

Digital Marketing Plan for Case Company Techie Solutions

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<p>The aim of this thesis was to create a digital marketing plan for the case companies Techie Solutions. The project objective was to design a digital marketing plan which support their current and future digital marketing endeavours. The digital marketing plan paramount goal to increase the commissioning company's brand awareness, website traffic, and social media activity.</p> <p>The theoretical framework expanded on the topics of content marketing, social media marketing, search engine marketing. SOSTAC planning model served as the planning model for the final digital marketing plan and created the presentation for the commissioning company. The research was conducted through a semi-structured qualitative interview with the CEO of the case company and consulting academic literature online; however, constant communication was kept through the process.</p> <p>Each of the aforementioned topics were divided into five project tasks, giving additional context, and highlighting each strategies' importance. In addition, a situation analysis was performed to assess the commissioning company's current marketing practices. Competitor analysis was done on two competitors of choice, and the chapter was concluded with a SWOT analysis.</p> <p>The project result was a digital marketing plan equipped with solving the wants and needs of the commissioning company. The project implementation will be left for Techie Solutions, therefore further results will be analysed by the commissioning company.</p>	
Keywords Digital Marketing, Social Media Marketing, Search Engine Optimization, Key performance Indicators, Google AdWords	

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1 Introduction

This is a project-based bachelor thesis for the Degree Programme in international business in the major specialisation of Customer Relationship Management, and Communication taught at Haaga-Helia University of Applied Sciences.

The introduction chapter features details on the case background, how relevant it is to the industry in question and how it will benefit the company in the future. These results will be achieved using the project objective and the project task, which will be expanded upon in this chapter. Furthermore, project scope and international aspects are discussed to determine the research limitations and ensure it does come to par with the international aspect required for the International Business thesis process. The final part of the chapter showcases key concepts which will be discussed throughout the thesis, a risk analysis and an introduction of the commissioning company.

1.1 Background

As we enter a new age of technological innovation, there will also be innovation in the marketing field, and digital marketing is one of the fields to watch for the future (Chaffey 2019,10).

Digital marketing was first published as a term in 1990, with the new introduction of the internet to daily life and grew to an industry worth 2.4 billion dollars by 2004. However, its full potential was not realised until the year 2010, in which several aspects affected its newfound success. Those factors are linked to more widespread access to the internet through it becoming cheaper, more accessible. Because of the invention of smartphones, it became possible to have access to the internet everywhere. The final reason and possibly most significant was the invention of social media, which introduced new ways to advertise and reach clients and further enabled digital marketing. The industry is now worth 43.8 billion USD. (Chaffey 2019, 27-31.)

Techie Solutions was created in January 2021 and wishes to quickly grow and expand its operations within twelve months. The company is relatively new, and currently does not have any marketing budget, while also doing minimal marketing work. The commissioning company wish for this thesis to serve as a base for their future digital marketing plan, and the research will be done respecting their wishes.

1.2 Project Objective and Project Tasks

This thesis's project objective is to design a digital marketing plan for Techie Solutions, an international tech company based in Finland. Considering the case company currently do not have a digital marketing plan; this will serve as the base of their future digital marketing plan. It will further explain how to improve their brand awareness, online presence, and social media activity.

**Project Objective (PO): Design a Digital Marketing Plan for the case company
Techie Solutions**

Project Tasks (PT)

Project Task 1: Collect information and establish the theoretical framework

Project Task 2: Establish the commissioning Company's digital marketing presence and performance.

Project Task 3: Gather and analyse data for the digital marketing plan.

Project Task 4: Create the digital marketing plan for Techie Solutions, using the gathered data.

Project Task 5: Assess the project outcome and include the feedback from the commissioning company.

Table 1 below presents the theoretical framework, research methods and the outcome for each project task.

Table 1. Overlay matrix

Project Task	Theoretical Framework*	Project Management Methods	Outcomes
1. Digital Marketing theoretical framework	Digital marketing theory, Content Marketing, Social media marketing, Search Engine Optimisation	Conducting a desk research, review academic relevant academic literature and articles.	Theoretical Framework
2. Digital Marketing analysis of the case company	Collecting information from their online presence, Academic Literature	Desk research, Semi-Structured interview, Researching the company's online presence.	The current status of the case company

3. Gathering and analysing the required data	Utilise Analytical services, Online research, Academic Literature	Desk research, Semi-Structured Interview with the commissioning company, Utilising relevant academic literature.	Designing model
4. Digital marketing plan implementation	Apply the collected information from project tasks one to three.	Desk Research	Modern and up to date digital marketing plan
5. Assessing and Concluding the project	Outcomes gathered and feedback from the commissioning company	Feedback	Improvements from feedback if needed

1.3 Project Scope

This project's focus will be on improving the commissioning company's online presence and brand awareness through the use of digital marketing channels of their choice. This project will serve as an inspirational base for their future digital marketing plan since Techie Solutions currently do not have one. The company operates in the tech industry, more explicitly providing software as a service (SaaS) and Software development; therefore, nonrelated business and industries will be excluded. On a geographical scope, the company operates globally; however, due to being based in Finland, the commissioning company will be compared to two Finnish based companies providing similar services.

The digital marketing plan will include Instagram, Facebook, and LinkedIn in the social media marketing theory. The company's wish to further expand in all three platforms in the future. Complying with the commissioning company's wishes, the Search Engine Optimisation will only focus on optimisation done for the Google Search Engine. It is the platform with the largest userbase, thus allowing reaching a wider audience. Other search engines such as, Bing and Baidu will be excluded from the project.

The company operates in a B2B environment; however, B2C services also will be implemented. Therefore, this study will put higher importance into the B2B sector. The final implementation of the digital marketing plan will be done by the commissioning company. Therefore, the success of the study will not be implemented nor assessed by the author.

1.4 International Aspect

Techie Solutions is a company owned by an Albanian and Bulgarian citizen and with the base of operation in Finland. The company offer their services internationally, with their current client base being from Finland and Norway.

The company's operating language is both English and Finnish, depending on the client's needs. Techie Solutions services are offered globally, thus are not limited on a geographic scope.

1.5 Benefits

This project will benefit the commissioning company, considering there is a lack resources and time to conduct their digital marketing plan. This thesis's focus will be to provide applicable and timely information regarding digital marketing from reliable academic literature and articles. Through this research, the company will get advice on reaching their desired customer base through the different channels of their choosing. At the same time, also the content will focus on increasing its brand awareness and brand placement.

This project will help companies that want to create a digital marketing plan or further improve upon their existing one. The research is free of charge; thus, companies on a limited budget greatly benefit from it. Furthermore, this study can work as a guide for future digital marketing plans conducted by students.

The author seeks to specialise in the topic of digital marketing and would like to continue working in the field in the foreseeable future; thus, this research would help career pursuits in digital marketing. This project will serve as a base for the author to apply for master studies in digital marketing in the future.

1.6 Key Concepts

Digital marketing includes all forms of marketing in which electronic devices are used to communicate the strategy (Chaffey 2019, 9).

Social Media Marketing focuses on increasing brand awareness by communicating directly with the audience on social media channels such as, Facebook, Instagram, YouTube, and Twitter (Tuten 2020, 4).

Search Engine Optimization is an organic form of marketing conducted through the use of search engine platforms such as, Google to improve the website's ranking and position on the platform's searches (Bala & Verma 2018, 329).

Key Performance Indicators are used to gather and measure data of set of objectives, through which marketers can indicate the success (Chaffey & Smith 2017, 541).

Google AdWords is a paid advertising method offered by Google, in which keywords are picked, and when searched, the website will appear at the top of the Search Engine Results Page (SERP) (Za & Tricahyadinata 2017, 62).

1.7 Risk Analysis

The commissioning company is relatively new; therefore, it could be negatively impacted by the changes caused by the COVID-19 circumstances. However, this risk is not too high, considering the tech industry has not been significantly affected by the pandemic. Due to the low success rate of startups, the implementation of the digital marketing plan in the future can be at risk.

Finding relevant academic literature on Digital marketing is proving to be difficult, considering the topic is very new and is evolving at a fast pace. The author can mostly rely on eBooks, considering that university and public libraries are currently not in function due to the ongoing pandemic.

1.8 Case Company

Techie Solutions is an international tech company based in Finland. It was founded Erlin Hysenbelliu and Cao Wen in 2021, currently being the only employees. Due to the new business opportunities, the owners would like to expand by adding at least four new employees to their business by the end of this year.

The commissioning company offers software as a service (SaaS) and software development to businesses, and their clients are currently based in Finland and Norway. The company has an international spirit with both the owners being immigrants from Albania and China. Geographical factors do not limit the services due to their nature, and the commissioning company wishes to cater to an international audience. Most of their business is currently B2B; however, reaching B2C clients is of importance.

Techie Solutions also offer cloud service development, which is one of the fastest growing technological fields globally. Techie Solutions aims to be a pioneer in today's data driven world and strive to grow the company in that direction.

2 Digital Marketing

Digital marketing is defined as the method of using a combination of data, technology, and digital media to achieve the marketing objectives. The digital marketing terminology itself is recent, and in the past, it has been identified through different names such as, internet marketing, web marketing and digital marketing.

Digital marketing is a field which has seen its first steps over 25 years ago with the creation of the world wide web. There has been since a rise in the use of the internet and services available through it. Over 3 billion people have access to internet, and the online services used range from the purchase of products to socializing and creating personal connection to other users. The rise has been highlighted in the research done by (Cisco 2017), in which global internet traffic was measured. The measure showed that in 1992 the global internet traffic was as much as 100 Gigabyte per day, which was expanded to 2000 Gigabyte per second in 2007 and is currently 105,800 Gigabyte per second in 2021 (Chaffey 2019, 5-6).

Understanding digital marketing in the current time is more than just interacting through the use of websites. Nowadays, with the invention of different devices such as, smartphones, there are different portals of interaction. These forms of communication are called the 5 Ds of digital marketing.

Digital devices include smartphones, Television, laptops and more, have a combined use by the audience for communication and interaction with businesses (Chaffey 2019, 5). The evolution of technology has made it possible to increase the amount of access to smartphones, and the availability of the internet has increased globally. These factors combined have made it easier to reach the intended target audience, making it an excellent marketing method.

Digital platforms are found on the internet, and include the likes of Facebook, Instagram, YouTube, Google and Twitter. To access these platforms, the user needs access to a browser or an app supplied by them. As digital devices have become more common, the popularity of digital platforms has also accelerated. It can be attributed to digital devices giving quick accessibility to the platforms mentioned earlier. These platforms offer excellent opportunities to advertise; for example, Facebook has its generated marketplace, where products and services can be exchanged. Businesses and individuals can use these platforms to benefit themselves and reach their target audience. (Chaffey 2019, 5.)

Digital media includes communication channels such as, emails, search engines and social media. The ones mentioned above make up for the core of every digital marketing plan by including search engine optimisation (SEO), Social media marketing and email marketing; however, more information will be explained on the topics further into the research. (Chaffey 2019, 6.)

Digital data includes the information companies gather on their customer through interactions with them. This topic is currently quite controversial, as many companies have sold private data of their customers, and new laws are being made to regulate the said field. However, the use of data gathering can be beneficial to companies and consumer alike. Companies can use this to create a customer profile, which would then send advertisements to the consumer based on topics of their liking, thus creating a closer relationship with the customer base. (Chaffey 2019, 6.)

Digital technology is the technology created explicitly for marketing services to create interactive marketing strategies. (Chaffey 2019, 6.)

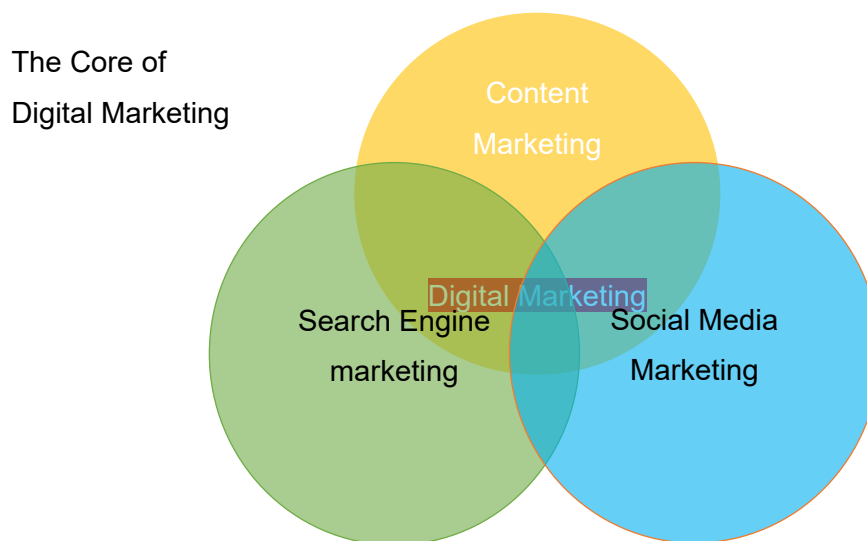


Figure 1. The Core of Digital Marketing

2.1 Content Marketing

Content marketing is described as the core and basis of all digital marketing strategies. It can be defined as a form of digital marketing that consistently produces suitable high-quality content, intending to form a stronger bond with the target audience. It is widely

used in modern marketing methods because it increases customer retention and significantly improves customer loyalty while also boosting sales and lowering general marketing costs. (NeilPatel 2021c.)

