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# A status analysis of current digital marketing: a case study of Kauneusstudio FAB

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## Case Kauneusstudio FAB: A status analysis of the current digital marketing

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Abstract

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**Analyzing and updating of a digital marketing strategy. Case: Kauneusstudio FAB**

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The subject of this thesis is a small company's current digital marketing status. This study was conducted in order for the owners of the beauty and hair salon Kauneusstudio FAB to improve their understanding of their customers' behavior online and the significance of each digital channel they are using in the present marketing strategy. The goal of this study is to provide information for the company to recognize the strengths and the development points of the current digital marketing strategy in order to improve online sales support.

The theoretical section of this study consists of general information about digital marketing and descriptions of the commonly used terms when discussing digital marketing. This section also explains more thoroughly the online platforms of social media that the company uses in their present digital marketing strategy.

In the empirical section the results of a questionnaire are analyzed using both quantitative and qualitative research methods. The empirical section also gives an overview of the current status of each digital channel that the company is using at the present.

The thesis is concluded with a summary about the current status of digital marketing at the company and suggestions for development points to improve or change their marketing strategy in the future.

Key words    digital marketing, customer activity, digital channels

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## 1 Introduction

The internet's increasing role in consumers' daily life has created many challenges and possibilities for companies in marketing and advertising. The significance of being able to use the social media in marketing has become very important part of companies' marketing strategy. New technologies and social media have enabled the companies to market their products and brands in a new way that it hasn't been possible before. The main thing about digital channels and social media marketing is that the role of the consumers is increasingly more and more significant. When creating digital marketing strategies companies must take into consideration that users can express their experiences and opinions on social media very easily, both negative and positive. This is an opportunity while at the same time a remarkable challenge for companies (Karjaluoti 2010, 10-16, 127-129; Godin 2008, 20-23).

This thesis approaches the digital channels from the point of view of marketing. The case company is a beauty and hair salon Kauneusstudio FAB and the study is about their current status in digital marketing.

### 1.1 The purpose of the thesis

The purpose of this thesis is to learn more about the current situation of the salon's digital marketing and to study their customer behavior in their digital channels. Another purpose of this thesis is to analyze and understand the customer needs and behavior within the beauty-care market area.

The main purpose of this thesis is to analyze beauty and hair salon Kauneusstudio FAB's present marketing strategy and operations in digital marketing. The idea is to help the company owners to understand their customer behavior and needs and how to reach their customers more efficiently through digital channels in the future.

At the present the company utilizes digital channels in the social media such as Facebook and Instagram. The owners write a company blog and update latest news and information on their homepage on a regular basis. According to the main purpose of this study, this thesis is to analyze the present marketing strategy and find out furthermore about digital marketing's role for this company. Digital and online marketing is the area where the company wants to improve and understand their customers better.

### 1.2 Case company information

A beauty-care and hair salon, Kauneusstudio FAB Avoin Yhtiö, was founded in February of 2012 and placed in the city of Järvenpää, Finland as a joint ownership between two owners. The owners are the only employees of the company. The owners rent their facilities for three beauty-care professionals.

Kauneusstudio FAB is a beauty-care and a hair salon that provides hair salon services, solarium-tanning, make-up and manicure services. The salon also offers an exclusive selection of beauty-care, hair and manicure products. The brands and products that they offer are not available at nearest supermarkets or not offered by any competitors within near area. The company wants to stand out from the competitors by being very meticulous about the selection of brands and products they offer to their customers.

### 1.3 The structure of the thesis

This thesis consists of introduction, theoretical background, research methods, empirical study and conclusions. Introduction is about the current situation of digital marketing in general. Theoretical background is about different ways to form a digital marketing strategy. Research methods part introduces the main methods and approaches for this study. Empirical study part provides more detailed information about the company and its current situation in digital marketing and the results of the questionnaire will be analyzed. Conclusion part sums up the findings of this thesis and includes development suggestions for owners to consider when updating their digital marketing strategy.

### 1.4 Research problem and questions

The main purpose for this thesis is to give the company owners a better view on the current situation of how active their customers are online and which digital channels are the most relevant for marketing. To maximize the company visibility among their customers it is vital to understand how their customers behave online, what attracts the customers the most and what significance each digital channel has in a customers' mind. This thesis is done in purpose to answer two main questions:

"How actively are customers following Kauneusstudio FAB online and which of the channels are the most followed?"

"What is the significance of each digital channel for the company?"

The questionnaire made for this thesis will give more information on how well the current marketing channels and tools are working and what channels are the most important for the

company to utilize and focus on in the future in order for Kauneusstudio FAB to have a better digital marketing strategy.

## 2 Theoretical background: Digital channels in marketing

Digital channels and online marketing consists of all the activity that the company advertises or market their company on the internet, applications and online platforms. Functionality of different channels can be utilized for different purposes to enhance the company visibility and a brand image.

In order to have an effective digital marketing strategy, a company needs to understand the different channels in digital marketing. Identifying the most suitable channels for the business is important to execute a marketing strategy that drives the business forward (Georgiou 2014).

### 2.1 Online

Online term describes a condition where someone is currently connected to the internet through a computer. Being online can also be seen as being connected to a network of other computers or devices (Oxford Dictionaries 2014). Being online enables a user to create content in social media and browse and search different websites for information that is shared online. Online advertising is when a company promotes its products or services on the internet.

### 2.2 Digital marketing

Digital marketing is to promote one's products or brands through one or several forms of the electronic media such as the Internet, social media, mobile applications and electronic billboards. Television and radio channels are also considered as forms of digital marketing. (Business Dictionary 2014)

Digital marketing consists of a broad range of technological and electronic utilities for marketing purposes via internet. (Azra et. Kazalac 2011) Nowadays, digital marketing is mainly used by companies because it enables them to be closer to the consumers for free. In order to have an opportunity to have an open communication with the consumers and get all kinds of opinions, comments and information on the products or services that the consumers use, each company needs to have a strong digital exposure. Company home pages, e-mail, social media and blogs are most used nowadays. It is said that social media and mobile applications are the

most potential growth areas for companies in the next two to four years. (S.H. Leeflanf P. et al. 2014) The amount of data in the digital channels can be very valuable for companies to utilize in their product or service development in the future.

### 2.3 Social media

Social media is a new platform to share information such as text, video, audio and photos online among other users in the social network. Users with similar interests can create communities in the social media and in a closed or an open community every user can participate and give opinions and exchange information with other users (Juslén 2009, 75-84; SocialMediaDefined 2014).

Social media platforms such as Facebook, Twitter, Instagram, YouTube and many others have had a significant effect on marketing and advertising. Social media have changed the Internet from a platform for information, to a platform for influence. Because of the vast number of users in social media, it has become a necessity for companies to include social media in their digital marketing strategy. Social media have revolutionized the way to influence the customers and the way to have an interactive communication with the users online. The amount of information that these platforms provide is a vital source that the companies are trying to gather and utilize for future business operations and marketing campaigns (Juslén 2009, 74-76).

