target audience associates the brand with such positive means through such content. Organisations have also utilised third-party publications to strengthen unbiased trust and customer loyalty further. (Smith 2020.)

Publishing marketing information and content aim to inspire and boost social sharing. Shared content naturally leads to higher exposure and popularity of the brand. In the current digital age in which mobile devices are prominent, sharing widgets and mobile pages are fundamental marketing tactics that allow customers to become unpaid ambassadors for the brand. (Gorman 2020.) Furthermore, platforms such as, Twitter and Facebook increase social sharing and subsidise valuable insight into audience references through analytic tools (Buildfire 2020). According to League (2018), brands using visual content get viewed 94% more than brands without any visual content, therefore first impressions regarding cover images and graphic elements highly impact customer engagement. In other words, the cover image can determine customer assumptions and associations to a brand.

The importance of blogging and videos has become a dominant marketing factor and increasingly effective content marketing methods. Blogging plays a substantial role in building and improving SEO. "Consistent blog content has on average of 434% more pages indexed by search engines than those that don't publish at all. The more content you have on your site, the more pages the search engine has to index and show to users in their search engine results". In other words, more pages do not automatically result in higher traffic volumes, however, it allows the brand to rank for more keywords. (Smith 2020.)

Furthermore, video content can drive a more profound and emotionally bonding relationship between the brand and its audience. Therefore, utilising informational video content to the target audience can result in higher organic traffic generated by a higher return on investment. Lastly, video content can be a compelling storytelling tactic through a combination of sound, visuals and motion as it inspires a more personalised experience. (Harris 2016.)

According to Strong (2016), consumers are tired of paid advertisement and push notifications. This is since, unlike content marketing, consumers consider such forms of marketing outdated and interruptive. Paid advertisement is efficient when ads are not interruptive but rather please consumer needs and wants. This can be achieved by valid narratives and tested content methods, practised and finalised on the website and social networks. To add on, push notifications have seen a decline in use as they do not bring high ROI (return on investment), this has resulted in them becoming cheaper and more accessible. The phenomenon mentioned above can be explained by marketing means shifting to more consumer-centric messaging, which fulfils consumer needs and desires instead of those of the marketer. (Rose & Pulizzi 2011.)

Modern brands must be aware that an increasing number of users are blocking out unwanted advertisement: millennials, the most desired marketing demographic, exercise blocking and ignoring online advertisement the most. According to statistics provided by Lieb (2017), approximately in 2017 alone, there were 200 million active Adblock users worldwide. Besides, modern devices and software manufacturers have enabled build-in blockers automatically, making paid advertisement unprofitable in the long run. In conclusion, paid advertisement has a lower ROI in comparison to other content marketing methods.

2.1.1 The Shift to Content Marketing

The rise of digital, mobile and social technologies has opted and transformed traditional advertising into a customer experience. According to Strong (2016), the battle for customer attention has become more challenging, as browser plug-ins that block ad display estimated in US \$18.5 billion ad-spend waste in 2015 alone. This converts to 12% of paid display advertisements that an actual person has never seen nor noticed. Furthermore, digital advertising is being ignored, with an estimated 60% of users having banner blindness.

As advertising effectiveness has been experiencing a sharp decline, marketers have converted to other marketing practices to maintain customer engagement, such as, content marketing. To quote the words of Lieb (2015), "By creating a solid content strategy foundation, investing across the customer journey, realigning the marketing mix accordingly, and building the right team, digital marketers can achieve demonstrable results that span far beyond click-through rates and brand awareness".

B2B and B2C marketers have increased their budget and focus on content marketing, leaving banner ads the least effective paid marketing practice. When marketers shift focus towards content-based marketing, they can create a solid foundation to deliver timely, consistent and high-quality content for the consumer regardless of the platform. Below I've listed the additional five factors which will guide marketers towards understanding and realising the need to convert to content advertising. The additional five factors include the **Attitudinal factor, Privacy and safety, Channel and platform proliferation, Mobile and Omni-channel.**

Attitudinal factor refers to the following study. According to a study conducted by Abode study, consumers dislike and mistrust online advertisement. The report shows that around 30% of online advertisement are considered ineffective as consumers associate terms

such as, "annoying", "distracting", and "invasive" to desktop and mobile web advertisement (Lieb 2015, 6.)

A report by TrustE showcased that a quarter of customers are concerned regarding the **privacy and safety** of the data collected on digital devices. Furthermore, only 1 out of five believed that the benefits of a smart device would outweigh their concerns. Lastly, other problems were related to malware attacks and location surveillances. (Lieb 2015, 6.)

Channel and platform proliferation refers to the challenge marketers face due to constant new emerging social media platforms. It's challenging for companies to produce content that adapts to paid, owned, earned and converged media channels. However, a variety of platforms are still necessary to utilise as they vary in efficiency. Nonetheless, investing and experimenting in paid advertisement rather than content marketing in multiple channels can be nonprofitable and a waste of resources in the short and long term. (Lieb 2015, 7.)

Mobiles have taken over computers and traditional television concerning media consumption, making it challenging for marketers to advertise user-friendly content on compact screens. Due to mobile devices' personal nature, all forms of ads can be viewed as invasive and unwelcome by the user. Furthermore, as most consumers are tied to some form of data plans, such large ads can easily result in data plan price escalation. According to research on mobile data consumption, 50% of mobile ad click-on were accidental. (Lieb 2015, 7.)

Omni-Channel, also known as Cross-channel strategy, refers to a mobile-optimised mix of content that caters to existing and new customers. As customers consume content daily, it's become even more difficult for companies to provide complementary content. Customers possess a critical reading mindset, as expectations are high. As a result, the decision-making journey has become more demanding. According to Rouhiainen (2018), customers face ten touchpoints, varying from social media content evaluation to complementary ads. However, even after these touchpoints, buying-decision is not guaranteed therefore, the constant need to produce relevant content to fulfil customer needs and wants is an absolute necessity.

2.1.2 Content Marketing Matrix

The content marketing matrix provides marketers with the four quadrants of content when it comes to content marketing. According to Rouhiainen (2018), companies that produce

the most content tend to have the highest target group and a dominant place in the market. Content varies in forms and methods; Rouhiainen highlights that most companies need 10-12 touchpoints of content. The Content Marketing Matrix introduces the four different quadrants of content marketing; **Educational, Entertaining, Inspirational and Convincing**, as demonstrated in Figure 2. These quadrants provide companies with a clear outline that explains the benefits and importance of each segment.



Figure 2. Content marketing matrix retrieved from (Rouhiainen 2021)

Educational content is considered the easiest yet the most efficient section out of the four. As demonstrated in figure 2, tutorial articles, trend reports, guides, infographics and tutorial videos are a powerful form of educational content. As the information is educational, its essential to keep the content short and to the point to avoid customer frustration. Furthermore, there are many different market options, varying from a product, brand to services, educational content enhances the customer journey, educates the competitive advantage, and promotes cross- or upselling. In essence, educational content is supposed to provide the customer with a solution without any expected gain in return. (Rouhiainen 2018.)

Entertaining content is highly equipped with emotional and awareness of spreading factors. This sector is the most difficult out of the four, as it promotes and reaches the customer on a personal level. Competitions, contests and gamification are a form of entertaining content that engage customers by utilising high emotional activity and responses. Entertaining content such as, quizzes force customers to evaluate their knowledge. This allows companies to fulfil these knowledge gaps by creating a need and demand for their product/service. (Rouhiainen 2018.)

Content that **inspires** relays on social boosts, which leads towards purchasing. A great way to promote social proof regarding a product or service is celebrity endorsement, however, it is usually the priciest option. **Influencer marketing** is a great platform to explore as they possess significant relevance and are more attainable in the current digital age. Influencers typically have a loyal following which makes the customer feel like the product is more trustworthy and personalised. Testimonials in written and video formats, reviews and community forms are other forms of this content practice. Usually, the aforementioned content comes off as unbiased and trustworthy and result in a more personal customer experience. (Rouhiainen 2018.)

The final stage before the buying-decision is an outcome of the efficiency of the **convincing** content. A great way to promote convincing marketing includes taking advantage of checklists (great for B2B companies to create solutions), webinar (educational and convincing for last stage concerns), calculators, data sheets and price guides, case studies, product features and benefits, interactive demos, events, ratings and lastly reports. (Rouhiainen 2018.)

2.1.3 Adapting to the Content Marketing Funnel

Adapting and changing towards a content-based approach that focuses on the customer journey at each stage, instead of traditional advertisement, will result in engagement, sales, and retention opportunities. The transition towards a content-based marketing approach stands in need of organisational structural altercations and adjustment of resources. Lieb 2015, suggests that businesses must follow three main pillars, which will result in building valuable content, reaching business goals and utilising resources efficiently rather than paid and inefficient time-consuming business practises.

- Creating a solid content strategy.
- Realigning the marketing mix to invest across the customer journey by utilising different platforms.
- Establishing a solid, well-equipped team with the correct resources.

A content marketing funnel is a form of content marketing strategies that help businesses visualise the potential customer journey by going through each phase leading towards the ultimate purchase decision. The funnel consists of 4 stages, as seen in Figure 3; awareness, evaluation, purchase and delight. Each of the four stages contains suggestions for different content forms, which will eventually lead customers towards the buying-decision. This strategy addresses customer-related questions by building a customer journey map. The marketing funnel presented in figure 3. provides the following content: educating the audience, determining whether there's a need for your product, reasons to buy the product/service and lastly, methods to keep the audience engaged.

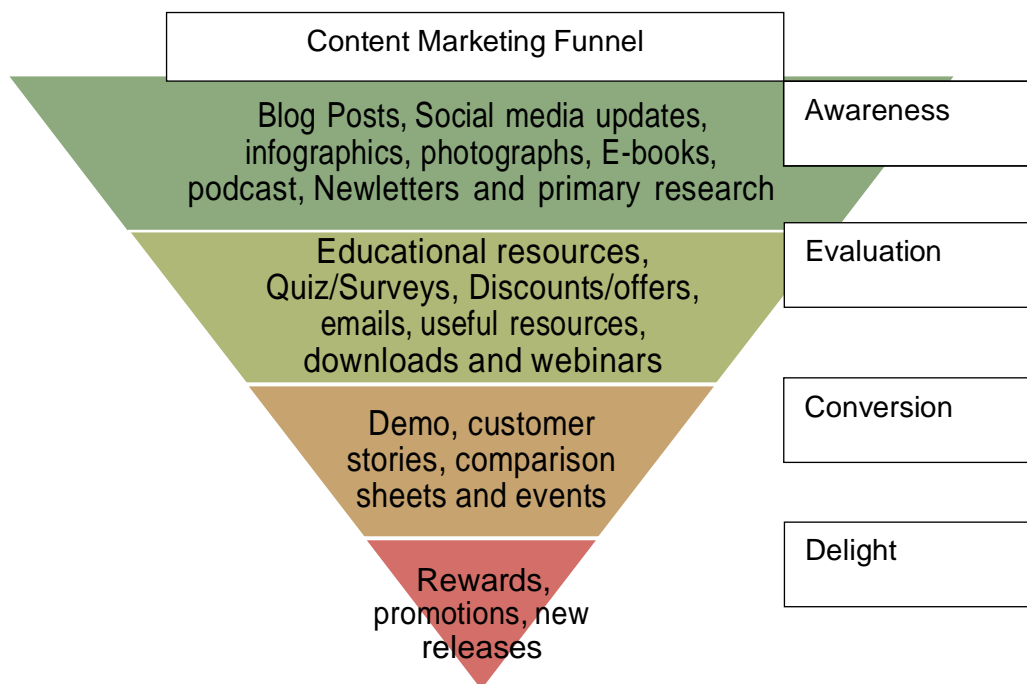


Figure 3. Content marketing funnel adapted from (Lucidchart 2021)

2.1.4 Headlines in Content Marketing

Headlines are the most important factor when creating content as it's the first thing the customer notices. Based on the headline's quality and attractiveness, customers decide whether to open or ignore the content. To quote David Ogilvy, "On average, five times as many people read the headlines as the body copy". Ignoring the importance of headlines is a prevalent mistake among new businesses therefore below, I've listed five different headline styles provided by Rouhiainen (2015a). Consequently, one can say in content a catchy and engaging headline is of the highest importance as the entire content body will not be read or viewed by the reader if this is not done successfully.

How to...? In headlines: *"How to make the best meatballs?"*

When creating educational content, this form of headlines is the most successful as it messages to the customer that the content will create value using informative means. According to Rouhiainen (2015a), this form of content ranks well on search engines and contains significant opening rates.

Use numbers in the headline: *"5 different way to succeed in a business setting"*

Numbers stand out in headlines are they're considered different, eye-catching, structural and educational. Clients believe the numerical amount presented in the headline to be equal to the number of subjects learnt as an outcome of the content. The aforementioned makes the content more attractive and personal to the client. (Rouhiainen 2015a.)