Content marketing has been revolutionising marketing practices and is a vital part of every digital marketing strategy. It is used by some of the largest global conglomerates such as, P&G, Microsoft, Cisco Systems, while also used very effectively by small businesses such as, starts up, thus making it versatile in its use. A critical quality that every successful brand has in common, including those mentioned before, is that they have a large amount of high-quality content, which helps them connect to their target audience and considerably boost their reputation as a brand online and offline. (NeilPatel, 2021c.)

The information given to the customer must be of very high quality and consistently reliable in order to appease consumers interacting with it. To secure success, it is necessary to create a target group for the content and adjust said content to ensure that the consumer will be acquainted with the brand. (NeilPatel, 2021c.)

Content sharing is another aspect which has to be considered when making content for the target audience, as it is still one of the ways that helps with the popularity of the content. In this era where blogs and articles are arguably infinite in number, brands must try to make high-quality and reliable content that catches and retains the consumers' attention immediately. Imagery should always accompany the content, with a good cover image taking the crown at the front of the landing page, being the first thing that the consumer sees. All of these factors will lead to better retention of visitors and will incentivise sharing of the content. The importance of sharing in Digital marketing can be further seen in the TikTok platform, being one of its most prominent and most used features and impacting many of its content creators' fast growth.

2.1.1 The Shift of Traditional Marketing to Content Marketing

Marketers have been shifting their focus from traditional ways of marketing to content marketing. Paid marketing has become less effective, considering every internet browser is equipped with plugins which block advertisement. Considering up to 12% of all display advertisements not even being shown to the target audience, which amounts to a loss of 18,5 billion United States dollars. Intrusive advertising methods are a thing of the past. Consumers want to better connect with the product and want the process to be subtle, where the consumer does not even realise a product is being advertised. (Lieb & Szymanski 2015,1-5.)

Generally, the average consumer receives a significant number of advertisements from different sources such as, Social media, Email, Banners on websites. More often than not, it tends not to be interactive and instead end up intruding on the consumer. This type of advertising, because of reasons stated before, tends to be ignored. Furthermore, it is highlighted by the fact that pre-roll ads are skipped by 94% of online video viewers before reaching the five-second mark. While that is not the most optimal situation in itself, it then gets worse when it is considered 25% of the views come from fraudulent viewers, such as, paid bots. The connection with the client through this is deemed relatively low, and even when ad is viewed, it cannot be known if it is a fraudulent view. (Lieb & Szymanski 2015, 1-5.)

All of these factors and more have led to marketers shifting their priorities and budgets towards content marketing. In doing this, it will be able easier to connect more closely with their target audience by creating high-quality content on different platforms while also cutting unnecessary marketing costs. To further explain the need of shifting to content marketing, the following five elements will shed further light on this issue.

1. **Attitudinal**
2. **Privacy and Safety**
3. **Channel and platform proliferation**
4. **Mobile**
5. **Omni Channel**

Attitudinal element refers to distrust and disapproval of online ads by consumers. The statistics found in this research revealed two crucial data: 30 per cent of consumers do not find online advertising effective, and 54 per cent believe that web banner ads do not work for them. The study, which was conducted by adobe, also found that consumers tend to describe desktop or mobile web ads by using terms such as, "annoying", "invasive", and "distracting". (Lieb & Szymanski 201, 6.)

Privacy and Safety are a concern which consumers and marketers alike face when it comes to the modern world, where everything is connected to a device. In recent years there have been many cases where massive platforms such as, Facebook collect and sell their users data without them knowing. TrustE conducted research in which it was found that 25 per cent of consumers have worries regarding the security and privacy of the data collected from smart devices, 20 per cent share the belief that the device's benefits cancel out the concerns. Malware and surveillance are also some of the issues found in the research. (Lieb & Szymanski 2015, 6-7.)

Channel and platform proliferation has created new challenges for marketers, as it has led to them having to create a more significant amount of content than in the past. There are constantly new platforms coming out, for which the content has to be adapted and optimised. Investing in new and multiple channels tends to be beneficial and can translate to more outstanding sales and customer reach. Paid advertisements increase the risk of investing in multiple channels due to the cost factor, making it a priority to invest in content marketing instead. (Lieb & Szymanski 2015, 6-7.)

Mobile has seen a steady rise in popularity throughout the years, while even in recent years has overtaken the amount of screen time it takes from users compared to other media forms such as, TV or Desktops. The fact that it has a smaller screen, and a more personal feeling makes this device a priority in today's world when it comes to advertising. This personal nature emphasises certain ads' intrusiveness; therefore, marketers need to adapt them not to be intrusive and look visually pleasing on a mobile screen. In today's world, in most countries, users tend to have a limited amount of data to use monthly, so clicking on these ads tends to be costly. Adding to this, 50 per cent of all clicks on mobile ads tend to be on accident, further underlining the issue at hand. (Lieb & Szymanski 2015, 6-7.)

Omni Channel. Multiple brands run multiple paid advertising campaigns, and even when these campaigns are successful, there is the risk of falling behind. Nowadays, more and more content platforms come out, and consumers consume more content than ever. The aforementioned reasons are leading to them being more experienced and critical, thus raising the demand for content of a higher quality. The content must be consistently of high quality and come to customers at the desired timing. Making content constantly through different channels makes it stay in customers' minds, and they tend to remember the brand when deciding to purchase an item or service. (Lieb & Szymanski 2015. 6-7.)

2.1.2 Content Marketing Matrix

The Content marketing matrix serves as a guide for marketers, from which the type of content wished to be made is based upon. Marketers can further use the matrix to identify the target audience and estimate the expected results from the content. Companies must focus on creating a large variety of content consistently. That strategy creates a significant advantage by reaching a broader target audience and securing a solid placing in the market. (Rouhiainen 2019a.)



Figure 2. The Content Marketing Matrix (Retrieved from Rouhiainen 2019a)

As seen in figure 2 above, there are four elements in the content marketing matrix: **Entertain**, **Educate**, **Inspire** and **Convince**. Each element features the type of content that belongs to it while also providing content alternatives which combine two or more elements, thus generating more variety.

As stated in the matrix, Entertaining content wants to capture the target audience's emotions, such as, giving them the joy of laughter; therefore, this type of content is the hardest one to create and implement. Companies can create **games** and **competitions**, which amass a tremendous emotional response from the users and establish a stronger bond. Quizzes and branded videos can also be a great source of content, creating a stronger bond with the company. Furthermore, it serves as a source of entertaining content that brings the consumer closer emotionally with the company while also giving access to new knowledge. (Rouhiainen 2019a.)

Educational content serves as the rational part of the matrix, focusing on bringing forth concise information. Companies can make trend reports, infographics, guides and press releases, as mentioned in Figure 2. The modern audience has a shorter attention span, so this content needs to be brief and precise to educate the audience and keep their attention to the content. The content serves as a problem-solving platform for the customers, where there are no direct economic benefits. (Rouhiainen 2019a.)

Inspiring content aims to create an emotional connection with the user, inspiring them to go through with the purchasing decision. As seen in figure 2, the type of content featured here are reviews, celebrity endorsements and community forums. This content is best used in the final stages of the sale process. Its primary purpose is to inspire the consumer to commit to purchasing by using external factors, such as, a celebrity endorsement or review. Considering the power reviews currently have on the brand reputation, it is optimal to work on a strategy which will further increase the review ratings, which will increase consumers trust in the brand. Celebrity endorsements are also an excellent tool for achieving results. Nowadays, Celebrities tend to have followers in the hundreds of millions who look up to them and are influenced by their words. (Ruohiainen 2019b.)

Convincing content will serve as the final stage of the buyer's journey. It is important to remember the type needed to convince the customer to go through with the final buying process. As seen in figure 2, the type of content featured in this section is as follows: price list, case studies, checklist, product features, interactive demo. All of these content types present an opportunity for convincing, and they should be used on a case basis, therefore achieving the highest results. (Rouhiainen 2019c.)

2.1.3 The Power of Headlines in Content Marketing

Headlines hold a powerful spot in content marketing, considering it is the first thing to interact with customers. Quoting David Ogilvy, "On average, five times as many people read the headline as the body copy", further proves the importance of a strong headline. It can be further understood as a teaser for the main text, which can catch the readers interest and entice them to read the full content. As a guide for improving headlines, five different styles will be used a guide, which is as follows: **How to, using numbers in the headline, mentioning the ideal buyer, talking about mistakes, use a question.** (Rouhiainen 2021a.)

How to? In headlines refers to incorporating the word inside the headline. An example of this style would be "How to optimise your TikTok account". This headline provides the most success, as it implies the content will be educative and resolve the issues the consumer is facing. (Rouhiainen 2021a.)

Using numbers in the headline can be beneficial since they are unique considering most of the headline is made of letters; therefore, they tend to be more visible while also provoking the consumer's attention. An example of this style would be "Top 10 Sushi Restaurants in Helsinki". This style clearly states the content will include a specific number of

educational parts, making the consumer feel more accomplished, as they tend to relate the number to the number of new topics learned. (Rouhiainen 2021a.)

Mentioning the ideal buyer is a very effective style when there is a specific target audience. An example of this style would be, “Best keyboard and mouse combination for gamers”. As seen in the example headline, the target group is mentioned by name, creating a close relationship with the content. This content will appear at a higher rate for its target group and incite more interest in opening it. (Rouhiainen 2021a.)

Talking about mistakes refers to the content style, where numerous mistakes are mentioned, and a solution is given. An example of this style would be, “5 mistakes done by new chefs. Consumers are more willing to avoid making mistakes; therefore, they would prefer to click on content which will guide them and prevent the mistakes from happening. (Rouhiainen 2021b.)

Using a question can catch the consumers' attention and result in them following the content more carefully. An example of this style would be, “What is the secret spice recipe of KFC? We have the answer” (Rouhiainen 2021b).

2.2 Social Media Marketing

Social media marketing, by definition, is the function in which content is created and adapted to each social media platform to generate user engagement (NeilPatel 2021b). Since its inception, it has been one of the fastest-growing trends in humanity's history. One example is Facebook having up to 2.6 billion users worldwide, meaning through it, one in three people can be reached globally (Statista 2021).

Companies need to invest in research on approaching every social media platform and making full use of each platform's potential. After conducting said research, it is crucial to first invest the highest percentage of the budget towards platforms that will fit the company better for marketing, which will be learned through the research before. It is vital to remember that social media presence is needed everywhere, even if the effort will not be the same (Neil Patel 2021b). The content made needs to be adjusted to each platform for the highest rate of success. This content will need to be consistent and of high quality; thus, it will retain better in the users' memory, and the brand will therefore be in their mind when making a purchase.

Instagram

Instagram is one of the platforms with the highest marketing potential, as there are multiple ways to advertise and reach the customer group the brand wishes. Currently, there are over a billion active users on Instagram, and what makes it interesting is that of those users, 63% belong to the age group 18-34 years old, which is one of the youngest user bases of all social media platforms. Instagram offers a significant advantage as it tends to capture the attention of 60% of their users daily, with 21% of them reportedly going through the app at least once per week. (Decker 2021.)

The app's activity is not the only aspect of Instagram beneficial to businesses. Another statistic suggests that 80% of the users have made purchasing decisions based on content discovered in the platform (Decker 2021). The statistics mentioned earlier clearly show that investing in this social media is worth the effort. If used properly, it can reach the desired customer target, with a high probability of turning leads into potential customers.

The platform offers a variety of content which can be posted at any time, with the most used ones being as follows: **Story, Image and video posts, IGTV, Reels and live videos.**

Story content revolves around posting an image or video, which will stay in the story function 24 hours. The limit of 24 hours adds urgency to the content; thus, it is primarily used to tease upcoming content and events. The other function is creating engagement with customers since it allows for creating content in the form of polls and ask-me-anything (AMA), which further creates a more personal relationship with the consumers and makes the brand more relatable. (Rouhiainen 2020b.)

Image and video posts are the first and most basic function of Instagram. This content can be seen by people who follow the brand, and the posts will show up to people interested in the type of content made. Hashtags can also be utilised in posts, making the posts show up to people who search the hashtags. This content will most likely be the first thing users see when entering the page. It is suggested to customise it to be visually pleasing, thus catching and retaining visitors' attention. (Decker 2021.)

IGTV was created from the need on the platform to create videos of a longer format, explicitly optimised for mobile phones. This function offers limitless potential. It is possible to create educative videos, recurring shows and even give users a deeper insight into the

brand, thus increasing its relatability. This type of content leaves space for the marketer's creativity and can be used for a wide array of functions. (Weber 2021.)

Reels is a form of video content which is meant to be consumed fast and shared amongst users. It uses an algorithm to determine users' content, which will be based on the type of content generally consumed by them. It is a great way to promote business while also getting up close and more personal with the content's consumers. Types of videos can be short educational videos, sneak peeks, behind the scenes and many more. It is all up to the marketer to stay in touch discover new ways to show up in their target group's reels. (Roeder 2020.)

The content mentioned so far is all related to free advertising on Instagram. The research shows it is a cost-effective way to advertise, with a reasonable turnover rate. To use the platform to outmost potential marketers must always be on top of trends and adapt the platform's content. (Decker 2021.)