#### 2.3.1. Facebook

People use Facebook to stay in touch with their family members, friends and other people that they've come across in their life. People can share and express their thoughts and feelings to the people in their Facebook network, discover things that are happening around the world and stay connected to the people they care about. Facebook's mission is to "give people the power to share and make the world more open and connected." (Facebook Investors 2014)

On Facebook both individuals and companies can create their own profile where they are able to share information about themselves. Companies often share information about their products or services they provide, promote their campaigns and share different kind of media on the profile site. Individuals who use the company services or products can leave comments or give feedback to the company. An individual can also share the company post on their own individual Facebook page if they find something they want to share with friends. In order to get more updates or to see new posts more frequently from the company on Facebook, the

individual can "like" the company page and join the company community. Companies can buy advertising space from Facebook to get more exposure and to get more so called "likers" or followers to their pages.

### 2.3.2. Instagram

Instagram is a social media platform for users to share their pictures and videos with their network. This platform enables users to take a picture or a video, change the look and feel of the media by choosing a filter and post it to Instagram as well as share it on Facebook, Twitter, Tumblr and more. (Instagram Inc. 2014) Every user has to create an account in order to use Instagram. They can start following other individuals, celebrities, companies or anything they are interested in. A users feed will show automatically all the posts from the accounts that the user follows. A user can leave a comment under the posted media or just double tap the picture or the video shared to "like" it.

Instagram aims to the world to be connected more visually than before through photos and videos by offering an opportunity for the users to capture moments from their lives and share them to the people in their network around the world. (Instagram Inc. 2014).

### 2.3.3. Blogs

A blog can sometimes be referred to as an online journal that often allows readers to comment or even share the written article on other platforms of social media for example on Facebook. Blogs can be a written article with videos or pictures included. (Azra et. Kazalac 2011, 611-627) A person who writes a blog is called a blogger and the written articles are called posts.

The content and purposes of blogs can vary a lot. Basically, anyone could write anything about their interests, hobbies, profession or daily life. Blogs are one of the fastest growing segments of the internet.

Nowadays, many companies are blogging on their websites and offer their customers more information about what they do and about their products. Blogs are an effective way to create the kind of content that interests customers and attracts their attention. Blogs are one of the social media platforms to communicate the company activity and develop the brand image.

## 3 Research methods

Qualitative research is a method that describes in details situations, occurrences, interaction between people and people's behavior. Qualitative research method includes quotas from different people's experiences, attitudes, beliefs and thoughts. The information of the qualitative research have been gathered without trying to fit people's experiences into the pre-defined categories such as set answering options. (Patton 1980, 22)

Quantitative research is a method to explain a phenomena by collected numerical data that is analyzed by using mathematical methods and showing results statistically (Given 2008, 9-10).

This study has been done by partly using qualitative research methods and partly by quantitative research methods. All of the information has been gathered in interaction with customers in a manner that the customers have answered the qualitative and the numerical research questions by themselves. The answers have then been collected and documented based on exactly how the customers have answered in the question form.

Regarding the qualitative questions, the respondents have answered in an open manner and the pointed subjects are freely chosen. In the numerical questions, the respondents were given different options to answer to. The respondents have had to choose one of the given options, which corresponds the best to their own opinion.

The questions asked from the respondents were about the digital channels that beauty and hair salon FAB uses and about the activity of the respondents in these channels. Furthermore, the questionnaire also included questions about the respondents' age, gender and the customer relationship activity.

Information retrieval for the theory part consists of articles regarding digital marketing and web sources. For example, Google Scholar has been utilized in search for information.

Empirical part of this study is based on interviews and the observations of the hair salon's home site and the digital channels that they use at present. Empirical part consists of interviews from the shop owner and both numerical and qualitative answers from the customers. The customers of the hair salon have been specifically chosen to be as a respondent target group for this survey.

#### 4 Empirical study

The questionnaire had 31 respondents, who were customers of the salon. 29 of the respondents were female and two of them were male. Distribution between genders is big because

the majority of the salon's customers are women. According to this distribution, it can be assumed that during the one month period that the answers were gathered, 93.5 percent of the customers of the salon are women. The answers were gathered in the month of July, 2014. Based on the distribution of the questionnaire, any conclusions from the behavior and activity of men in the digital channels of the salon cannot be made. A take of two respondents is too small to have any reliable indications on how men follow the salon on their digital channels in general.

The two male respondents were similar kind of customers based on what they had answered. Both of them were in their thirties and have found their barber from the previous shop that the owner of the salon used to work at. Both of the men estimated to cut their hair at the salon once a month and acquired information about the salon only through Facebook occasionally.

35.5 percent of the correspondents, which means 11 customers, said that they have found the hair salon through a recommendation. According this, so called "word-of-mouth" is very important to company's business and ability to get new customers. Only two of the correspondents said that they had found the salon through an advert on a tabloid and only one customer found the salon from the blog. Two of the correspondents answered that they found salon from Facebook and one had initially found out about the salon through Instagram. Four of the correspondents have become customers through the salon's homepage. Seven of the correspondents, 22.6 percent, have found the hair salon by walking past it.

Based on the gotten answers the best ways for the salon to get new customers are recommendations from current customers, location of the salon and the homepage. It seems that the salon have been rarely introduced to new customers through social media or if they have been visiting the salon's social media accounts, the attraction have not been enough to encourage them to pay a visit at the salon. An interesting fact was that 22 of the correspondents said that they follow the salon on Facebook and acquire information through the channel. It can be assumed that the activity of customers on digital channels is more active, once they have the salon's regular customers. Therefore, significance of Facebook in this case, is more about maintaining the customer relationship and activating them to come again.

Over 70 percent of the correspondents said that they follow the hair salon on Facebook, while 22.6 percent follows them on Instagram. The company updates their Facebook profile from one to three times a week and at the same time they have new posts on Instagram once a week on an average. In addition, Facebook as a social media platform is more established and more popular than Instagram in general. This can also be seen from the fact that on Instagram, the salon had 241 followers on the 13<sup>th</sup> of October 2014, while on Facebook they had

578 followers. Twelve of the correspondents said that they follow the salon's blog which is updated two to three times per week. Eight of the correspondents claimed to look for information on the salon through their homepage.

Approximately one third of the correspondents say that they read at least one publication or a post from the company from one of the digital channels every week. Five correspondents say that they read the company updates at least once a month. The majority, 13 correspondents say that they read posts and updates only occasionally. A fact that is worth noticing is that 9.7 percent of the correspondents have left this question blank, which could mean that they do not use the digital channels at all.