Mention the ideal buyer/client in the headline: *"5 tips for stay-at-home mothers"*

It is very efficient for businesses to mention the ideal buyer in the headline when targeting a specific group. As customers search for particular keywords, such headlines will result in the content ranking higher and found easier. Customers expect comfortability and easiness when navigating through data therefore, such headlines provide clarity and sought out results. (Rouhiainen 2015b.)

Discuss mistakes/errors in the headline: *"3 common mistakes parents make"*

According to the personal development expert Anthony Robbins, people have two main psychological motivator factors, moving towards pleasure or avoiding pain. Out of the two factors, avoiding pain is a more significant motivator amongst people. For example, instead of "How to become a better athlete", people are attracted more towards "3 common mistakes amongst athletes". (Rouhiainen 2015b.)

Use questions in the headline: *"Are you a make-up guru? Test your knowledge."*

Begin the article with a question and conclude with a question. This approach fuels the thinking process and relates the importance on a personal level to the customer. These forms of headlines may create a need or a gap in the customer, and as a result, promote the desirability of a brand, product or service. (Rouhiainen 2015b.)

2.2 Search Engine Marketing

Search Engine Marketing (SEM) combines organic and non-organic content that uses **Search Engines (SE)** such as, Google, Bing and Google-owned YouTube. Organic SEM also known as non-paid SEM, seeks to achieve the highest position or ranking in the organic listing, **search engine result pages (SERPS)**, using a specific combination of key-words and the optimisation of the brand website. This is commonly known as **Search**

Engine Optimisation (SEO). This form of digital marketing generates a higher number of visitors by taking advantage of higher click-through rates. (Chaffey 2019.)

Google AdWords is the most popular paid search option as it generates high website traffic. When brands begin exploring and utilising Google AdWords as a marketing option, they must ensure SEO is optimised and aligned accordingly to ensure efficient practices. Furthermore, as Google is a business that aims to make the highest financial profit, marketers should modify the pre-setting to fit their wants and needs. As Google AdWords rates specific paid keywords, SE will promote your website on top of SERPs if this keyword is being used. Lastly, Google AdWords charges the marketer based on the numbers of clicks resulted in opening the link ranked by these chosen keywords. (Search Engine Land 2021.)

Google AdWords can play a vital role in increasing reach concerning short-term marketing campaign as opposed to long-term ones which are powered by SEO and other digital marketing means. According to Henderson (2020), customers exposed to display advertisement are 155% more likely to search for the brand and segment-specific terms. Furthermore, it is estimated that every 2€ profit in brand revenue is generated by 1€ investment in Google search advertisement. Google AdWords can outrank competitors on the largest search engine in the world, Google. (Henderson 2020.)

Search Engine Optimisation is the organic process of SEM. SEO aims to improve the brand site to increase visibility in search engines for relevant searches. Search engines have a specific ranking system for search result order. The results are ranked based on what the search engine determines is the most pertinent to the search by considering architecture- and keyword research factors. (Search Engine Land, 2021.) In SEO, there are two main ways to gain website traffic; earning or paying methods. Companies earn web- site traffic by using SEO, however, pay for it when purchasing SEO marketing practice enhancers. As more companies are venturing into SEO practices, it has become more difficult for companies to rank high on search engines. Rouhiainen (2018) stresses the importance of combining SEO with paid marketing practises to achieve maximum results.

While brands do not necessarily pay in monetary means the SE when practising SEO, it is not entirely free to an organisation as SEO requires constant content production to rank

high. Search engines collect information about different sites and put them in an index. Algorithms align the index rankings whilst taking into consideration several ranking factors and signals, as a result, the most relevant pages appear in the search results for the given query. (Search Engine Land, 2021.) Content production practises are time-consuming and take up a lot of resources. As SEO is mainly practised in Google, organisations should not use this as their only marketing method. To garner optimal results, brands must utilise paid and non-paid marketing practises. (Rouhiainen 2018.)

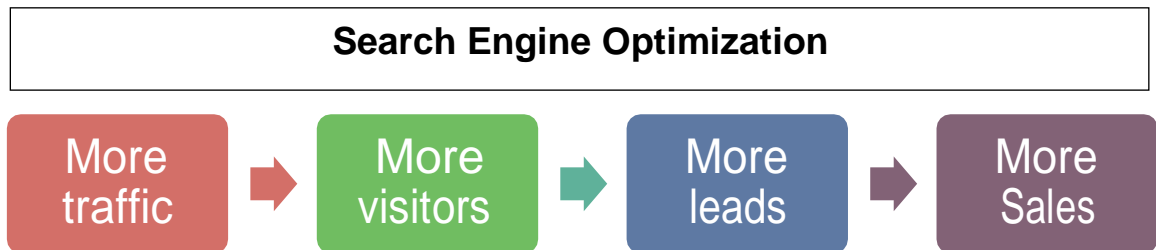


Figure 4. Demonstration of SEO traffic-related benefits.

Brands aim to optimise their site ranking to garner attention and attract prospective and existing customers. Google tunes in 2 billion searches a day, which account for 50 000 searches a second. As demonstrated in figure 4, SEO is a powerful marketing method that ultimately aims to increase sales without increasing expenses from a brands perspective. Being in the top listing means a high percentage of traffic, short- and long-term. Furthermore, according to Warren 2015, SEO leads have closed at 9x higher rates than print. (Warren 2015.)

2.3 Social Media Marketing

Social media marketing allows businesses to interact and reach prospects and customers across various social media platforms. Successful social media marketing can create devoted brand advocates which drive leads and sales (Buffer 2021). This form of marketing involves creating and sharing content on social media platforms to align company marketing and branding goals. Such marketing activities consist of posting image and status up- dates, videos, and other forms of content, which drives audience engagement combined with paid social media advertisement. (WordStream 2021.)

Companies create and share marketing campaigns that align with their social media goals and values. Social media marketing is similar to inbound marketing, as it aims to create a

specific platform where content is shared and discussed. As social media platforms are continuously expanding and developing, companies need to keep modifying their marketing responses to user-request, political and social awareness. To keep users satisfied and increase daily social media intake, advanced algorithms, ads and designs are constantly tested and improved. The newest addition to social media platforms has been TikTok, a video-sharing app that has gathered more than 500 million users rapidly. Marketers must keep up with the never-ending social media updates, as what may be in today might be out tomorrow. (Barysevich 2019.)

Instagram is a social media platform that utilises photo and video sharing activities via mobile application. The app allows users to take visual content for their followers who interact with likes, comments and shares. Instagram has more than a billion monthly active users who engage in sharing millions of photos and videos a day. Leading businesses have established a strong presence on Instagram as it allows them to brand themselves using relevant and approachable content, recruit new talent and inspire their audience. (Forsey 2020.) According to statistic provided by Collins (2020), there are more than 25 million business profiles on Instagram as users browse on the app average of 53 minutes daily.

High "like" rates indicate better customer engagement, therefore leading Instagram brands to post around 4.9 times a week to leverage some of the daily 4.2 billion likes the app users accumulate. Instagram content consists of being able to share multiple photos and videos, Instagram stories and live sessions. Rouhiainen (2015c) highlights the need to combine all of the aforementioned content forms to gain momentum and account growth. Furthermore, Instagram uses inbound marketing when targeting the consumers as the marketing feels natural and sought after. The platform allows brands to humanise their content, showcase new products, recruit potential new talents and inspire their audience. Unlike many social media platforms, Instagram allows the user to publish a variety of photo and content forms to brand versatility and gather engagement from all sectors. (Rouhiainen 2015c.)

Content plans are an essential tool for companies that want to improve organic content and optimise their Instagram account to garner engagement. The moving parts of the plan should be able to function independently whilst being aligned with the company's strategic goals. Furthermore, brands need to have flexibility when utilising such tools, as they need to keep adapting to changing business priorities, emerging technological trends, audience preferences and other timely factors. (Harris 2019.) As content styles are endless, the author has selected a few successful Instagram image types. **Behind-the-scene Posts** offer customers to feel closer to the brand as they get a glimpse of the authentic process that

goes into different brand functions. Furthermore, a great way to humanise the business and bond with the audience is by allowing **Reposts from Employees**. **Educational Posts** are very successful amongst audience due to their informative, easy-to-follow and instructional nature. **Motivational Posts** are a popular Instagram marketing technique as they encourage brand values and associations while providing uplifting content. Lastly, **Influencer Posts**, which use the fame or popularity of a well-known public figure to promote the brand. Influencer marketing allows the brand to dive into a newer engaged audience organically as the audience trusts their influencers' opinions. (Collins 2020.)

Instagram allows the brands to promote products and services in a friendly, authentic way, 80% of the application users have made a purchase based on a discovery on the platform. The app was purchased by Facebook in 2013, which resulted in the platform enabling advertisers to run ads created on Instagram via Facebook Ad manager. This has made it possible for brands to advertise to a larger specific audience, directly resulting in higher ROI. Instagram manages to accumulate over 130 million users to open shopping posts every month. Similarly, to Search Engine paid marketing, Instagram paid advertising measures in Cost-Per-Click. Paid advertisement can be done using Photo, Video, Story, Carousel and Collection ads. (Newberry 2021.)

To conclude, brands need to maintain a consistent brand aesthetic. Brands stand out with their personality and values, such defining traits can be seen as bold, playful, gritty or even adventurous content aesthetics. A great company that practises such marketing is Redbull, as their Instagram feed features a variety of high-energy posts and videos that enhance their brand identity. This strengthens customer loyalty and brand identity amongst customer, which in return drives sales. (Collins 2020.)

2.4 SOSTAC® Planning Model

SOSTAC® planning model is a versatile planning system used by professionals in the marketing field to produce a consistent structure. The author will utilise the SOSTAC® planning model to create a digital marketing plan. SOSTAC® stands for **S**ituation analysis, **O**bjectives, **S**trategy, **T**actics, **A**ctions and **C**ontrol. The planning model was developed by PR Smith and is demonstrated and visualised in figure 5. (Chaffrey, Smith 2017, 3.)



Figure 5. SOSTAC® Planning Model (adapted from Chaffrey, Smith 2017, 3.)

The first step to creating the SOSTAC® planning model is performing a **situation analysis**. Situation analysis provides a detailed breakdown of the company's current position in the market. This stage involves creating a digital analysis to review different micro-environment aspects, such as, existing customer engagement, competitors and intermediaries. Besides, the analysis includes a review of the brand's macro-environment. This can be done with competitive analysis and SWOT analysis, which guide companies to further establish their current situation by evaluating possible strengths, weaknesses, opportunities and threats. (Chaffrey 2020a.)

The second phase of the SOSTAC® methodology focuses on the company's main **objectives**. During this stage, companies determine their digital marketing goals and possible methods to achieve them (Chaffrey 2020b). A great way to cover and optimise all digital marketing aspects in a holistic manner is using the 5'S framework, which refers to Sell, Serve, Speak, Save and Sizzle. (Antevenio 2019.)

Strategy refers to the plan, methods and segment, the marketer will use to achieve the established objectives. Inbound marketing is a great tool to use when creating a plan as it seeks to obtain a potential audience by producing quality content that will attract, convert, and delight. (Antevenio 2019.)

Tactics explain the specific tools of the digital mix, which the marketer will utilise to execute the set objectives. 8P's marketing mix allows companies to concentrate on the main

elements of the objectives. The 8P's stands for Product, People, Place, Promotion, Price, Process, Physical Evidence and Partnership. (Antevenio 2019.)

To ensure the aforementioned tactics are attainable and manageable, **action** must take place. When action is executed correctly, the objectives are realised. In theory, a great action plan consists of checklists that combine different forms of digital marketing, such as, SEO and PPC. Furthermore, the 5W method attains great results by answering questions such as, who, what, where, when and how. (Antevenio 2019.)

Control is the last phase of the SOSTAC® cycle. In this stage, the completion of the objectives set in stage 2 is being measured and monitored with analysis and KPI tools. KPI's provide results by indicating the relationship between the performance and target. During this stage, collected data results of the previous stages are implemented for possible improvement practices. As SOSTAC® is a cycle, controlling will always lead to the development of other stages with the provided assistance of monitoring tools. (Antevenio 2019.)

3 Project Management Methods (PMM)

This chapter will indulge in the project management methods used to demonstrate each project task. The final project outcome consists of 6 project tasks phases which are illustrated below in Figure 6.

This project utilised two research methods which are primary research and secondary research. Primary research is self-conducted, often answering specific research questions. It also requires the author to make analyses regarding the research based on findings. Secondary research, also known as desktop study or desk research, means reviewing existing literature, data and information. As the volume of information available can be immensely vast, the author must focus on utilising compact project-specific information. (McCrocklin 2018.)

This thesis will mostly use data obtained via desktop research; however, the author will be in contact with Vaatepuu's CEO Soile-Mari Linnemäki, to conduct a semi-structured qualitative interview. Bell and Willmont (2014) introduces a semi-structured interview form, similarly to a natural conversation, it allows the interviewee to express their opinions and encourages them to brainstorm useful additional information. The interview will allow the author to consider and implement the needs and wants of Vaatepuu varying from competitors, strengths and weaknesses, current digital marketing activities and long-term marketing vision. As the interview will be conducted in a semi-structured form, it will not contain specific questions, however, it will answer the aforementioned themes. (Bell & Willmont 2014, 21-23.)