Paid advertising is another method at the disposal of marketers. This function can be directly through cooperation with Instagram, by paying for the content to be shown to a specific demographic of choice. Considering Instagram has the highest turnover rate of all social media platforms with a 4.21% engagement rate, it is a worthwhile investment. The superiority of Instagram becomes even more apparent when it comes to Twitter and Facebook, which together make up a measly 0.10 engagement rate (Katai 2020). Currently, there are six types of paid advertisement on the platform: **Stories ads, carousel ads, photo ads and video ads, collection ads and ads in explore.**

Stories ads are the most commonly used ads on the platform. They are shown to the users while interacting with the stories function. While browsing their stories, consumers see these ads and click or swipe on them to access the advertisement. Stories Ads do not feel intrusive as they transition smoothly between ordinary stories and do not interrupt the function in any. The fact that it is not intrusive has led to more than 50% of users surveyed by Instagram using websites advertised by stories to make a purchase. (Instagram 2021.)

Carousel ads further expand the story ads by adding the number of cards seen by the users. One to three cards can be seen by the users, after which an option to expand the story to ten cards is seen. This advertisement allows for a maximum of ten cards, and it can be adapted to marketers' needs. (Instagram 2021.)

Photo and video ads work in the same way, in which they appear on the homepage, and in addition it is specified that it is sponsored content. This type of advertisement is primarily used to display products and services available currently, which as the name states, can be done in a photo or video format, depending on the marketer's needs. (Instagram 2021.)

Collection ads are meant to be an immersive experience from the business to the customer. Instagram allows for businesses to advertise several products at once, in the form of a collection. This gives the most space for creativity out of the paid advertisement methods; thus, marketers need to be adept in the production and make the experience something to remember. (Instagram 2021.)

Ads in explore as the name states appear on the explore page of the platform. The explore page is visited by 200 million users daily; therefore, advertising there has excellent potential. The advertisements can be in a photo or video format, and are scrollable on the page; therefore, giving the feeling of belonging in that section. The fact that the advertisements belong so well on the explore page makes them feel less invasive and more accepted by the users. (Instagram 2021.)

Facebook

Facebook is the world's largest social media platform, with over 2.6 billion users currently (Statista 2021b). It can reach a vast audience if the marketer is adept at advertising in it. Advertising on Facebook tends to be more specific than other platforms due to all the users' data gathered voluntarily. The users share their location, age, gender, likes and interact with different content, and the data collected is used for heavily targeted advertisement. (NeilPatel 2021b.)

It allows marketers to choose from five factors and a combination of them. These factors and combinations help marketers in trying to find the core target audience. The five factors are:

- 1. Location**
- 2. Demographic**
- 3. Interests**
- 4. Connections**
- 5. Behaviour**

Location is used to choose the geographical position in which the advertisement will appear, that can be a city, country or even a community. Marketers must have a clear understanding of where their core audience lies and heavily target that area. Facebook also gives tools to research areas where the business can expand to gain access to a new audience. (Facebook 2021.)

Demographic includes the age, education, job and gender of the target audience. Through this factor, it is possible to keep in check who the ads are showing to and adjust if there is a need. Marketers have the opportunity for the most creativity in the process. The potential combinations are great and finding the specific best ones will require a significant amount of research and care. (Facebook 2021.)

Interests encompass all the interests and hobbies of Facebook users. It means that advertisement can be adjusted to only show to people interested in the products. An example would be a yoga gym advertisement focusing on groups and pages related to yoga. (NeilPatel 2021b.)

Connections are the factor that allows choosing to advertise towards people who are part of the brand's page and activities. However, it also gives the opportunity to completely ignore that group when there is a need to reach a new target demographic. (Facebook 2021.)

The behaviour gives the option to choose to advertise based on the habits of the consumer. To do this, Facebook gathers data from the user's device usage and past purchases conducted on the platform. This is an excellent indicator of how willingly they consider the products and services but does not guarantee a purchase. (Facebook 2021.)

After careful consideration of picking and mixing the five factors, Facebook will then move to the next step, deciding which platform to run the ad and estimate the budget required. It is possible to target Facebook, Messenger and any platform owned by the company, while also there is the choice of what type of devices the advertisement will be shown to (Facebook 2021). It would be beneficial to focus marketing more towards mobile, considering the vast majority of users are using the platform through it. However, there can be cases where other devices can be more beneficial (NeilPatel 2021B).

With all the previous steps done, there is only one more step to take, which is to choose a format of which Facebook offers six variants, as stated below.

1. **Video ads**
2. **Photo ads**
3. **Slideshow ads**
4. **Carousel ads**
5. **Canvas ads**
6. **Dynamic Product Ads**

Video ads on Facebook are mainly used to boost brand awareness by making videos with a clear message. Facebook users tend to prefer watching videos, so their format can be pretty effective when used correctly. (Facebook 2021.)

Photo ads are the most basic form of an advertisement on the platform, where there is a clear and good quality image, followed by a subject with a strong message that calls for action and a link. It is quick to create one, and it is advantageous to advertise specific products since it raises awareness and engages the users with the product. (Facebook 2021.)

Slideshow ads are the format allowing combinations of a variety of images in a slideshow to portray a story. It is possible to create one through third parties or utilise the slideshow creation tool offered from Facebook. Slideshows are marvellous when trying to reach people with weaker connections, as less data is used to view them, compared to the video format. They offer the possibility to display the messages with a sequence of videos, which can be easier to follow. (Facebook 2021.)

Carousel ads format allows for creativity and the opportunity to advertise more in-depth. It allows picking up to ten images to advertise and which can be of the same product or even different products. It allows for a more detailed description of the product through these ten images and posts the sale of various products. Besides selling products, brands can also create a story through these images for possible consumers to relate more to the brand itself. (Facebook 2021.)

Canvas ads can be thought of as the platforms all in one service. They allow for a mix of videos, images, and links to mimic a website's experience but incorporated into Facebook. Consumers of the advertisement can interact with canvas ads by having the options of scrolling, swiping, and clicking different parts. Therefore, the engagement rate on these is very high. It is best to use this format for raising brand awareness and generating additional traffic to the page. (Facebook 2021.)

Dynamic products ads serve as the more automated format. This form of advertisement allows brands to upload their products and set up a campaign, then the rest of the advertising job is done by the platform. The products uploaded will then be shown to people who have shown interest in similar ones on Facebook and other platforms. It is an effective advertising method for companies requiring less time spend on creating advertisements. It can easily reach potential customers since the target group is always interested in the products being offered. (Facebook 2021.)

Marketers can keep track of their advertisements' performance, thus having the opportunity to make adjustments to them. Facebook offers the **Ads Manager** platform, which gives detailed information on whom the advertisement has reached, including age, location, and the five factors mentioned before. It is crucial to be active on the platform and keep constant track of whom the advertisement has reached and how well it is performing, as doing that will make the advertising is going smoothly, and errors are dealt with along the pay. For certain brands, Facebook paid advertising might not be worth the costs, meaning keeping track through this app would save time and money. (Facebook 2021.)

LinkedIn

LinkedIn was founded in 2003 and served as a platform for professional networking. It is currently the largest platform of its kind, with more than 760 million total users, from which 260 million are active every month. (Kinsta 2021.)

The platform allows users and businesses to create profiles, including their education, past work experience, current employment status, and other qualifications. It is incredibly beneficial for brands to be part of LinkedIn, not only for recruiting potential talent but also for connecting further with existing and potential customers (NeilPatel 2021a). According to Kinsta (2021), 50% of the members would be more likely to purchase from a company they have previously contacted through the platform, and 93% of B2B marketers tend to acknowledge it as the efficient website generating leads.

To sum up everything, companies need to have a presence in LinkedIn for both B2B and B2C reasons, since it will lead to a higher chance of finding possible leads and the chance to recruit top talent.

2.3 Search Engine Optimisation

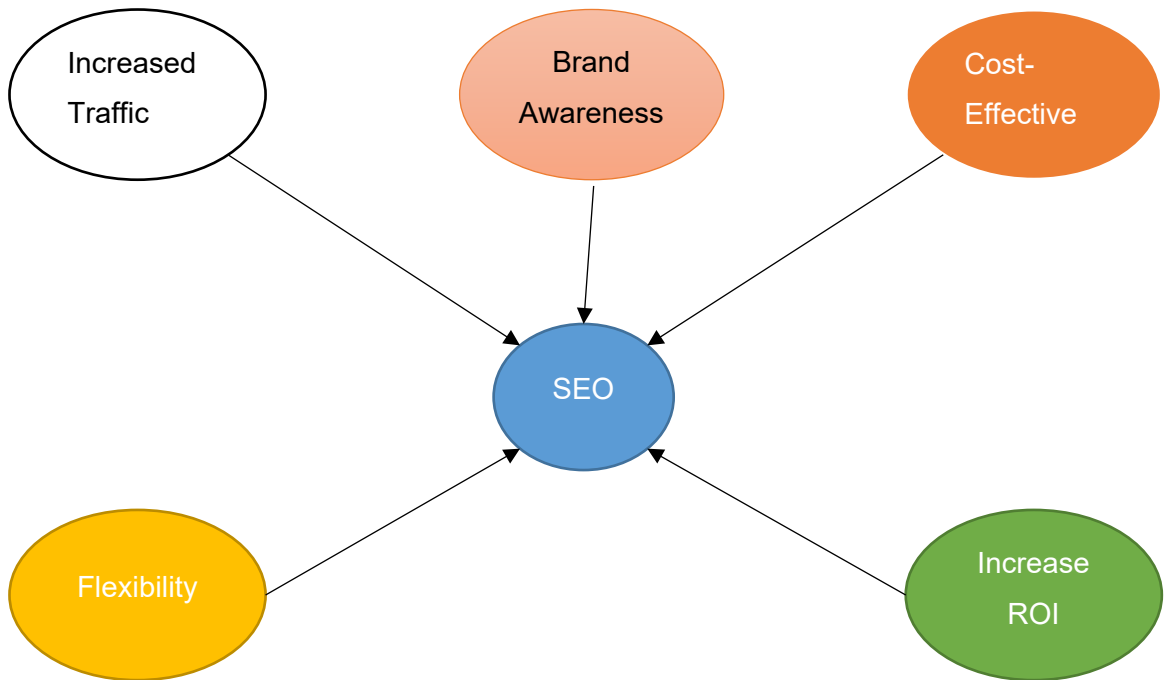


Figure 3. The benefits of Search Engine Optimisation (Adapted from Chaffey & Smith 2017)

Search Engine Optimisation (SEO) is a marketing strategy which focuses on optimising online content to gain an advantageous position by acquiring a spot at the top of a search engine's search results. Search engines have an inbuilt ranking system, which shows each user the content with which they are the most compatible. (Search Engine Land 2021.)

Search engines do not charge any costs for Search Engine Optimisation, and therefore it is considered a free marketing method. However, to rank highly, it must be constantly updated while a great deal of research is needed, which can be pretty costly and time-consuming. Ranking at the top of the Search Engine Results Page (SERP) is crucial as 75% of users tend to stick on the first page. The company must create blog post and article content to reach the desired rank, which has its costs. (Rouhiainen 2020a.)

Search Engine Optimization is an excellent method of increasing traffic and sales without requiring monetary investment. It puts the website in a better position on the Search Engine results page. Therefore, it organically creates more traffic towards it. Increased exposure and sales are both excellent indicators of the success of the Search Engine Optimisation strategy. This strategy generally does not yield short term results and generally tends to be a long-term commitment. (Rouhiainen 2020a.)

Google AdWords is the paid version of Search Engine Marketing, and its purpose is to generate more traffic to the website. When creating a campaign, Search Engine Optimisation needs to be done in tandem with Google AdWords. Otherwise, the results will not be as desired. Marketers can choose a set of keywords to be advertised on, which will be used to promote the website to the top of the Search Engine Result Page. The payment is made with a Pay Per Click (PPC) method, in which the company must pay for each time the website is opened through the advertisement. Each keyword has a different price, with the most popular ones tending to be the most expensive. Therefore, it would be suggested to research unique and cost effective keywords. (Rouhiainen 2017.)

Companies are becoming more and more adept at using Search Engine Optimisation. Therefore, achieving top results would require a combination of both paid and unpaid methods (Rouhiainen 2017).

2.4 SOSTAC® Model

SOSTAC® model is a business planning model commonly used by marketers to provide a clear and coherent structure for their plan. This planning model will be used to create the digital marketing plan. SOSTAC is an acronym standing for **S**ituation analysis, **O**bjectives, **S**trategy, **T**actics, **A**ctions and **C**ontrol, as established in figure 4 below. (Chaffey & Smith 2017, 3.)