#### 4.1 Current status of digital marketing channels

This part of the study reviews all the digital channels that the company is utilizing at the moment. Homepage, Facebook, Instagram, blog and Google Search Engine Optimization. Google Search Engine Optimization is excluded from this study because the usage is very little in order to have reliable data. The information for this part consists of qualitative interviews with the company owner, Krista Kallio, and from the company's digital channels.

##### 4.1.1 Homepage

The front page welcomes a site visitor warmly and positively providing information about opening hours, current offers and latest news. The layout of the front page is visual with the company logo and at the end of the page a customer can browse to the other three online channels that Kauneusstudio FAB operates in. From the home page a customer can find all the services provided and pricing of each service, an introduction of each FAB team member, contact information and latest news and campaigns.

The homepage plays a role that is much like our Facebook pages except it is not as interactive as Facebook. Homepages are updated one to five times monthly. Homepage is targeted for both current and new customers. For current customers it is more like a source of information instead of an interactive channel to communicate. (Kallio, K. 08/2014.)

Generally the homepage provides comprehensively all the relevant information for a customer to book a time. However, there can be done a few adjustments or additional elements that could be added to their homepage in order to increase customer activity and eventually booking a time. There is no possibility for a customer to book a time online and the content is lacking a bit of a sales-minded encouragement towards a customer. Considering the whole content of the homepage only in latest campaign was a customer encouraged to book a time

for a fifty-percent discount. A new customer is not able to see pictures through the homepage as to get information on the salon references or customer experiences.

This is a matter that the owners should consider when updating their digital marketing strategy. Applying for an online reservation or booking system and encourage a customer more to book a time while browsing through their website.



Figure 1.

Source: Kauneusstudio FAB website 2014.

#### 4.1.2 Facebook profile

Kauneusstudio FAB created its own Facebook profile when the salon was opened in 2012. The timeline shows that the salon is very active in the in this social media channel and a customer can see weekly posts of sales campaigns, pictures and events. Basic information such as opening hours and contact details can be found and the link to home site. Ratings from previous customers with open comments can also be found from their Facebook profile.

Again a customer path from finding information to book a time does not give an online option and booking a time is not promoted on the pages. Pricing can be found from the salons home site but a customer is not informed of that. Also links to their blog or Instagram account was

not available. Majority of the content including pictures and campaigns were mostly directed to female customers. The salon's Facebook page ratings were a good element for new customers to read about customer experiences and that is the place where the salon can enable their sales by encouraging customers to give feedback actively. The benefit of using Facebook as part of their marketing is the element of interactive communication between a customer and the company.

The hair salon has bought marketing spread from Facebook with bigger campaigns and Kallio says that Facebook -pages are definitely their most important digital channel when it comes to communicating with the customers on a regular basis. Facebook page is updated 1-5 times a week. In case of exceptions in opening hours, cancellations or special occasion new posts are updated more often.

The information updates and posts are targeted for the current customers. The salon uses only their homepages and Facebook page primarily to communicate and update information to their customers. The advantage of Facebook, is that it is current and new updates or information can be easily posted online to keep the customers up to date on what is happening at our salon. (Kallio, K. 08/2014.)

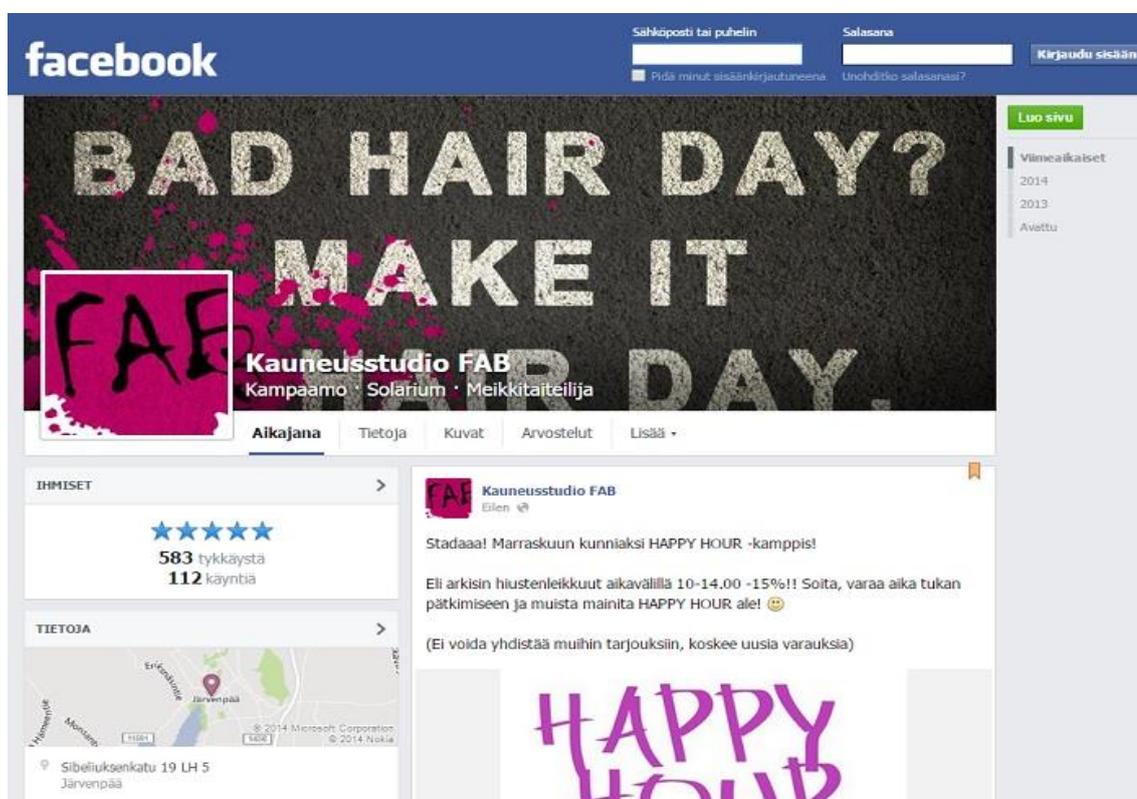


Figure 2.

Source: Kauneusstudio FAB facebook (2014).

### 4.1.3 Instagram

Kauneusstudio FAB's Instagram account consists of short introduction of the salon and links to the blog and home site with pictures and short videos. Kauneusstudio FAB uploads material weekly on their account and the followers get to see their posts instantly on Instagram and therefore this is an efficient tool to be visible among their customers.

Instagram is followed by students of the industry and professionals, hair product brands and their trainers. Instagram profile content is more entertaining and shows the more visual side of salon's daily life. The key quality about Instagram is the visual side of the content. The age span of followers is generally younger compared to other channels' followers.

Instagram profile's value comes from the visual entertainment that the customers and followers are able to see. This where we can post all kinds of funny pictures about what happens at our salon and I think it gives a bit more personal touch towards the followers. The platform is very easy to use and we post new pictures on Instagram every week. (Kallio, K. 08/2014.)