The author will be in touch with the commissioning company throughout the process for any additional information. Company feedback will be gathered from Soile-Mari Linnemäki and presented in the conclusions chapter. Vaatepuu will be providing the author with all necessary marketing-related data and information.

PT 1.

During the first phase of the thesis, all data sources will be collected via desktop study. The author will use academic literature, business articles, social media and digital theories to prepare an accurate theoretical framework. All used theory will be analysed and explained in the thesis and reflected in the final project.

PT 2.

For PT 2, the author will study potential markets and target groups. Potential marketing channels and platforms will be selected based on the commissioning company's wants and needs. Digital marketing planning methods will be utilised to find out the necessary information regarding the plan.

PT 3.

The author will analyse existing digital marketing practises such as, social media activities, content quality, brand image, communication style and interaction rates. Using digital theory, existing content, visitor status rates, and google tools the author will understand the current market situation. Specific digital marketing practises will be prioritised based on the commissioning company request to support marketing goals and objectives.

PT 4.

During this phase, the author will research and compare two foreign clothing rental companies to the commissioning company for benchmarking practices. This will further allow for development ideas as it establishes competitor advantage and market situation. Using SWOT-analysis, the author will research and evaluate practices that have been proven beneficial to other companies providing similar services.

PT 5.

Creation of suitable digital marketing plan based on theory and literature outcomes provided during PT2-4. The project outcome will include ways to improve and develop current digital marketing activities with a suggested framework and reasoning.

PT 6.

Lastly, the author will be evaluating the final project based on company feedback, own reflections during project study and possible corrections. After the modifications have been taken into account, project evaluation is completed.

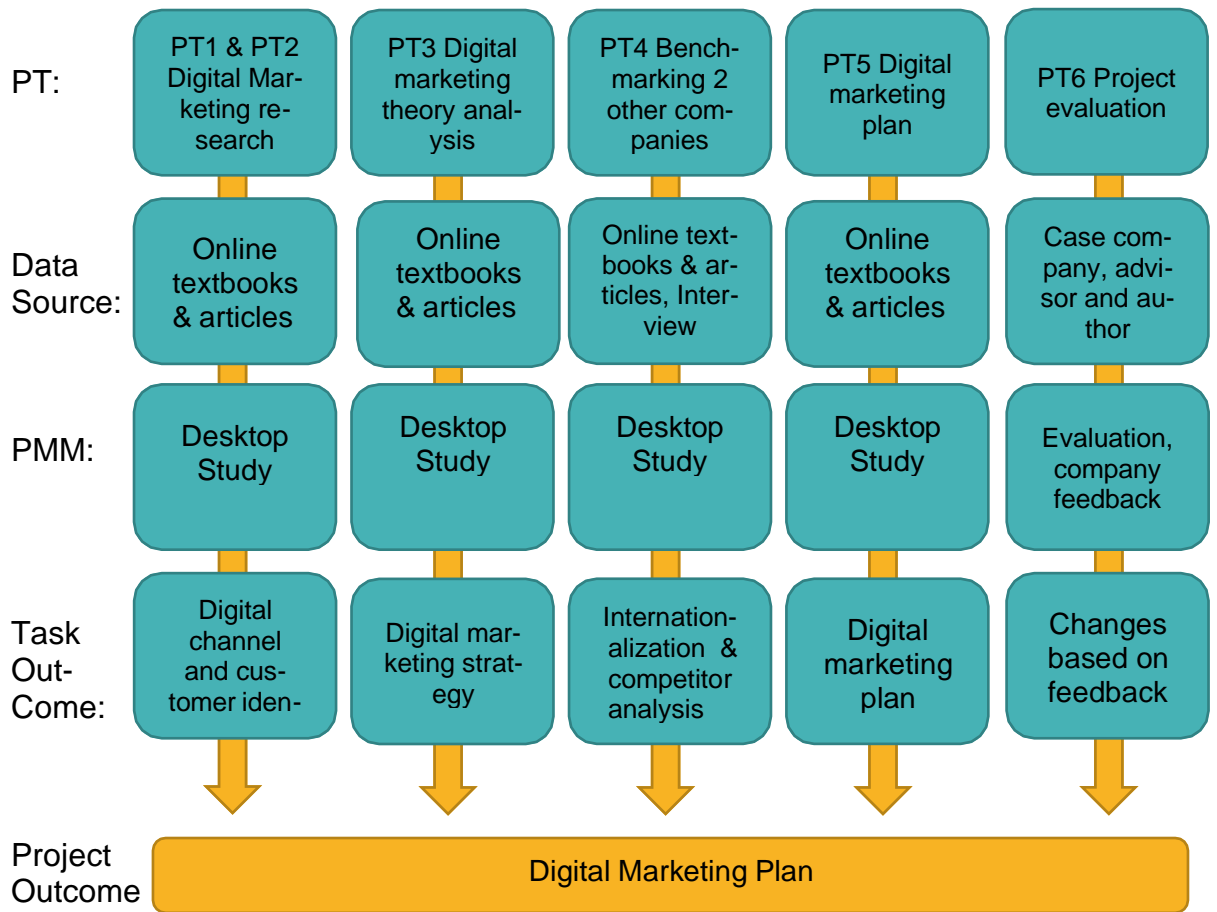


Figure 6. Project research methods.

4 Situation Analysis and Benchmarking Activities

This chapter will present the reader with a situation analysis that assesses the company's current situation by evaluating its ongoing marketing practices. Chapter 4.1 will include an extensive report of current digital marketing activities. Later on, the author will conduct benchmarking practices by establishing a competitor analysis on two foreign companies providing similar services as the commissioning company. In addition to Google Analytics, all relevant financial and company-related information will be collected from the case company.

4.1 Current Digital Marketing Practices

The author organised a semi-structured interview via Zoom with the CEO of Vaatepuu, Soile-Mari Linnemäki. She kindly explained and provided some of their marketing materials to understand ongoing operations. Mrs Linnemäki stated that Vaatepuu does not have an exclusive marketing budget due to financial difficulties imposed by the effects of the COVID-19 pandemic. Nonetheless, as the company is looking to expand current marketing means to meet demand, Linnemäki stressed the need to establish a marketing budget. Furthermore, the company does not follow a content calendar which can be noted in their inconsistent feed timeline across various social media platforms.

Vaatepuu is available on Instagram, Facebook, LinkedIn and Twitter. Most of their marketing activities are performed on Instagram and Facebook, where the latest events, services and products are presented and introduced. Vaatepuu uses different categories of marketing across its channels to reach customers. To elaborate, Instagram has been utilised for product information and retargeting, whereas Facebook for storytelling through customer experience and behind-the-scenes announcements. Twitter and LinkedIn are the least active platform, as they have not been prioritised due to a lack of resources. Linnemäki expressed that the posted images and videos are pre-created high-quality content that aligns with company values. The latter content is aimed towards people living in Finland in the age group of 20-65+ who have shown interest in clothing rental, sustainability, fashion or support local brands.

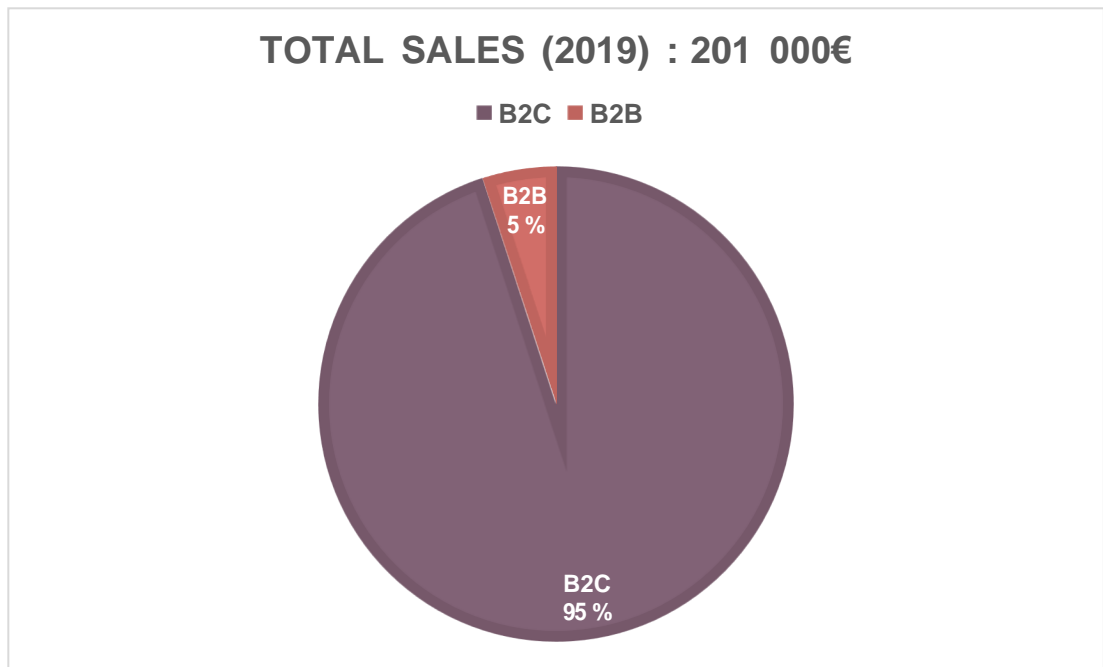


Figure 7. Vaatepuu Turnover chart based on customer segment (2019)

As presented in Figure 7. Vaatepuu provided the author with the latest available company turnover statistics (2019) to demonstrate sales and marketing between different customer segments. Their B2C sales account for most of the generated turnover, with an estimated 95% of sales. Having identified the opportunity in the B2B segment, the interviewee expressed their interest in increasing their marketing efforts to boost their B2B sales. The company has recently taken part in an ELY-Project which segments clients into different customer personas. This project aims to understand customer behaviour and engagement, which, in return, allows the company to use the correct marketing methods.

Their B2C customers comprise educated urban and environmentally conscious women between the age of 30-60. These females vary from entrepreneurs, teachers, environmentalist, students and politicians. As such, their B2C product portfolio includes memberships packages, second-hand market goods, clothing care products, gift cards and hand-made accessories. As for their B2B clients, Soile-Mari identified them as stylist, TV and streaming productions companies, event and trade fair attendees, freelance entrepreneurs and marketing agencies. The B2B portfolio includes a variety of services, ranging from after- work events, bridal showers, style makeovers and gift cards.

Vaatepuu products and services are efficiently advertised on their official company websites. The website utilises different digital marketing content forms varying from Newsletter subscriptions, links to social media platforms, hashtags, blogs, up-to-date announce-

ments, company mission and vision. Although the commissioning company has not invested resources and efforts towards SEO or SEM, when performing SE search on Google with the keyword "Vaatelainaamo" (clothing rental), Vaatepuu ranks first on the organic sites shown on SERP. Meaning their current website practises yielded great results.

4.2 Benchmarking: International Competitor Analysis

Analysing competitors is an essential part of any business strategy, as it allows businesses to understand their current marketplace in relation to their competitors. By doing so, marketers discover weaknesses in their competitors' strategy, which, in return, allows them to learn and avoid such mistakes. This strategy grants businesses the opportunity to out-position their competitors and attain loyal customers. (BigCommerce 2021.)

When executing a competitor analysis, the first phase is to identify the competitors. There are two varieties of competitors to take into account, direct- and indirect. Direct competitors have a similar or identical business model offering similar products and services. Therefore, such competitors are considered of primary focus when conducting a competitor analysis. On the other hand, indirect competitors do not offer similar products or services, however, they are appealing to the same target customer segment. (Big Commerce 2021.)

Due to the international relation of this study, the author, together with the CEO of Vaatepuu, Soile-Mari Linnemäki, identified two main international direct competitors, the Dutch Lena Fashion Library and the American Rent the Runway. The chosen direct competitors fulfil international business guidelines by performing benchmarking activities regarding two international companies offering similar services.

Competitor analysis is conducted by researching and evaluating the competitor's available product and service offering in addition to the main differences in product selection to the commissioning company. Competitors whole product lines were analysed by quality, pricing and promotions. Although these companies are working in the same industry, this does not equate to an identical business model. For example, they can practise different pricing tactics, therefore appeal to different customer segments. It is recommended to investigate total market share and distribution channels if possible as they provide valuable and accurate insight. (Big Commerce 2021.)