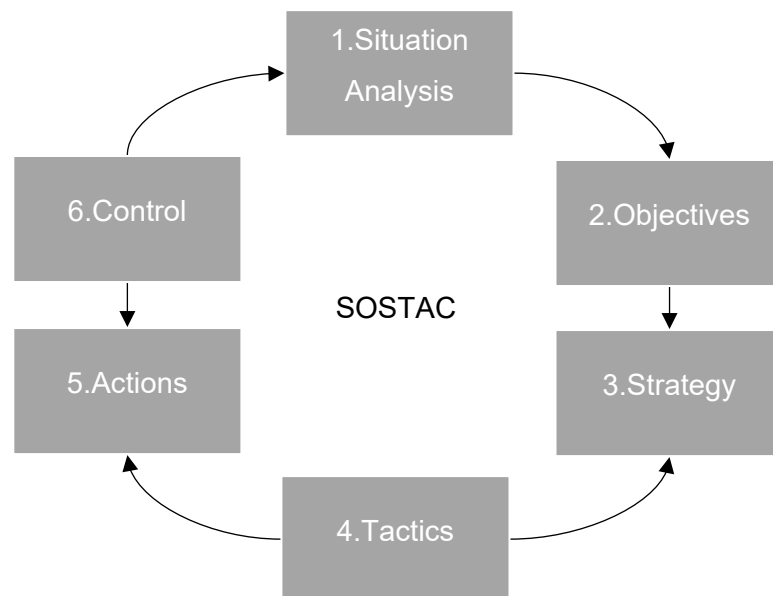


Figure 4. SOSTAC® Planning Model (adapted from Chaffey & Smith 2017, 4)

Situation Analysis

This is the first stage of the SOSTAC model, in which the company's current status is reviewed in detail. In this stage, the author will conduct a SWOT analysis, which will identify the **strengths, weaknesses, opportunities, and threats** of the company. Various facets of the micro-environment will be reviewed and assessed, including subsections such as, competitor analysis. Furthermore, the company's macro environment will be reviewed. (Chaffey & Smith 2017, 540-542.)

Objectives

In this part, concise objectives are set from the company, so the appropriate funds are set for completion. Setting and enhancing these objectives will be achieved using the 5S framework, which is as follows: **Sell, Serve, Speak, Save** and **Sizzle** (Chaffey & Smith 2017, 547-549).

Strategy

This part will explain the strategy and include elements such as, targeting and segmentation, which the marketer will use to attain the previously set objectives (Chaffey & Smith 2017, 551).

Tactics

This section includes the details of the strategy and goes through the concrete tools and services that will be used to achieve the set objectives. In this section, the 8Ps of marketing will be used, which stand for **Product, Price, Promotion, Place, Positioning, People, Process, Physical Evidence**. (Chaffey & Smith 2017, 559.)

Actions

The tactics set above cannot be set in motion without an action plan. This part will discuss the set of actions taken for achieving the desired results for the chosen tactics. For best possible results, it is suggested to create an action plan consisting of different tactics such as, **Search Engine Optimisation (SEO), Pay-per-click (PPC)** and social media advertising. (Chaffey & Smith 2017, 564-565.)

Control

The final part of the SOSTAC model will be used to measure and continue monitoring the success of the previously set objectives. A variety of analytical tools will be utilised together with **Key performance indicators (KPI's)** to achieve it. Control gives the chance to stay in touch with the results in real-time, making it possible to make adjustments to optimise the results further. (Chaffey & Smith 2017, 566.)

3 Project Management Methods (PPM)

This chapter introduces the project management methods used each project task. The project objective is constructed of five project tasks which are demonstrated in figure 6. Project outcomes are analysed and assessed based on the given project management methods.

The project includes primary and secondary research methods. Primary research is fundamentally tailored towards answering project-specific questions. Its form of self-conducted research, and it allows the author to gather valid and direct information regarding the study. Secondary research consists of consulting secondary sources such as, academic literature and articles relevant to the topic. This desk research will utilise a variety of sources and tools to ensure study validity and reliability. (McCrocklin 2018.)

The author will be in close contact with the company to conduct an interview with purpose of gaining valuable insight into their current situation. Techie Solutions requests and wishes will be accounted for during the project creation. The author will conduct a free-flowing semi-structured interview, as it allows for an open discussion. This form of interview will assist in attaining valuable insight as it allows the interviewee to express their opinion without limitations (Bell & Willmott, 22-23). Due to the small size of company, the author will be in direct contact with them. Throughout the process, the author will gather information from the commissioning company to ensure that their needs and wants are acquainted.

Project Task 1.

This task will see the author consulting various sources stemming from academic literature to professional digital marketing specialists to create a timely and accurate theoretical framework for the digital marketing plan.

Project Task 2

The author will analyse the company's current digital marketing presence and performance to propose to them an optimal plan that will improve and address what is missing from it. Furthermore, the author will consult academic sources to optimise the digital marketing plan based on the commissioning companies' wishes.

Project Task 3

The author will utilise available information on which marketing channels will be the most optimal for the project at hand. This will see the author analysing recent data sources, which will shed light on which digital marketing practices are most optimal to use. After the information is gathered, it will then be applied to optimise the digital marketing plan further while also respecting the commissioning company's wishes.

Project Task 4

This task will apply the information gathered through project tasks one to three and combine it to create the final digital marketing plan.

Project task 5

The final task will conclude the project with feedback from the case company, thesis advisors and the author's contemplations. By considering the factors mentioned earlier, the final project evaluation will be concluded.

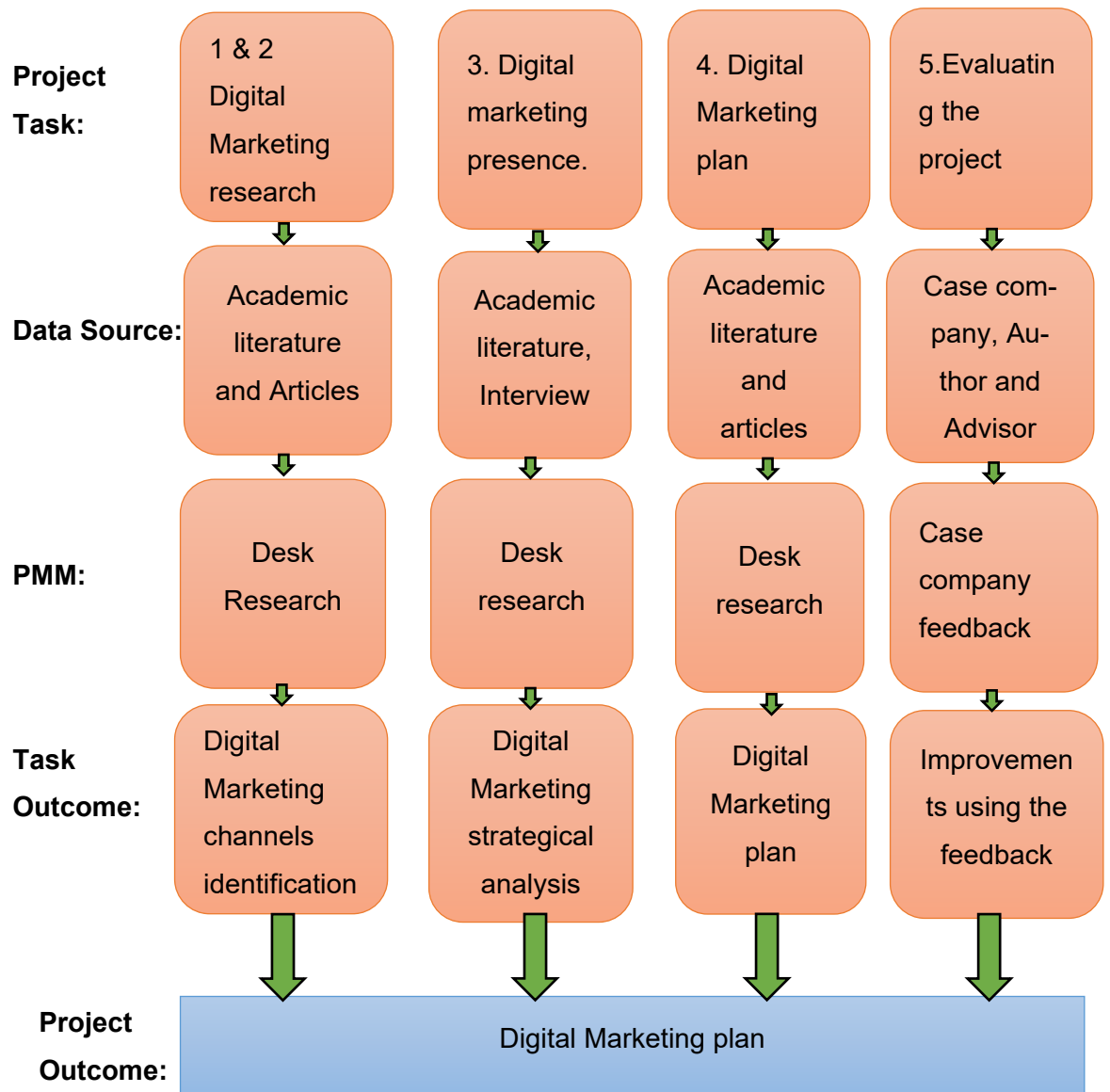


Figure 5. Project Research methods

4 Situation Analysis

This chapter will assess the case company's current situation regarding their marketing practices. Furthermore, the author will conduct a competitor analysis of two direct competitors, in relation to Techie Solutions. To finalise the chapter, the author will conduct a SWOT analysis to assess the strengths, weaknesses, opportunities and threats of the case company.

4.1 Current Marketing Practices

The author dissected techie Solutions marketing practices through online research and conducted a semi-structured interview with Techie Solutions CEO Erlin Hysenbelliu. The interview results indicate that the case company does not have a clear marketing budget. All of its marketing has been done by the CEO and their customer support specialist. Due to the case company's novelty, their current focus is on utilising free marketing methods and cannot focus resources towards their own research. Their current marketing practices are focused on social media and search engine optimisation. The case company is willing to implement this digital marketing plan in the near future. Furthermore, it is their wish to get further information regarding the latest social media and search engine optimisation practices.

The social media platforms which Techie Solutions is available on is Instagram, Facebook and LinkedIn. Facebook is used to contact customers and receive feedback on their services, further promoting their B2B and B2C services. LinkedIn is the platform where most of their activity goes, considering all of their partners and clients are the most active there. Instagram activity is currently on hold, as the case company do not have the resources to invest there, but still want to expand towards there too when it is possible. It is of utmost importance for the case company to showcase their efforts of always keeping up with the latest technologies in the field since it reinforces their reliability as a partner.

Their current business is B2B; however, B2C products and services will also be of focus in the future. It is one of their goals to diversify their customer base and be known as more than a B2B software company. According to CEO Erlin Hysenbelliu, Techie Solutions currently targets businesses with an online presence and wish to develop digital services further. The case company also wish to target customers by offering Freemium software as a service to help them increase the workplace's productivity. Freemium is a pricing system in which the primary product is offered for free. However, clients would need to pay a certain amount for premium features. figure 6 visualises the Freemium system for one of their products.

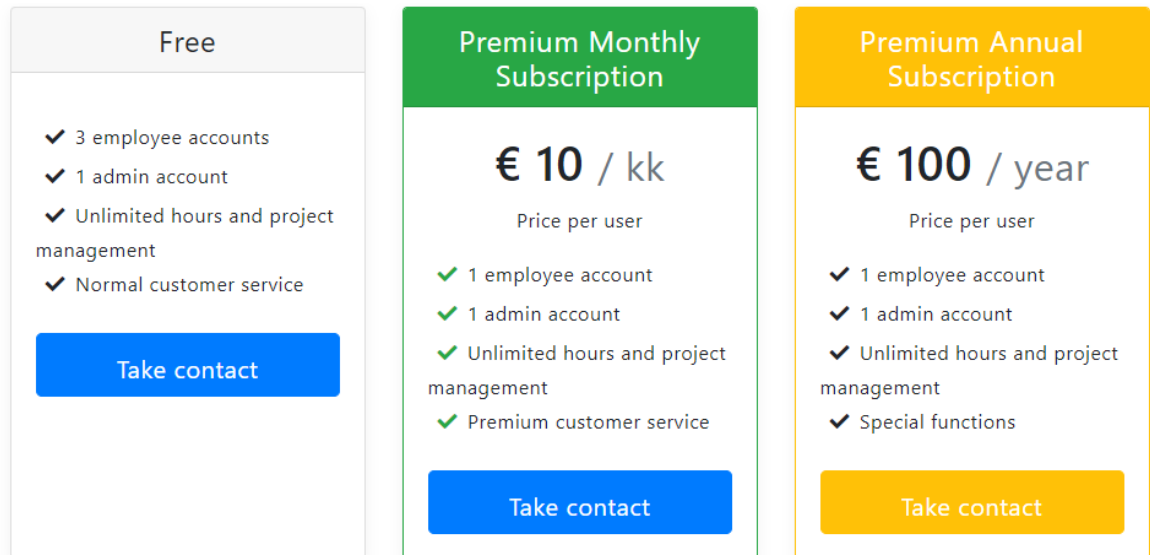


Figure 6. Productive Freemium pricing system (Retrieved from Productive 2021)

Their website currently promotes all the variety of services available for potential clients and a contact method. It is very simplistic for the moment, and it requires more work for it to be correctly optimised. This will be further discussed in chapter 5.

4.2 Competitor Analysis

Competitor analysis is a pivotal research method utilised by most companies to a degree. It can give a better insight into factors such as, marketing practices, pricing and research and development. Through this insight, companies can further learn from their competitors' errors, thus attaining the knowledge to increase the chance of avoiding said errors. (Adom, Nyarko & Som 2016,116-120.)