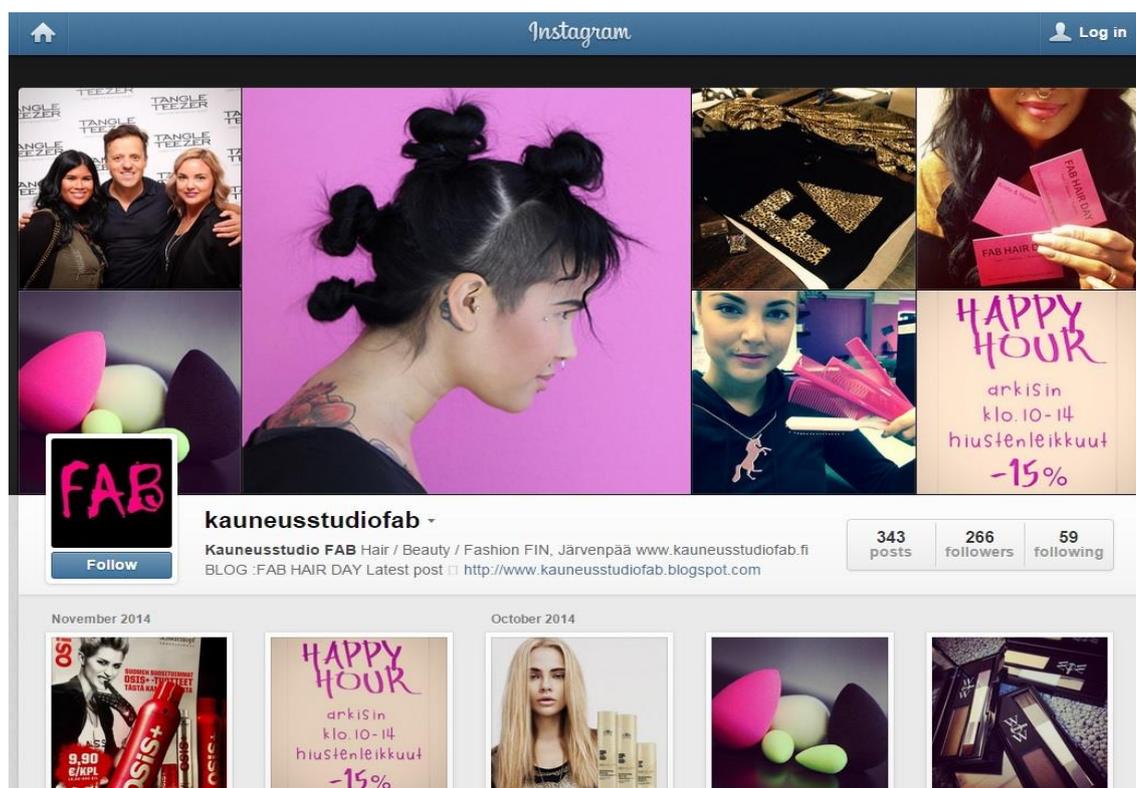


Figure 3. FAB Instagram.

### 4.1.4 Blog: FAB HAIR DAY

Kauneusstudio FAB's most active digital channel is their blog. The owners write their blog several times per week and posts pictures of new hair trends and styles both for women and men. Company introduction is short and concise. Contact information is provided and links to their homesite and Facebook are shown under the given basic information.

Out of all four digital channels that Kauneusstudio FAB uses, the blog has the most followers online. However, there are a few points where the owners can still develop their strategy and try to get more sales through the development.

Since the blog is popular and despite that majority of the followers are already customers there are many potential new customers who visit the blog and could find the beauty-salon interesting and would like to book a time. The owners could develop a digital marketing strategy which would include making the time-booking path for any customer easier and more convenient.

Blogging has a fundamental significance in the company's digital marketing and their visibility among their target group. The blog is updated one to three times a week.

Our blog is the best tool that we can use to post about bigger projects with sponsorships and co-operations. The blog reaches people all over the world and through visitor amount the blog is clearly the most visited and followed forum and therefore it is also the most important channel for us to brand ourselves and create the image of the company that we want. Our blog reflects our thoughts and the view to life in general, the content is not only limited to blog posts about hairstyles or trends, but also lifestyle, sports and so forth. It gives a better picture of us, of who we are as personalities and what is our view to life. (Kallio, K. 08/2014.)