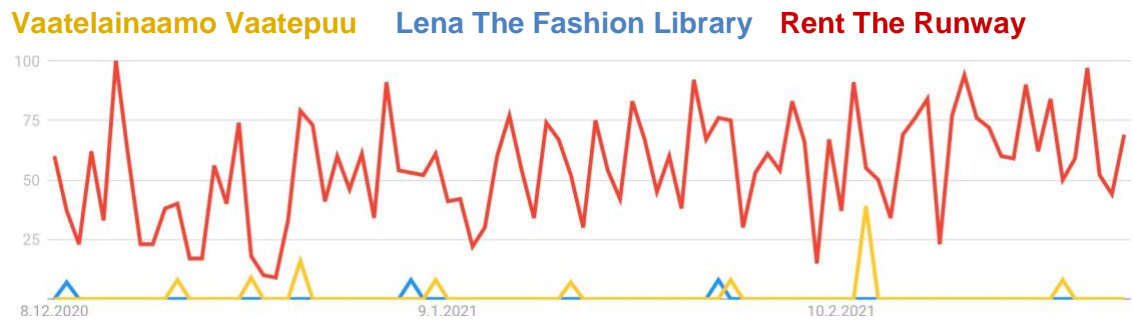


Figure 8. Google Trends comparison between Vaatelainaamo Vaatepuu, LENA the Fashion Library, and Rent the Runway search terms (Google Trends 2021)

Google Trends is a tool that studies and examines the search trends based on the given search term or keyword. The tool shows how frequently a given search term was searched by using the Google search engine (Worldstream 2021). Figure 8 presents the search term analysis between Vaatelainaamo Vaatepuu, LENA the Fashion Library and Rent the Runway on a scale of 0-100 searches in the duration of the last 90 days. Vaatepuu has an inconsistent search boost every end of a month, as presented in figure 8. Furthermore, as demonstrated Rent the Runway is the most searched company out of the three present ones.

Table 2. Online presence comparison between competitors.

| Distribution Channel | Vaatelainaamo Vaatepuu | LENA the Fashion Library | Rent the Runway |
|----------------------|------------------------|--------------------------|-----------------|
| Facebook | X | X | X |
| Instagram | X | X | X |
| LinkedIn | X | X | X |
| Twitter | X | X | X |
| Youtube | | | X |
| Website | X | X | X |
| Blog | X | X | X |
| Pinterest | | X | X |

The table 2 above compares the online presence between the commissioning company and chosen two direct competitors. Rent the runway has the most active social media platform utilisation in comparison to the rest. They have simplified their services by taking advantage of different content forms varying from testimonials to infographics, making them appear as a reliable and user-friendly brand. Although Vaatepuu and Lena the Fashion Library use almost identical platforms, Lena the Fashion Library practises

higher engagement levels by posting actively. Lena the Fashion Library has managed to yield 12,7k monthly views on Pinterest alone, whereas the American Rent the Runway has active monthly views of 4.2 million. Compared to the competitors, Vaatepuu showcases low activity with variations regarding frequency and relevancy of posted content. Due to the aforementioned, Vaatepuu must invest effort and digital marketing resources to build their social media platforms and garner brand recognition and website traffic.

4.3 SWOT

SWOT analysis stands for Strengths, Weaknesses, Opportunities and Threats. It's a tool used to determine the company's competitive position by assessing internal and external factors, as well as current and future potential, created by the competitive environment. The primary objective of a SWOT analysis is to guide strategic decision-making by understanding the company's current situation. (Grant 2021.) Innovative development ideas can only emerge when the analysis has been conducted using the correct approach. To perform a successful SWOT analysis, businesses must possess comprehensive organisation and operating industry knowledge. This allows them to funnel their focus to leverage strengths and opportunities to overcome weaknesses and threats. (Schooley 2019.) The presented table below demonstrates a SWOT analysis of the case company Vaatepuu.

Table 3. Vaatepuu Oy SWOT Analysis

| | |
|--|--|
| <p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Strong ideologically identified customer base • Ethical and Sustainable business model • Pioneer in home country • Strong SEO ranking | <p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • Presence on Social Media platforms • Inconsistent content uploads • The similarity to direct competitors • Complex pricing system |
| <p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Building a strong online presence and intensifying marketing • Sustainability as a growing trend • Reaching a larger customer base via online channels | <p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Competitors capable of investing more resources and efforts into digital marketing • Non-direct competitors offering lower-quality-cheaper alternatives |

5 Digital Marketing Plan

This chapter presents the reader with the digital marketing plan analysis and improvement suggestions based on the commissioning company wishes to improve brand awareness and increase website traffic. The digital marketing improvements and optimisation factors will be suggested based on the theoretical framework presented in chapter 2. To add on, this study will also incorporate a digital marketing plan presentation which can be found in attachments. The presentation is a condensed version of the following chapter. This chapter will introduce the reader to the current digital marketing trends, followed by a website analysis and customer targeting study, and concludes with performance monitoring tools.

5.1 Social Media Trends to Consider

Social media is an increasingly popular subchapter of digital marketing. This can be seen as being an essential part of any digital marketing plan. Marketers are diverting and capitalising their focus into social media as it has allowed for higher opportunities to grow brand awareness and increase visibility through search engine ranking and better website conversion rates. (Brooks 2021.) Brands must make sure their social media marketing approach aligns with the newest usage and behavioural trends. Due to the significant effect COVID-19 has had on digital marketing, the use and trends of digital marketing have changed drastically amongst users (Hutchinson 2021). This effect can be seen in higher eCommerce sales as consumers are spending more time on social media due to the pan-demic lockdowns (Gallegos 2021). The author has listed below seven important social media marketing trends for 2021 that will benefit Vaatepuu furthermore.

Live-streams and influencer content has replaced in-person events as consumers have not been able to socialise with their friends and family due to COVID-19 lockdowns on a worldwide scale. This has led to increased branded live streams, favouring, particularly influencer/celebrity generated content and online workshops. For example, in 2020 alone, Facebook lives viewing spiked by 50%, whereas Instagram viewings surged by 70% during lockdown periods. This form of content has strengthened customer trust towards brands by tapping into "in-the-moment" connections. (Gallegos 2021.) Vaatepuu can prioritise such practises by showing customers various style makeover ideas and perhaps explain how simple in practise their services are via delightful livestreams that showcase their brand identity. Collaborating with other fellow environmentally conscious public figures would further help them reach their target customers that share similar values and beliefs.

Brands that practise **goodwill and purpose-driven missions** have emerged into the customers live through social media by strengthening and joining the conversation to raise social awareness. According to a report by Deloitte (2021), "brands need to be deeply attuned to why they exist and who they are built to serve". The core of these practises is to build customer trust by transparency and positive social influence (Gallegos 2021). As Vaatepuu's business model and core values aim to reduce carbon footprint and ensure the longevity for the future, such practises are important to highlight among younger and older age groups. By showcasing, such missions, Vaatepuu will become part of something bigger and thus enable customer to practise the power of word-of-mouth marketing.

Customer experience has become more important and prioritised amongst brands as consumers constantly crave an easy, enjoyable and memorable customer journey. Most successful brands have switched to **user-generated content** (UGC). UGC is any type of content that has been created, published or submitted by a user of the brand. (Gallegos 2016.) This form of content is considered relatable and uplifting. It aims to build and strengthen communities, enable a higher customer reach, and generate more content that promotes online shopping. UGC is an effective way for brands to build an everlasting relationship with their customers by providing social proof in their marketing. (Gallegos 2021.) Vaatepuu can utilize UGC by sharing, reposting and answering to consumer content and claims. By doing so, they will further create a stronger audience unity and promote engagement. This form of content utilization can be incorporated as part of the scheduled content calendar to ensure consistency and direct consumer engagement.

Sustainability has become an increasingly popular topic among consumers. An estimated 81% of consumers are actively showcasing strong emotions towards sustainability-related topics. As a result, brands have been shifting towards more sustainable efforts in the past few years. Brand efforts towards becoming more sustainable have been noted in used materials, packaging and systems. Consumers expect brands to be purpose-driven and environmentally conscious in 2021. (Gallegos 2021.) Sustainability is the core value of Vaatepuu. This can be noted in their logo and operations, therefore, it's their strongest marketing asset. This should be constantly incorporated in advertisement, marketing and customer communication style.

Due to impactful social movements such as, Black Lives Matter (BLM) in 2020, **inclusivity** became an increasingly highlighted focus in 2020. According to a study by Accenture (2020), the cultural shift towards inclusivity has impacted consumer purchase behaviour largely. This can be seen with an estimated 41% of consumers shifting away from brands

that do not present their views and values on diversity. Brands that showcase their involvement in such causes have generated higher turnover by driving deeper customer connections. (Gallegos 2021.) To stay relevant and continue being a pioneer in its field, Vaatepuu must be able to showcase and market their inclusivity. This can be incorporated in recruitment, advertisement, showcased models, social media platforms, website, general marketing and as partaking in the conversation. As mentioned earlier, companies that are part of the conversation and take a stance with inclusivity, tend to be viewed more attractive from the customers perspective. Therefore, it is essential for Vaatepuu to keep up-dated with the latest inclusivity movements and voicing politically correct stances with such causes.

According to Anderson 2021, recent studies have shown that more than half of online digital traffic comes from mobile users and mobile apps. **Mobile-friendliness** is a crucial part of a company's digital marketing efforts. It is vital to develop content that is easily published, downloaded, and of high quality to optimise mobile users' experience. Furthermore, as mentioned in chapter 2.1.1, online marketing operations are more cost-efficient, fluid and effortless for modern companies. Users are constantly searching for services and products on their mobile devices; therefore, companies must be able to meet demand by optimising and prioritising such factors. (Anderson 2021.) Through website optimization tools, Vaatepuu will gain a clear understanding of how to ensure mobile-friendliness. Chapter 5.2 will further dive into this subject.

Consumers are leaning towards **easy-to-consume** content such as, podcasts, Instagram stories and on-the-go newsletters. These forms of content have become popular amongst customer since they can be produced and consumed on the go using mobile devices. Furthermore, consumers consider such forms of content refreshing as they provide a personal touch. To further elaborate, due to the overstimulation of users encountered on social media platforms, the consumer has been favouring short and clear content advertisement instead of lengthy, time-consuming uploads. (Gallegos 2021.) To ensure the usage of such form of content, Vaatepuu must incorporate easy-to-consume in their content calendar. Podcasts, Instagram stories and on-the-go newsletters, should all be aligned in order to ensure consistency. Vaatepuu could utilize, Instagram stories to showcase latest additions to their fashion collection and behind-the-scene snippets. Podcasts can be used to voice their stance and strong beliefs regarding important topical subjects, such as, sustainability and combatting fast-fashion.

5.2 Website Analysis

The author used a free version of a tool known as Woorank to conduct the website analysis for the commissioning company, Vaatepuu. Woorank offers marketers a variety of paid versions of the tool, which showcases extensive data for improvements suggestions. In essence, Woorank is an SEO audit and digital marketing tool which investigates Google's algorithms to generate a datasheet providing comprehensive website performance information. Woorank provides improvement suggestions for marketers to boost company search ranking and website traffic by maximising audience engagement, conversion and retention rates. (Woorank 2021.)

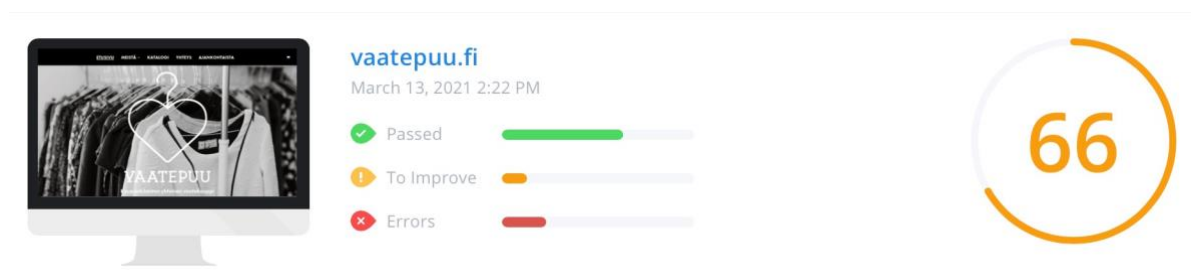


Figure 9. Woorank analysis for <https://vaatepuu.fi> total score (Woorank 2021).

As presented above in figure 9, Vaatepuu scored an overall of 66/100 on the Woorank website analysis tool. The website was titled super optimised for mobile visitors with great and configured image viewport sizes, a sufficient amount of space between tap targets and, lastly, legible text. However, website analysis errors occurred due to insufficient website security, broken links, low website traffic, inadequate and unclear social media profile linking. Although improvement and error factors are significantly lower than those passed, Vaatepuu should further maximise these possible website improvements.