It is vital to identify for companies to identify who their competitors are, direct and indirect. Direct competitors offer products and services of a similar kind while also targeting the same consumer segment. Indirect competitors offer different type of services but target the same consumer segment. It is essential to focus on researching direct competitors, considering they are of a more direct threat, and their operating methods can often be more comparable. (Adom, Nyarko & Som 2016, 121-125.)

During the semi-structured interview with Techie Solutions, the author suggested various competitor companies, which would be analysed and compared to the case company. After discussing the options Kellokorti and Visma were picked. These two companies offer similar products and services and share a similar enough target audience. Therefore, the picked companies are considered direct competitors to Techie Solutions.

The competitor analysis will see the author comparing various factors between the three companies in question and giving final results on the differences between them. The factors which will be compared are products and services, pricing values and options and activity on LinkedIn, Facebook and Instagram and their search terms on google.

As previously discussed, **Techie Solutions** offers dynamic pricing, and have a fixed commissioning fee for more significant B2B projects. Meanwhile, most of their products offer a Freemium service, as mentioned in figure 6. **Visma** offers a monthly subscription system separated into different premium tiers, as seen in figure 7 below. A system of three different price points is offered, allowing companies to access more features for a higher price point. This differs from the Freemium system, as it does not include a permanently free service option, although a free trial is included in the deal. Kellokortti currently offers their services through a price point calculator, which calculates the price paid based on how many active users there and how many features selected. Techie Solutions has a clear advantage at this point, considering that offer a free option is offered in their pricing system, which the competitors lack.

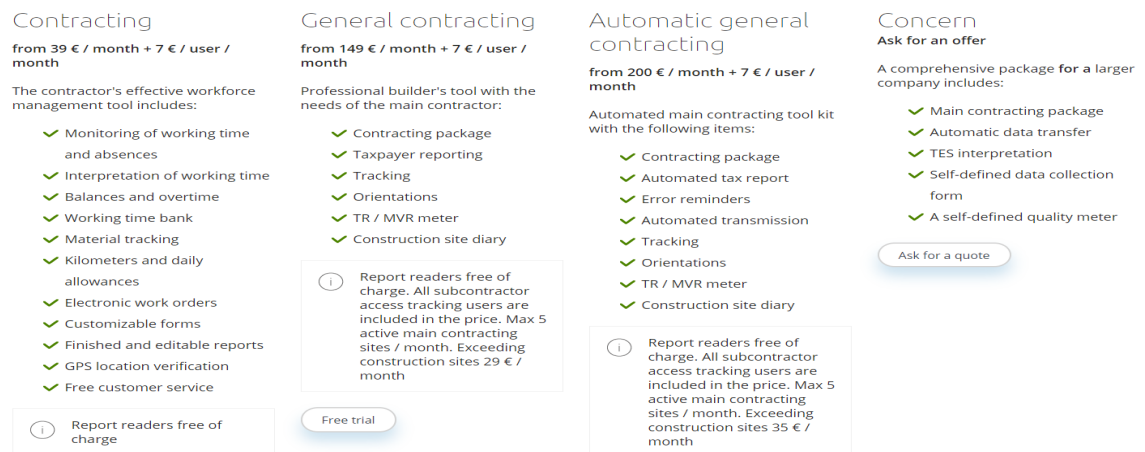


Figure 7. Visma Pricing System (Retrieved from Visma 2021)

All three companies put importance on social media. The author will show the difference in their following numbers in three different platforms in the table below. Also, their activity on each platform will be illustrated.

Table 2. Social Media following Following of Techie Solutions, Visma and Kellokortti.

Social Media Platforms	Techie Solutions	Kellokortti	Visma
Instagram	Not Active	Not Active	2000 followers

LinkedIn	Five followers	130 followers	64,954 Followers
Facebook	Three followers	166 followers	5425 followers

As seen in the table above, there is a remarkable difference in followers between the three companies. Nevertheless, it is expected considering the marketing budget difference. Visma is the most followed company, while also being more active on content production than the other two companies. Compared to the competitors, Techie Solutions is inactive on all social media channels while also posting the least amount of content. It is clear that the commissioning company must invest more resources into improving their following and activity.

The companies will be additionally compared by using the Google Trends analytical tool. As previously discussed, Google Trends is an analytical tool used to attain a deep insight into the data of search terms and keywords. The author will utilise it to compare the three companies, and how many google searches were done about them in Finland.

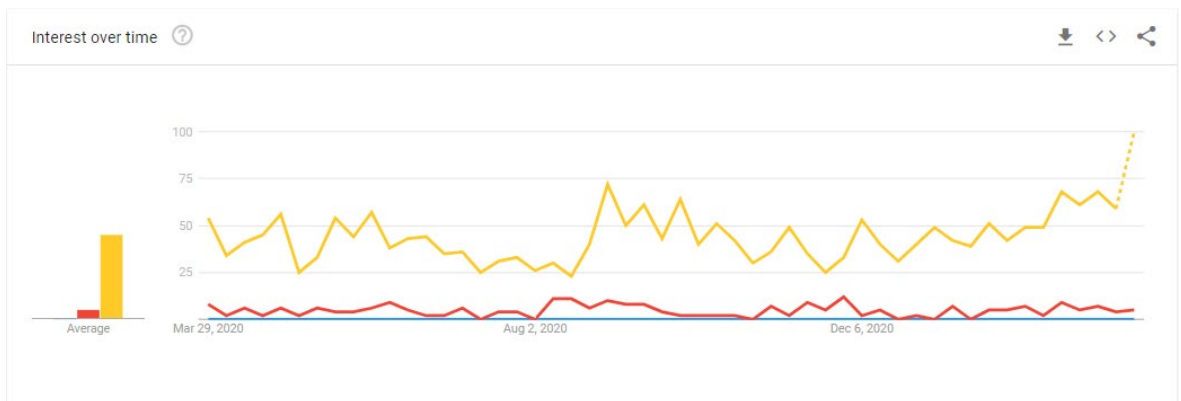


Figure 8. **Techie Solutions**, **Kellokortti** and **Visma** (Retrieved from Google Trends 2021)

In figure 8 is displayed the results of the search term analysis comparison between **Techie Solutions**, **Kellokortti** and **Visma in Finland**. It is clear that Visma outshines Kellokortti and Techie Solutions, considering the results happen on a scale of 0 to 100, with Visma having an average score of 50. Kellokortti is second with an average score of 5, and Techie Solutions is placed last with an average score of 0. The case company is a relatively new one, which can explain the search results. However, it is optimal that investments are made in search engine optimisation for the search term “Techie Solutions”.

4.3 SWOT Analysis

SWOT is an analytical tool used to conduct strategic planning and management. It assesses the current strengths and weaknesses while also giving a better insight into the company's opportunities and the threats surrounding it. Strengths and weaknesses are considered internal factors, while opportunities and threats are considered external. Conducting a promising SWOT analysis means that Businesses need to have a deeper insight into their organisational structure and conduct research on their current and target market (Gürel & Tat 2017, 995-1006). Table 3 below shows the SWOT analysis for the case company, Techie Solutions.

Table 3. Techie Solutions SWOT analysis

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">• Stable customer base• Competitive pricing• Effective customer support• High growth potential	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">• Weak SEO ranking• Inactive on Facebook and Instagram• Low brand awareness• No marketing budget
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">• Cloud Services is a fast-growing field.• Improving brand awareness• Global services• COVID-19 remote work push	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">• Lack of investment resources compared to competitors• Competitors offering better pricing• Not keeping up with the latest industry standards

5 Digital Marketing Plan

This chapter will introduce the reader with the improved digital marketing plan based on commissioning company requests. The improvement suggestions will be based on the theoretical framework introduced in chapter 2. The digital marketing plan will focus on improving Techie Solution's social media presence, website's traffic and ranking, while increasing their brand awareness. This chapter introduces the latest trends in social media, search engine optimisation, and general digital marketing practices. Furthermore, the plan concludes with a variety of key performance indicators to monitor the study performance.

5.1 Social Media Trends

Social media is one of the most powerful marketing platforms globally, and it has had a meteoric rise ever since its invention. Every reliable digital marketing plan should always include social media as one of its most focal points. Being part of social media platforms is crucial in today's market since most people actively use them. Therefore, it is possible to reach a large audience without spending too much. Constant activity combined with high-quality content is the key to success since it allows for a tighter relationship with the consumers and significantly improves brand awareness. (Chaffey & Smith 2017, 214)

The best time to invest in social media is now. With the ongoing COVID-19 pandemic, people are more and more active on a variety of platforms. There are currently lockdowns in the vast majority of the world; therefore, the need for social media content is the highest it has ever been. Marketers must use this opportunity to make content and target new possible audiences.

Thrive in these platforms requires the need for research and using the appropriate strategies. The author has researched the most up to date strategies Techie Solutions can use to find a footing in today's social media marketing landscape, which will be expanded upon below.

Focusing on quality is a crucial aspect often disregarded by companies. Consumers are overloaded with content. Therefore, they automatically flock towards the more noticeable high-quality type. This makes it not beneficial to have a high quantity of content without a quality check. It is suggested to post more rarely and spend more time reviewing and optimising each piece of content produced. (Carlson 2021.)

To successfully manage this task, the author suggests Techie Solutions to reallocate their resources on less but high-quality posts, thus increase consumer loyalty while also having a higher possibility of going viral.

Producing short and concise informative content is essential in today's market, considering that consumers' attention span has gone down throughout the years. Informative content serves as a gateway towards increasing the consumer's general knowledge while also using it to further familiarise them with the products and services. The short content produced could be in the form of a tutorial for a service or a general educative video. (Carlson 2021.)

The author suggests that Techie Solutions creates short informative videos on how their services are conducted. It is important to remember the shortening should be happening by simplifying and streamlining the shared message. Furthermore, the commissioning company could make informative videos regarding their operating field, such as cloud services.

Social commerce is a field that has gone through a meteoric rise in recent years. This field's commercial value accounts for \$22 Billion in sales in the United States of America alone for the year 2019 (Statista 2019). Social media platforms offer their unique social commerce features, which companies should take advantage of. Consumers can see the products and services on sale while browsing through the platform (Carlson 2021).

Techie Solutions should make full use of this feature, considering it could lead potential customers while also increasing their brand awareness. Social commerce will be increasingly more popular in the future; therefore, it would be advantageous to be a pioneer.

Real-time experiences have become ever ingrained in social media, considering they offer a fast way to connect with the audience and conduct various content with them. The ongoing pandemic has further emphasised these events' power, considering the risks of organising meetings in person. Facebook, Instagram and YouTube offer live streaming services, and it is suggested to utilise these platforms for connecting to the desired audience. Instagram live viewership was increased 70% in 2020, while on Facebook, the increase was 50%, and it is predicted to further increase in the upcoming years. This data further emphasises the importance of investing in the real-time content mentioned above. (Gallegos 2020.)

The author suggests that Techie Solutions holds various events on the platforms, such as, Questions and answers and discussions on topics of interest to their following and target audience. Also, collaborating with experts of the field, will add further validity to the content.

Expressing and acting brand values is essential to the consumer, as it is easier for them to identify with a brand sharing the same values. When the brand is acting on its values, it enforces loyalty and connects better with the consumers. According to Accenture, 41% of consumers are not buying anymore from companies that have yet to show a stance on topics such as, diversity. However, it is crucial to plan this well since expressing values which do not align with the customer base can alienate them from the brand. (Gallegos 2021.)

The author suggests Techie Solutions should take a clear stance on their online activity by sharing their stance on topics should as equality and acting on it by enforcing a diverse hiring policy in the future.

Producing podcasts is an effective method of reaching audiences that want to receive the type of content that does not require much effort to consume. Podcasts are perfect content for time management, considering they can be listened to while performing other tasks. Besides, this content is beneficial to consumers who are always on the move and are driving long distances. It can bring a more entertaining angle to educating the audience through a lengthier conversation. Podcast popularity in 2020 has grown by 42% globally and 53% in Europe. It will keep growing at a fast pace; thus, investing in this medium is a worthwhile investment for every marketer. (Amburgey 2020.)

The author suggests Techie Solutions starts producing podcasts on a weekly basis. The content of the podcast should be a conversation about the latest updates on their, however there is space for creativity with the podcast medium. Furthermore, bringing experts of the field as guests on each weekly podcast episode, would help increase the validity of conversation while garnering more interest.

5.2 Techie Solution's Social Media Status

Techie Solutions LinkedIn was created in January 2021. The link to their profile is as following: <https://www.linkedin.com/company/techie-oy/about/>. Currently, the commissioning company has a small following of 5 and minimal information regarding their services. Although it is their most important social media platform, there is currently a lack of content available, which can be seen quite negatively in potential leads' eyes. The commissioning company should create a more detailed home and about pages, which can further expand into their values and services. Additionally, it is important for the commissioning company to start posting content several times weekly, which will, in return, bring a more considerable following, which can often lead to sales. LinkedIn is the platform in which Techie Solutions try to connect the most with their B2B clients. Thus, the content made should focus

on garnering their core customers attention. Paid advertising is not necessary for the LinkedIn page, considering the platform will be used mostly to interact with the existing customer base; therefore, it would be better to focus the resources elsewhere.