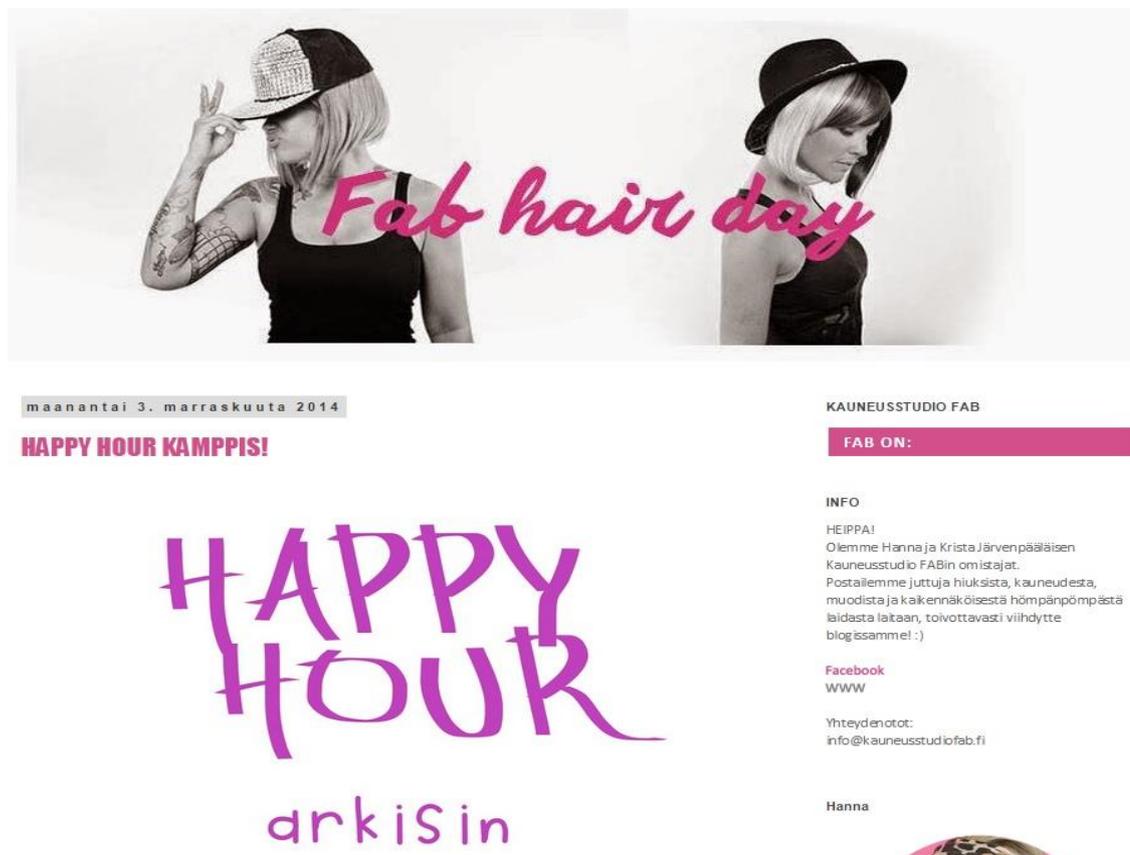


Figure 4. Kauneusstudio FAB Blog-  
Source

## 4.2 Online Booking System

The hair salon's customers have requested for an online booking system and the owners have applied a system for customers to book a time from their homepages. "We tried one system but it had many problems and the IT part did not function as hoped. As a result we decided to go back to the old manual booking system that we had." Krista says that going back to the old way of booking have not affected the amount of customers at the salon.

The owners see the original method working even better as a whole, both from the customer and the owners' point of view. "We know our customers very well and therefore, going back to the old way of booking a time for a customer through us via email or phone is also more convenient for us. As professionals and having worked with customers before, we can estimate the customer need better and the time required for the procedures that the customer wants. For example, it is much easier for us to estimate the amount of time needed over the phone when we know the customer's type of hair and what color they would like to dye it for and explain to the customer why it is so. With this way we can prepare the customer for the right amount of time and it is much more efficient for us time management wise.

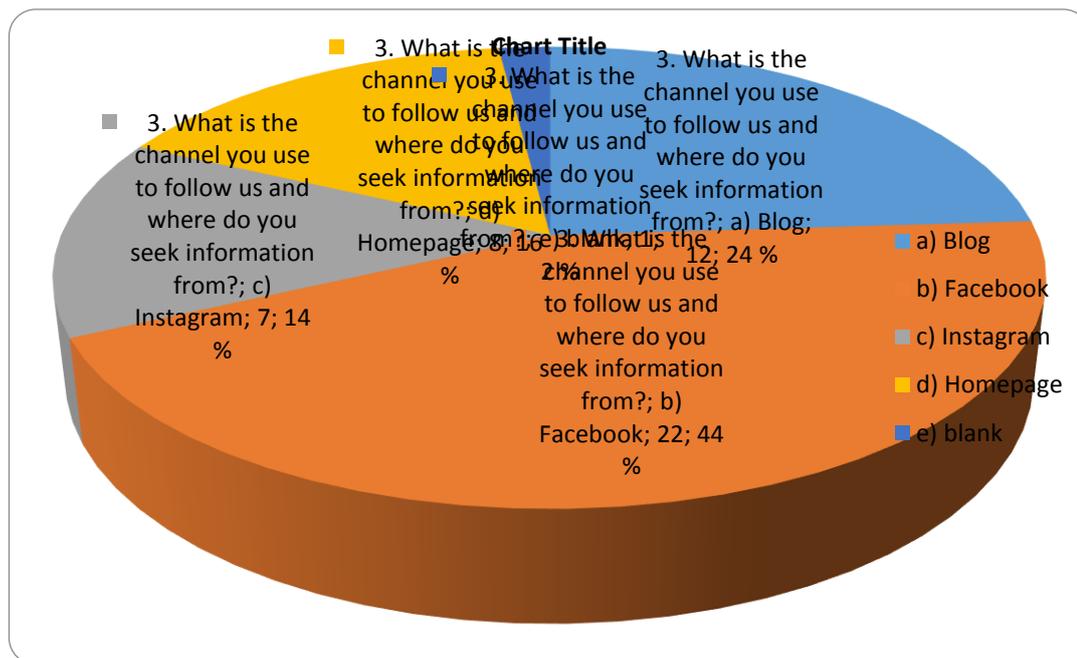
"Another advantage for using the original method is that as hair professionals we are different and with another hairdresser it can take longer compared to the other. Having the online system limits the working hours from 10-18 despite the fact that we are flexible on our working hours. This is a situation where both side wins." The owners see this as both as good customer service and more efficient time management.

#### 4.3 The results of the study

The results of the questionnaire showed that the most frequently followed digital channel among current customers is Facebook by 44 percent. The pie chart below is based on the results of the questionnaire made for this study. The second most followed channel is the blog by 24 percent. Clearly, Facebook together with the blog form a majority of the digital channels, almost 3/4, that are being followed by customers and therefore the most visible platforms for the company to utilize. Homepage is at the third place by 16 percent and Instagram is the least followed by 14 percent.

Based on the results, Facebook has a great significance for the company to reach their current customers and to provide information about latest campaigns, news and common updates. Facebook is a very important channel for the company to communicate with their customers and at the same time a useful tool to build the company image and the brand. The owner Kallio says that keeping the customers up to date is very important and that Facebook provides the opportunity to share information with customers quickly online.

An interesting fact is that over 70 percent of the correspondents have answered that they follow the hair salon on Facebook, while only a small part of these customers actually actively reading the posts and updates. This naturally means that despite the fact that the customer have liked the hair salon's Facebook page, they aren't all actively visiting the page.

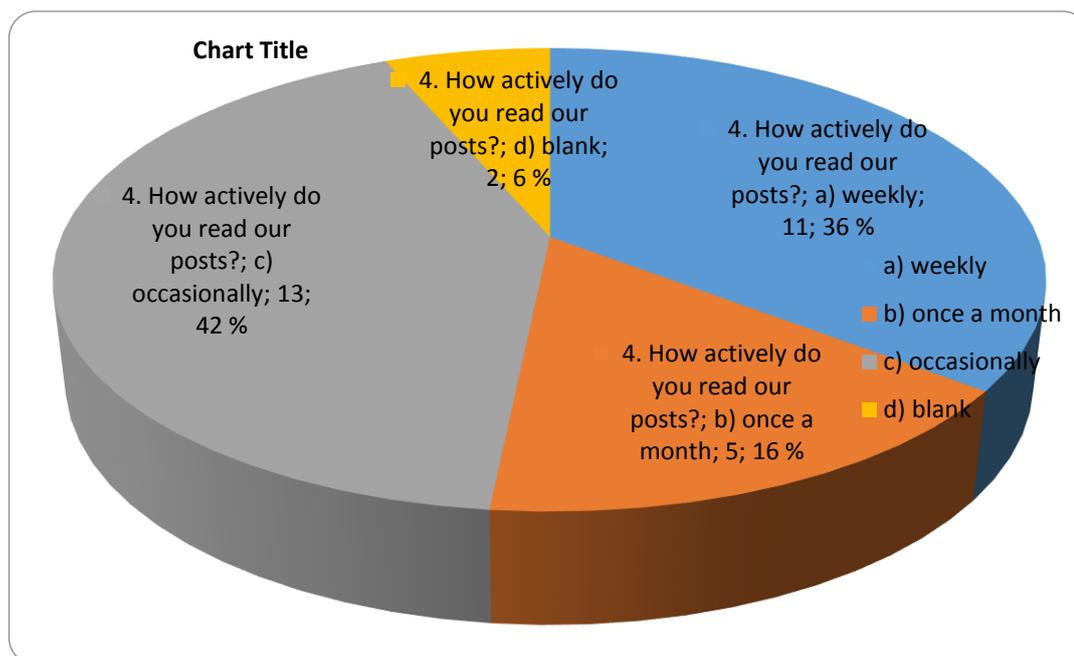


Pie chart 1. The most commonly followed digital channels by customers (Questionnaire 2014)