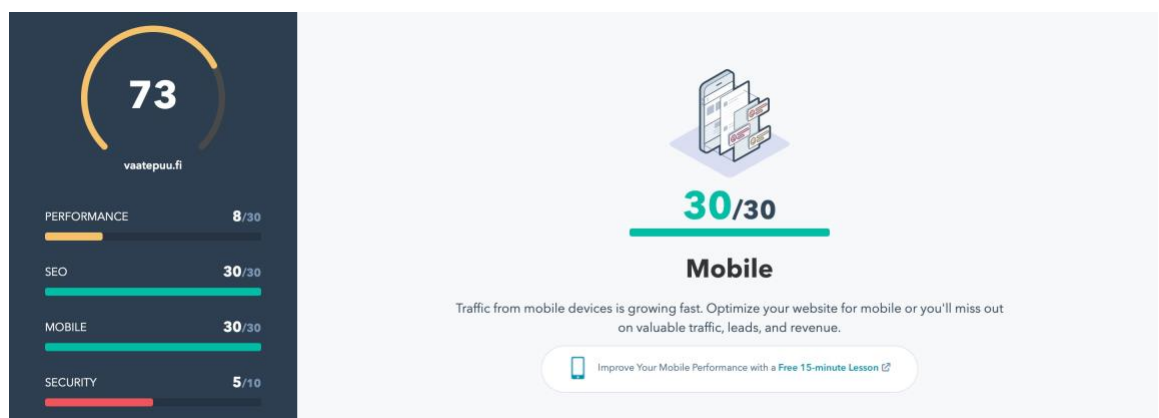


Figure 10. Overall website analysis for Vaatepuu (Website grader 2021)

Similarly, to Woorank, Website grader is a website analysis tool that calculates the overall ranking of any website on Google by investigating the algorithm. Using Website Grader, Vaatepuu scored a higher overall of 73/100. Vaatepuu scored the maximum on SEO and Mobile friendliness factors, however fell short in security and overall performance. Low performance and security rating was due to slow page speed and uncompressed JavaScript factors.

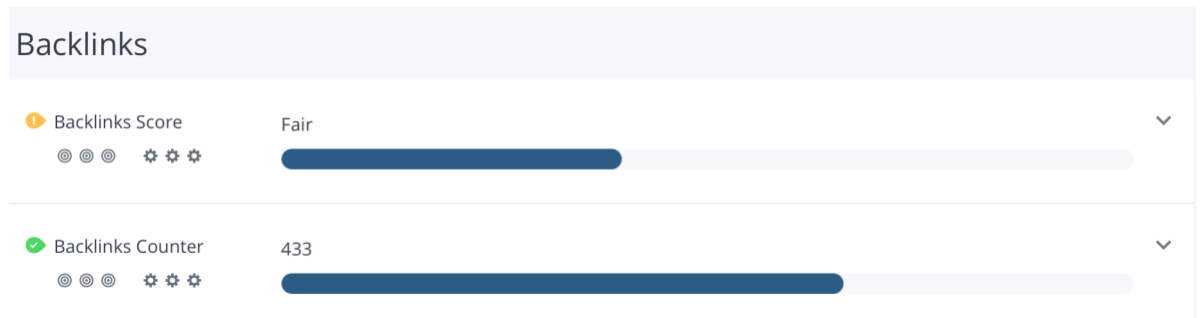


Figure 11. Woorank backlink analysis for Vaatepuu (Woorank 2021)

According to the presented data in figure 11. Vaatepuu official website has 433 backlinks which have a decent ranking of "fair". The aforementioned is a clear rating indicator of the quality of the backlinks pointing to Vaatepuu's website. Weak links must be investigated and possibly removed to increase website visibility and ranking. Vaatepuu must reinforce user-generated testimonials and promotions as this will increase the quality and quantity of backlinks.

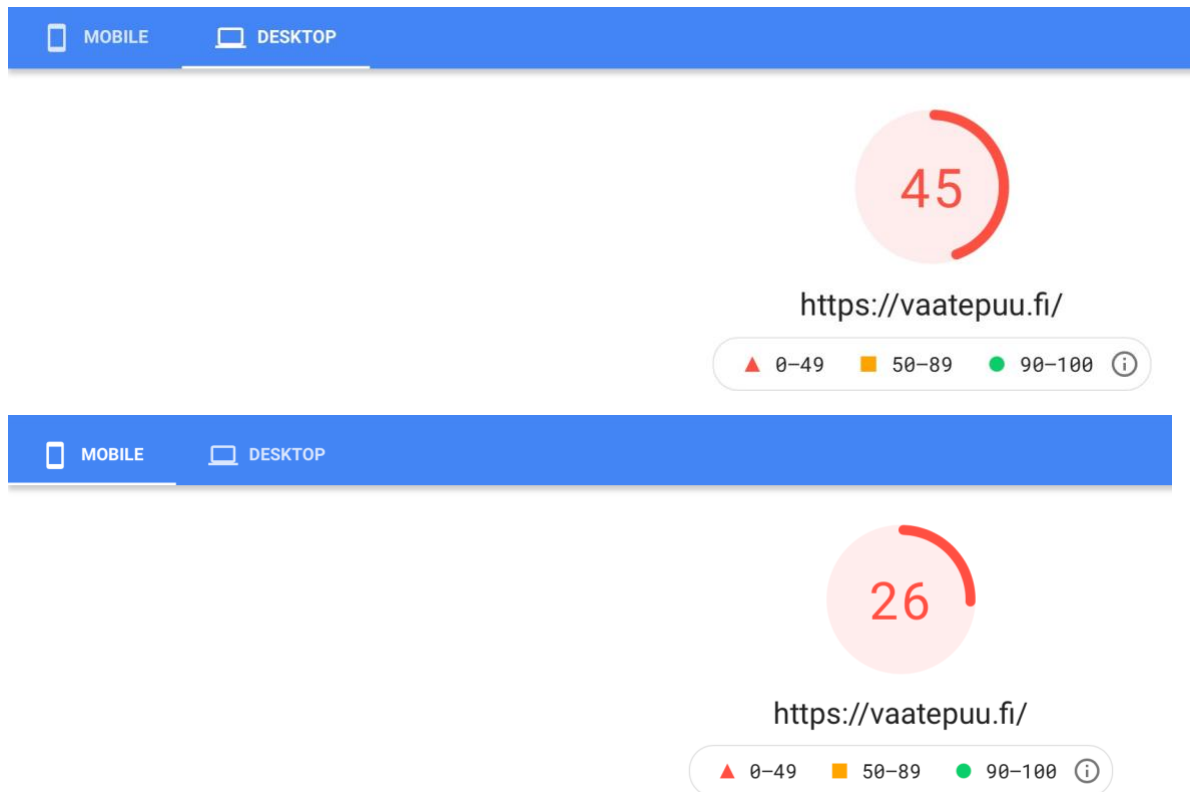


Figure 12. Google Page Speed Mobile and desktop analysis for Vaatepuu (Google PageSpeed Insights 2021)

Google Page Speed a tool that analyses the website's front-end performance and offers various optimisation recommendations. Faster loading speed is crucial for mobile and desktop users as it results in a better user experience and an increase in conversion rates. Figure 12 demonstrates website loading speed on **Desktop 45/100** and **Mobile 26/100**. For Vaatepuu to improve desktop and mobile speed ranking on Google, the tool recommends looking into eliminating render-blocking resources, reducing initial server response time, using HTTP/2 together with video formats for animated content, and lastly remove unused JavaScript and CCS. Currently, the website is not ranking well in page speed which means the commissioning company must implement necessary improvements during the cleaning process.

5.3 Targeting

The success of any business depends on its ability to know and reach its correct target audience by optimising the marketing efforts. Implementing the audience preferences in the digital marketing process allows for more effective customer reach. (Fondalo 2017.) Vaatepuu has recently performed audience targeting by taking part in an ELY-Project that segments its core customers into three different categories. The author has listed below

the main three customer personas provided by the CEO of Vaatepuu, Soile-Mari Linne-mäki.

Three Customer Personas:

Always on the go Anniina:

- Age: 36 years
- Profile: Busy, productive. Always everywhere and has never anything to put on. A business party always coming up again.
- Needs: Must always get a new outfit for different parties and events
- Interests: People, events, music, fashion
- Life situation: Working, cohabiting
- Customer perceived value: Easy and fast fashion solution, no need to buy a closet to settle down. Prefers clothes that she can't afford to buy to keep.

Occupied Kaisa

- Age: 42 years
- Profile: Multifunctional, secretary of at least three associations and full-time teacher
- Needs: Representative outfit for work, enjoys the luxury of changing and having a variety of styles in her everyday life.
- Interests: association activities, nature and people
- Life situation: employed, married, two children
- Customer perceived value: Variation in work attire

Paula The Eco-lover

- Age: 55 years
- Profile: Healer of the world, a veteran of local politics, strong green values, extremely considerate consumer, owns only Norwegian sweaters, technical underwear and unique pieces, she has no interest in buying anything else
- Needs: Dislikes shopping and fashion, prefer clothing rental services as she can dress for different meetings following the latest fashion trends. She does not know labels. Enjoys and wants support from staff for decision-making.
- Life situation: researcher, spouse, two adult children
- Customer perceived value: Ecological choice, ease and comfortability

The above-shown order represents target customer personas. Linnemäki stated that converting clients into rental membership services is of highest offering priority, followed by one-time rentals, second-hand goods, store-sold items, courses, styling and other services. Most commissioning company marketing efforts are directed towards all customer age groups and personas. Used digital marketing channels are Instagram, LinkedIn, Twitter, Facebook and Website. Younger age groups are targeted via Instagram and Twitter by utilising the product information and release as an approach method. Businesses and entrepreneurs are triggered through the storytelling and detailed information provided on Facebook, LinkedIn and the official website.

5.3.1 Google AdWords

Vaatepuu's main used keywords are "Vaatelainaamo" and "Vaatevuokraamo". Both of the aforementioned keywords rank their website on top of the organic SERP. Organic SERP results appear perpetually after paid advertisement. Although Vaatepuu ranks organically as the highest provider for the given keywords, this does not always indicate the highest conversion and website traffic rates. As demonstrated in 13, commissioning company domestic competitors such as, The Atelje, have optimised their search engine ranking using paid advertisement, allowing them to rank higher.

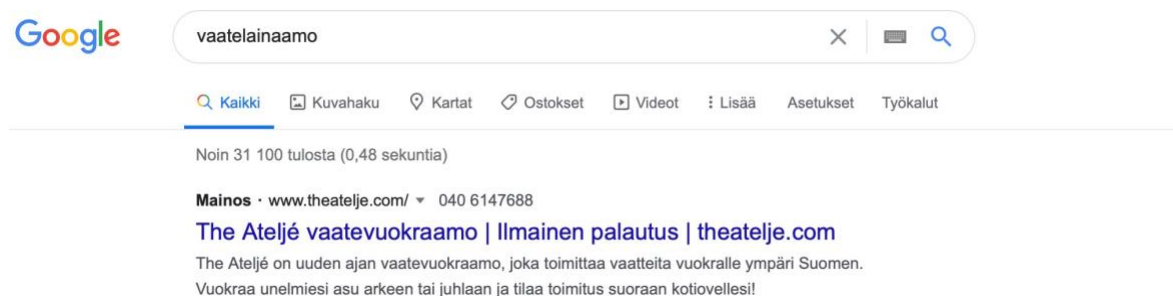


Figure 13. Google SE search for keyword "Vaatelainaamo"

Vaatepuu's product and services are for B2B and B2C clients, however more B2C marketing has been put into rental membership advertisement. The website's content and advertisement can be made more directional, focusing on gathering more website traffic. The landing page could be optimised by simplifying the currently complex rental point system using an infographic and showcasing the vast brand collection available. Content and advertisement can be run seasonally, depending on the newest customer trends and preferences. Convenience and comfortability must be established to ensure higher customer engagement rates.

Ad · <https://vaatepuu.fi>

Vaatelainaamo Vaatepuu | Vastuulliset vaatteet | Helppo ja vaivaton jäsenyys

Ympäristöystävällinen, turvallinen ja edullinen vaihtoehto sinulle. Tutustu jo tänään laajaan valikoimaan!

 Call business

Figure 14. Example of Google Ad (created by the author)

The author created the above shown simple advertisement with Google AdWords tool. Using Google Adwords, the advertisement can be edited to fit the location, gender and age-based targeting. Vaatepuu should optimise their current target customer knowledge when creating such forms of advertisement. Furthermore, the advertisement can be optimised by using various keywords that would land higher customer conversion rates. As demonstrated in figure 14. The author highlighted the need to showcase brand values, customer convenience and large brand selection.

5.3.2 KeyWords

During this chapter, the author will use various keyword tools to analyse keywords search and traffic volume to understand what the target audience needs and wants to rank higher in SEO. According to figure 15 below, 100% of the organic traffic is generated through the keyword "Vaatepuu", which ranks the website first on SERP. Search traffic means the number of organic search referrals that are directed from the word "Vaatepuu". Share of voice stands for the specific percentages of organic and non-organic searches for this keyword that sent traffic to the website. (Alexa 2021.)