Techie Solutions Facebook page was created in January 2021. The link to their profile is as following: <https://www.facebook.com/techiesolutionsoy>. Techie Solutions currently have three likes, and three follows on their page and minimal information on the about section. The commissioning company does not have any content as of now, and their Facebook page is not fully optimised with up-to-date information regarding their situation and services. It would be beneficial to the case company to post scheduled weekly content, which would increase their following on the platform. Furthermore, it is important to update the page with more information, since currently contact information is available. Content possibilities on the platform are vast.

The author suggests the commissioning company to create content based on their current and past work projects, as it serves as a great reference point for potentially interested parties. Also, video content and live streams are popular on Facebook, which would be a significant growth factor. To reach the goals faster, a combination of organic growth through content and paid advertisement would bear the most success. However, it is crucial to research their target audience before utilising the paid advertisement system. Facebook offers a customer-friendly advertising platform, guides the user through the process and even offers analytics helping keep track of the results. It is highly suggested for Techie Solutions to use Facebook as an advertising platform, considering increasing their brand awareness and traffic is of great interest to them. Successful advertising campaigns tend to lead to great results and would provide a significant improvement for the commissioning company's brand awareness.

Techie Solutions currently does not have an **Instagram** page. However, a page will be created in the future and it will be active in the upcoming summer, as the commissioning company has identified the Instagram as an essential factor in their digital marketing plan. The author suggests creating a page as soon as possible and uploading content on a consistent basis. When implementing the marketing plan for the platform, it is vital to use organic growth through content such as, IGTV, reels, story, video and photo content. There is a large variety of content available for use in the platform, each serving a different purpose. IGTV and video content are the most important ones for the case company, as it is the commissioning company's wish to focus on creating content through the video medium. Paid Advertising is also a great way to gain brand awareness on the platform, from

which explore page ads and carousel ads are the most useful for the case company. Explore page ads have a high rate of being seen by the target group, considering its one of the most consumed parts of the platform. Carousel ads also work perfectly for Techie Solutions situation, considering through carousel ads a variety of services can be advertised at the same time. It is strongly advised to use organic growth and paid advertisement in tandem since it provides the best possible results.

5.3 Consumer Targeting

Consumer targeting plays a pivotal role in every digital marketing plan. Without an adequately researched target audience, the advertising would reach uninterested parties, therefore losing its value. As mentioned before, research for this part is a valuable tool, which will help further identify which audience to target, thus producing the highest effectiveness for the advertisement. (Aguirre 2020.)

The author consulted with Techie Solutions, and through the conversation, it was decided to build **four customer personas** based on the data the data already available from the commissioning company's current customers. Furthermore, the author consulted Techie Solutions about their future target consumers and included the information into the construction of the customer personas below. Considering the company want to focus mainly B2B consumers while also considering B2C clients, led to the author create two **ideal B2B customer persona** and two ideal **customer B2C persona**.

Ideal B2B Customer Persona:

The High potential.

- **Size:** 20 to 50 employees
- **Revenue:** \$100,000 to \$250,000
- **Industry:** Game Development
- **Geography:** Scandinavia
- **Pain point:** Supply chain too complicated
- **Needs:** Cloud services to solve the supply chain problem

The Large Multinational Corporation

- **Size:** 2500 employees
- **Revenue:** \$500,000,000
- **Industry:** Tech Industry
- **Geography:** Global

- **Pain point:** Customer base spread out globally, Complicated supply chain situation
- **Needs:** Cloud services to optimise their communication globally and to simplify their supply chain

Ideal B2C Customer Persona:

Home office worker Ben

- **Age:** 35
- **Consumer profile:** Bad time management skills, Productive but often requires breaks.
- **Employment status:** Digital Marketing Specialist, Working remotely from home.
- **Income:** 50,000€
- **Hobbies:** Socializing, Gaming
- **Pain points:** Home distractions, forgetting to time working hours,
- **Needs:** Method to track working hours

Always on the job Sandra:

- **Age:** 29
- **Consumer profile:** Always on the work, productive. Day job in a Café, night job in a bar.
- **Employment status:** Barista
- **Income:** 60,000€
- **Hobbies:** Cinema, art, sports
- **Pain points:** Struggles calculating work time spent on each job.
- **Needs:** Workhour tracking system through a global positioning system (GPS).

The customer persona above showcases the ideal customers for Techie Solutions. In a B2C situation, the most critical factors are employment status, pain points and needs. These factors showcase the problem and the solution to the problem, therefore being the key for the possible sale. B2B ideal partners are companies of a medium to large size who need to further invest into their supply chain through cloud systems and efficiently reach their consumers globally. The case company further emphasised partnerships with multinational corporations, which is their most profitable and reliable earning method.

5.4 Website Analysis

The author chose a variety of website analytic tools to assess the commissioning company website, after which a plan can be put in motion to help with the optimisation. The analytic tools which will be used are Woorank and Ubersuggest.

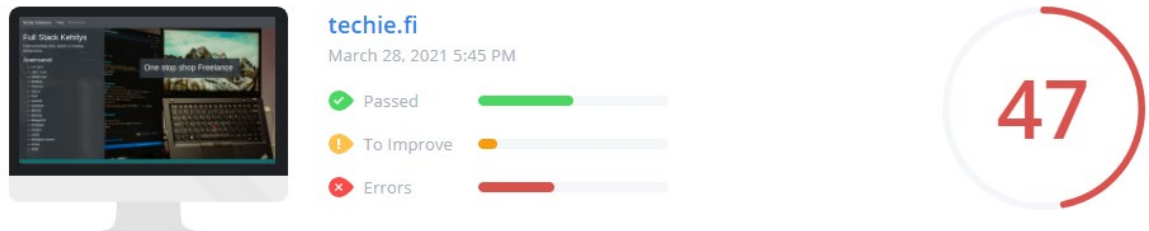


Figure 9. Woorank analysis of Techie Solutions (Retrieved from Woorank 2021)

Woorank grades websites on a score from 0 to 100. As seen in figure 9, Techie Solutions website score is 47, which is under the average. The loading speed is relatively high, and it secures an excellent score for mobile-friendliness. The low score is impacted by the lack of content available on the website, which at the moment is minimal. Furthermore, the contrast between the colours and the text is not sufficient. There needs to be more done by creating a custom 404 Error Page since currently, a default version is in use. Also, social media engagement is entirely missing, and links to each platform are not available. Website traffic number was low, which can be explained by all of the factors mentioned before. However, it can be improved by fixing the errors mentioned above, which would result in more favourable ranking for the website.



Figure 10. Ubersuggest analysis of Techie Solutions (taken from Ubersuggest 2021)

Figure 10 above, highlights the main results found from their platform. The results scale from 0 to 100, with Techie Solutions scoring 49. The result is again under the average, and the factors explaining it are numerous. The website only has two pages within, in which the content is crawled, leading to overcrowding. It is suggested to create more pages in which the content would be spread around while also allowing for additional content creation. Ubersuggest also highlights good mobile optimisation, giving excellent adaptability to each platform.



Figure 11. Techie website loading speed on desktop and mobile (Retrieved from Ubersuggest 2021)

Figure 11, further emphasises that the website ranks highly on speed optimisation the charts. The loading time is one second for desktop and three seconds for mobile. Desktop does not require many optimisations since it is operating already at top speed; however, minor improvements can still be made. Mobile speed requires excellent attention since the loading time is longer than it should be. According to Ubersuggest (2021), Techie Solutions can do the following to improve the speed: Cache the images on the website and the use of HTTP request to be lowered. Besides, Gzip tool can be used, which compresses files and reduces their size, which dramatically improves loading speed.

Website speed is critical. According to Ubersuggest, every 0.5 second makes a difference in the per cent of visitors staying on the site. Access to fast internet speeds is a commodity which is not possessed every client, especially when it comes to mobile speeds. Therefore focusing on reducing loading times will show substantial results in acquiring and retaining visitors.

Backlinks can be defined as the signal given to search engines from third parties supporting the content on the website. Search engines favour websites with numerous backlinks to their name, so the content and website credibility is affected by amount of backlinks possessed. (Moz 2021).

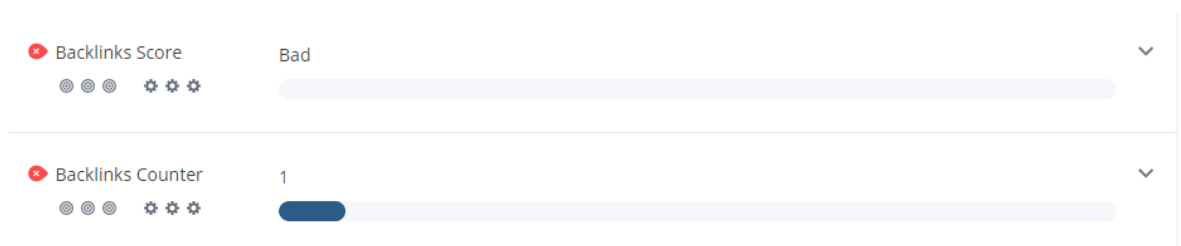


Figure 12. Backlink results for Techie (Retrieved from Woorank 2021)

As seen in figure 12, Techie Solutions has a bad backlink score, with only one backlink to their name. The best way to improve this is to create shareable, informative content, linking potential consumers to the website itself. This strategy will help grow the backlinks organically.

5.5 Keyword Optimisation

In this chapter, the author will utilise the Ubersuggest analytical tool, which will be used to identify the most optimal keywords for Techie Solutions. Keyword optimisation plays a vital role in improving website ranking in Search Engine Optimisation. In figure 13, it is showcased that the case company does not utilise any keywords currently; therefore, the optimisation will be based on researching competitors keywords and suggested ones from the analytical tools.

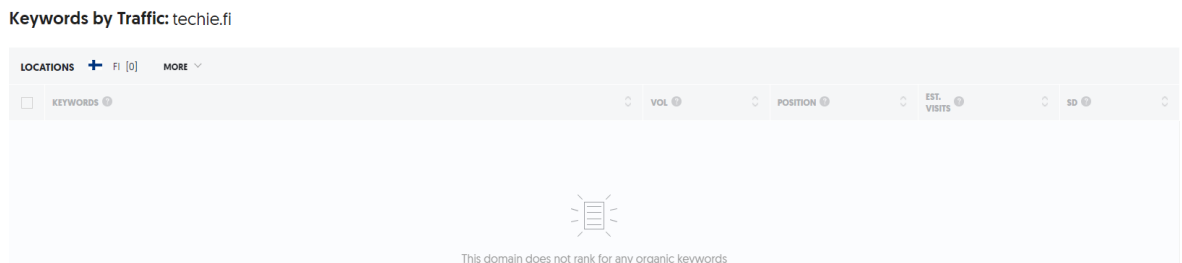


Figure 13. Keyword analysis of Techie (Retrieved from Ubersuggest 2021)

The website has a low ranking, which is further amplified by the fact that it does not use keywords. The author conducted a second research on Ubersuggest, which identified the best keywords to be used for the case company. In figure 14, the three top suggested keywords are “techie Solutions”, “simple tech solutions”, and “techies software solutions”. The keyword “Techie Solutions” has the highest search volume with 1600 searches and a cost per click of \$6.03. The paid difficulty and search volume of this keyword show great promise; however, the author only suggests using this keyword with caution due to the price per click being expensive. “Simple Tech Solutions” and “techies software solutions” have a lower search volume of 50 to the former and 20 to the latter, and a cost per click of \$0, meaning they are free keywords. The author strongly suggests that the case company uses these keywords, considering the fact that they are free of charge and have a good Search Engine Optimisation difficulty score.

KEYWORD	TREND	VOLUME	CPC	PD	SD
techie solutions		 1,600	\$6.03	16	23
simple tech solutions		 50	\$0	4	15
techies software solutions		 20	\$0	14	18
techie india solutions		0	\$0	1	12
techie solutions barcelona		0	\$0	1	12
techie data solutions		0	\$0	1	12
techie inc solutions		0	\$0	1	12

Figure 14. Keyword ideas for Techie Solutions (Retrieved from Ubersuggest 2021)

In accordance with the commissioning company's wishes, a second research was conducted for the keyword "Full Stack" to align with their full stack development services. Figure 15 showcases the efficacy of this keyword. It has a search volume of 880, which is a significant number and a pay per click of €1,67. The paid difficulty uses a rating of 0 to 100 to showcase the number of companies utilising this keyword. The rating of 4 out of 100 for this keyword makes it a great possibility, considering the lack of competition for it; therefore, the author suggests utilising it.

Keyword Overview: Full Stack

SEARCH VOLUME 880	SEO DIFFICULTY 20 EASY	PAID DIFFICULTY 4 EASY	COST PER CLICK (CPC) €1.67
-----------------------------	----------------------------------	----------------------------------	--------------------------------------

Figure 15. "Full Stack" keyword analysis (Retrieved from Ubersuggest 2021)

Additionally, Ubersuggest was consulted to generate keyword ideas based on "Full Stack". After considering the result showcased in figure 16, the author picked "full stack developer" and its Finnish version "full stack kehittäjä". The former has a search volume score of 590, pay per click price of 4.34 and paid difficulty rating of 32 out of 100. The latter has a search volume score of 110, pay per click price of 3.41 and paid difficulty rating of 20 out of 100.