The activity of the customers was also asked in the questionnaire. The results show that almost half of the responded customers follows the company digital channels occasionally by amount of 42 percent. Meaning that these customers do not follow the news or updates online regularly, less than once a month. On the other hand, 36 percent of the responded customers are actively following the company online weekly, which means that this is the second biggest group and the most influential group of customers.

Regarding the most active group it can be assumed that the content of the digital channels are interesting and attractive enough for them to visit the channels frequently. This can lead to customers being more committed and interested in using the hair salon’s services and trying for example new hairstyles and hair products promoted online, which could result in more revenue for the company.

The potential to discover is in the less active customer groups who should be focused on in case the company wants to increase the amount of customers with more frequent online activity on their digital channels. In this case, the owners should consider the reasons why aren’t the majority of customers so active and maybe reconsider the content in their digital channels.



Pie chart 2. The activity of customers visiting the companies digital channels.

What this study does not show, is the fact that the blog is the most visited channel based on the Google analytics within the timeframe of the founding of the company until now with the total of 153 942 views. However, the amount does not consist of only the current customers but of basically everyone who has ever come across the blog from all around the world. This means, that although the blog has many readers and followers, most of them are not likely to become as a regular customer or even a customer at the hair salon at all.

The blog has a significant role in building the company's brand and image online. The business opportunity for the company could be in online sales for hair care products that the blog followers can buy if they have liked the post where the hair salon has demonstrated the using of a certain product. On the other hand it should be kept in mind that the effectiveness of online marketing cannot be measured properly when considering the sales.

Even though, along with the importance of building the image and the brand, digital channels should and can be used to support sales. For example links to pages where the products can be purchased by a customer who is not from a local area, but wants to buy a product.

The company owners should think about how to increase the online activity among their current customers. How to activate the less active customers? Should they change their strategy on the content of each channel or is there certain things they need to improve in their own activity online? How to inform the customers about their digital channels? Should the staff

promote and discuss with their current customers more about the digital channels and the opportunities to be more involved with the company activities? Or should the digital channel - logos be more visible inside the hair salon?

At the moment Facebook, Instagram and the Blog are the most active digital channels that are followed by the customers. The whole customer group is not as active as it can potentially be online. There are two main questions the focus on, if the hair salon owners want to increase the online activity of customers and sales. How to activate the customers and how to support sales better through their digital channels?

## 5 Conclusions

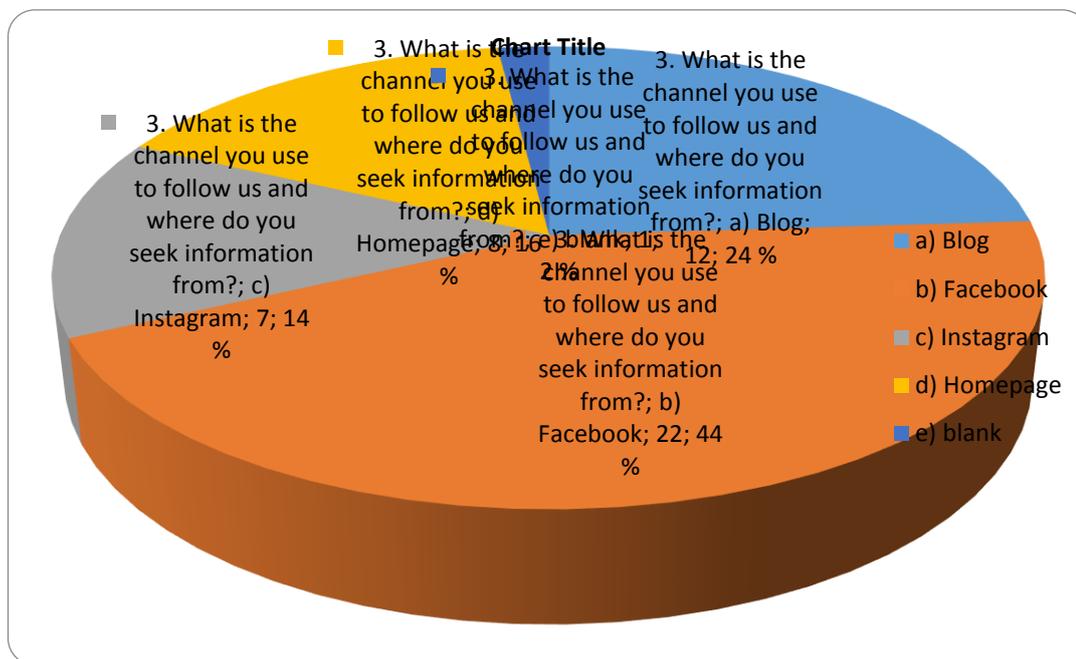
In general, the hair salon have found the right and the most suitable digital marketing channels to reach their target group and have created good possibilities for their current customers to get information, follow the company activities and to have an interactive communication with the company online. The company has a clear idea on what channels are targeted to what type of customers and therefore, they have been able to meet different customer needs through their digital marketing in different channels.

A small company like beauty and hair salon Kauneusstudio FAB can boost their sales and visibility with less effort and budget by utilizing the digital marketing channels. The present technology enables the owners to have a lot of data about the activity on the channels and makes it easier for them to follow and steer their marketing focus. It is up to the company owners how will they want to target their online marketing campaigns in the future, whether it is to get new customers or getting the current customers to be more active online and buy more of their products and using their services more often. Perhaps, all of this at the same time. It depends on how satisfied the company is with the current situation and what are the main focus areas in the company's strategy for the future. One thing is certain, that the current strategy is serving the company targets very well for the time being.