Top Keywords

| | Search Traffic  | Share of Voice  |
|----------|--|--|
| vaatepuu | 100% | 17.04% |

Figure 15. Top Keywords (Alexa 2021)

Ubersuggest is a great keyword tool to understand information about keyword costs. It combines Google keyword planner, and Google Suggest to identify and analyse keyword

price ranking in Google SE. Vaatepuu is determined to target an audience of the age groups of 30-60+ who live in Finland therefore, keywords must stay universal. The used keyword for investigation CPC data is "Vaatelainaamo" and "Vaatevuokraamo". Figure 16 below indicates that CPC for keyword "Vaatelainaamo" is 0.24€. (Ubersuggest 2021).

| KEYWORD IDEAS | | SUGGESTIONS | RELATED | QUESTIONS | PREPOSITIONS | COMPARISONS |
|--------------------------|-------|-------------|---------|-----------|--------------|-------------|
| KEYWORD | TREND | VOLUME | CPC | PD | SD | |
| vaatelainaamo | | 480 | €0.24 | 10 | 35 | |
| vaatelainaamo helsinki | | 140 | €0.13 | 11 | 22 | |
| vaatelainaamo tanttu | | 90 | €0 | 4 | 20 | |
| vaatelainaamo vaaterekki | | 50 | €0 | 6 | 20 | |
| vaatelainaamo noppa | | 10 | €0.49 | 1 | 19 | |
| vaatelainaamo rovaniemi | | 10 | €0 | 1 | 19 | |
| vaatelainaamo atelje | | 0 | €0 | 1 | 17 | |

Figure 16 Keyword Overview for Vaatelainaamo (Ubersuggest 2021)

As demonstrated in Figure 17, the monthly search volume for the keyword is a low 480. However, regardless of search volume, the SEO difficulty is only 35, allowing it to rank high organically. Paid difficulty indicates the number of competitors using similar keywords, and as a result, making it more challenging to rank organically. According to figure 17, the keyword has a paid difficulty of 10/100, making it easier to outshine competitors.

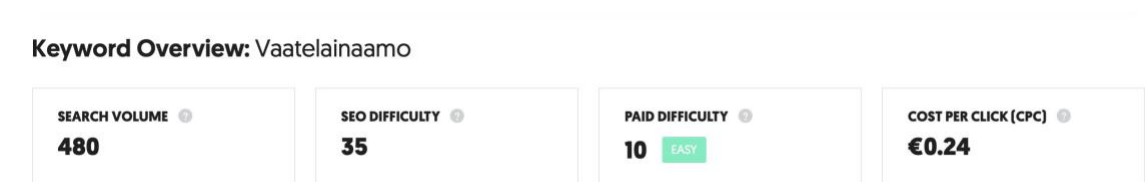


Figure 17 Google Adwords CPC analysis for "Vaatelainaamo" (Ubersuggest 2021)

Figure 18 below showcases CPC for the chosen keyword "Vaatevuokraamo" is 0.86€ (Ubersuggest 2021). The keyword is more expensive and has a lower search volume in comparison to results from figure 17. Although both keywords mean "clothing rental" in Finnish, this shows how a different word can be more common amongst a particular market niche. The word Vaatelainaamo is a modern way to say clothing rental in comparison to Vaatevuokraamo.

Keyword Overview: Vaatevuokraamo



Figure 18 Google Adwords CPC analysis for "Vaatevuokraamo" (Ubersuggest 2021)

The keyword "Vaatelainaamo" is more appealing and contains a higher search volume than "Vaatevuokraamo". Search volume between the two varies at higher levels, presenting "Vaatelainaamo" at 480 and "Vaatevuokraamo" at a low 70. Furthermore, in addition to higher search volume, it is cheaper to advertise the given keyword presented in figure 17. Based on website traffic and conversion rates, the commissioning company determinewhether a paid advertisement would be more profitable for them at a 0.24€ per click.

It is important to note that both figures 17 and 18 show data from only two chosen keywords. However, when implementing efficient keyword marketing, companies must examine other keywords together with variations of the words. For example, the earlier showcased figure 16 demonstrates the keyword ideas and related searches provided by Ubersuggest. Longer and distinct keywords, alternatively known as long-tail keywords, are most likely to be used during closer point-of-purchase. The aforementioned is due to specific searches, which indicates the user has more relative and more convinced purchasing behaviour. In addition to Ubersuggest, Vaatepuu can utilise a tool called Wordstream. As presented in figure 19, the tool suggests free long-tail keyword options. (WordStream 2021.)

| Keywords | Search volume | CPC | Competition |
|------------------------|---------------|--------|-------------|
| vaatelainaamo | 480 | \$0.26 | High |
| vaatelainaamo helsinki | 110 | \$0.26 | High |
| vaatelainaamo tampere | 70 | \$0.11 | High |
| vaatepuu helsinki | 50 | \$0.01 | High |
| vaatepuu tampere | 50 | \$0.01 | High |
| vaatepuu turku | 40 | \$0.01 | High |
| vaatelainaamo turku | 30 | \$0.22 | High |
| vaatelainaamo vaatepuu | 40 | \$0.01 | High |

Figure 19 WordStream Keyword Tool for "Vaatelainaamo" (WordStream 2021)

5.4 Social Media Evaluation

Vaatepuu has established a well-rounded Facebook page for all its operational regions. The Facebook page can be found at <https://www.facebook.com/Vaatepuu/>. The domain is well created with essential information such as, a backlink to the website and contact information immediately available for the customer. The page has accumulated 3375 active followers, constantly kept engaged with frequent posts and company updates. Furthermore, the page was created on the 28th of November 2013, with the primary operating location being Finland. Profile banner photo has been well designed with unique symbols and a great representation of company values. As Vaatepuu is a small to medium-sized company, some authenticity could be added by posting infographics and employee team photos. Inclusivity and USG could further promote company values and reach target customers effectively. The profile image consists of a banner logo and company name. Facebook content consists of educational posts, events, videos updates and articles. The product portfolio is well demonstrated in these posts and creates a non-pushy advertisement. Posts are primarily of high quality and vibrant colour scheme, giving them a fresh and sustainable feel. Overall, the company posts somewhat frequently with high-quality content. The blog website has not been linked and added to the Facebook account. All content must be shared, promoted and interconnected with all available social media profiles and platforms.

Vaatepuu has established an Instagram account for all its operating regions. Also, the company has created a separate account for its sold goods titled "Vaatepuu Market". The official Instagram profile can be found at <https://www.instagram.com/vaatepuu/?hl=fi>. The domain could be improved by adding backlinks leading to the brand website and better contact information for customer convenience. The main page has around 4497 followers and 420 posted images. The account has also utilised features such as, Instagram reels, stories and IGTV. The profile was created on the 30th of June in 2014, with the primary operating location being Finland. The Instagram profile shares approachable and non-advertisement feeling content, which usually tends to inspire and engage followers provided the content was posted frequently. Unlike the Facebook account, their Instagram account does not have a frequent posting schedule which limits customer engagement. As mentioned earlier, a well-established Instagram presence that provides the customer with added value and inspirational content will eventually generate acquisition that leads to higher customer loyalty and engagement.

5.5 Performance Monitoring Tools and Metrics

Social media monitoring entails a reactive strategy practise that monitors all kinds of talk associated with the brand, from reviews, product questions to complaints. Monitoring practices allow brands to monitor and evaluate the success of marketing efforts and set goals. Gained data from such practises can be further used to improve upcoming marketing operations and attain insightful information that can be utilised as a part of the brand'scompetitor analysis. (Chen 2020.)

As there are various metric tools that measure social media's overall success and social media performance, companies must choose suitable metrics for their needs. The aforementioned is determined based on set goals and objectives for social media platforms. To elaborate, when the set goal is to increase engagement, companies must make use of metrics that monitor and showcase data regarding content share rates on different social platforms. (Chen 2020.)

The author has chosen six leading key performance indicators (KPI) that follow the marketing funnel to strengthen each phase of the customer journey. The following KPI have been selected based on the importance and relation they have to the commissioning company. The below-listed metrics will guide Vaatepuu to understand how well their strategiesand campaigns are performing. (Seiter 2021.)

Activity showcases the basic output of the social media team. This KPI focuses on measuring the efficiency of posting, scheduling and optimising content. This can be done, for example, by optimising your content rate and practising a certain amount of blog posts perperiod.

Reach metrics focus on audience and potential audience related size and growth rates. This can be measured by the average number of followers or the overall mentions of the brand online per period.

Engagement figures concentrate on interaction and interest related actions such as, sharing and re-sharing on social media platforms. This can be measured by metrics such as, the amplification rate, which is based on the average numbers of shares on each post.

Acquisition metrics focus on user experience and building a long-lasting relationship. For example, subscriber count, website traffic, click-through rates and backlink quality and quantity.

The ultimate goal of **conversion** metrics is to achieve and follow actions, sales and results. Such examples are the average value of each purchase or (CPA) cost per acquisition or cost per action, which provides the price a brand must pay to attain a lead.

Retention and advocacy cover the most crucial stage of the customer journey. This can be examined by customer annual or lifetime value and customer satisfaction rates based on negative or positive customer provided feedbacks, reviews and testimonials across different social networks.

As mentioned in previous chapters, this digital marketing plan's main objective is to increase Vaatepuu's brand awareness and website traffic. Using Activity, Reach, and Engagement metrics allows the brand to understand how well their succeeding with their brand awareness related marketing efforts. Brand awareness can be monitored by calculating the number of times the brand has been mentioned within a certain period. Acquisition metrics track website traffic and traffic ratio and percentage of visitors coming from other social network sites by direct, search or referral visitor categories. Direct traffic might be quite self-explanatory as it refers to visitors using a direct URL search, whereas search visitors result from the SERP landing success rate. Lastly, referral visitors are traffic generated from backlinks leading towards the website. (Seiter 2021.)

6 Conclusions

In this chapter, the author will evaluate the thesis production process. The author will assess the final product by discussing key outcomes, recommendations for further research and final project evaluation. Lastly, the thesis will be concluded with commissioning company feedback and reflection on the learning journey.

6.1 Key Outcomes

The project objective for this thesis was to design a digital marketing plan for the commissioning company Vaatepuu. The digital marketing plan goal was to find ways to optimise current online presence and digital marketing practices. Furthermore, the aim of this thesis was to increase brand awareness, loyalty, sales and website traffic by building strong audience engagement. The project consisted of six project tasks.

For Project Task 1, the author designed the theoretical framework for the digital marketing plan. The author constructed the theory from the interconnectedness of the following concepts: content marketing, social media marketing and search Engine marketing. The aforementioned theory concepts created and explained the core concept, digital marketing. In addition to the above, the author used SOSTAC planning model to add structure to the thesis.

During Project Task 2, the author established the status of current commissioning company digital marketing activities and performance. This analysed through several conversations' exchanges and interviews with the CEO, Soile-Mari Linnemäki. The interview and conversation outcome were a clear understanding of ongoing operations, the target audience, and social media activity. As demonstrated in 4.1, Linnemäki provided the author with company related financial and marketing details.

Project Task 3 consisted of collecting data for the final digital marketing plan. Fundamental information that does not change rapidly was retrieved from eBooks, however, most data was collected was from up-to-date academic resources to ensure timeliness of literature findings. The author noticed that there was a lot of varying available data. The chosen academic resources were based on time-relevance and trusted digital marketing pioneering websites, to name a few, HubSpot and Neil Patel.

Due to the international relation of this study, Project Task 4 focused on benchmarking two other international companies providing similar services to the commissioning company. The chosen international competitors were made based on the commissioning companies wishes. During this phase, the author gained a better understanding of Vaatepuu's strengths, weaknesses, opportunities and threats in relation to competitors and the current marketplace for such industries. This created a base for improvement recommendations. In addition, the author learnt how competitors were using content in field, this provided the final project with essential content form recommendations that could be utilised by the commissioning company.

Project Task 5 included creating the actualised digital marketing plan by utilizing information gained from previous tasks. During this phase, the author performed a variety of examination regarding different utilised digital marketing practices, such as, keyword and website analysis. The author used a variety of website analysis platforms in order to ensure relevance and credibility. Website, keyword and content improvements and recommendations were based on finding from chapter 5. Lastly the thesis is concluded in Project Task 6, evaluation of overall project.

6.2 Recommendations for Further Research

As digital marketing continues to develop and new social media platforms keep emerging, marketers must keep up to date with the latest trends and fads. For further research, the author recommends Vaatepuu to keep developing their social media presence on different platforms. Content must be holistic and interconnected to enhance and strengthen brand awareness. As marketing affects all aspects of business, employees must be up to date with the previously mentioned and studied fundamental digital marketing theories. As Vaatepuu mentioned, they struggle from lack of resources, outsourcing is an excellent alternative for performing such marketing practices.

As mentioned in chapter 1.3, the author will not be implementing the final product, a digital marketing plan. Therefore, Vaatepuu must ensure consistency and monitor results to analyse further what is working for them. This digital marketing plan should be used as a base to create a furthermore developed digital marketing plan based on initial implementation success. Lastly, the author highly recommends keeping an eye for possible digital marketing expansion practises, as the topic is always developing and improving.