The author recommends using the keyword "Full stack", considering it has the highest potential with the least amount of risk. The keywords "full stack developer" and "full stack kehittäjä" can be tested for a period of two weeks and terminated if the results are not desirable.

KEYWORD	TREND	VOLUME	CPC	PD	SD
full stack		880	€1.67	4	20
full stack open		880	€0	1	14
full stack developer		590	€4.34	32	23
full stack mooc		170	€2.06	1	14
full stack developer palkka		170	€0.98	7	8
full stack 2020		110	€0	1	14
full stack kehittäjä		110	€3.41	20	20

Figure 16. Keyword suggestions based on "Full stack" (Retrieved from Ubersuggest)

5.6 Google AdWords

Google AdWords is the paid version of search engine marketing. To compete, companies need to utilise it in combination with organic growth methods and keyword optimisation. Techie Solutions is not running any paid advertisement currently; therefore, their performance cannot be evaluated. Due to the reasons mentioned above, the author will use an example of competitors use of the platform and produce a sample advertisement to showcase the commissioning company can utilise it.

full stack kehittäjä

All Images Videos Maps News More Settings Tools

About 96 100 results (0,45 seconds)

Ad · www.reaktor.com/

Full stack kehittäjä - Join our community

Consultancy and agency services, built on exceptional technological competence

Blog
Read our latest blog posts.

Potrfolio Companies
Check some of the teams we are working with.

Events
Check our event calendar and come to meet us!

Careers
See our open positions and join the culture!

Figure 17. Google Ads based on the search word "Full stack kehittäjä" (Retrieved from Google 2021)

As witnessed in figure 17, Reaktor is a competing company offering full stack development. Google AdWords was used to create an advertisement based on the key word “Full stack Kehittäjä”, thus ranking them at the top of the search results landing page (SERP).

Google AdWords offers the customisation options of three headlines and two descriptions, additionally targeting options are available through gender, location and keywords aligned to the advertisement. Furthermore, a sample of a paid advertisement for the commissioning company can be seen in figure 18. The author created this sample to showcase how potential advertisement can look through imagery.

The author recommends creating an advertisement which offers short and concise information about the company and its services. It helps catch the consumers attention and gives a competitive advantage over advertisements overcrowded with information. Their keywords need to be included in the advertisement for the best possible results.



Figure 18. Techie Solutions sample advertisement (Retrieved from Google AdWords 2021)

5.7 Performance Monitoring Tools and Metrics

Key performance indicators (KPI) function as tools for monitoring and measuring a digital marketing plan's performance. These monitoring tools and metrics are essential to a digital marketing plan, allowing for adjustments in real-time and increase the success of the plan succeeding. Through these tools, marketers can gather data which can be used to further optimise current and future operations and set achievable goals. (Chaffey 2019, 154-160.)

There are various performance measure measuring tools available. Therefore, companies should always cherry-pick the most suitable ones for their needs. The goals and objectives set in the digital marketing plan serve as the determining choosing factors. (Chaffey 2019, 154-160.)

In consideration of the commissioning company's wishes, eight key performance indicators were picked. The author deemed that the picked key performance indicators would

benefit the commissioning company and function as tools of keeping track of important data and further optimising the digital marketing plan.

The chosen key indicators picked are: **First visitor metric, returning visitor metric, following Indicator, content frequency, audience Interaction, brand awareness metric, incremental sales and customer lifetime value**

First visitor metric keeps track of the first-time visitors and gives information on how the visitors found the content. Furthermore, it keeps track of how long their stay was and what their activity during that period.

Returning visitor metric keeps track on the visitors who have returned after the first visit. Also emphasizes the type of content visitors like to consume the most.

Following Indicator will show the number of followers gained and lost. Additionally, it will keep track of information on the follower's activity levels and will notify when they first join and when they unfollow. Furthermore, it will highlight the content consumed by the followers, before the decision to unfollow is made; thus, giving additional information on the reasons that led to that decision.

Content frequency, as the name indicates, measures the frequency of the company content postings. It includes social media and website content such as, blogs. To simplify the measuring, it is suggested to have a schedule for posts, making it easier to keep track.

Audience interaction metrics keep track of the audience's interaction with the brands content. It showcases the sharing rates of the content and the average number of shares per content.

Brand awareness metric keeps track of the brand's mentions on social media and general internet.

Incremental sales measure the number of sales conducted and the percentage of visits turned to sale. Furthermore, this metric gives a closer insight into how much value is gained on average from customers and the cost of acquiring a customer. Additionally, it keeps track of factors such as, advertisement click-through rates and website traffic.

Customer lifetime value measures the profit generated from a customer through the business cycle period.

Techie solutions objectives wish for an increase in brand awareness, social media and website traffic and these key performance indicators picked by the author to emphasise on measuring them. When implementing the digital marketing plan, the commissioning company must use each key performance indicator to the fullest since it will give them the opportunity to adjust and optimise for the best possible results.

6 Conclusions

This chapter will assess the thesis process and results. The author will discuss the final product key outcomes, recommendations for further research, project evaluation, commissioning company feedback and, to conclude, reflections on learning.

6.1 Key Outcomes

The objective of this project was to design a digital marketing plan for the case company Techie Solutions. To achieve this objective, the author created five project tasks, serving as the guideline.

The **first project task** was to collect information and establish a theoretical framework, for which various academic literature in the form of e-books and articles were used. Furthermore, digital marketing theory was discussed in detail with its subchapters. **Content marketing** was highlighted as the most influential aspect, considering it significantly affects the rest of the plan and different optimisation strategies for introduced for its benefit, such as, the importance of headlines. **Social media marketing** was the next established factor, and general social media marketing strategies were introduced. Additionally, Instagram, Facebook and LinkedIn were picked as the three social media platforms to be introduced. The latest mar free and paid marketing strategies for the aforementioned platforms were presented. **Search engine marketing** analysis was done using the google search engine, as stated in the demarcation. Organic growth was highlighted as a great way to increase website traffic, consider its generally free of charge and using Google AdWords could further benefit the company provided there are sufficient marketing funds for it. The chapter was concluded with an introduction to the **SOSTAC** plan, which is of great use to marketers in creating a strong-rooted coherent plan. The combination of all of these parts made up the final digital marketing theoretical framework.

The **second project task** was to establish the company's digital marketing presence and performance. The company's situation analysis was conducted, in which various details of their **current marketing practices** were highlighted and evaluated. Competitor analysis was done by comparing the commissioning company with two competitor companies in Visma and Kellokortti. The factors compared are service pricing, payment methods, social media following and search trends on Google. A SWOT analysis of Techie Solutions concluded the chapter. The commissioning company CEO Erlin Hysenbelliu was interviewed and assisted in the project task with constant communication. This project task helped to further familiarise the author with the commissioning company's marketing state, and the competitor comparison brought more clarity to improvements needed to be made.

The **third project task** was to gather and analyse the data required for the digital marketing plan. This chapter saw the author collecting various academic resources which fit the condition of being up to date and of relevance to the digital marketing plan, using platforms such as, Haaga-Helia FINNA, Google scholar, and more. Additionally, Digital marketing expertise platforms such as, Woz and Neil Patel were used as credible sources, considering global digital marketing experts approve them.

The **fourth project task** was creating the digital marketing plan for the commissioning company through the use of information gathered on project tasks one to three. The author built the digital marketing plan to focus on improving factors highlighted by the commissioning company. The digital marketing plan was composed of the latest social media trends, commissioning the company's social media situation, website analysis, Keyword optimisation, Google AdWords and key performance monitoring tools and metrics. Furthermore, the author used various analytical tools and websites to determine the most optimal results for website analytics, keyword optimisation, and Google AdWords.

The **fifth project task** was to assess the project outcome and include feedback from the commissioning company, and this chapter will be concluding the thesis.

6.2 Recommendation for Further Research

Digital marketing is going through constant change and evolution, considering new trends appear constantly and new social media platforms are on the rise. The author recommends Techie Solutions stay up to date with the changes and train future employees on the topic. Employee engagement is crucial for their marketing efforts. It is important to remember that personal presences influence the engagement level of each employee; therefore, different methods should be used for each employee to increase engagement levels.

As previously mentioned in the project scope, the case company will implement the final digital marketing plan. As agreed, the digital marketing plan will serve as the base for their future digital marketing efforts, meaning the case company can adjust it to its liking. The author recommends using the key performance indicators highlighted in the project; however, the key performance indicators can be altered to fit future marketing needs. As previously mentioned, digital marketing is a constantly evolving field. Therefore, it is advised for the commissioning company to stay in touch with the latest information. Techie Solutions is a relatively small company, so resources might not be available to achieve the best results; therefore, it is recommended that the commissioning company collaborates with third parties such as, Universities for achieving good results and minimising costs.

6.3 Project Evaluation

Digital marketing practices are on the rise, and the vast majority of companies are currently utilising them. After creating the theoretical framework, it became clear that a combination of paid and organic marketing methods is the most optimal. Large social media platforms constantly update their advertising services, and companies need to keep up with the changes to achieve the best results. Social media trends are significant and need to be highlighted, as not keeping up results in lower interest in the content. It is suggested that companies constantly research the best trends to date and utilise them.

The competitor analysis further highlighted the fact that the website of Techie Solutions is not optimised. Their website does not rank the best on the search engine result page, lacks backlinks and keywords. To catch up with the competitors would require the use of organic growth through the content creating and use of keywords in tandem with Google AdWords.

Key performance indicators will require additional research from the case company during their final project. As stated in the project status, this project will be the basis of their future digital marketing plan. Therefore, any changes to it can also lead to the required adjustment of key performance indicators. This is crucial since keeping track of the objectives highlights their performance and allows further optimisation.

6.4 Commissioning Company feedback

The author presented the thesis to the CEO of Techie Solutions, Erlin Hysenbelliu. The presentation was done using a compiled version of the digital marketing plan, found in the appendix. The following feedback was given back to the author: "We are very thankful for Hysenbelliu's hard work and dedication towards helping our company. We are a new company, so we lack resources to invest in a project of this scale. The presented digital marketing plan was of high quality and gave us a great understanding of how to approach digital marketing. Hysenbelliu was deeply acquainted with the company's operations and accommodated the various requests done throughout the process. The communication between the student and us was effortless. We are happy with the results and will be using the plan in the future"

6.5 Reflections on Learning

This project served as a great learning experience. Through the process, the author further developed academic writing skills and researching skills. Additionally, time management skills improved, which helped complete the project in the planned time. Other skills

such as, referencing and identifying academic sources were further refined. The author struggled with defining the project scope initially, considering the vast amount of information available. Completing the theoretical framework and communication with the commissioning company gave the insight needed to solve the issue.

Covid-19 brought forth challenges which were not accounted for. Schools, Libraries and Cafés were shut down, therefore finding resources became increasingly difficult. The author avoided public areas due to the pandemic, and working from home was a new experience, which was challenging to adapt to. This project also helped expand the knowledge in the topic of digital marketing, which is the field the author wants to continue his studies and future work.

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Attachments

Attachment 1. Digital Marketing Plan Presentation for Techie Solutions Oy.



Digital Marketing Plan

Techie Solutions

Table of Content



SOSTAC® PLANNING
MODEL



TARGETING



PERFORMANCE &
KPI'S



SEARCH ENGINE
MARKETING (SEM) &
OPTIMIZATION (SEO)



CONTENT
MARKETING



CONCLUSIONS

Situation Analysis: SWOT

Active on the following platforms:

- LinkedIn
- Facebook

Identified needs:

- Marketing Budget
- Digital Marketing Plan
- Brand Awareness
- SEO Presence
- Diversification of target audience

<p>Strengths</p> <ul style="list-style-type: none">• Stable customer base• Competitive pricing• Effective customer support• High growth potential	<p>Weaknesses</p> <ul style="list-style-type: none">• Weak SEO ranking• Inactive on Facebook and Instagram• Low brand awareness• No marketing budget
<p>Opportunities</p> <ul style="list-style-type: none">• Cloud Services is a fast-growing field.• Improving brand awareness• Global services• COVID-19 remote work push	<p>Threats</p> <ul style="list-style-type: none">• Lack of investment resources compared to competitors• Competitors offering better pricing• Not keeping up with the latest industry standards

Situation Analysis: Competitors

Companies	Positives	Negatives
Techie Solutions	<ul style="list-style-type: none"> • Competitive Pricing • Highest Variety of Pricing Methods • Loyal Customer Base • Dedicated Customer Service • Services Offered Globally 	<ul style="list-style-type: none"> • Lack of Activity in Social Media • Bad Organic SEO Ranking • Low Brand Awareness • No Marketing Budget
Kellokortti	<ul style="list-style-type: none"> • Experienced in the Field • Good Brand Awareness • National Recognition • Loyal Customer base 	<ul style="list-style-type: none"> • Confusing Pricing Model • Lack of Activity in Social Media • High Pricing • No International Brand Awareness • Services available only in Finland
Visma	<ul style="list-style-type: none"> • Large Marketing Budget • Operating Internationally • Good Customer Targetting • Active on all Social Media Platforms • Great Organic and non-organic SEO Presence • Strong Market Position 	<ul style="list-style-type: none"> • Highest Pricing • Slow Customer Service • Lacks Authentic Personal Touch • Diffiuctly of Implementing and using KPI's

5S Framework

- **Sell:** Investing in new distribution and social media platforms will aid in gaining competitive advantage. The ultimate goal; developing an E-sales strategy to increase sales volume, reduce cost, achieve higher distribution efficiency and gain online competence.
- **Serve:** Offer real time service by being present and responsive on different digital platforms. This can be measured and monitored by customer satisfaction rates and interaction levels.
- **Speak:** Engage your prospects and clients with relevant content. As content marketing has become the most effective tactic to lead generation, utilised correctly and gain new customers and raise brand awareness.
- **Save:** Time & Money influence the final buying decision. Reduce operational costs by utilising online means and distribution channels. Wider online distribution allows prospect and clients to find you easier!
- **Sizzle:** Improve the online user experience by listening to their everchanging needs and keeping up with the latest trends. Focus on the value they will receive!