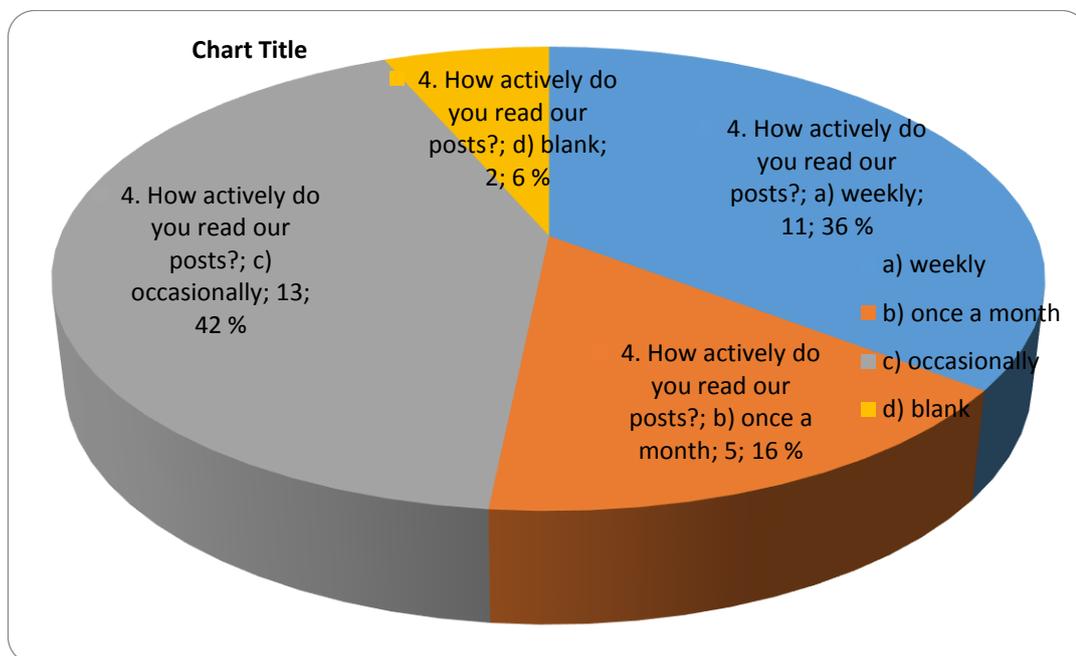
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Illustrations



Pie Chart 1. The most commonly followed digital channels by customers (Questionnaire 2014)



Pie chart 2. The activity of customers visiting the companies digital channels.

Figures

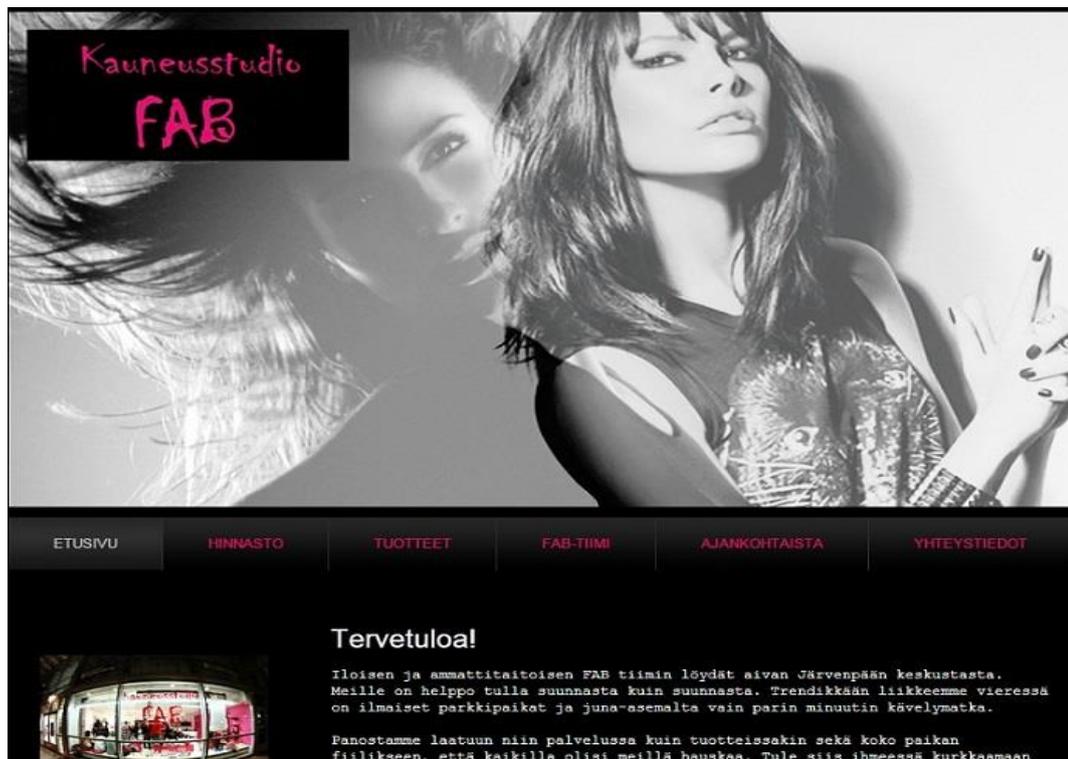


Figure 1. Overview of website.

Source: Kauneusstudio FAB website 2014. <http://www.kauneusstudiofab.fi/>.

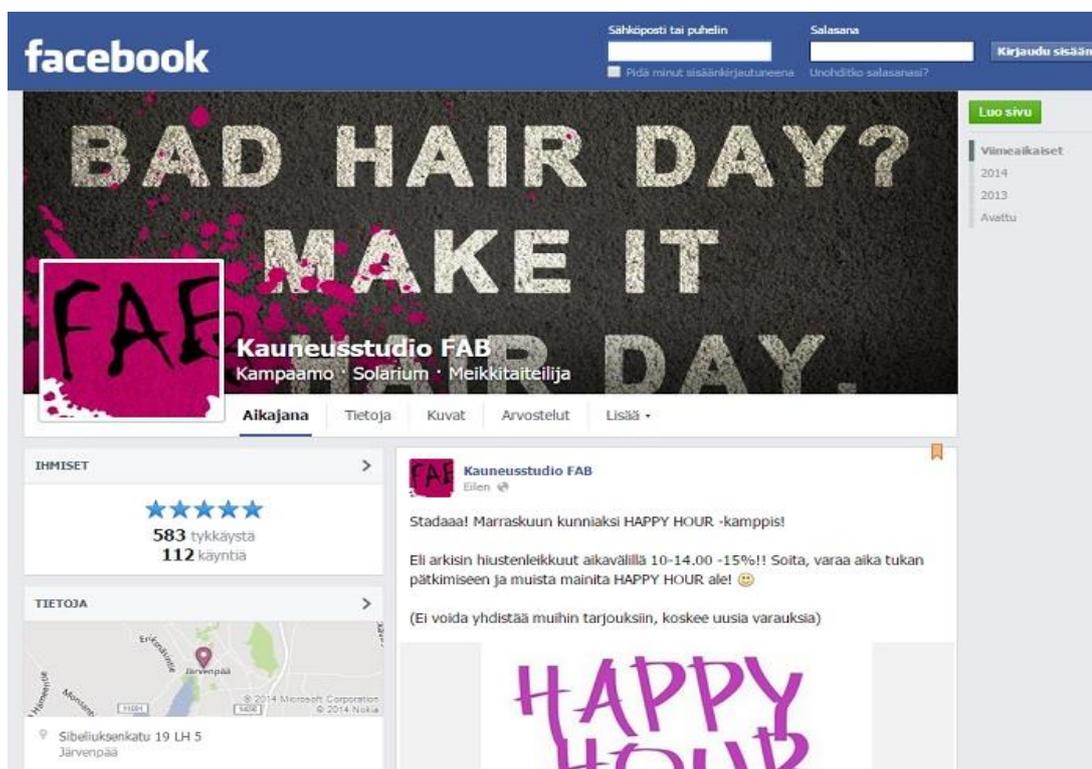


Figure 2.