6.3 Project Evaluation

As organisations are shifting rapidly towards digital marketing means, organic and non-organic digital marketing practices played a crucial role in making the final product. The author learnt that large service providers, such as, Google, Facebook and Instagram, keep updating and improving their algorithms to meet supply and demand through the utilization of paid and non-paid digital marketing efforts. Therefore, in addition to organic content, UGC and inbound paid digital marketing efforts must be increased in order to guarantee visibility on such service providers.

Vaatepuu has a strong organic SEO presence as their website ranks the highest organically on SERPs. However, after conducting the competitor analysis, it was noted that other domestic competitors have somewhat identical business models and keywords. This being said, domestic competitors have utilised paid advertisement. Therefore, suggestions for the utilisation of paid advertisement are strongly recommended.

As this bachelor thesis had to fulfil GLOBBA internalisation guidelines, the author researched international competitors and dismissed almost entirely domestic competitors. Due to this, a valuable insight provided by performing a deeper analysis on domestic competitors has not been conducted. As the author was unable to perform a detailed domestic competitor analysis due to bachelor thesis demarcation reasons, she highly recommends performing an additional study in order to gauge where the company stands regarding organic and non-organic ranking. This will provide Vaatepuu with valuable insight that could be further implemented and considered in their digital marketing practices. The author has included a timeline table for data collection from commissioning company in the attachments.

Furthermore, during the study, the author noted that a broader analysis of paid and non-paid marketing on each independent marketing channel together with performance monitoring metrics and content suggestions would have been too broad for a bachelor thesis. As a result, the author had to shorten the chapters to somewhat a condensed version.

6.4 Case Company Feedback

The CEO of Vaatepuu, Soile-Mari Linnemäki gave feedback on the thesis and the condensed digital marketing plan presentation be found in attachments. She stated the following to express her gratitude and satisfaction towards the project outcome "Skars final work is a significant tool in the development of Vaatepuu's digital marketing practices. The summary of the presentation was immediately utilised by those involved in

the company's digital marketing. During her work, Skar was deeply acquainted with the topic and company preferences. The communication between the company and the student was exceptionally smooth”.

6.5 Reflection on Learning

This thesis gave me a deeper insight to digital marketing as a concept and valuable research generated expertise in marketing. Furthermore, I learnt about the importance of combining both organic- and non-organic results to enhance the customer journey. I learnt that every aspect of marketing effects each other, similarly to a cycle. Whilst writing my thesis, structuring and demarcating the theoretical framework was challenging. I wanted to incorporate as many concepts as possible, however after fine-tuning and critical-thinking, I chose the most relevant concepts to the commissioning company. I developed my researching and writing abilities by analysing and interpreting results, and utilising different digital marketing tools.

Throughout the project, it was important for me to ensure a thread, by interconnecting all concepts and theories. Maintaining a flow required a lot of fine-tuning and editing. I wish to continue studying and practising digital marketing as it constantly is developing and changing. As I wish to pursue a master's degree, this thesis worked as a guide for future academic expectations. This thesis can be applied in my career portfolio to gain higher credibility and proof of competence.

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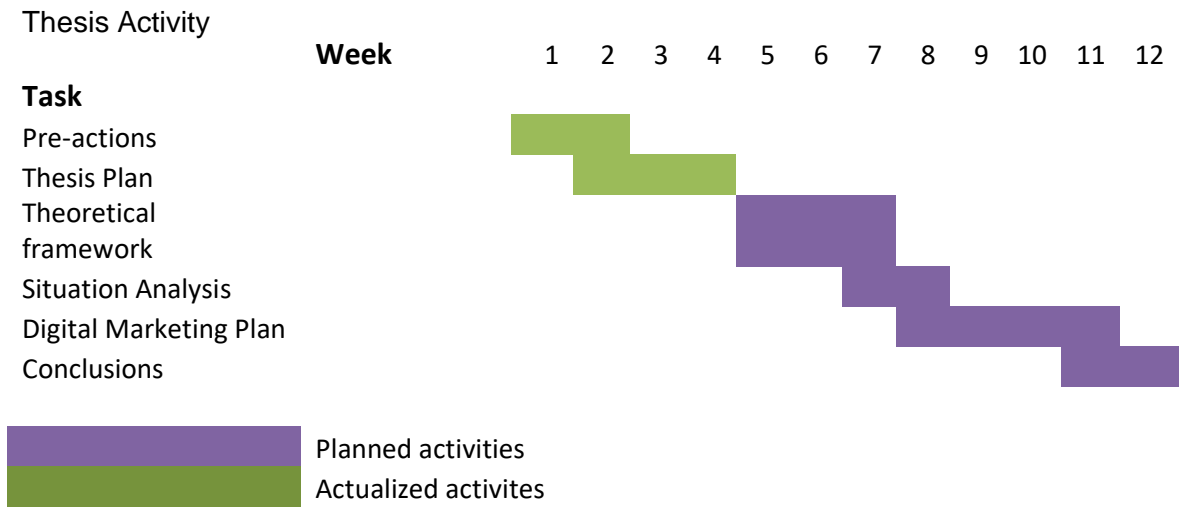
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Attachments

Attachment 1. Thesis activities timeline as a Gantt chart

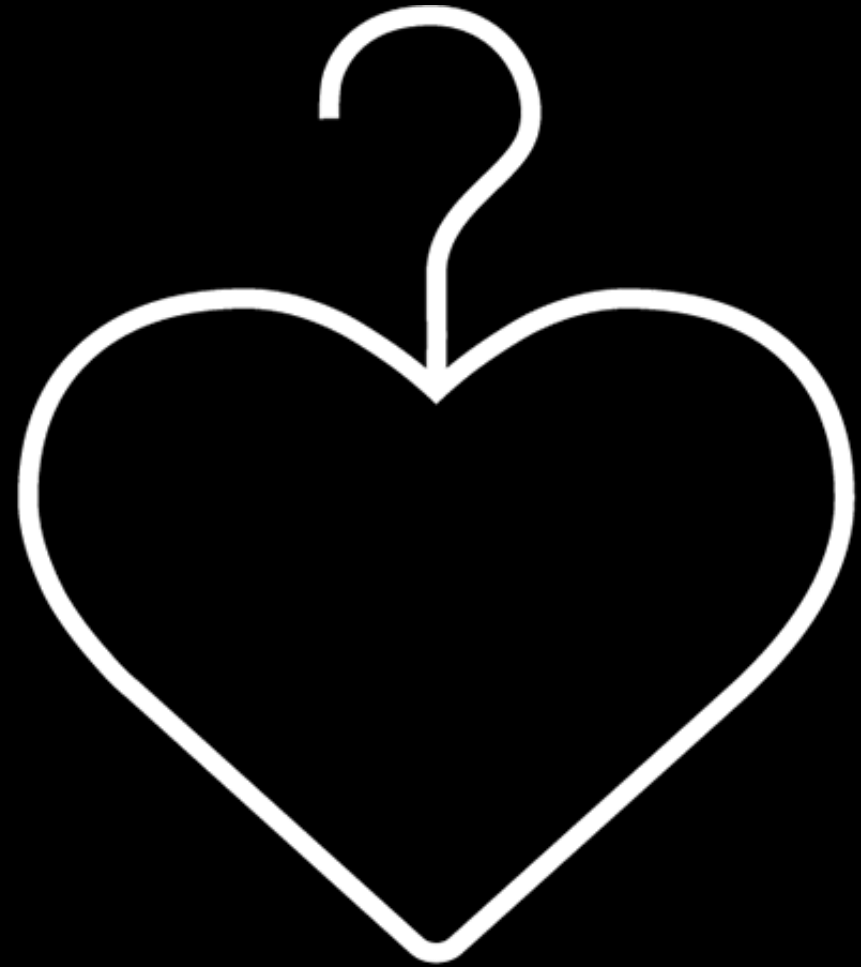


Attachment 2. Commissioning company contact timeline

| Communication method | Outcome | Contact Person | Date |
|----------------------|---|-----------------------------------|-----------|
| Email & Call | Thesis Contract | Soile-Mari Linnemäki | 13.5.2020 |
| Email | Commissioning company wishes | Soile-Mari Linnemäki & Anna Evilä | 5.6.2020 |
| Whatsapp & Email | Data collection | Soile-Mari Linnemäki & Anna Evilä | 24.2.2021 |
| Zoom Interview | Data collection | Soile-Mari Linnemäki | 4.3.2021 |
| Email | Data collection | Soile-Mari Linnemäki | 6.3.2021 |
| Whatsapp | Data collection | Soile-Mari Linnemäki | 11.3.2021 |
| Zoom Interview | Final presentation & Commissioning company feedback | Soile-Mari Linnemäki | 24.3.2021 |

**Attachment 3. Digital Marketing Plan for Vaatelainaamo Vaatepuu Oy,
presentation.**

Digital Marketing Plan



VAATEPUU

Table of Contents



SOSTAC® Planning Model



Website optimisation



Paid Advertisement



Content Marketing



Analytics



Conclusions

Situation Analysis - SWOT

Where are we now?

Present on:

Instagram
Facebook
Twitter
Blog
Website
LinkedIn

Need:

Strong digital marketing plan
Budget
Strong SEO presece
Stay ahead of competitors

Strengths

- Strong ideologically identified customer base
- Ethical and Sustainable business model
- Pioneer in home country
- Strong SEO ranking

Weaknesses

- Presence on Social Media platforms
- Inconsistent content uploads
- The similarity to direct competitors
- Complex pricing system

Opportunities

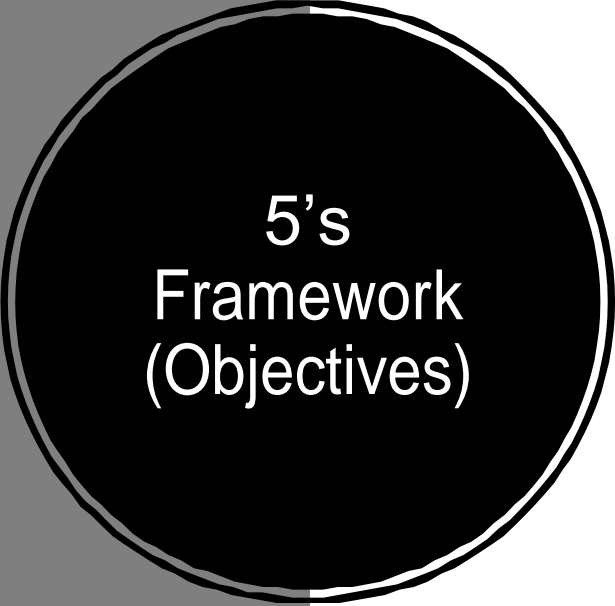
- Building a of strong online presence and intensifying marketing
- Sustainability as a growing trend
- Reaching a larger customer base via online channels

Threats

- Competitors capable of investing more resources and efforts into digital marketing
- Non-direct competitors offering lower-quality-cheaper alternatives

Competitor Analysis

| | + | - |
|--------------------------|--|---|
| Vaatelainaamo Vaatepuu | <ul style="list-style-type: none"> - Highest organic SEO rank with Finnish keywords - Strong organic presence - Reasonable pricing - Strong customer base - Multiple locations in home country | <ul style="list-style-type: none"> - Inconsistent content calendar - Social media accounts not aligned - Not available on all social media platforms (weaker to the rest) - Only Finnish as language options |
| LENA The Fashion Library | <ul style="list-style-type: none"> - Easy website to navigate - Large product selection - Strong ethical positioning | <ul style="list-style-type: none"> - Operating language Dutch - Higher prices - Negative online reviews |
| Rent The Runway | <ul style="list-style-type: none"> - Active on all platforms - Consistent uploading schedule - Simplified website/user-friendly - English operating language - Usage of different content forms | <ul style="list-style-type: none"> - Too international, lacks authentic personal touch - Various forms of complaint available online regarding customer service - Inefficient usage of KPI's - Product offering does not fulfill demand |



5's Framework (Objectives)

- **Sell** - Increase sales by investing in a wider distribution channel. Try to gain a competitive advantage by offering lower prices and a greater variety of products. Simplify the purchasing system and improve the online sale channels.
- **Serve** – Focus on providing exceptional customer service. Try to reach customers through different channels and provide real time support. Stay in touch with the customers satisfaction of the service and use the feedback as a tool to improve.
- **Speak** - Stay in touch with the customers. Produce content that will keep customers and prospects engaged. When it comes to lead generation, content marketing is king, therefore focus on it and try to increase brand awareness through that.
- **Save** – Minimize the general costs. Use online presence as a means to reduce operational costs and to reduce the amount of human labor. Lower operational costs give the opportunity to lower product prices, therefore attracting possible interested parties.
- **Sizzle** – Upgrade online presence, with the purpose of improving the user experience. Strong online presence gives recognition to the brand; therefore, business will increase through customer referrals.