Targeting: Strategy

Methods

- Reach target audiences by advertising on the chosen Social Media Platforms
- Create a consistent content uploading schedule
- Use a mix of organic and non-organic methods to Increase Brand Awareness
- Increase Website Traffic using SEO and GoogleAdwords.

Key Performance Indicators (KPI's)

- Audience Interaction, Subscriber Count, Length Per Visit/Stay.
- Content Frequency, Following Indicator
- Brand Awareness Metric, Following indicator
- First Visitor Metric, Returning Visitor Metric, Cost Per Acquisition (CPA)

Targeting: B2B Customer Persona

The High potential.

- **Size:** 20 to 50 employees
- **Revenue:** \$100,000 to \$250,000
- **Industry:** Game Development
- **Geography:** Scandinavia
- **Pain point:** Supply chain too complicated
- **Needs:** Cloud services to solve the supply chain problem

The Large Multinational Corporation

- **Size:** 2500 employees
- **Revenue:** \$500,000,000
- **Industry:** Tech Industry
- **Geography:** Global
- **Pain point:** Customer base spread out globally, Complicated supply chain situation

Targeting: B2C Customer Persona

Home office worker Ben

- **Age:** 35
- **Consumer profile:** Bad time management skills, Productive but often requires breaks.
- **Employment status:** Digital Marketing Specialist, Working remotely from home.
- **Income:** 50,000€
- **Hobbies:** Socializing, Gaming
- **Pain points:** Home distractions, forgetting to time working hours,
- **Needs:** Method to track working hours

Always on the job Sandra:

- **Age:** 29
- **Consumer profile:** Always on the work, productive. Day job in a Café, night job in a bar.
- **Employment status:** Barista
- **Income:** 60,000€
- **Hobbies:** Cinema, art, sports
- **Pain points:** Struggles calculating work time spent on each job.
- **Needs:** Workhour tracking system through a global positioning system (GPS).

Tactics: 8P's

8P's is based on holistic marketing. It focuses on ensuring the interconnecting of Relationship-, Integrated-, Internal and Performance marketing.

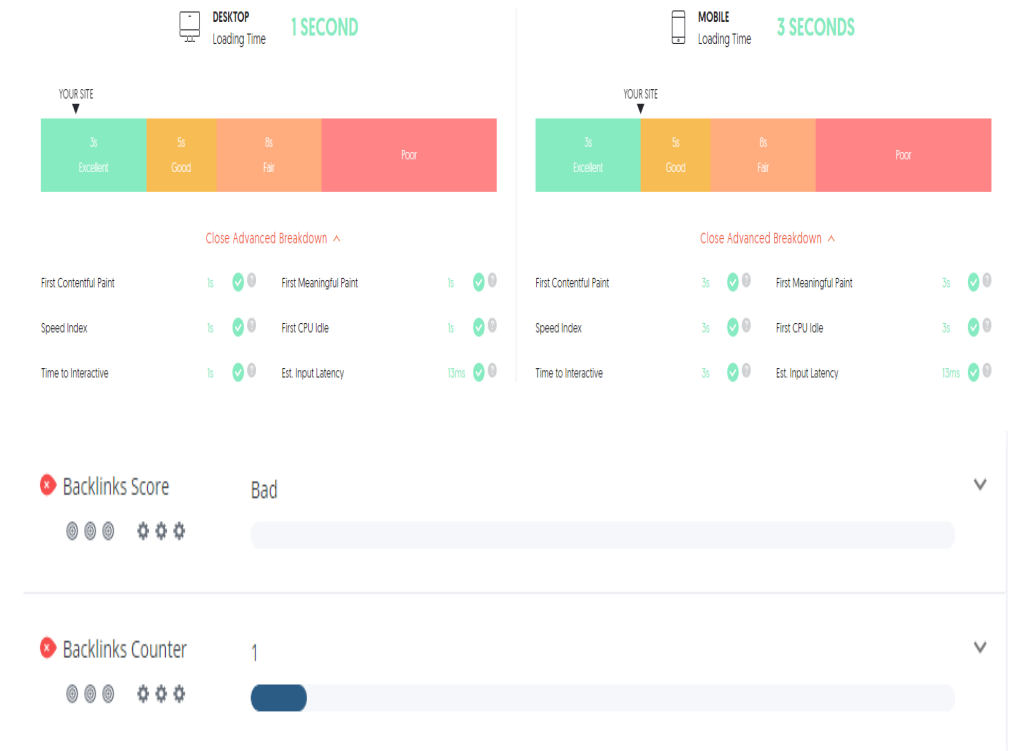
- Product? Diversity product offering?
- Place? Distribution channels?
- Promotion? Usage of organic- & non-organic marketing?
- Price? What will the customer gain / experienced value?
- People? Develop team competence by issuing regular training and meetings?
- Process? Wider social media distribution?
- Physical Evidence? Brand unity/symbol? Brand recognition?
- Partnership? Possible collaboration/cooperation to gain new customer audience and brand visibility?

Control: Key Performance Indicators (KPI's)

- **First visitor Metric** keeps track of the first-time visitors; furthermore, gives information on how they found it while also keeping track of their activity during that period.
- **Returning Visitor Metric** keeps track on the visitors who have returned after first visit. Also emphasizes the type of content they consume the most.
- **Following Indicator** will show the number of followers gained and lost. Additionally, it will give information on their activity levels before when they first join and when they leave.
- **Content Frequency**, as the name indicates, measures the frequency of the company content postings. It includes social media and website content such as blogs. To simplify the measuring, it is suggested to have a schedule for posts, making it easier to keep track.
- **Audience Interaction** metrics keep track of the audience's interaction with the brands content. It showcases the sharing rates of the content and the average number of shares per content.
- **Brand Awareness Metric** keeps track of the brand's mentions on social media and general internet.
- **Incremental Sales** measure the number of sales conducted and the percentage of visits turned to sale. Furthermore, this metric gives a closer insight into how much value is gained on average from customers and the cost of acquiring a customer. Additionally, it keeps track of factors such as advertisement click-through rates and website traffic.
- **Customer Lifetime Value** measures the profit generated from a customer through the business cycle period.

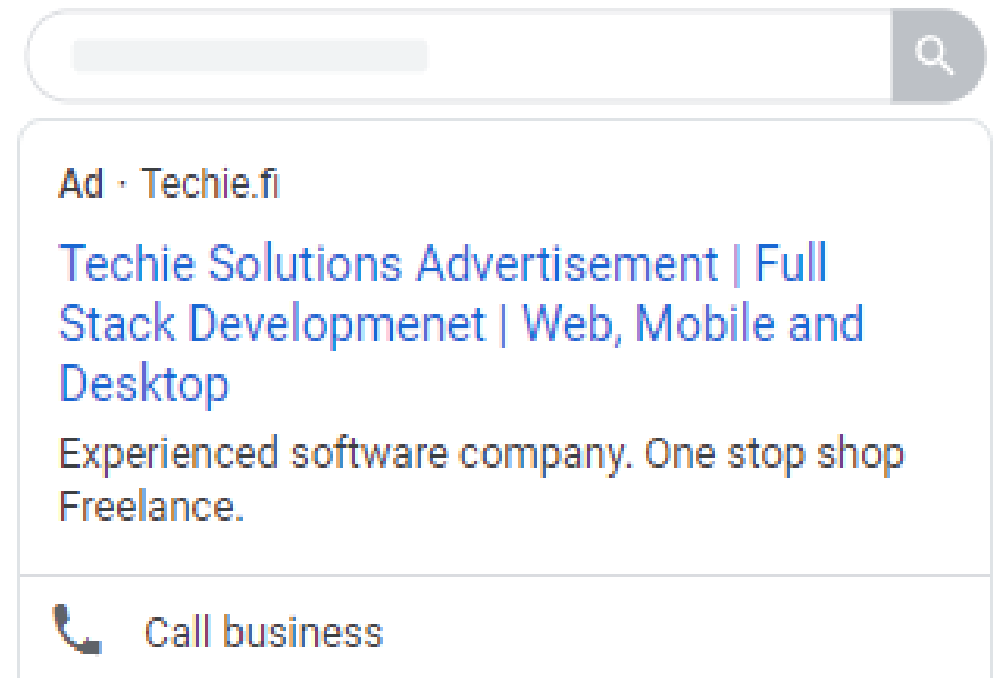
Website Optimization

- Create blogs on the website to improve SEO score
- Cache the images on the website and the use of HTTP request should be lowered
- Utilize Gzip tool to compress files and reduce their size, which dramatically improves loading speed.
- Backlinks are lacking. Investing in it can add additional traffic and credibility to the website and its content.
- Website loading speed is good, but can be further optimised for users with a slower connection speed



Paid Advertising

- Create paid advertising through Google AdWords
- Utilise the customisation options given the fullest
- Define the target audience and location to the company needs
- Use the following keywords: **Simple Tech Solutions** and **Fullstack**
- **Simple Tech Solutions** is a keyword that can be used free of charge and will serve as a great long-term strategy.
- **Fullstack** Offers a SEO difficulty of 20, paid difficulty of 4 and cost per click of €1.67. It's the best keyword for the case company



An example of what Techie Solution Advertisement could look like.

Budget Breakdown: Example

- Marketing Budget 2000€/Month
- Week 1: Create 3 Ads & spend 200€/ad. At the end of the week evaluate the success/performance of the ad using Google Analytics
 - Spent: 600€
 - Remaining: 1400€
- Week 2: Replace the worst performing ad with a new one using UberSuggest for the best keyword options. Spend an extra 100€ on the new keyword to test out for a week.
 - Spent: 500€
 - Remaining: 900€
- Week 3: Assess the success and performance of the used ads. To find the best equilibrium, invest extra funds in the better performing ones instead of utilising many keywords.
 - Spent: 500€
 - Remaining: 400€
- Week 4: Repeat week 3 for the best performing ad. Keep investing in the best performing ad.
 - Spent: 400€
 - Remaining: 0€

Budget Performance monitoring metrics:

- Conversion rates
- Bounce rates
- Brand awareness
- Customer lifetime value
- Incremental sales
- Cost-Per-Acquisition (CPA)
- Retention rates

Content Marketing Matrix

- Techie Solutions must focus on creating a large variety of content consistently.
- Content marketing Matrix creates a significant advantage by utilising different content forms to reach a broader target audience and securing a solid placing in the market.
- The 4 quadrants of this strategy are educational, entertaining, inspirational and convincing content.
- When all content forms are utilised holistically, it will result in higher engagement and customer experiencing by providing solutions, creating need and demand.



Social Media Content Trends

- ✓ **Focusing on quality** is a crucial aspect that often companies disregard. Consumers are overloaded with low quality content, so this is a good way to differentiate and stand out from competitors.
- ✓ **Producing short and concise informative content** is essential in today's market, considering that consumers' attention span has gone down throughout the years.
- ✓ **Social Commerce** is the method of selling products on social media platforms and it has seen a meteoric rise in the current years. Techie Solutions can offer their services through the tools offered by these platforms.
- ✓ **Real-time experiences** have become ever ingrained in social media, considering they offer a fast way to connect with the audience and conduct a variety of engaging content with them.
- ✓ **Expressing and acting brand values** is essential to the consumer, as it is easier for them to identify with a brand that shares the same values as them.
- ✓ **Producing podcasts** helps reach audiences who wish to receive a longer type of content that are easy to consume.

The importance of Content

- ✓ Post Consistently: Create 3-4 posts weekly on all active social media platforms.
- ✓ Follow the Content Marketing matrix: It can serve as a guide on the type of content needed for each customer journey phase.
- ✓ Use different content forms: Educational, Entertaining, Inspirational and Convincing content.
- ✓ Keep-up-to-date: Follow and utilise the latest digital marketing trends.
- ✓ Keep prospect and client engaged: KPI's, Real time content and easy to consume content.
- ✓ Schedule post for best results: Post timing should be always be consistent timing to for best engagement results.

Conclusions

- Digital marketing is constantly evolving and affected by other factors; therefore, it is crucial to keep up with the latest updates and trends.
- Content Marketing, Social Media Marketing and Search Engine Marketing all affect each other and should be used together for attaining best results.
- Paid or non-paid marketing methods should be used in tandem to ensure best results.
- Key performance indicators should be always considered, since they examine the effectiveness of each marketing campaign.