Source: Kauneusstudio FAB facebook (2014). <https://www.facebook.com/pages/Kauneusstudio-FAB/326579954026951>.

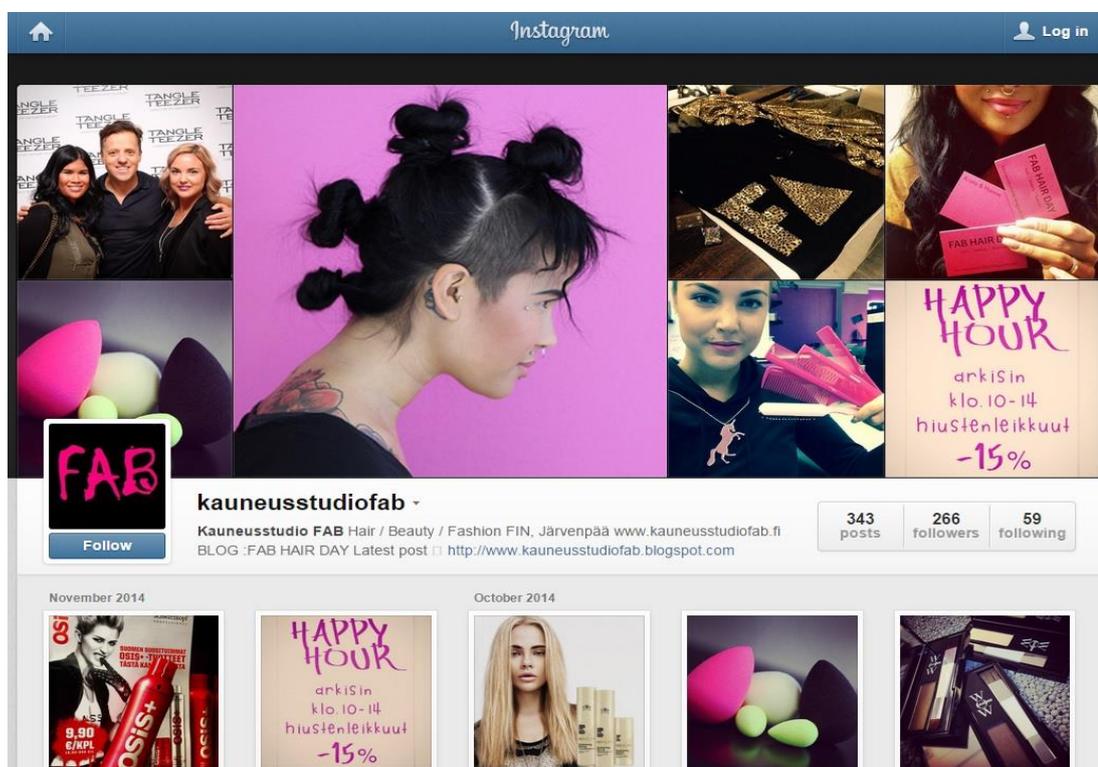


Figure 3. FAB Instagram.

Source: <https://instagram.com/kauneusstudiofab/>.



maanantai 3. marraskuuta 2014

**HAPPY HOUR KAMPPIS!**

**HAPPY  
HOUR**  
arkisin

KAUNEUSSTUDIO FAB

FAB ON:

INFO

HEIPPA!

Olemme Hanna ja Krista Järvenpäääisen  
Kauneusstudio FABin omistajat.

Postaillemme juttuja hiuksista, kauneudesta,  
muodista ja kaikennäköisestä hömpöpömpöstä  
laidasta laitaan, toivottavasti viihdytte  
blogissamme! :)

Facebook

WWW

Yhteydenotot:

info@kauneusstudiofab.fi

Hanna



Figure 5. Kauneusstudio FAB Blog-

Source: <http://www.kauneusstudiofab.blogspot.fi/>.

## Appendices

## QUESTIONNAIRE

Arvoisa asiakas,

Tämä asiakaskysely on tehty opinnäytetyötäni varten, jonka teen Kauneusstudio FABille. Kyselyn tarkoituksena on auttaa Kristaa ja Hannaa saamaan parempaa kuvaa sinun käyttämistä palveluista ja digitaalisista kanavista, jotta Kauneusstudio FABin henkilökunta pystyy sinua jatkossa paremmin palvelemaan. Antamasi tiedot ovat vain opinnäytetyötäni varten ja Kauneusstudio FABin sisäiseen käyttöön.

Kysymyksiä on 9 ja vastaamiseen menee aikaa 5min. Kyselyyn vastataan anonymisti.

Suuri kiitos avustasi.

1. Ikäsi ja sukupuolesi

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2. Mistä olet löytänyt meidät?

- a) suosittelu
- b) lehtimainos
- c) blogi
- d) Facebook
- e) Instagram
- f) kotisivut
- g) sijainti, ulkoasu
- h) muu, mikä?

3. Mitä kautta seuraat meitä ja mistä haet tietoa meistä?

- a) Blogi
- b) Facebook
- c) Instagram
- d) kotisivut

4. Kuinka aktiivisesti luet julkaisujamme ja mistä?

- a) viikoittain
- b) kuukausittain
- c) silloin tällöin

Ympyröi mistä kanavista: Blogi, Facebook, Instagram, kotisivut

5. Kuinka usein käyt meillä asiakkaana?

- a) kerran kuussa
- b) kerran 2 kuukaudessa
- c) puolen vuoden välein
- d) harvemmin

6. Onko muita palveluita joita toivot meiltä löytyvän?

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7. Toivoisitko meiltä kampanjauutisia ja tarjouksia esim. sähköpostitse?

- a) Kyllä
- b) Ei

8. Ruusuja ja risuja:

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9. Voiko sinuun olla yhteydessä lyhyen haastattelun merkeissä tarvittaessa?

- a) Kyllä
- b) Ei kiitos

Jätäthän ystävällisesti yhteystietosi, mikäli vastasit Kyllä.

Nimesi:

Puh. nro:

Email:

Kiittäen,

Roni Tran

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