Strategy: Targeting

Strategy phase refers to the plan, method and segment used to achieve established objectives

| Target audience | Method | KPI's |
|--|---|--|
| Ethical consumers Students & Teachers Politicians Entrepreneurs Media production companies | Reach target audience via promoting sustainability on different platforms Share content on all used social media platforms for consistency Organic and non-organic advertisement SEO for increased website traffic | Amplification rates (average numbers of shares per post) Monitor website traffic/length of stay CPA Subscriber count Review customer satisfaction rates, testimonials and feedback |



Tactics – 8P's

- 8P's marketing mix allows companies to concentrate on the main elements of the objectives
- Product: Diversify product offering?
- People: Develop team competences for better performance?
- Place: New distribution channels?
- Promotion: Where/how to use organic & non-organic marketing?
- Price: What's the experienced value exchange?
- Process: Improve logistics for wider supply?
- Physical Evidence: Physical cues for brand recognition? Uniform/Unity?
- Partnership: New partnerships and collaborations to improve visibility?



Action

- Actions ensure all objectives and tactics are attainable and manageable. When actions executed correctly, the objectives are realised. In theory, this means creating a plan that combines different digital marketing practices, such as, SEO & PPC.

- **Strategy 1. SEO**

- ü Website analysis

(Maximise website by making enforcing suggested improvements?)

- ü Keyword analysis

(Which keywords is the company targeting?)

- ü Content

(Produce different forms of content?)

- **Strategy 2. Pay-Per-Click**

- ü Keyword optimization

(Which keywords are we willing to invest in?)

- ü Keyword effectiveness

(How well are the keywords directing to website?)

- ü Budget

(How much are we willing to invest in PPC?)



Control – Performance Monitoring

- The performance of the objectives is being measure and monitored. The improvements can be done with the information provided in this step.
- Use the KPI's
 - **Activity** showcases the basic output of the social media team. This KPI focuses on measuring the efficiency of posting, scheduling and optimizing content.
 - **Reach** metrics focus on audience and potential audience related size and growth rates. This can be measured by the average number of followers or the overall mentions of the brand online per period.
 - **Engagement** figures concentrate on interaction and interest related actions such as, sharing and re-sharing on social media platforms
 - **Acquisition** metrics focus on user experience and building a long-lasting relationship. For example, subscriber count, website traffic, click-through rates and backlink quality and quantity.
 - Conversion metrics concentrate on actions, sales & retention. For example, average purchase value and CPA.
 - **Retention and advocacy** can be examined by customer annual, or lifetime value and customer satisfaction rates based on negative or positive customer provided feedbacks, reviews and testimonials across different social networks.

Website Optimisation

Vaatepuu has a poor ranking in loading speed, however this can be improved by doing the following:

Eliminate render-blocking resources, reducing initial server response time, using HTTP/2 together with video formats for animated content, and lastly remove unused JavaScript and CCS

Instead of using JPEG and PNG, use JPEG 2000 image format for optimization

Faster loading speed is crucial for mobile and desktop users as it results in a better user-experience and an increase in conversion rates.

Loading speed on **Desktop 45/100** and **Mobile 26/100**. (Google PageSpeed Insights 2021)

Opportunities — These suggestions can help your page load faster. They don't **directly affect** the Performance score.

| Opportunity | Estimated Savings |
|--|-------------------|
| ▲ Eliminate render-blocking resources | 6.79 s |
| ▲ Remove unused JavaScript | 1.35 s |
| ▲ Reduce initial server response time | 1.18 s |
| ▲ Remove unused CSS | 1.05 s |
| ■ Use video formats for animated content | 0.3 s |



Paid Advertising

- Vaatepuu should target Google Ads, as it brings forth the best results for the price paid.
- To reach the best results, they should focus on the following keywords:
- **Vaatelainaamo** – offers a SEO difficulty of 35 ranking high organically and a CPC of €0.24. Offers 480 clicks volume, which is the highest of the three.
- **Vaatelainaamo Helsinki** - SEO difficulty of 22 and a CPC of €0.13 and offers 140 clicks volume.
- Out of the two above options, Vaatelainaamo is a broad and the other long-tail keyword. Broad ones usually get highest rates, however long-tail keywords are more specific therefore lead towards buying-decision.
- Demographic: Targeting Finns in the age group of 20-65+.



Budget breakdown:

- Starting with 1500€ monthly (increase/decrease based on resources)
- Week 1: Create 2 ads and spend 250€ per ad (Google Ads). Utilize Google Analytics to evaluate the performance and success of the ad.
- Used amount: 500€
- Remaining budget: 1000€
- Week 2: Replace the worst performing ad with a new. Use Keyword Planner for new successful keyword options. Spend an extra 250€ for testing the new keyword.
- Used amount: 500€
- Remaining budget: 500€
- Week 3: Measure and compare the success of the 2 ads. Invest in the better performing one instead of two ads.
- Used amount: 250€
- Remaining budget: 250€
- Week 4: Keep on investing in the successful keyword.
- Used amount: 250€
- Remaining budget: 0€



Metrics for budget performance

Useful KPI's to monitor budget success and turnover:

- Bounce rate
- Conversion rate
- Retention rate
- Quality score
- Click-through-rates (CPR)
- Cost-per-acquisition (CPA)

Content Marketing Funnel

Awareness: Educating the audience of your product offering

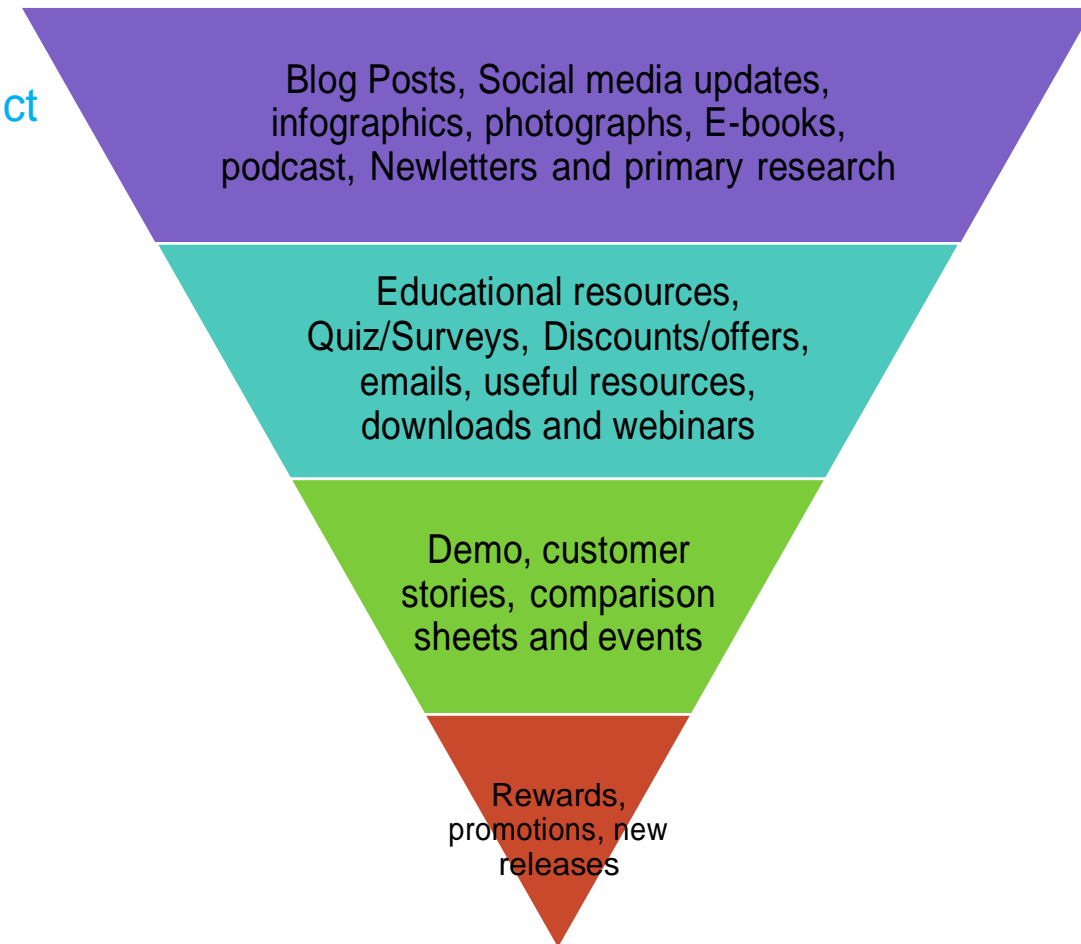
Evaluation: Determining whether there is a need for your product

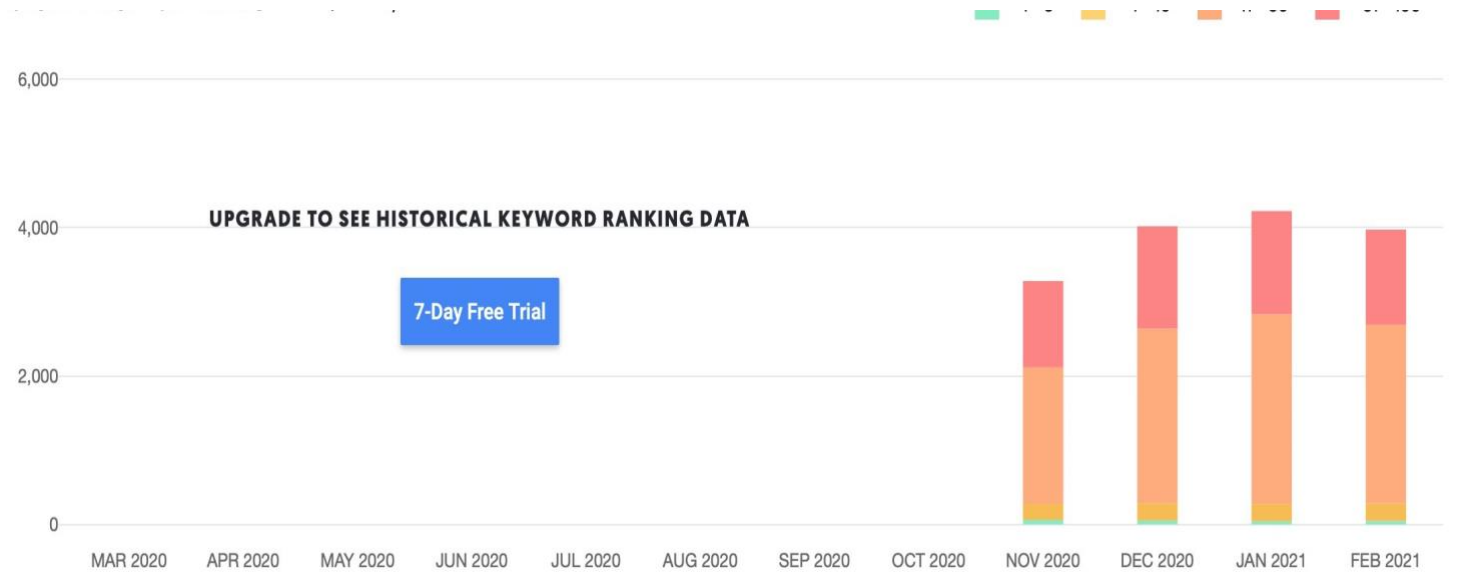
Conversion: Reasons to buy the product

Delight: Methods to keep the audience engaged & retained

The content marketing funnel will help Vaatepuu realise and visualise the customer journey by going through 4 phases leading towards purchase-decision. The objective is create a smooth transition from each phase leading towards end phase.

Engaging various forms of content such as, educational, entertaining, inspirational and convincing is vital. This content will result in higher engagement and customer experiencing by providing solutions, creating need and demand.





- Find the type of content that works for you and post at least once per week.
- **Analyze** the type of content your followers consume, and which type of content is generally popular, after reprogram the content based on the results found.

These results can be found through research on websites like **NeilPatel.com** and the following tips will help increase the success of your work:

- **Gain Credibility.** Create more traffic by making high quality and credible content.
- **Consistency is Key.** Focus on making consistent high-quality content that the consumers can rely on at least on a weekly basis, however the more weekly content that is made, the better the results will be.



Content in digital marketing

- **Consistently post content:** 2-3 posts daily on different platforms. Create a content calendar. Content must bring value to the customer in some way
- **Post on all utilized channels!**
- **Use different forms of content:** educational, inspirational, entertaining and convincing
- **Stay in touch:** Keep up-to-date with the latest trends by including them in your digital marketing
- **Keep followers engaged** with UGC & Easy-to-consume content. When you share other people's content, they tend to share yours too
- **Follow the content funnel** as a guide to the content produced in each step of the customer journey
- **Schedule posts for maximum results.** Monitor when your customers are the most active using different tool or outsource to marketing agencies



Analytics:

- Utilize Google analytics and other website analysis tools to ensure website optimization
- Analyse different website optimization factors such as, visitor, traffic from websites, traffic from device, time spent on website and inquiry rates.
- Monitor performance using the previously mentioned KPI's



Conclusions

- User must ensure interconnectedness of all mentioned marketing aspects. The used theories are all in cycle as they affect each other, therefore all digital marketing forms must be utilized together.
- **Content is king!**